

Back to the **basics**

**The practice of new media
management for communication
professionals today**



Being a presentation by
Chude Jideonwo, Managing Partner of RED
(www.redafrica.xyz) to the External Relations Department of
the Nigeria LNG on 14 February 2016, Bonny, Rivers State.

First, lets
unpack the
meaning of
‘new media’



A collectivity of internet-enabled and driven tools and platforms that perform, and extend, the functions of traditional media.

If in the midst of everything,
you have often been confused,
you're not alone.

**DIGITAL MEDIA
VS DIGITAL
MARKETING**

Along
traditional lines
of media and
marketing.

**DIGITAL
MEDIA VS
NEW MEDIA**

One is focused
on and off the
Internet, the
other only on
the internet.

**DIGITAL
VS DIGITAL
MEDIA**

The former is
on all digitally
enabled
activities, the
latter at the
intersection of
messaging.

This is still, despite what interested parties may tell you,
an evolving, fluid, inchoate space.
How all knowledge evolves into canon?

a) Practice

b) Practitioner interest and
ethical considerations

c) Consensus of establishment

SO, NEW MEDIA

Often limited these days to social media,
but there are **six major expressions**:

- **Social** – Facebook, 2go etc
- **Search** – Search engine optimization, search marketing etc
- **Blogs** - Traditional blogs, full-fledged platforms
- **Email** – Newsletters
- **Display** – Advertising, pop-ups, prompts
- **Games** – Apps, desktop



Evolution of Social + Search = Influencer

This biggest driver of market now.

“Important nodes are identified within related communities, known as influencers.”

This is becoming an important concept in digital targeting.”
Major digital spend for most companies in Nigeria online today is on “social media influencers”. Pulling as much as N750,000 per post. “Many universities now focus, at Masters level, on engagement strategies for influencers.”

Speaking of evolution,
foundations of new paradigm are:



Media - What is media?
New York Times vs Facebook

Generation - User vs corporation,
multi-level verses unilateral

Usage - Anyone vs limited access

Ownership - Corporate vs personal... echo chambers,
post-truth world, filter bubbles

Availability - Scarcity vs abundance

Because of multiplicity of channels:
**Social Media is now anywhere this social experience crosses
with passing of messages. New Media is anywhere the
internet crosses with passing of messages.**

SOCIAL IS THE NEW BLACK

(Limitations of search as data and people driven tool, and blogs in terms of pace gives future to social)

It goes beyond the tools (e.g. Photographs, text, etc)

Or platforms (e.g. Facebook, Twitter)

It's a sensibility. The sensibility is social i.e. user generated, connected by conversation.

The future is social.

Define social: relating to or involving activities in which people spend time talking to each other or doing enjoyable things... — social in a sentence.

- Merriam-Webster

LEADERS



FACEBOOK

The Village



TWITTER

The Smug Elite



INSTAGRAM

The Cool Kids



SNAPCHAT

The Kids

Don't forget short messaging –
massive numbers, massive driver
of Nigerian virality and behavior.



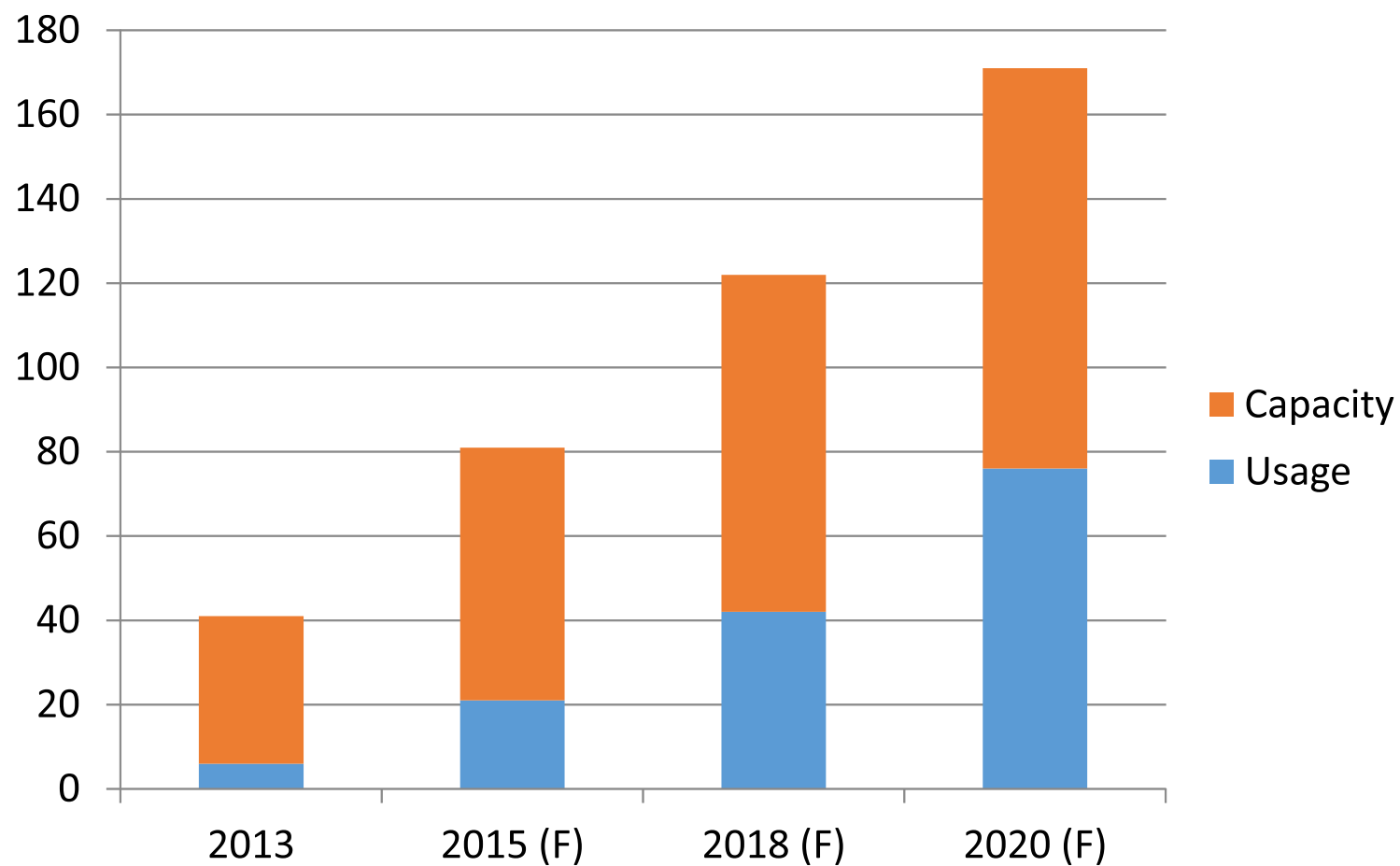
Popular communication vehicles – “no longer a simple post”

Social -
‘Permanent’ posts
Perishable posts eg
Instagram Stories,
Snapchat
Live reports e.g. Instagram
Live, Facebook Live,
Periscope
Live posts

Blog –
Breaking news
Posts
Live blogs
Advertising

Nigeria - The data

Broadband Penetration (%)



Source: Ministry of
Communication &
Technology

DRIVERS OF NIGERIAN BEHAVIOR

- **Mobile First**
- **Globalization i.e. smaller, connected world**
- **Think like the audience not like yourself**
- **Legacy doesn't matter**
- **Fast-evolving culture**
 - anti-establishment, personal identity e.g. feminism
- **Video**
- **Context is always king**
- **Content is always queen**

COMPANIES NOT CUSTOMER FACING – KEY POINTS

- **Silence is a strategy**
- **Action bias is a trap**
- **Map conversations**
- **Build a media map for your business**
- **Understand the ‘cool factor of Retweets’**
- **However, ease of mobilization is a threat**

CRISIS: A CRASH-COURSE

A crisis is anything that affects the material purpose of business.

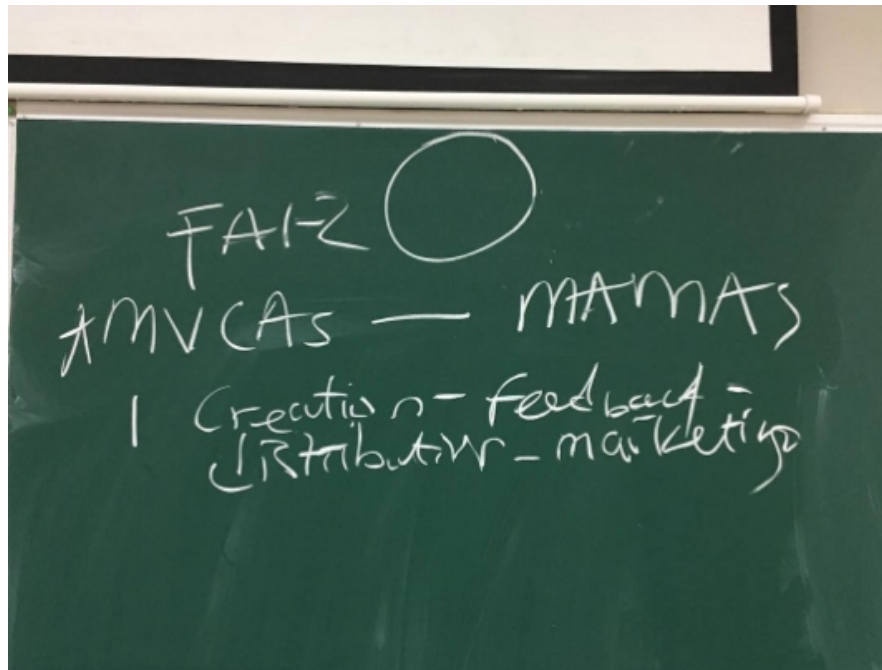
**An attack on reputation is not a crisis
Identify audience – mass-market conversation vs
stakeholder perception.**

**There is no place called ‘The Internet’ or ‘The New Media’
‘Valley of the shadow of death’ – don’t confuse irritation
for effect.**

**Don’t panic. Don’t fall into blackmail
“Some are more equal than others” | know those who
matter – Lindalkeji Blog, SaharaReporters, PunchOnline etc.**

However, popular goodwill must be a constant pre-emptive strategic goal – every ‘at-risk’ (i.e. running counter to public sentiment eg oil companies) must have this fully developed and in operation.

PARADIGM, DESTROYED



You have to remember this - **This is not incremental change. This is seismic – Webmd.com, Falz, Donald Trump**

<https://twitter.com/realDonaldTrump/status/781926033159249920>

“the reinvention of marketing strategies in order to adapt to this major change in traditional marketing”

(Patruti Baltes, Loredana, 2015).

A completely new world

– requiring a complexly new thinking.

C-suite understanding required – e.g. “Killing a story”

Companies must have a) transitionary strategy b) future-focused strategy.

OPPORTUNITIES

You set the rules.

It's truly in your hands.

**The core principles of communication have not changed
– action speaks louder than words, strategy over tactics.**

Think like your child (Bible and the kingdom is to such as these).

Data – Like no other time in human history,
you can map this now.

Measurement – Don't stress about this,
so many paid tools now exist.

1. Keyhole.co - This can be used to measure reach, impressions and also track conversations on Facebook, Twitter, and Instagram.

2. Mention: This tool can be used to track competitors and what people are saying about your competitors

3. Coverage Book: This allows you collect and present the media mentions and results of earned media. This shows the combined views, shares, and inbound links resulting from PR efforts. You can also drill down into individual articles and see their impact.

CHALLENGES

**Everyone is your audience and media
Your child is not your board.**

**Fast-evolving – Twitter and Instagram update
frenetically, mobile devices same, Instagram today not
Instagram of 2015.**

**“Water will eventually find level”
– but before that sacrifices
will be made.**

WAY FORWARD

- **Preemptive strike:** Understand your audiences and stakeholders before they come for you.
- **Segmentation:** More focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.
- **Non-linear value chain:** “Shift from a linear marketing approach of one-way communication to a value exchange model in which there is a two-way mutual dialogue and benefit-sharing between provider and consumer. Exchanges are more non-linear, free flowing and both one-to-many or one-on-one.

WAY FORWARD

- **Data:** You have to take advantage of the huge resource of audience behavior information out there
- **Capacity:** Building affinity and capacity requires being embedded in the culture. Because of evolution it also requires intuitiveness. Practitioners must be released from typical “communication department structure” and allowed to match ebb and flow of social and community.
- **C-Suite understanding:** This is crucial, non-negotiable for the freedom to make impactful, effective decisions.

ABOVE ALL ELSE

7. Strategy:

Innovate along lines of strategy and not panic. The world changes all the time, for everybody. Accept it, assess the wreckage of the old way, develop plan of action for new way, and be conscious to adjust as you go – faster than at any other time in modern history.

Note to innovate not around old paradigms, but the new ones.

“That’s the reality of the new market place.

“In a world where tomorrow comes faster than at any other time in history, where factory jobs are being replaced by automatic cars faster than at any other time in history, adjusting to that reality should not be a hard thing. Or a bad thing.

“Stop moaning. Innovate.”

Actually, re-invent.

SOURCES

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