



# MWW

## DIGITAL COMMUNICATIONS: WHEN, HOW AND WHAT

Where are people getting their news?



#DIGITALPR

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# MAP THE ECOSYSTEM

## TARGETING + TIMING = DISTRIBUTION

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# Consumer Behaviors

# Explore

# Social Networks

# Community

# Speak your mind

# Brand Behaviors

# Explore

## Resolve

Engage

## Broadcast

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# TIME: OWNED, EARNED, PAID



## OWNED



What a brand controls (channel, content)



## PAID



Paying to leverage a channel (to act as a catalyst)



## EARNED



Third parties provide media (news, customers)



PAID MEDIA  
SHOULD  
ACT AS A  
CATALYST,  
**NOT AN  
END GAME**

# AND TIME IT ACROSS THE ECOSYSTEM



8AM - 7PM

## 30% Engagement

Tweets that are published between 8AM and 7PM see a 30% increase in engagement rate over tweets published outside of that timeframe. This includes Saturday and Sunday.

MTWTFSS

## SAT-SUN

17% increase in engagement rate compared to weekdays.

MTWTFSS

## WED-THU

Wed. & Thurs. are the days with the lowest rate of engagement.

### The **Best Times** to post on Facebook

#1

Saturday  
10:00 PM



#2

Saturday  
8:00 PM



#3

Sunday  
7:00 PM



### The **Worst Times** to post on Facebook

#1

Tuesday  
4:00 AM



#2

Tuesday  
3:00 AM



#3

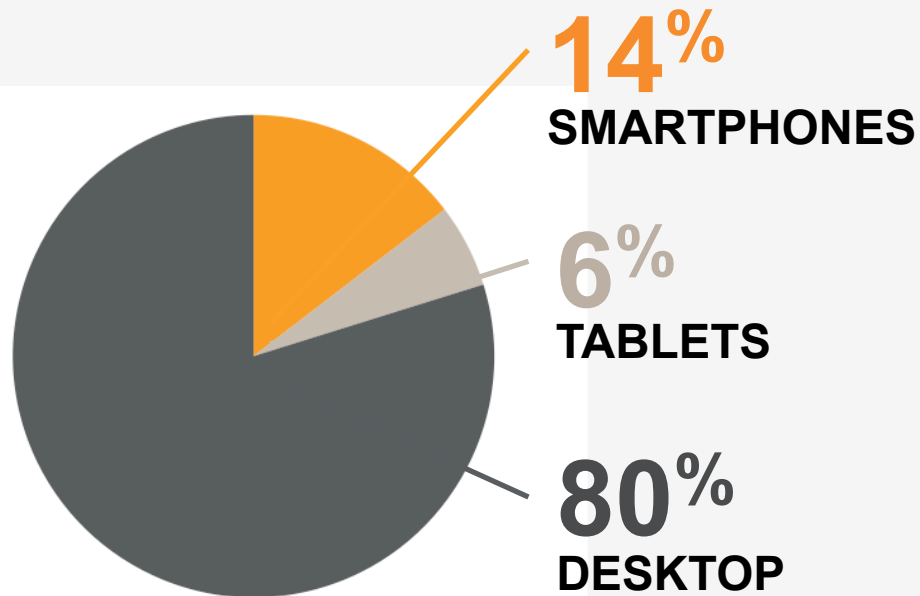
Thursday  
3:00 AM



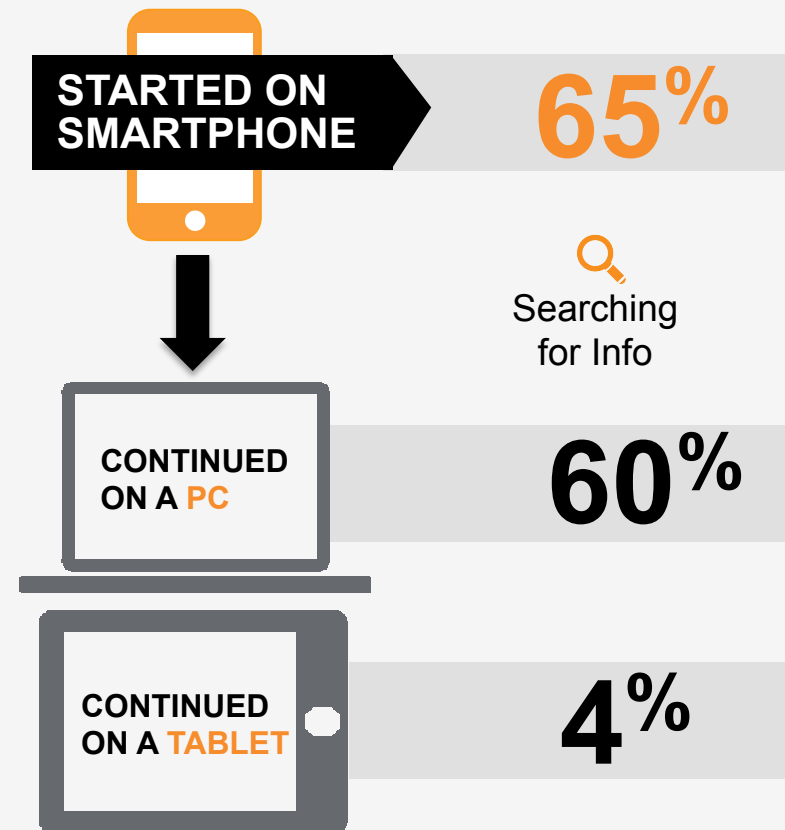


DON'T ASSUME THE PC IS THE STARTING POINT  
MOBILE IS NO LONGER A "WILL GET TO" ACTIVITY

## SMARTPHONES ARE A GROWING PORTION OF WEB TRAFFIC



## WHAT WE START ON A SMARTPHONE (AND FINISH ELSEWHERE)



# LEVERAGE SECOND SCREEN'S EXPLOSION

(IT'S MORE THAN ONE SCREEN AT A TIME)



US Internet Users who started watching TV programs due to opinions online

- + 46% on Facebook
- + 14% on Twitter
- + 9% on TV show web sites

Online methods used by Users to talk about TV shows/content

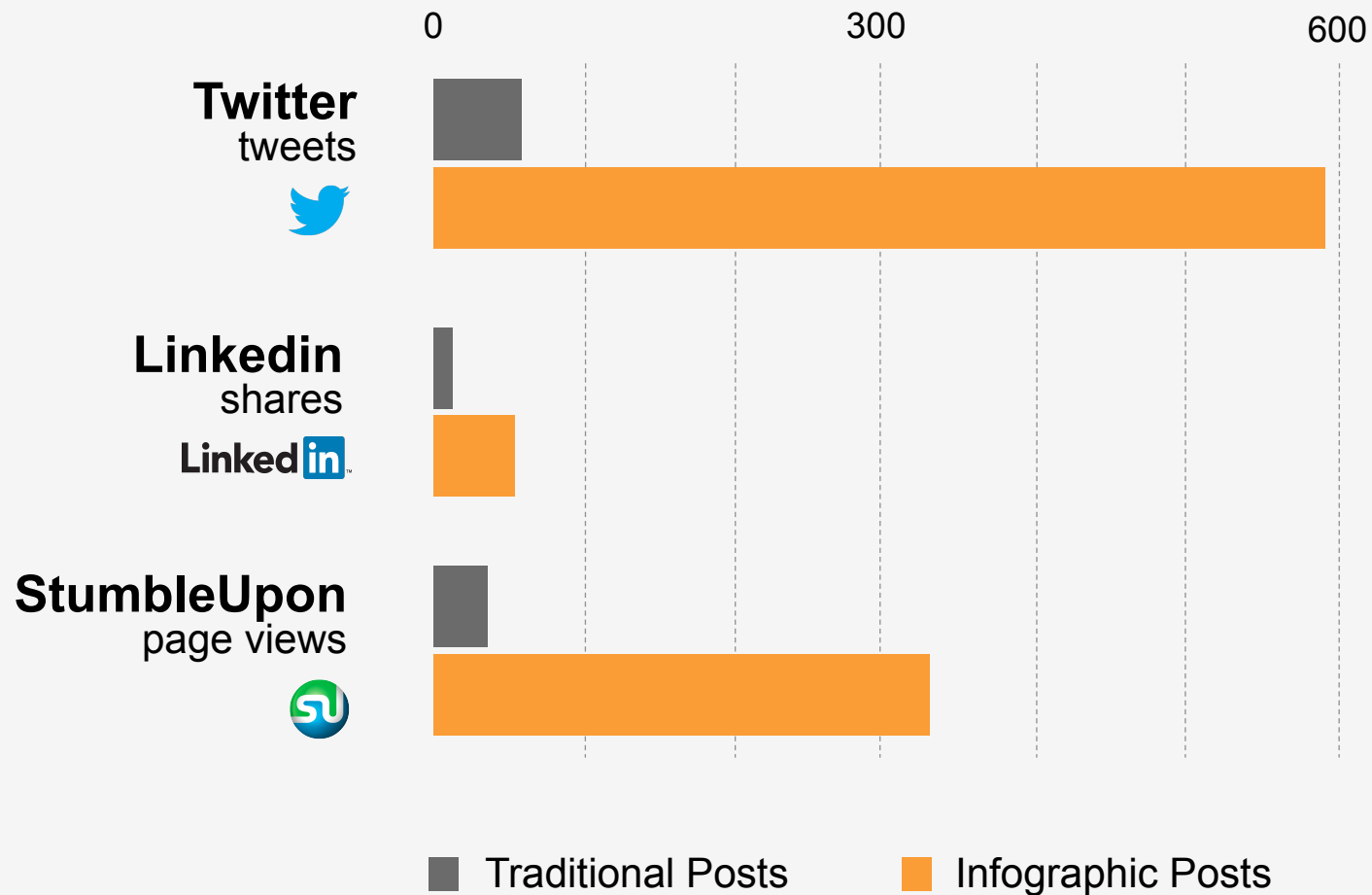
- + 31% through texting
- + 29% through Facebook
- + 25% through email

**40%** OF TV WATCHERS USE A SECOND SCREEN DAILY (**AND 85% MONTHLY**)



## AND USE THE RIGHT CONTENT

### TRADITIONAL POSTS VS. INFOGRAPHIC POSTS



BUT WE'RE TALKING ABOUT PR?

A background image showing a dense crowd of people, mostly young adults, holding up cameras and smartphones. They appear to be at a press event or a fan gathering, with many looking towards the camera with expressions of excitement and anticipation. The image is slightly blurred and has a dark overlay to make the text stand out.

NEWS IS TO PR  
WHAT CREATIVE  
IS TO THE AD  
INDUSTRY...  
THE CENTER OF  
OUR LIFE.

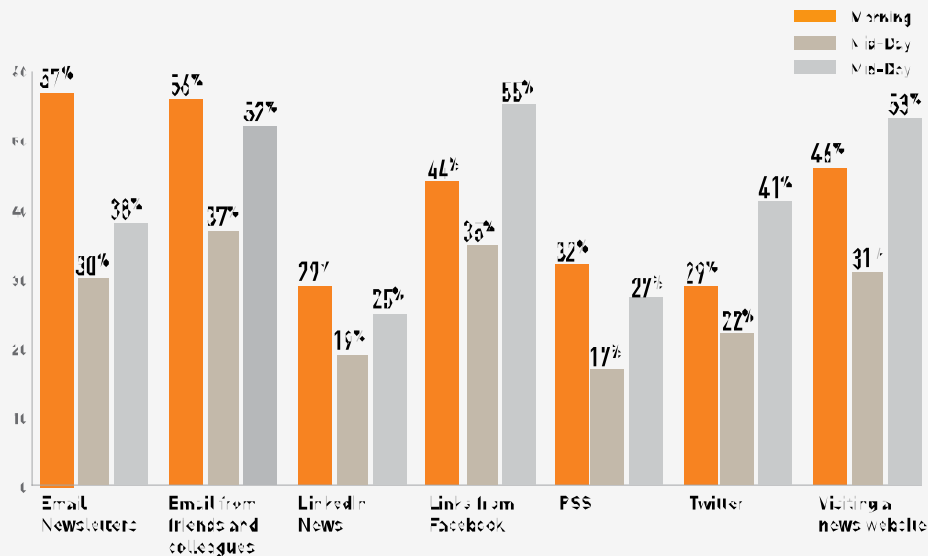
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# NEWS = STRONG ENGAGEMENT CONTENT

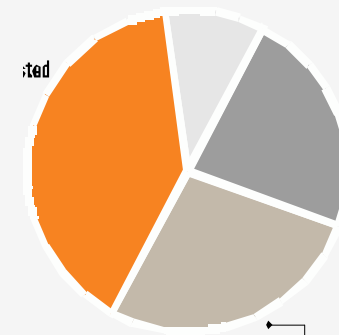


## SOCIAL = NEWS DISTRIBUTION AND ENGAGEMENT

And these channels can be used to engage people interested in a brand's news



Do you associate any of the following digital news sources with different parts of the day?



Assume you see positive or negative news relevant to a company or brand that plays a role in your life. How interested would you be in the opportunity to directly follow up with that company to ask them about the news?

## HOW WE GET OUR NEWS (ONLINE)

Delivered news is most important in the morning

 **52%**  
Email newsletters

 **48%**  
Emails from friends and colleagues

Peaking at lunch (sharing what they have discovered that morning)


 **37%**  
Emails from friends  
and colleagues

 **35%**  
Links from Facebook  
friends

 **31%**  
Visiting a news website

Most important channels during the weekend

 **41%**  
Twitter

 **37%**  
LinkedIn

 **37%**  
RSS Feeds

 **35%**  
Facebook



# DEVICES USED FOR NEWS CONSUMPTION

Most used during the morning commute



**55%**

Radio



**43%**

Smartphones

Peak uses of devices at lunch



**43%**

Smartphones



**32%**

Laptops



**30%**

PCs

Peak after dinner



**63%**

Televisions



**32%**

Laptops

Devices that take over on the weekend



**43%**

Smartphones



**42%**

Print



**42%**

Tablets



**34%**

Televisions

# WHAT TYPES OF NEWS WE READ & WHEN

News that is mostly read in the morning



Local



Business



International



Politics

News checked mostly at midday



Lifestyle



Celebrity

Peaks after dinner



Politics



Local



Sports

News mostly read on evenings and weekends



Sports



Celebrity



Lifestyle

# MAP OUT NEWS TIMING



	Start of the Day	Morning Commute	Lunch	Evening Commute
Best Type of News	Local	Local	Lifestyle	Local
Best Device	Televisions	Radio	Smartphone	Radio

	After Dinner	Late Evening	Bedtime	Weekends
Best Type of News	Politics	Politics	Celebrity	Sports
Best Device	Televisions	Radio	Smartphone	Radio

# PR NEWS DIGITAL SUMMIT ECOSYSTEM

TARGETING + TIMING = DISTRIBUTION



## Consumer Behaviors

Explore

Social Networks

Community

Speak your mind



## Brand Behaviors

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Resolve

Engage

Broadcast

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## CLOSING THOUGHTS

- + ENGAGEMENT VIA NEWS
- + BEHAVIOR FIRST, NETWORK SECOND
- + SHORT THOUGHTS, VISUAL THOUGHTS
- + PAID CAN BE A CATALYST FOR EARNED
- + TIMING THE RIGHT CONTENT
- + OFFLINE/ONLINE
- + THINK FAST



**YOU CAN STILL DUNK IN THE DARK**





# THANK YOU



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