

Publishing in a Digital World

The Evolution until the Digital Social Media Tools



Print's hold on the magazine business has given way to other media types. The Global Magazine Publishing market has struggled to adapt to the **challenges** and **opportunities** presented by digital disruption and economic shifts in recent years. The proliferation of **new forms of media**, with many available online and for free, **has threatened** the traditional position of magazines.

1. A NEW WORLD FOR THE MAGAZINE PUBLISHING: MODERNITY

The social environment of current modernity (liquid) with its **individualism** and its **privatization**, its **subjectification**, its **fragmentation**, as well as its **rationalization**, combined with the **decline of memory-based societies**, operates in different social circles, including religious ones, also **influencing in different ways the symbolic perception of believers**. Given this, religious practices in a digital environment can offer **new experiences**, generating an **individual religious reformulation**, which goes beyond conventional ecclesiastical structures.

2. ANALOG MINDSET VS. DIGITAL MINDSET: A CONTENT ORCHESTRATION

A digital mindset is more than just being able to use **technology**. It is, rather, **a set of behavior and attitudes** that allow people and organizations to **anticipate possibilities**. Analog is a term of the old world now. All we understand and experience is digital, and to do that, we need to have a digital mindset, as efficiency is about **seamlessly integrating people and technology**.

3. THE IMPORTANCE OF SOCIAL MEDIA FOR PUBLISHERS

3.1. Customization

Publishers are delivering personalized content to users as per their interests and priorities. This **customized content** is more likely to be consumed, appreciated, and shared. For example, in a news app, other than the general news compilation, user-customized segmentation focuses on the frequently read news category, city news, discussion feeds among the community, and other relevant information.

3.2. Interactivity

Digital magazines are more interactive than printed ones. For example, they may contain **engaging** images, videos, audio, or even gifs to make the content more interesting. The pop-ups and links create a two-way communication, which boosts the audience's interest and improves the magazine's success.

3.3. Greater reach, exponential, with lower cost

The beauty of the internet is **the absence of geographical limitations**. Trends and stories can circle around the globe in nano seconds - so can your online magazine as with digital magazine publishing, your readers can share content (you can control how - screenshot, page, full edition) to help build your audience. With higher reach and quick distribution, more and more advertisers will require spaces in your magazine. It also gives you the chance to add or even replace an ad space quickly without reprinting the magazine.

4. THE DIGITAL SOCIAL MEDIA TOOLS

4.1. AI for content personalization

Artificial Intelligence is an accepted **reality** and not a buzzword anymore. It helps in setting preferences, content recommendation, ad selection, conversion optimization, and other such features. Overall, it provides the benefits of superior **decisions** and easy task **achievement**. Besides, the **personalization of content** assists in better analytics and unmatched user experience. **Smart algorithms** are implemented that further do not require human skills and save manpower. For example, Google Assistant and Siri are applications of AI.

4.2. AR creating a dynamic environment

Augmented Reality in magazines has revolutionized the way they **engage** with their readers, offering a **dynamic and immersive experience** that goes beyond traditional print media. Magazines are leveraging AR technology not only to enhance content but also to generate revenue through innovative monetization strategies. The magazine publishers exploit this field by overlaying the digital information **upon the existing physical surroundings**. It enables the development of a dynamic environment, unlike previous static user interactions.

4.3. Podcasting your content

The term “podcast” can refer to an individual episode or a series of episodes. It is a creative, always available and comprehensive way of **keeping an individual or group up to date** on a specific topic or topic, with the advantage of being subscribed to, seen and heard at any time and place. Currently, this is an important communication tool, including for newspapers and magazines, as their content can be posted, downloaded or transmitted over the Internet, and experienced on the various gadgets currently available.

4.4. Real connections on Social Media

Make real connections, developing and growing **relationships** with readers, influencers, and high-profile people on social media networks. Follow them, participate in their online journey, like, share, and comment on their posts. **Interaction** is as important as developing strategies and content creation. **Developing trust and real connections goes a long way.**

CONCLUSION

You should look how your content is taken by your readers:

- Is your content appreciated by your reader?
- Are they finding it engaging and awesome?
- Your posts are receiving a good number of likes, comments, and shares?

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GRACIAS

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THANK YOU

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