

9 KEY INSIGHTS INTO JOURNALISM AND SOCIAL MEDIA IN THE UK

GORKANA'S 2016 SOCIAL
JOURNALISM STUDY:
HOW FIVE KEY GROUPS OF
JOURNALISTS USE SOCIAL IN
THEIR WORK





Summary



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Introduction



This year's Social Journalism Study is the fifth conducted by Gorkana and its parent company Cision, in partnership with Canterbury Christ Church University.



Each year, the study aims to show how journalists and media professionals use social media in their work and how social channels facilitate communication between journalists and PR and comms professionals.



But, there are differences, in the way different journalists use social. From the study, UK journalists can be identified as one of five groups of social media users (see page 06) from the least active social media users, or sceptics, to the most active social media users, the architects. We explore these groups (page 06) and look at some of the more surprising findings. For instance, nearly a quarter of sceptics - the least active social media journalist group - work online (see page 12).



Social media is a diverse and rapidly changing arena - particularly when compared to some of the mainstream media outlets where journalists work. For the purposes of this study, six main areas of social media are looked at: from professional networks, such as LinkedIn, to blogs, the major networks (Facebook and Google+), audio-visual specialists from Instagram to YouTube, microblogs (Twitter, in particular) and content "communities", from Wikipedia to Vine and/or Persicope.



This year we have highlighted nine key findings from the UK study, as listed and explored on the following pages. These show that while social media continues to be widely used among UK journalists, the networks, tools and platforms for social media are used more purposefully than in the past and there is less experimentation.



The way media professionals use social media is more focussed. Publishing content, monitoring what is going on and interacting with the audience clearly dominate as key professional purposes of use.



This echoes some of the themes coming out of Gorkana's regular, and exclusive, breakfast briefing events from the last 12 months as journalists from a range of titles and publications - from CNBC to The Huffington Post - have explained the role and importance of social to their editorial output, content and brands.



As BuzzFeed's senior reporter, Rossalyn Warren told Gorkana in June, social media platforms, like Facebook, Instagram and Tumblr, are a natural place for BuzzFeed's 'younger' audience to share content. With social in mind, BuzzFeed's audience is largely female; its research also suggests women are far more likely to share stories, according to Warren.



But, BuzzFeed - famed for its listicles and for creating a whole new way of online publishing - is not typical of all titles and this year's Social Journalism Study shows that attitudes to, and ways of working with, social media, vary between subgroups of journalists and a variety of professional and demographic characteristics influence how and why social media is used.

This is where the study is particularly useful as the five types of social media users among UK journalists it has identified, demonstrate specific patterns of social media use and attitudes.

As identified this year and in previous years of the study, these are:

- Architects
- Promoters
- Hunters
- Observers
- Sceptics

This year's survey found that these five social media user types are still evident and they continue to explain differences in social media adoption in the profession. They can be seen on a scale (page 07): sceptics are the least active social media users while the most active social media users are the architects.

Noting the way these groups differ, along with the other nine key insights from this year's study, should help PR and comms professionals build better relationships and be more effective in their contact methods, pitching and in media relations overall.



Caption: Gorkana's BuzzFeed media briefing:
(Pictured left to right: senior lifestyle writer Chelsey Pippin, head of buzz Tabatha Leggett and senior reporter Rossalyn Warren, with Gorkana's head of news and content, Philip Smith)

Methodology

Gorkana, its parent company Cision and Canterbury Christ Church University, conducted the online survey about the uses, behaviours, attitudes and perceptions of social media among journalists.

Respondents were taken from Cision's and Gorkana's media database of more than 1.5 million influencers globally. This particular report takes a closer look at United Kingdom and is based on 418 responses from journalists and media professionals collected during February and March 2016. Throughout the survey the term 'journalist' is used to include all media professionals, eg researchers, editors, bloggers etc, who took part.

The survey is designed to enhance the media industry's understanding of social media uptake and the impact of social media technologies and processes on journalists' work. First launched in 2012, Gorkana and Cision conduct this survey on an annual basis to continue to inform on best practice within the PR and communications field and to deepen the industry's understanding of how journalists and professional communicators use and value social media and other resources. The research examined patterns of social media adoption by journalists, how and what for social media is used in journalists' work, and how they view the impact of social media on journalistic practices and the profession.



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9 key findings

We have picked out nine key insights and findings from the 2016 research.

Finding #1

There are five key groups of social media journalists and these groups are evolving in their attitudes to, and usage of, social media

Over the five years of the study, research has helped us identify five types of social media users among UK journalists. Each group demonstrates specific patterns of social media use and attitudes and their thinking and activity is changing over time.

These are:

- Architects
- Promoters
- Hunters
- Observers
- Sceptics

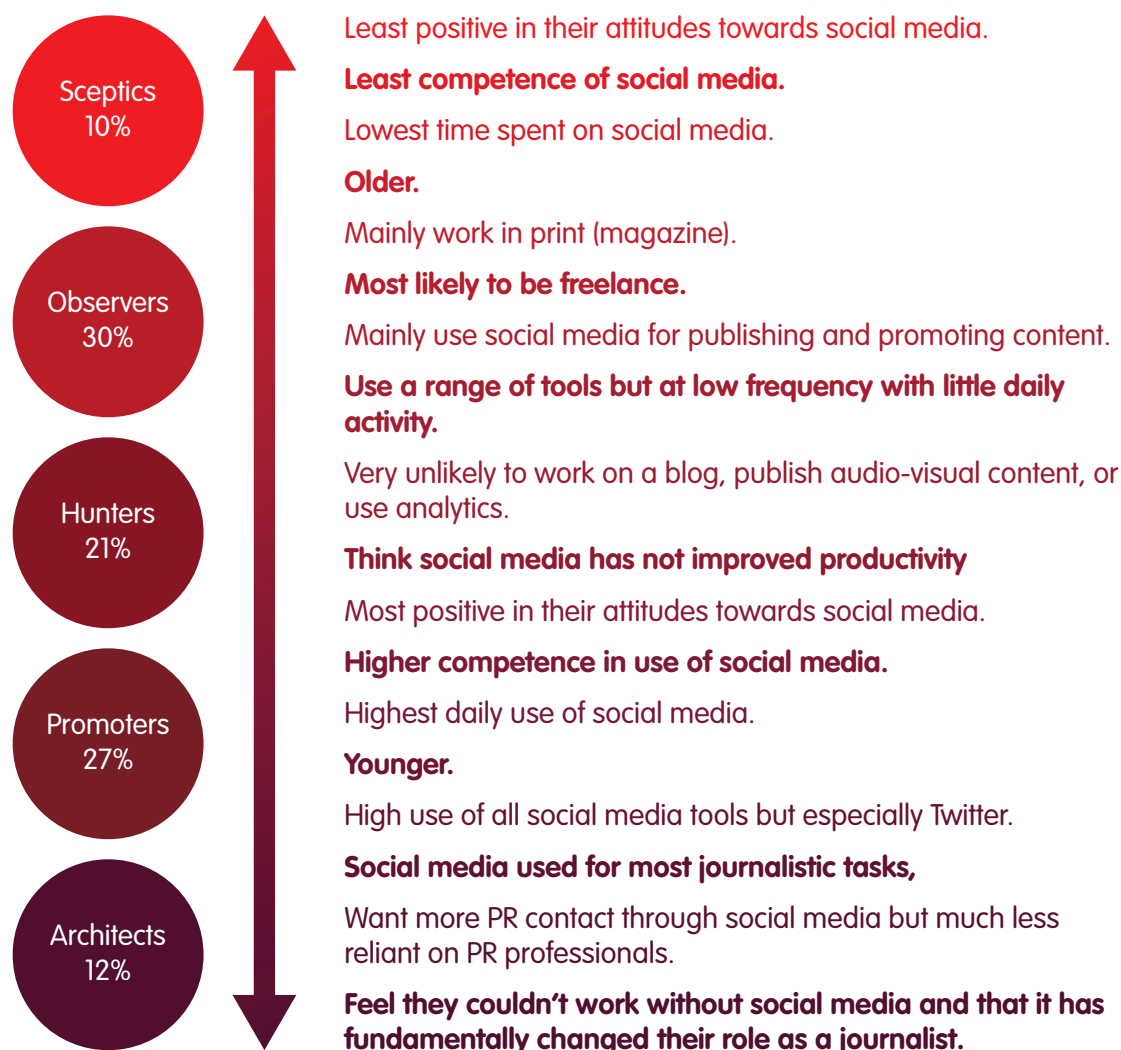
This year the survey shows the five social media user types are still evident and this grouping continues to explain differences in social media adoption in the profession.

Effectively, all five groups can be considered on a scale (Figure 1.1 on the next page) with the least active social media users, the sceptics at the top of the illustration and the most active social media users, the architects on the bottom.

Continued on next page



Figure 1.1
Social journalist groups and what they think



None of the groups is dominant but they do range in size with the observers (30%), coming in as the largest group this year.

Over the last four years, it appears that this group has grown in size as proportion of the whole population (Table 1.2). Sceptics and architects remain smallest and, relatively, have not changed in size since the survey began.

Table 1.2
Size of each cluster as proportion of respondents (% of respondents)

	2012	2016	Change
Sceptics	10	10	0
Observers	19	30	+11
Hunters	35	21	-6
Promoters	25	27	+2
Architects	12	12	0

Architects
12%

Architects (12%)

The architects have not changed as a percentage of all the groups during the last four years and still represent the most proactive of all the groups. They could be described as the trailblazers in terms of their journalism work and use of social media. They have always shown greater use of social media, although this is not surprising as many of them (62%) reported working in online journalism.

With a female bias (38% of this group is male), journalists in this group are the most likely to focus on producing on-diary news (35%), have the largest proportion of 18-27 year olds (38%) and also the largest proportion of those in full-time employment (70%).

This group spend much longer using social media and all of them (100%) spend more than two hours per day using social media for their work. They were the only group where some said that they used social media more than eight hours per day (20%). With such a large amount of time on social media it is not surprising that 83% claim to have "high" or "exceptional" skills.

Table 1.3

Time spent using social media for work (% of each group)

Number of Hours	Architects	Promoters	Hunters	Observers	Sceptics
A few hours a month	0	0	5	17	30
A few hours a week	0	4	8	24	30
Up to 1 hour a day	0	22	48	43	24
1-2 hours a day	0	28	34	11	7
2-4 hours a day	4	44	5	5	9
4-8 hours a day	76	2	0	0	0
More than 8 hours a day	20	0	0	0	0

This group use social media for a range of tasks on a daily basis and undertake a range of activities every hour. Almost half this group said they retweeted, posted content and read posts of others on these platforms on an hourly basis.

Around three quarters of architects stated they regularly used user generated content. This group turn to PR sources as a main source of information in the same way as other Social Suspect groups but were the least likely to use experts (15%) or industry and professional contacts (32%).

Despite their heavy use of social media, architects prefer being contacted by email (90%), telephone (29%) and then social media (22%). This group are very positive about the role social media plays in their work, with 77% saying they couldn't work without it and 56% saying it has improved productivity.

Although most (71%) claim they have a good relationship with their PR contacts, 65% stated they are less reliant on them because of social media.

Promoters
27%

Promoters (27%)

The promoters are the second largest group and are, as their name suggests, keen users of social media for publishing and promoting their work, with the whole group stating that social media was important for this purpose. The second most popular answers they gave for using social media was for interacting with the audience (95%) and monitoring other media (94%).

Table 1.4

Respondents who said that social media was important/very important for carrying out the following journalistic tasks (% in each group)

Task	Architects	Promoters	Hunters	Observers	Sceptics
Interacting with my audience	90	95	82	68	49
Publishing/promoting content	95	100	93	81	61
Monitoring other media	95	94	91	62	55

This group most commonly reports spending 2-4 hours a day on social media (44%) and just over a quarter (28%) spend some 1-2 hours a day using social media for their work. For most tasks and activities the Promoters use all social media platforms widely but are more likely than any of the other clusters to report using blogs for their work. Generally they are positive about social media with 60% agreeing that social media improves their productivity and 64% claiming they would not be able to carry out their work without social media. The group is equally split between males and females, and it is the group with the largest percentage of journalists in the 28-45 age category (57%). They feel comfortable using social media with 75% of them believing they had a high or exceptional high level of competence.

Their most popular daily activities are promoting content via Twitter (86%) and replying to comments in relation to their work (81%), reading posts of people they follow and connecting with people they met offline (both 77%). This group state they have a good relationship with PR professionals (72%) and almost half (49%) believe that PR practitioners are a reliable source of information.

Table 1.5

Percentage of respondents in each cluster who agreed/strongly agreed with the following views about their relationship with PR professionals

	Architects	Promoters	Hunters	Observers	Sceptics
I have a good relationship with my professional PR contacts	71	72	72	79	61
PR practitioners are a reliable source of stories for journalists	49	49	45	50	39

Hunters
21%

Hunters (21%)

This group seems to focus on a few platforms and tasks, tending to favour social media for publishing and promoting (93%) and monitoring other media (91%), and generally prefer to use Twitter and Facebook, engaging much less with other platforms.

In fact, their most frequent daily activity is reading posts of people they follow (66%), followed by reposting content on microblogging sites (61%).

Hunters are most likely to be online journalists (47%) and fall into the age group: 28-45 (55%) years old.

They are not heavy users of social media compared to some of the other groups. Most (48%) report spending up to one hour per day and 34% 1-2 hours per day. Half say they have a high or exceptionally high level of competence (56%) and 45% say they have a reasonable level of competence.

So while they may have the necessary skills to utilise social media in their work, they are choosing not to use social media more widely.

Table 1.6

Self-rated level of competence at using social media (% of each group)

Competence Level	Architects	Promoters	Hunters	Observers	Sceptics
Low	0	2	0	15	30
Reasonable	18	24	45	58	67
High	45	57	51	23	3
Exceptional	38	18	5	4	0

Hunters are the happiest with their relationship with PR practitioners (72% report having a good relationship with them) and just under half (45%) see them as a reliable source of information.

Observers
30%

Observers (30%)

This is the largest group of journalists in the UK this year.

They use social media for all aspects of their work, and like promoters are keen users of social media for publishing and promoting their work (81%) (particularly on the microblogs Twitter, Snapchat etc) (91%) but less so for sourcing (70%).

Twitter is still the most common tool used by observers for sourcing information. As daily activities observers focus on reading content on Twitter, post or promote work but little else.

They also tend not to engage in monitoring or replying to comments about their content on a daily basis and less often if at all.

Observers are most likely to say they work in features (49%), mainly work in print (magazine) (37%) and online (38%) and fall, fairly evenly, between the age brackets of 28-45 (44%) and 46-64 (39%) years old.

However, they are relatively low frequency users of social media with 43% spending only up to one hour per day using it for work and 41% only a few hours per week/month. 58% of observers feel they have a reasonable level of competence in social media although 15% claim low competence. In terms of attitudes, observers are amongst those who share the most negative or pessimistic views about the impact and use of social media, as can be seen in Table 14 below.

Table 1.7

Views on the impact of social media by group (% of each group)

	Architects	Promoters	Hunters	Observers	Sceptics
Social media has fundamentally changed my role as a journalist	87	85	70	39	49
Overall, social media has had a positive impact on journalism	68	67	51	36	39

Sceptics
10%

Sceptics (10%)

Unsurprisingly, sceptics consistently remain the least active group on social platforms, and they are the most unconvinced about the benefits social media offers. Although their use is growing, probably out of necessity rather than choice, their attitudes remain steadfast.

Table 1.8

Agreement with views on social media (% of each group)

	Architects	Promoters	Hunters	Observers	Sceptics
Social media has improved the productivity of my work	56	32	60	25	24
Social media is undermining traditional journalistic values such as objectivity	50	40	41	57	73

There is slight female bias in this group (58%), the age profile is distinctly older, with 52% aged over 46. The group includes the largest proportion of freelance/self-employed journalists (58%).

Sceptics are most likely to be found working on features (59%) and in print (magazines) (46%) although a quarter work in online (24%).

This group spends little time on social media with only 24% spending up to one hour per day for using social media for their work and 60% spending only a few hours per week/month.

Of all the activities this group felt that social media is most important for publishing and promoting but, on a daily basis, the activity most undertaken is to read posts of people they follow.

However, only 18% of the group does that, indicating that they have little overall engagement in any social media activity on a daily basis.

Sceptics are also most likely to say there are a number of activities they never engage in, eg, adding comments to someone's page or profile (76%) and maintaining a work related blog (70%). Although they are most likely to cite PR sources as their main source of information (61%), their second favourite is experts (52%) and their least preferred is crowdsourcing (15%) which further reinforces their more negative views of social media.

All sceptics (100%) stated that email remains their preferred communication method with PR professionals, although 39% stated that they would prefer contact by telephone and 15% via hard copy. These percentages are higher than all other groups.

The sceptics have the lowest levels of competence on social media so it's possible that a lack of knowledge and skills have resulted in low use of social media although from their more negative views it could also be a lack of interest or desire which leads to a lower level of engagement in social media.

Finding #2

Most journalists use social media everyday but time spent on social is falling

Social media continues to be an integral part of the working life of UK journalists. However, the survey results revealed that the average amount of time spent on social media has decreased overall since a peak three years ago.

Notably the ratio of those who spent up to two hours a day on social platforms for work increased from 61% to 68% between 2013 and 2016*, while those who spent between two and four hours daily declined from 23% to 15% (Table 1). However, the results also revealed that as more than half of the respondents (57%) expected to use social media more in the future for their work this suggests it might not be a long term or widespread decline.

Table 2.1

Time spent using social media for work in 2013 and 2016 (% of respondents*)

	2013	2016
None	4	6
Up to 2 hours per day	61	68
2-4 hours per day	23	15
4-8 hours per day	10	9
More than 8 hours a day	2	2

Further analysis of the data showed that behind the general trend a number of professional factors influenced how much journalists used social media for their work.

One such factor is organisational background. In other words, the fulltime/part-time or freelance nature of their work.

For instance, those respondents who were employed full time were more likely to spend longer time on social media compared to freelance journalists.

For example, while 14% of full time respondents reported that they spend more than four hours a day on social media for work, only 8% of the freelancers that responded said the same. And while 36% of freelancers said they did not use social media on a daily basis or did not use it at all for their work, only 17% of full-time journalists reported the same.

Type of content was another influencing factor. Those respondents who produced mainly news were more likely to use social media for longer and more often compared to those who produced other types of content including features, reviews and editorials.

For example, 18% of news respondents reported that they used social media for work more than four hours a day, while only 8% of non-news respondents did so. And a quarter (25%) of the latter said that they only used social media on a weekly or monthly basis, while 14% of news respondents said so.

***Note:** The years relate to the year of the survey but data is collected in the "year previous". The gap between 2013 and 2016 is due to a lack of a cluster, or group, report in these years

Finding #3

PR remains the 'most important' news source compared to social

When journalists were asked to choose their two most important sources of information, "PR sources" and "industry and professional contacts" were the favourites (Table 3.1), which was in line with last year's findings. Overall, the trends suggest that social media has not significantly altered how journalists source their stories. Potential alternatives such as crowdsourcing have not become a key source of information as less than a fifth of respondents choosing that as one of their two key sources of information.

Table 3.1

Preferred sources of information for journalists (% of respondents)

Information Sources (%)	2016
PR sources/press releases	53
Industry and professional contacts	45
Experts	37
Other media/wires	30
General public/crowdsourcing	18

The survey also revealed that journalists tend not to use social media when communicating with their key sources (Table 3.2). Only 16% of respondents said that they were more likely to communicate with PR sources on social media rather than via other methods of communication. The figure for communicating with professional and industry contacts was 24%.

The only source type where social media was the first choice of communication was the general public. Some 67% of respondents said that they were more likely to communicate with the general public on social media. This suggests social media tends to be a supplementary tool for sourcing information and journalists are more likely to use other tools, such as telephone or email, to communicate with their key information sources.

However, the figures also suggest that the general public has an important role on social media as a source of information. And this was acknowledged by half of the respondents who agreed that the public was more influential than professional media organisations on social media.

Table 3.2

Respondents who agreed they were more likely to communicate on social media with the following source (%)

Information sources	(%)
PR sources/press releases	16
Industry and professional contacts	24
Experts	24
Other media/wires	24
General public/crowdsourcing	67

As we know journalists use social media for a variety of reasons (Table 3.2), but it was perceived to be particularly important for publishing, monitoring and interacting. While 58% of respondents thought social media was very important for publishing and promoting content, half (50%) agreed that they were very important for interacting with the audience and 48% for monitoring other media/ 'what's going on'. In comparison, a third of the respondents (33%) agreed that social media was very important for sourcing information but also for networking.

Table 3.3

Importance of social media for work related tasks (% of respondents)

	Not important	Little important	Moderate important	Important	Very important
Publishing/promoting content	1	2	10	29	58
Monitoring other media/'what's going on'	1	3	15	34	48
Interacting with my audience	2	5	14	28	50
Networking	2	7	23	35	32
Sourcing information	4	11	21	31	33
Checking/verifying information	13	27	26	18	16

The importance of using social media for publishing, monitoring purposes and interaction is also evident from the following list of selected daily social media activities and the high number of respondents engaged in those activities (Table 3.4).

Figures suggest that a larger proportion of respondents use social media for a diverse mix of daily tasks compared to four years ago. Arguably this flexibility and versatility of use is a key element of the attraction social media holds for journalists.

Table 3.4

Daily use of selected activities on social media (% of respondents)

	2012	2016
Read posts of people they follow	59	69
Post original comments on social networking and microblogging sites	47	59
Re-post on microblogging site	38	57
Monitor discussions on social media about own content	37	49
Use social media to make new contacts in their field of work	16	47
Reply to comments received in relation to their work on social media	28	45
Add comments to someone's page or profile on a social networking site	25	29
Publish a story based on information found on social media	N/A	22

Finding #4

Most respondents have a 'good' relationship with PRs

For the majority of journalists, social media has not changed their relationship with PRs, who continue to be a crucial source of information.

This relationship is generally, positive with 74% of respondents stating that they have a good relationship with their PR contacts and this is particularly true of those writing reviews (96%) and aggregated news (81%). However, only about half of respondents (49%) thought that PRs were reliable source of stories, which has remained consistent over the years (Table 4.1).

The importance of the role of PRs in journalists' work does not seem to be diminishing because of social media with only about a third (35%) of the respondents agreeing that they were less reliant on PR professionals because of it.

This is likely because, as Finding#3 discussed, social media has not significantly altered who journalists' key sources of stories and information are.

Table 4.1

Respondents who agreed with the following statements (% of respondents)

	2013	2016
Because of social media I am less reliant on PR professionals	4	6
PR practitioners are a reliable source of stories	61	68

However, journalists' views about PRs are influenced by their professional background. There are differences dependent on what sector journalists work, with those in broadcasting the least positive about their relationship with PRs (58%) but yet most likely to agree that PR information enhances the quality of reporting, although this remains low at 42% (Table 4.2).

Table 4.2

Respondents who agreed with the following statements (% of respondents by sector)

	Newspaper	Magazine	Broadcasting	Online
Because of social media I am less reliant on PR professionals	37	26	35	41
I have a good relationship with my professional PR contacts	75	79	58	72
PR practitioners are a reliable source of stories for journalists	53	50	42	49
PR information enhances the quality of reporting by journalists	33	44	42	38

Finding #5

Email is the key way journalists and PRs communicate

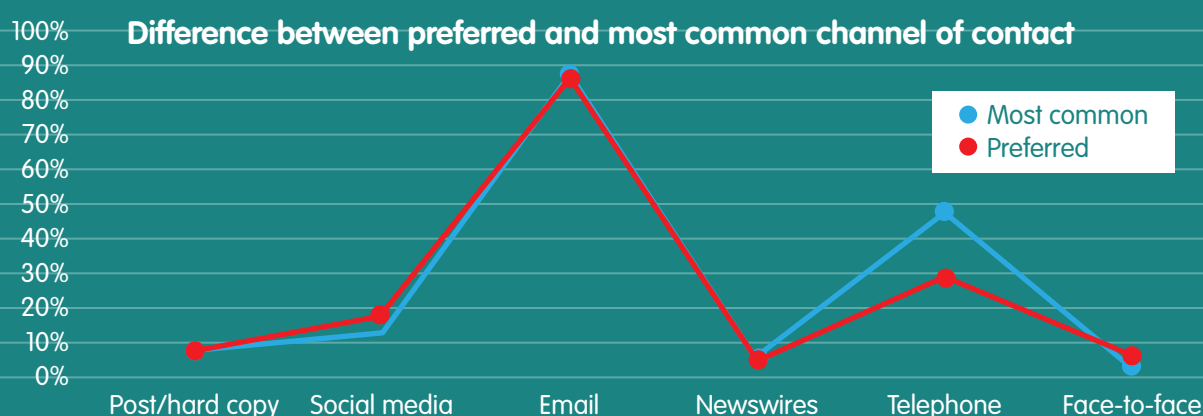
Using social media as a communication method between PRs and journalists is not favoured, perhaps surprisingly. However, it is very clear email is still the main channel for communication between the two groups.

Figure 5.1 illustrates that email dominates the way PRs contact journalists. It remains the method which journalists prefer.

What is also noticeable is that journalists would like to see a little more (5%) contact by social media and much less (19%) contact by phone from PRs. This finding has been consistent since 2011, as the phone remains an overused communication tool by PRs as far as journalists are concerned.

Figure 5.1

Difference between preferred and most common contact methods between PRs and journalists (% of respondents)



However, differences in communication patterns do appear between different groups of journalists. Full-time employed journalists reported greater variation in satisfaction with how they are contacted, showing particular dissatisfaction with the telephone but stating that they would prefer more contact via social media and face-to-face.

Table 5.2

Preference of full-time employed journalists (% of respondents)

	Full-time employed journalists	
	Most common	Preferred
Social media	8	18
Telephone	6	36
Face-to-face	4	8

News journalists showed a stronger demand for social media and much less contact by telephone, but the preference for less contact by telephone is true across all journalist groups.

Table 4.3

Preferences contact method of news v non-news (% of respondents of group)

	News journalists		Non-news journalists	
	Most common	Preferred	Most common	Preferred
Social media	10	19	17	19
Telephone	67	41	48	29

Finding #6

Social media has ‘fundamentally’ changed the role of journalists

Social media is perceived to have had a significant impact on the journalistic profession, although respondents’ views varied depending on their professional and demographic background. A majority (63%) of respondents agreed that their role as a journalist has changed fundamentally because of social media.

A key aspect of these changes is the use of analytics. Some 49% of the respondents agreed that audience analytics is now the key factor that drives content creation and the majority reported to use analytics to understand the effectiveness of their content (30% daily, 22% weekly and 21% monthly).

Another way social media is changing the profession is driving pace and speed in journalists’ work with 72% of respondents agreeing that social media encourages journalists to focus on speed rather than analysis.

However, opinions about the impacts of social media on the profession tend to be mixed. Half of the respondents (50%) thought that overall social media had a positive impact on journalism, while the other half were either unsure or disagreed.

One issue that journalists seem to be increasingly concerned about is the impact on “traditional” professional values. In this year’s survey 52% of respondents agreed that social media is undermining traditional journalistic values such as objectivity, while this figure stood at 41% in 2012.

Table 6.1

Percentage of respondents who agreed with the following statements (% of respondents)

	Agree
Social media has fundamentally changed my role as a journalist	63
Audience analytics is the key factor that drives content creation	49
Social media encourages journalists to focus on speed rather than analysis	72
Overall, social media has had a positive impact on journalism	50
Social media is undermining traditional journalistic values such as objectivity	52

However, the professional and demographic characteristics of respondents influence the views about the impact of social media on the profession (Table 6.2).

For example, 68% of respondents working full time thought that social media has fundamentally changed their role as a journalist, but only 57% of freelance respondents thought the same.

And while 57% of those employed full time agreed that social media had a positive impact on their profession, 39% of freelancers concurred suggesting that social media has created more pressure for this group of journalists.

Table 6.2
Percentage of respondents in different subgroups who agreed with the following statements (% of respondents of subgroup)

	Full-time	Freelance	News	Non-news
Social media has fundamentally changed my role as a journalist	68	57	64	62
Audience analytics is the key factor that drives content creation	55	45	49	50
Social media encourages journalists to focus on speed rather than analysis	69	74	75	72
Overall, social media has had a positive impact on journalism	57	39	53	45
Social media is undermining traditional journalistic values such as objectivity	48	56	53	54

Finding #7

Social media is most important for publishing content

Social media is seen as particularly important for publishing, monitoring and interacting purposes.

More than half (58%) of respondents thought that social media was very important for publishing and promoting content and exactly half of them (50%) agreed that they were very important for interacting with the audience.

On the other hand, 48% of respondents agreed it was used for monitoring other media/ 'what's going on'. In comparison, a third of the respondents (33%) agreed that social media were very important for sourcing information and also for networking.

Table 7.1
Importance of social media for work related tasks (% of respondents)

	Not important	Little importance	Moderate importance	Important	Very important
Publishing/promoting content	1	2	10	29	58
Monitoring other media/ 'what's going on'	1	3	15	34	48
Interacting with my audience	2	5	14	28	50
Sourcing information	2	7	23	35	32
Networking	4	11	21	31	33
Checking/verifying information	13	27	26	18	16

Also a larger proportion of respondents use social media for a diverse mix of daily tasks compared to four years ago. Arguably, this flexibility and versatility of use is a key element of the attraction social media holds for journalists.

Table 7.2
Daily use of selected activities on social media (% of respondents)

	2012	2016
Read posts of people they follow	59	69
Post original comments on social networking and microblogging sites	47	59
Re-post on microblogging site	38	57
Monitor discussions on social media about own content	37	49
Use social media to make new contacts in their field of work	16	47
Reply to comments received in relation to their work on social media	28	45
Add comments to someone's page or profile on a social networking site	25	29
Publish a story based on information found on social media	N/A	22

Finding #8

Microblogs, particularly Twitter, are the key social journalism platform

Some 60% of respondents reported to use three or more types of social media for publishing and promoting, while 56% said they used three or more types of platforms for sourcing information.

However, microblogs, particularly Twitter and Snapchat, were the most used platform in the 2011 survey and they continue to be the most widely used tool for a large section of respondents (Table 8.1).

They are particularly important for publishing and promoting a journalist's own content as well as sourcing stories and information.

Microblogs are also the tools that are the most versatile in terms of the study - essentially, respondents reported to use them for more professional purposes or roles compared to other platforms.

For example, 40% of respondents said that they used microblogs for three professional tasks regularly, while the figure for social networks, the second most popular platform, was 28%.

Table 8.1
Use of specific platforms 2011-2016 (% of respondents)

	For publishing/promoting		For sourcing	
	2011	2016	2011	2016
LinkedIn, Xing, etc. (professional networks)	29	41	20	33
Blogs	38	37	38	49
Facebook, Google+, Ello etc. (social networks)	55	69	34	52
YouTube, Instagram, etc. (audio-visual)	19	40	19	45
Twitter, Snapchat, etc. (microblogs)	64	83	47	73
Vine, Periscope, Wikipedia, etc. (content communities)	5	14	22	30

However, professional and demographic variables also influence which platforms journalists tend to use.

For example, those respondents who produced news were more likely to use Twitter to publish or promote content compared to those who produced mainly features, reviews or editorials (91% compared to 85%).

The latter, however, were more likely to use blogs for publishing and promoting their work (44% against 30%).

Employment was also an influencing variable. Full time employed respondents were more likely to use Twitter to publish or promote content compared to freelancers (95% compared to 81%) and in contrast freelancers were more likely to use blogs for publishing and promoting their work (48% against 28%).

Full time employed respondents were also more likely to use Twitter to source stories (85% compared to 68%). Gender also has some influence which platforms journalists use. While Twitter dominates for both genders, female respondents were more likely to use social networks such as Facebook for sourcing and publishing content.

Finding #9

I cannot work without social say 41% of journalists

Social media is embedded in the everyday practices of journalists with 41% of respondents reporting that they could not carry out their work without it. However, this figure was 54% two years ago (Table 9.1) suggesting that perceptions have somewhat dampened regarding the significance of social media in journalists' work. Similarly, views about the impact of social media on productivity of work are now less enthusiastic than two years ago with 38% agreeing in 2016 that it has had a positive effect as opposed to 58% in 2014.

Table 9.1

Daily use of selected activities on social media (% of respondents)

	2014	2016
I would not be able to carry my work out without social media	54	41
Social media has improved the productivity of my work	58	38

In particular, organisational background seems to have affected attitudes towards social media with those who were employed full time perceiving the impact social media had on their work to be more extensive and also more positive compared to those who worked on freelance basis.

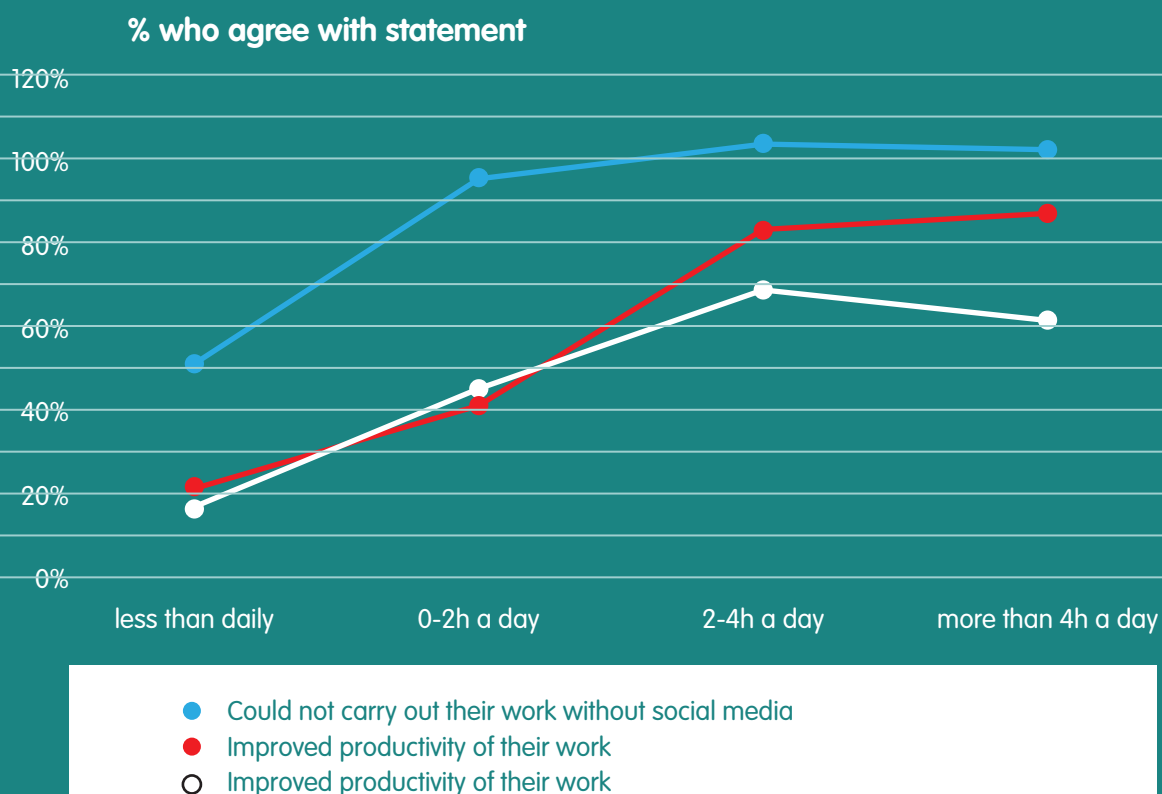
For example, 45% of respondents working full time said that they could not work without social media, while only 37% freelance respondents agreed with this.

The figures above indicate that views about social media are often split among journalists with one section having a more positive outlook about the impact of the tools and another being more critical. One factor which seems to influence these views is how much respondents use social media. Figure 9.1, below, illustrates that there is a positive relationship between time spent on social media and positive views about it.

For example, while 36% of those who reported to use social media 0-2 hours a day agreed that they could not carry out their work without social media, the figure for those using the tools for more than four hours a day was 81%. Interestingly, there were more 2-4 hours a day user respondents who thought that social media improved their productivity than those using social media for more than four hours a day (Figure 9.1).

Overall the data suggest that those respondents who spend more than two hours a day using social media are more positive about its impact than those who spend less time on it and especially compared to those who do not use it daily.

Figure 9.2
Relationship between frequency of social media use and views about the platforms



Guide to the Gorkana database

Helping you start the right conversations

- Each journalist profile has an integrated Twitter feed so that you can always see exactly what they are talking, and writing, about.
- We list all areas of expertise and topics a journalist writes about so you can guarantee that you are always pitching the appropriate message.
- You can download a media briefing pack directly from each journalist profile, which lists everything you need to know. Their career history, the last article they've written, where they like to have coffee, and their last ten Tweets...
- And, we're always innovating. The new social media topic search function provides real-time insight into what key influencers from the database are talking about. Use the tool to search for any keyword, phrase, hashtag and @ mention and you'll be presented with a contact list of the journalists who have mentioned that subject within the last 90 days.
- If you'd like more information contact your account manager, or email us at sales@gorkana.com.



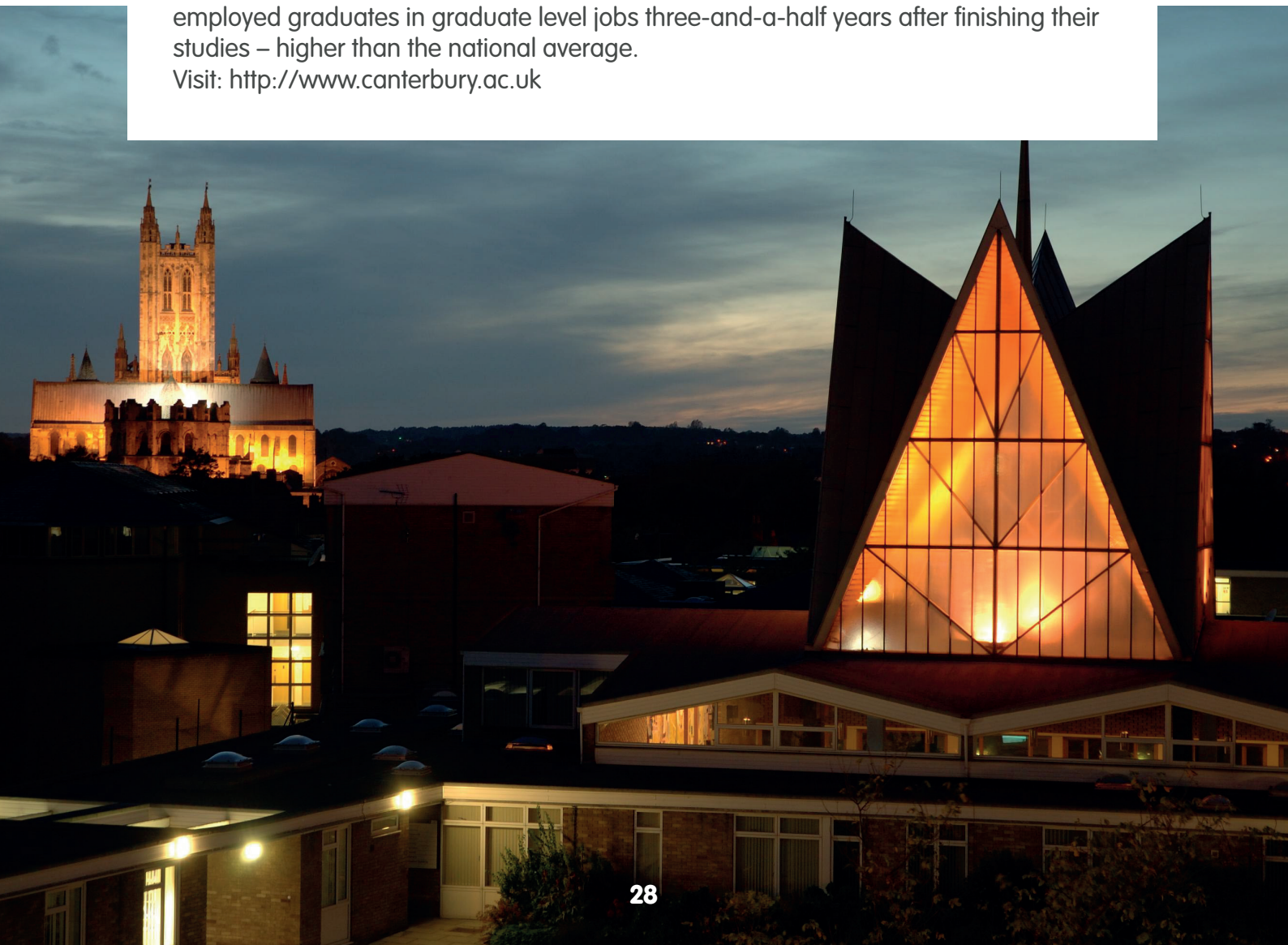
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Canterbury Christ Church University is a modern, multi-campus university offering higher and professional education across four key Kent and Medway locations: Canterbury, Broadstairs, Medway and Tunbridge Wells. It has a strong community of 17,000 students and 2,000 staff, studying and teaching across four faculties: Arts and Humanities, Education, Health and Wellbeing, and Social and Applied Sciences.

Christ Church was established in 1962 and is a Church of England Foundation University, welcoming all faiths and none. Today, the university continues to shape courses and research around critical social issues, the latest industry developments and public service need.

Nearly 90% of its research submitted to the 2014 Research Excellence Framework (REF) was assessed as world-leading, internationally excellent or internationally recognised, and 95% of our UK undergraduates and 98% of our postgraduates were in employment or further study within six months of completing their studies, with nine out of 10 of our employed graduates in graduate level jobs three-and-a-half years after finishing their studies – higher than the national average.

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Conclusion



This year's survey shows that change is uneven as different groups of journalists are adjusting to the new media landscape in their use of social media, differently.



This can be seen as a maturing in the market as journalists are more focused, and effective, in using social media in their work but there are still areas where social media has had little impact on how they want to work.



This is particularly important for the PR and comms community as journalists predominantly still want to be contacted via email and are reluctant to use Twitter or other social media tools as a platform for story pitches.



