



**SMARTPHONES,
SOCIAL MEDIA,
AND YOUR
MAGAZINE:
LEARN HOW TO
PRODUCE
CONTENT AND
PROMOTE YOUR
PUBLICATION**

**CREATING AND
OPTIMIZING CONTENT**

LAST WEEK'S SUMMARY

Last week:

- Solo journalism- a non-traditional type of journalism done by one person (one-man/one-woman band, backpack journalism, or multimedia journalism)
- Smartphone Journalism: Effective videography and photography- various shots, five-shot sequence, rule/principle of thirds, and headroom.



LAST WEEK'S SUMMARY

- Smartphone Journalism: Good audio- Types of audio, types of noise, and preventing them. It is critical to use headphones to monitor sound.
- Editing: Requires planning, it is where everything comes together, including using the five-shot sequence and audio. iMovie as editing software. Social media platforms to distribute your content.



ANSWERS TO FORUM QUESTIONS

- What are two of the most important things to do when capturing video, in addition to avoiding shakes in videos, for editing? Landscape instead of portrait, and various shots for five-shot sequences (rule or principle of thirds, and headroom).
- Why is shaking in videos not desirable? Please give two reasons. Unprofessional or amateurish and distracts the audience from your story or message.



1

Lesson 1.
Multimedia
Journalism

2

Lesson 2.
**Creating and
Optimizing Content**

3

Lesson 3.
Social Media for
Content and
Publication
Promotion &
Analytics

4

Lesson 4.
Marketing (Website,
E-mail, and Social
media ads)

COURSE OUTLINE

SECOND LESSON

We will cover these skills:

- Creating Content
- Optimization of Content



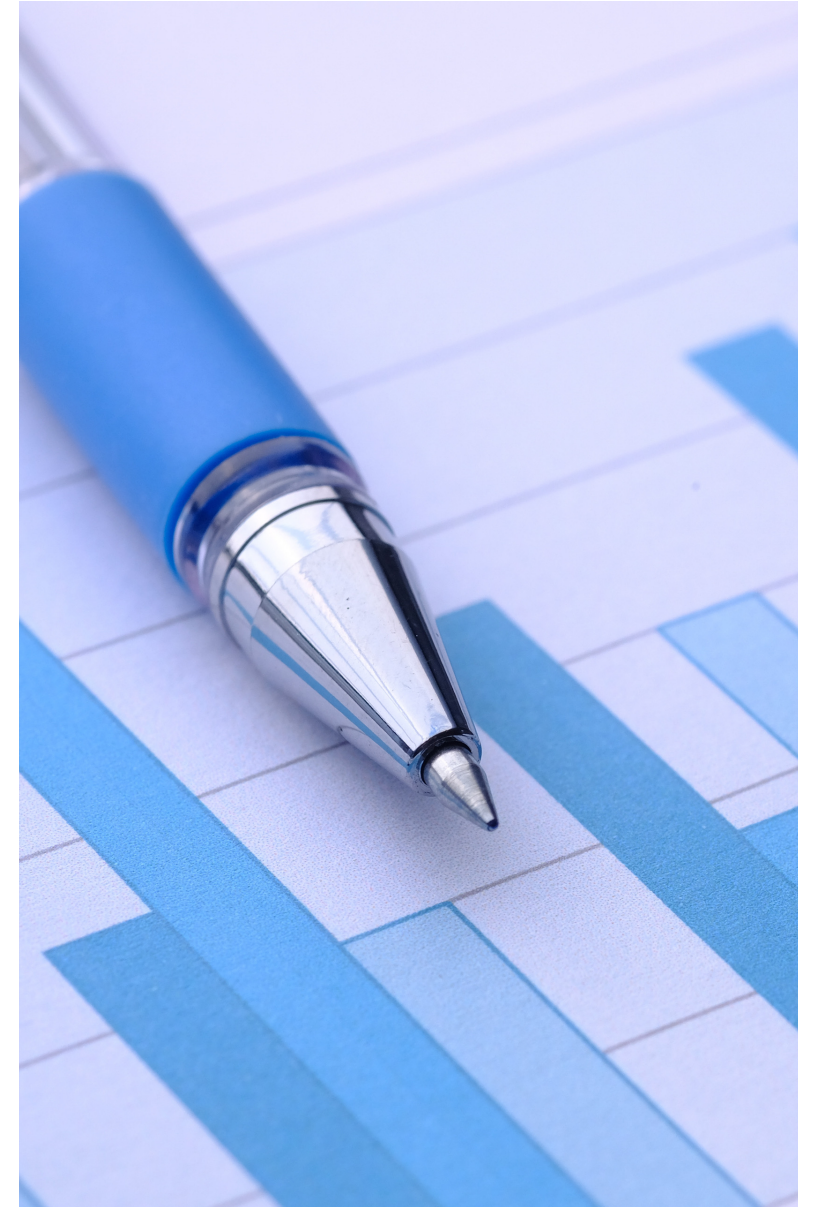


FIRST SKILL

Creating Content

FIRST SKILL

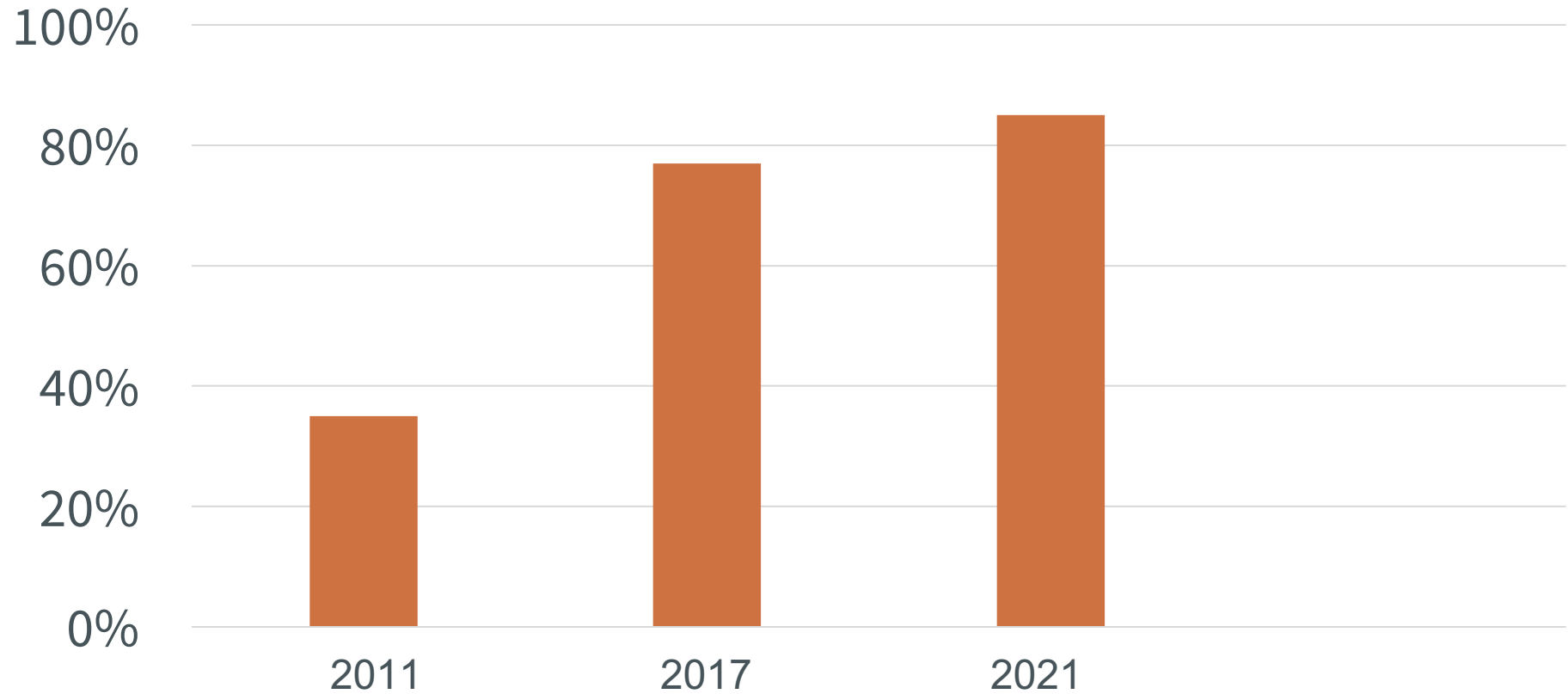
- Before we jump into creating content specifically and content optimization, we need to look at why this topic matters.
- So, we'll begin with some statistics.



FIRST SKILL

- Smartphones have become very popular devices.
- There has been a steady increase in usage since 2011, according to a study by the Pew Research Center.





Percentage of People Using Smartphones to Access Content

FIRST SKILL

- The study showed that while in 2011, there were 35% of smartphone users, in 2017, that percentage jumped to 77%. That number rose further to 85% of smartphone users (2021).
- Most of these users (96%) were millennials in the 18-29 age group (Pew Research Center, 2021).



FIRST SKILL

- Additionally, most Christians are using smartphones to access Bible verses and Christian content. At least 53% of Christians are using smartphones to do this (2017). This is compared to 18% in 2011.
- As of 2020, there were over 3.6 billion users who used a smartphone device worldwide. There will be 4.3 billion by 2023 (Harnish, 2022).

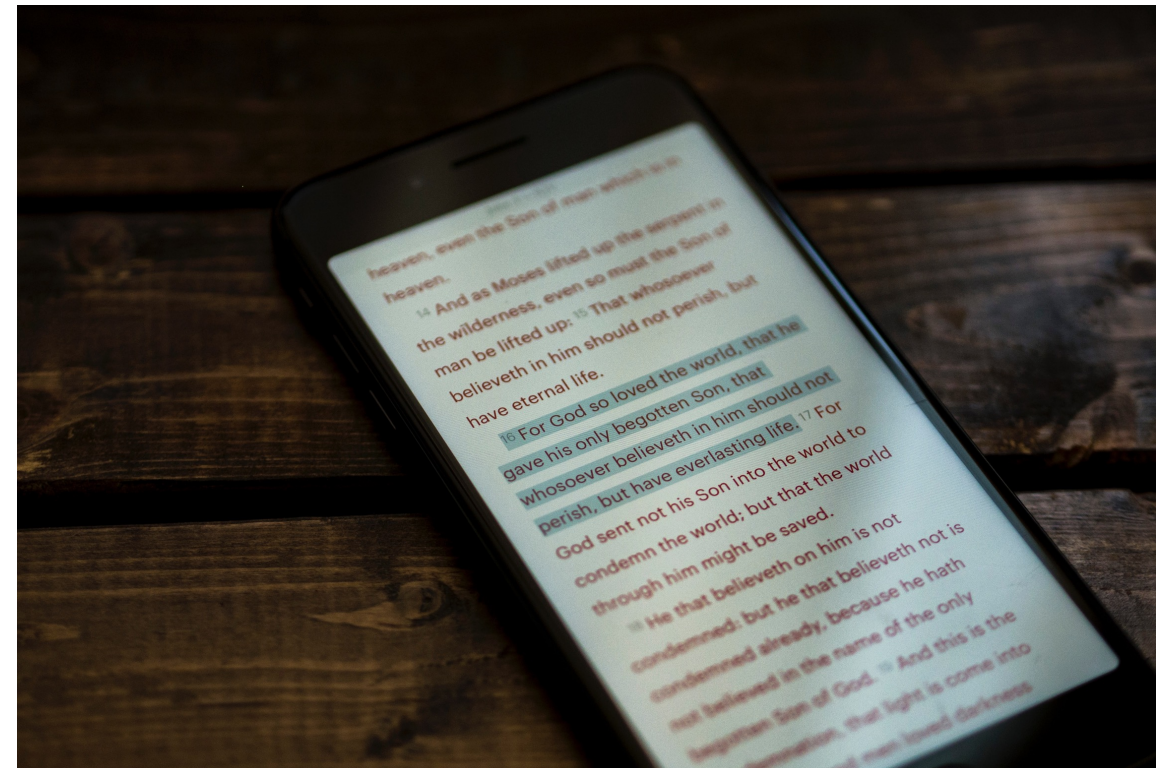


Photo by [Aaron Burden](#) on [Unsplash](#)

FIRST SKILL

- In terms of worldwide market share of desktops, cell/ mobile phones, and tablets, mobile leads the way (Statcounter, 2023).
- Mobile market share is 59.42% while the desktop market share is 38.53% and tablet 2.05% (Statcounter, 2023).
- If your target market is in Africa or Asia, mobile is especially useful for accessing content- 72.1% (Africa) and 68.58% (Asia) (Statcounter, 2023).

FIRST SKILL

- Audiences use smartphones to access social media platforms.
- People are said to be addicted to their smartphones. One of the reasons behind this is that it is a part of our “extended self”.
- The smartphone allows for sharing options via platforms like WhatsApp.

FIRST SKILL

- More than half of the consumption of digital content is happening on mobile devices (Blake, 2019).
- People tend to use their smartphones while on the go, hence the need for creating content for smartphone users and optimizing the content for them.



FIRST SKILL

- Creating content for smartphone users includes all the things we talked about in Week 1.
- It involves planning.
- You must know what shots you'd like to include, including interviews and other sounds that will help to tell the story.

FIRST SKILL

- Writing in the inverted pyramid structure- the 5Ws and then details, more details- in the form of most important first and then least important next.
- Users want to quickly access information and decide immediately whether they want to continue reading or not (Brech, 2022).

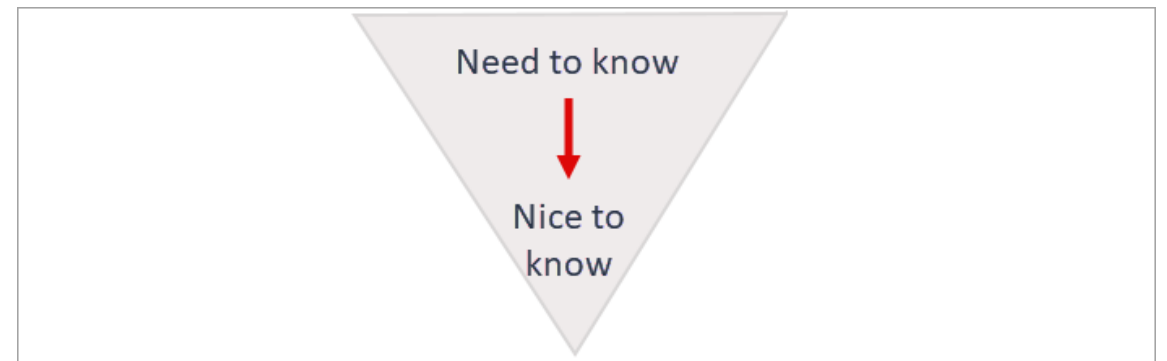


Photo by Nielsen Norman Group on [Inverted Pyramid: Writing for Comprehension \(nngroup.com\)](https://nngroup.com)

FIRST SKILL

- Content for mobile-optimized sites should have the publication's information, including contact information and address (Outbrain, n.d.) .
- Moreover, an option that allows the user to “click” the phone number to automatically call the organization is recommended.
- If the publication is selling goods or products like subscriptions, a way to make purchases, such as a shopping cart, is necessary.
- But with smartphone users you must optimize the content so that it, for instance, fits and looks good when looked at with a smartphone.
- This requires several things to be done.

FIRST SKILL

- Typically, a professional can help you to do this.
- However, there are some things that you can do to ensure optimization





SECOND SKILL

Optimizing Content



SECOND SKILL

- When we say optimization, we mean creating content that works on a smartphone.
- It is content that will be seen differently when looked at on a smartphone rather than on a website.



SECOND SKILL

- It is important so that audiences do not get frustrated when they are viewing your site or content.
- The word that comes to mind is mobile-friendliness (Scott, 2017).
- Mobile-friendliness means displaying content quickly and optimizing it (creating or designing it) for viewing on smaller screens (Scott, 2017).
- According to Google, optimizing content for audiences or making websites mobile-friendly will positively affect website rankings (Blake, 2019).

SECOND SKILL

- Again, Google states that mobile presence is critical to a business and in this case, publications because:
- They show up higher in search results
- They make up more than half of searches on Google.com
- If your site is not mobile-friendly, visitors are five times more likely to leave.
- Have a responsive website: Visual and written features of your website should be working on mobile devices as on desktops (Blake, 2019).

SECOND SKILL

- Provide easy reading: Show a summary at the beginning.
- Avoid using long titles and paragraphs- Catchy titles
- Make content succinct and easy to read.

SECOND SKILL

- Use images and make them responsive.
- Ideally, use close-ups and medium shots (Blake, 2019; CallFire, 2014).
- Test content on a smartphone.
- Look to your visitor statistics to find out whether your website has a smaller or larger than average percentage of mobile users

SECOND SKILL

- So, some of the key questions to ask, according to Google, about the publication's mobile-friendliness:
- How fast does your website load?
- How easy is it to find what you're looking for?

SECOND SKILL

- Elements for an Effective Mobile Website:
 - **Simple themes:** Nearly half of all visitors will leave a mobile website if the pages do not load within 3 seconds (Google, n.d.). So, the design on the page should be such that it is quick to load so, choose simple themes (Brech, 2022).



Photo by [Harper Sunday](#) on [Unsplash](#)

SECOND SKILL

- Using, in addition to a simple theme, a technology called Accelerated Mobile Page (AMP) to load content quickly, especially on landing pages.
- Talk to a web developer.
- Colorful images, choosing the right colors, the right fonts, the right layouts, and the right visual elements—such as photos or videos— all contribute to the effectiveness of a mobile site (Outbrain, n.d.).

SECOND SKILL

- **Easy navigation:** The more visitors have to 'hunt' around or zoom in for information, the more likely they'll get frustrated and leave. Try and keep everything visible without having to zoom in to read (Google, n.d). Therefore, help visitors find what they are looking for by simplifying your site menu. Make content simple to navigate (Blake, 2019; CallFire, 2014).
- Easy to skim and scan.



SECOND SKILL

- **Easy to Take Action:** Your mobile website should make it quick and easy for visitors to perform common tasks (contacting you, searching for news) (Google, n.d).



Photo by [Brett Jordan](#) on [Unsplash](#)

SECOND SKILL

- “The most important rule when designing a website that’s optimized for mobile use is this: keep it simple.” (Outbrain, 2023)



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SECOND LESSON SUMMARY

- In today's fast-paced environment, the smartphone is people's main form of engaging with content.
- While they are on the go people use the smartphone to access news content, and for Christian audiences, Christian content.



SECOND LESSON SUMMARY

- Additionally, more and more people have been using smartphones- smartphone usage is especially popular among millennials.
- This means that it is important to reach audiences through their smartphones.



SECOND LESSON SUMMARY

- To do this, creating content based on the tips we've discussed thus far (from Week 1) and then optimizing it is key



SECOND LESSON SUMMARY

- Optimizing means making the site mobile-friendly.
- We've gone through some tips as to how to do this.
- But also, where the budget allows, we can solicit the help of a website designer to help make our sites more mobile-friendly.

COURSE PROGRESS

Lesson 1. Multimedia Journalism

Lesson 2. Creating and Optimizing Content

Lesson 3. Social Media and Analytics

Lesson 4. Digital Marketing



QUESTIONS & ANSWERS (Q & A)



HOMEWORK/ASSIGNMENT

Write a 250-word report (including giving a percentage for the publication's mobile-friendliness), on what your publication is doing well and what it could do better.



FORUM QUESTIONS

Why is it important for websites to be optimized for smartphone users or be made mobile-friendly? In what two ways can your publication optimize content for mobile devices like smartphones?



THANK YOU!

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