

The evolution of news and communication

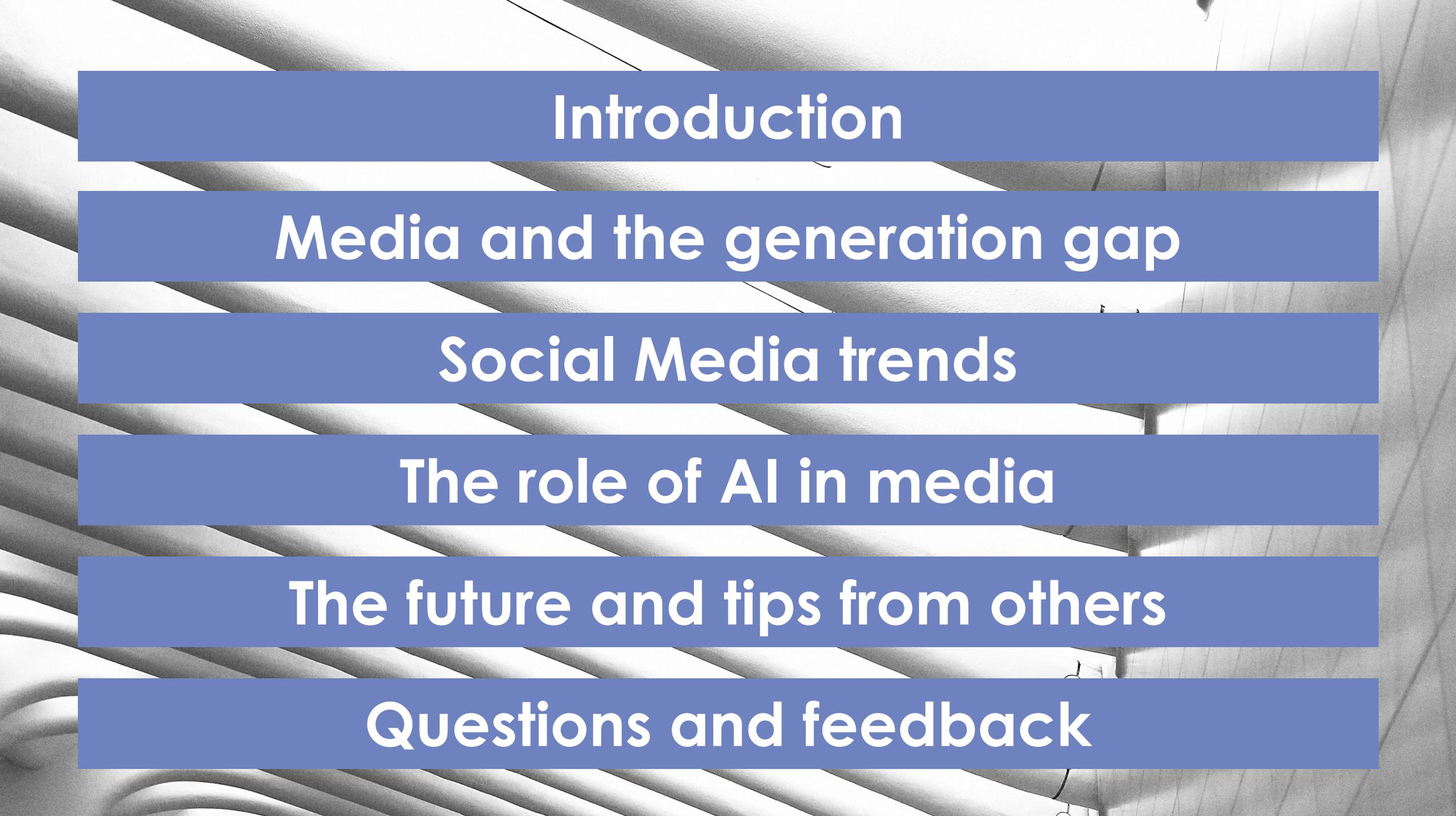
14/10/2021



belgaclub

Belgium's spokespersons network



The background of the slide is a grayscale image of window blinds, with the slats creating a strong sense of depth and perspective. The blinds are partially open, allowing light to filter through, creating a pattern of light and shadow across the slats.

Introduction

Media and the generation gap

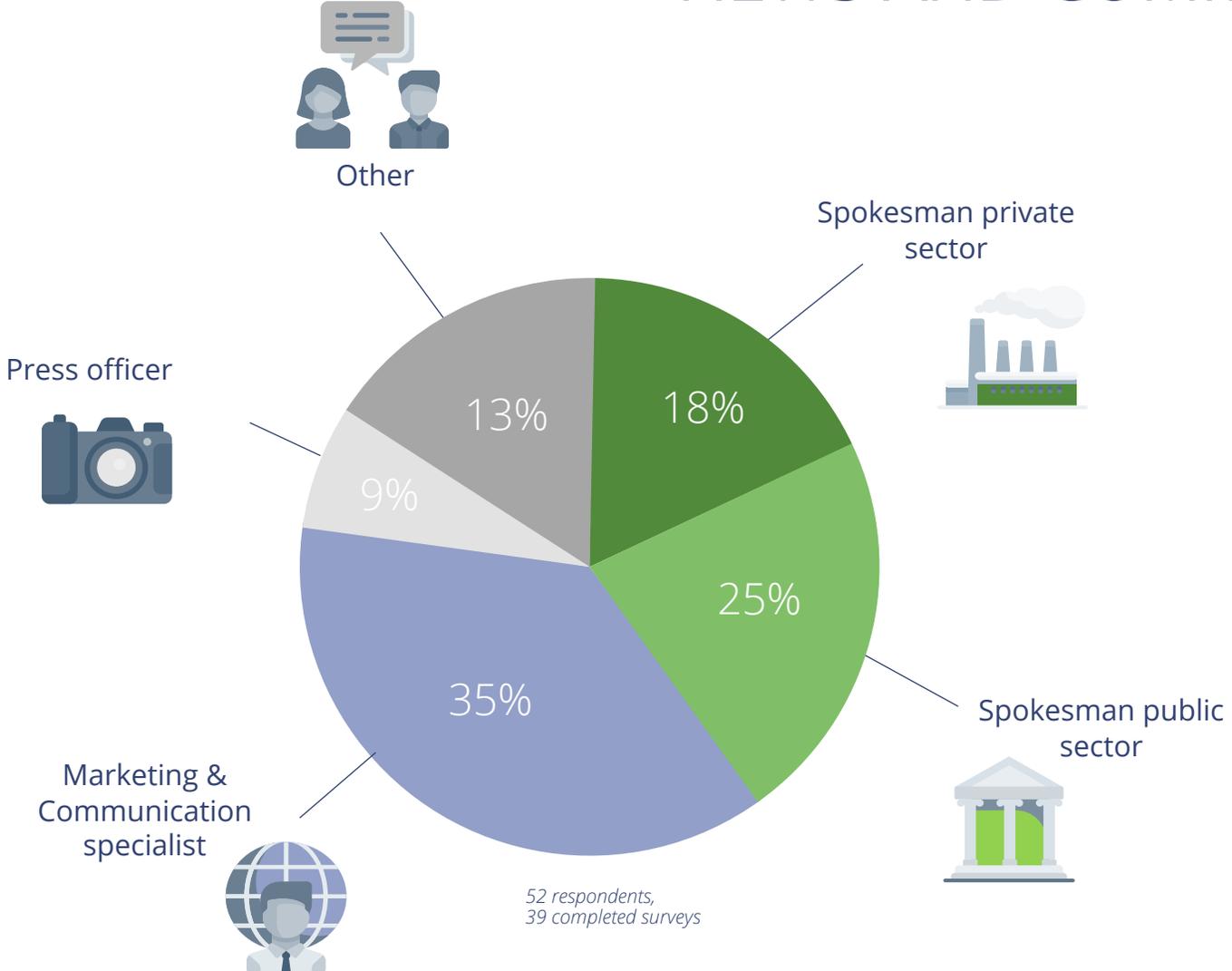
Social Media trends

The role of AI in media

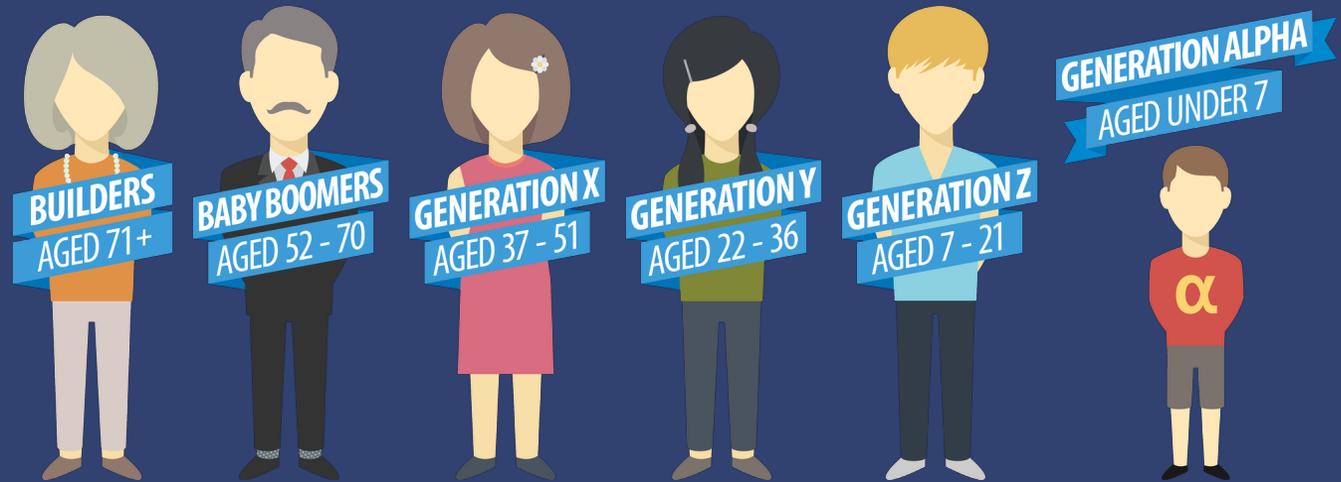
The future and tips from others

Questions and feedback

SURVEY: THE EVOLUTION OF NEWS AND COMMUNICATION



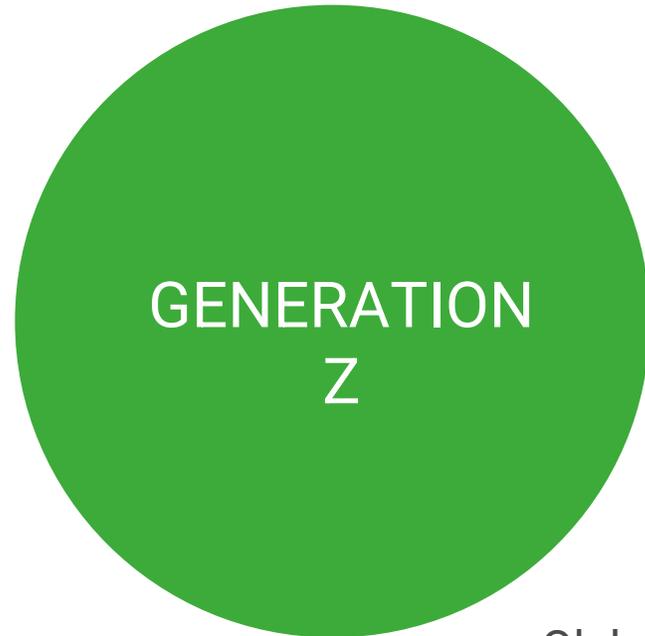
Media and the generation gap



GENERATIONAL GAP ASSUMPTION



Traditional media are non-transparent

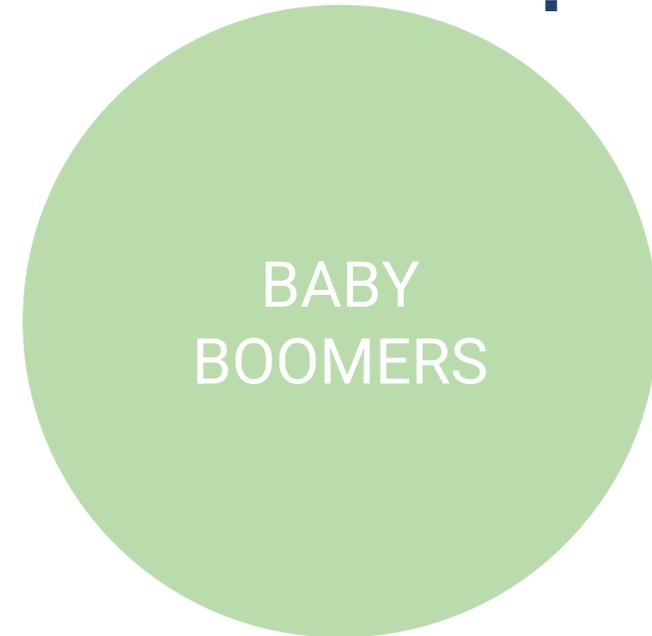


Ok boomer

I don't feel represented

Stays informed in real-time

Traditional media are reliable



The world goes too fast

Internet is full of crap

Looks at the news with regularity

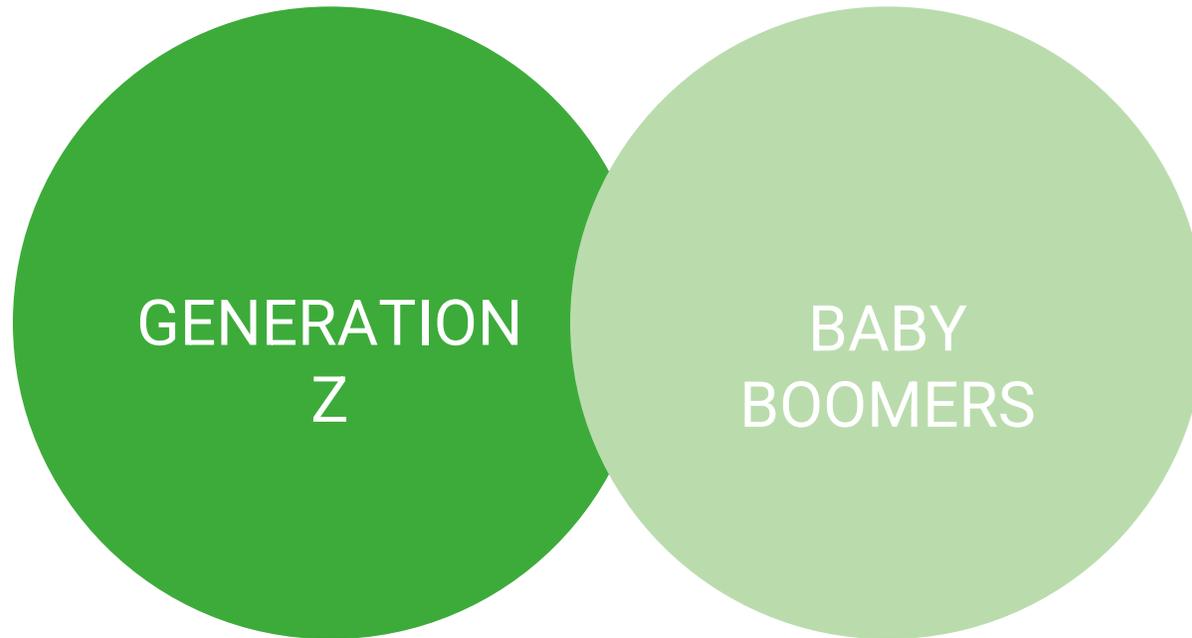
GENERATIONAL GAP ASSUMPTION

 TOMORROW
LAB



THINKS

Baby boomers are more at risk to fall for fake news

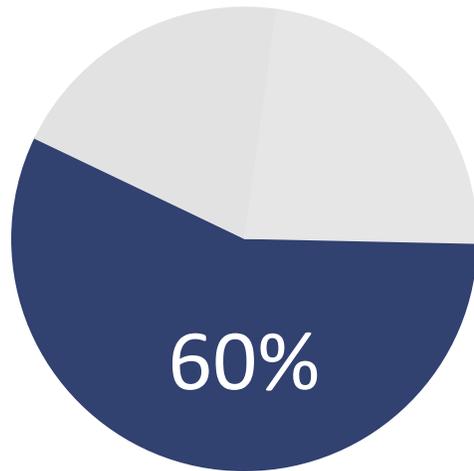


THINKS

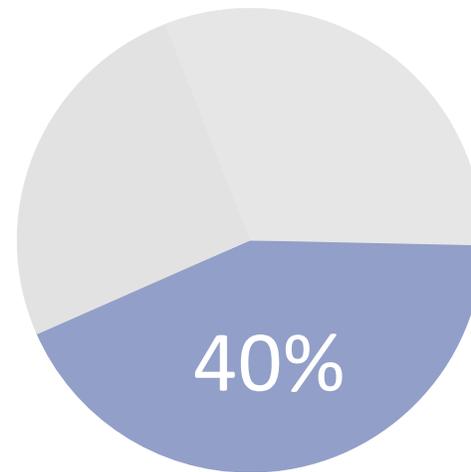
Millenials are more at risk to fall for fake news

HOW TO INCLUDE YOUNG PEOPLE

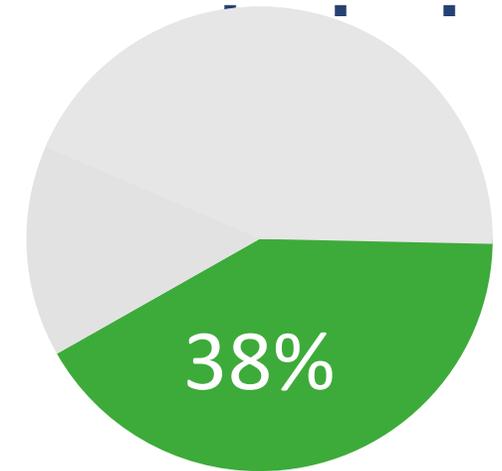
TOMORROW
LAB®



WORK MAINLY
WITH VIDEO

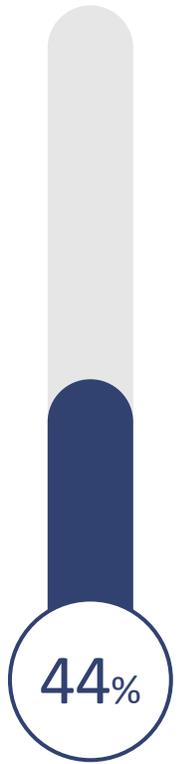
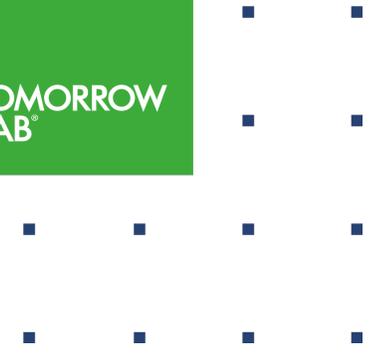


USE OF
INFLUENCERS

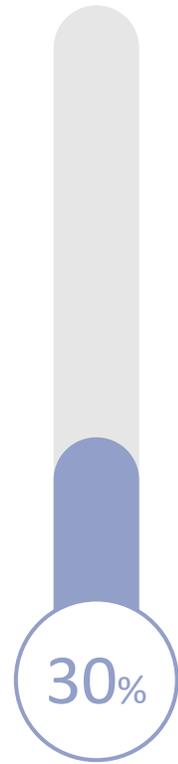


INVOLVE
INTERACTIVITY

USING VIDEO TO MARKET MILLENNIALS



FUNNY
ADS



INFORMATIVE
ADS



INSPIRING
ADS



EMOTIONAL
ADS



SHOCKING
ADS

*Response rate to online ads
Source: listwithclever*

“84% of millennials agreed on the fact that they were influenced by a stranger on a purchase decision” - Gartner

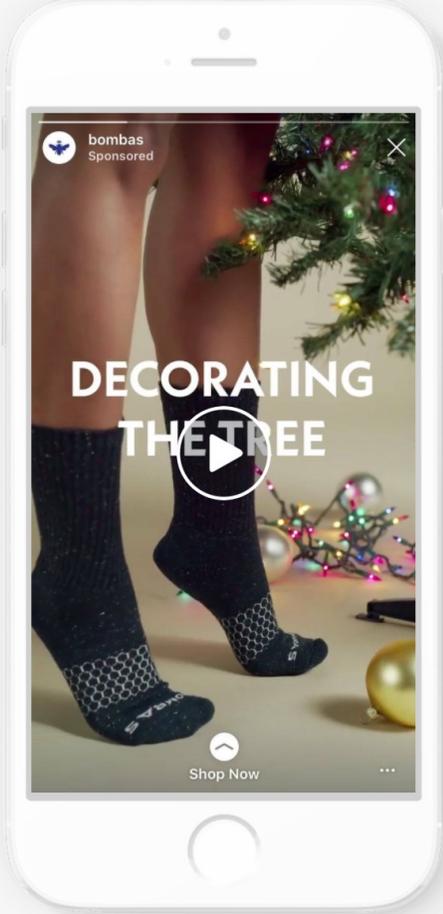
INFLUENCER STRATEGY



INFLUENCER STRATEGY



Stories make full use of the mobile screen, offering businesses an immersive, distraction-less canvas.



bombas
Sponsored

DECORATING THE TREE

Shop Now

Bombas

In a campaign to increase online holiday gift sales, the ecommerce sock company ran video ads in Instagram Stories and saw a 2.4X higher conversion rate.

[Learn More](#)




chameleonicoldbrew
Sponsored

CHAMELEON Organic COLD-BREW CONCENTRATE

48 VANILLA COFFEE

48 BLACK COFFEE

VANILLA BLACK

Learn More

Chameleon Cold Brew

Chameleon Cold-Brew lifted brand awareness by 3.3X when running a video ad in Instagram Stories with an interactive polling sticker plus call-to-action copy, compared to running a standard video ad in Stories without the sticker.

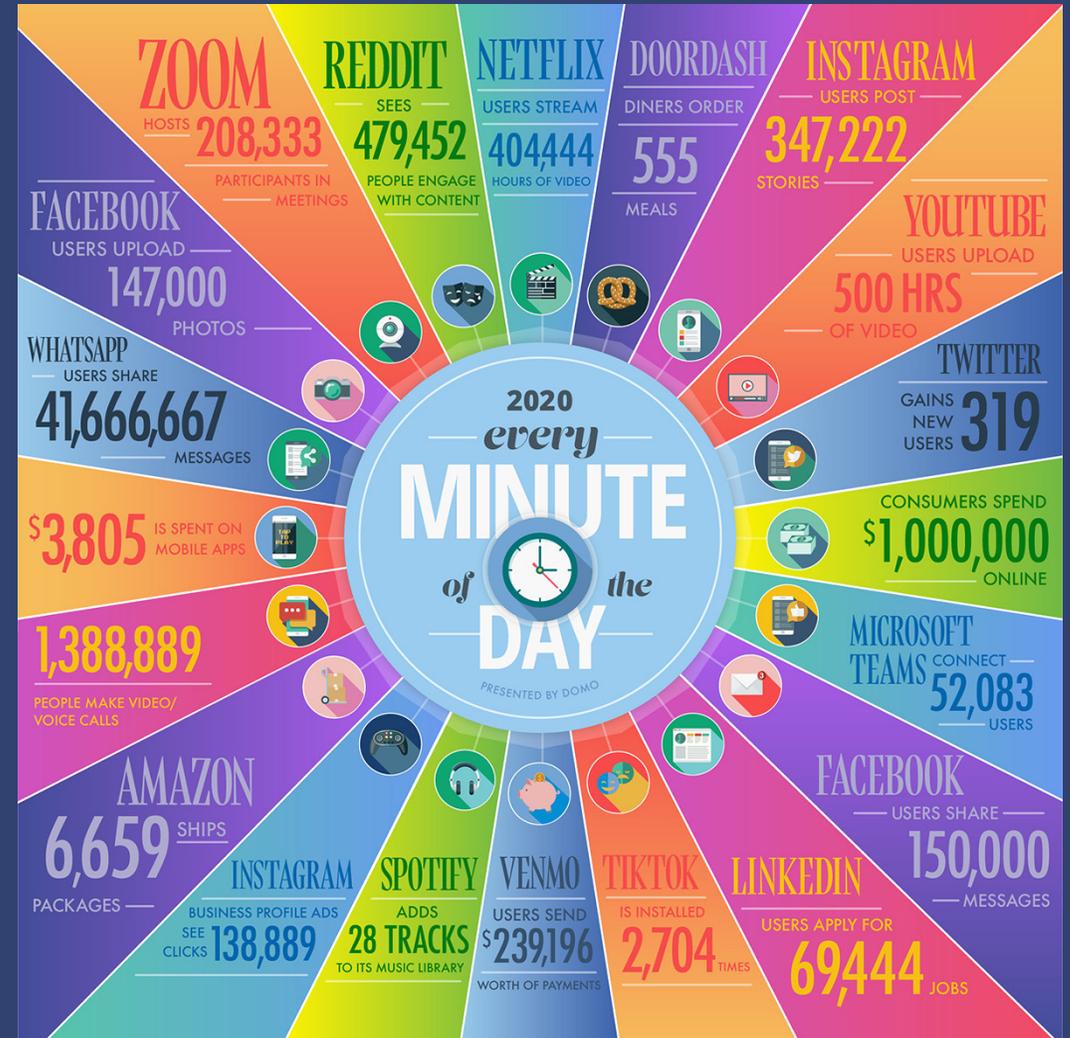
[Learn More](#)

Source: <https://business.instagram.com/a/stories/>

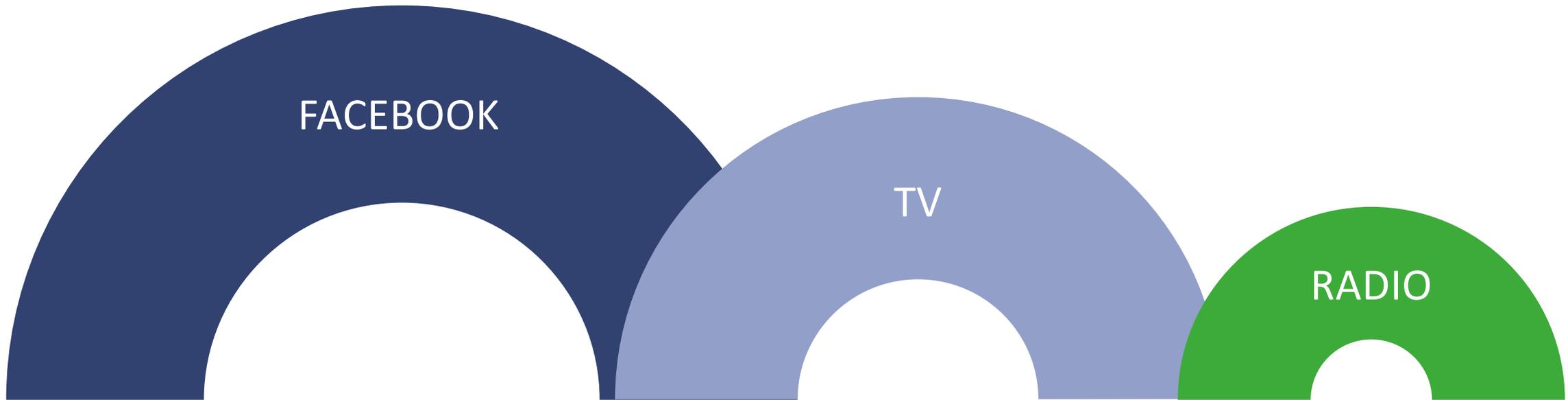
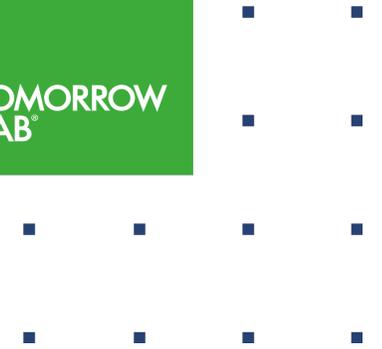
However 49% of our respondents
are still uncertain on the impact
of stories

What about other social media trends

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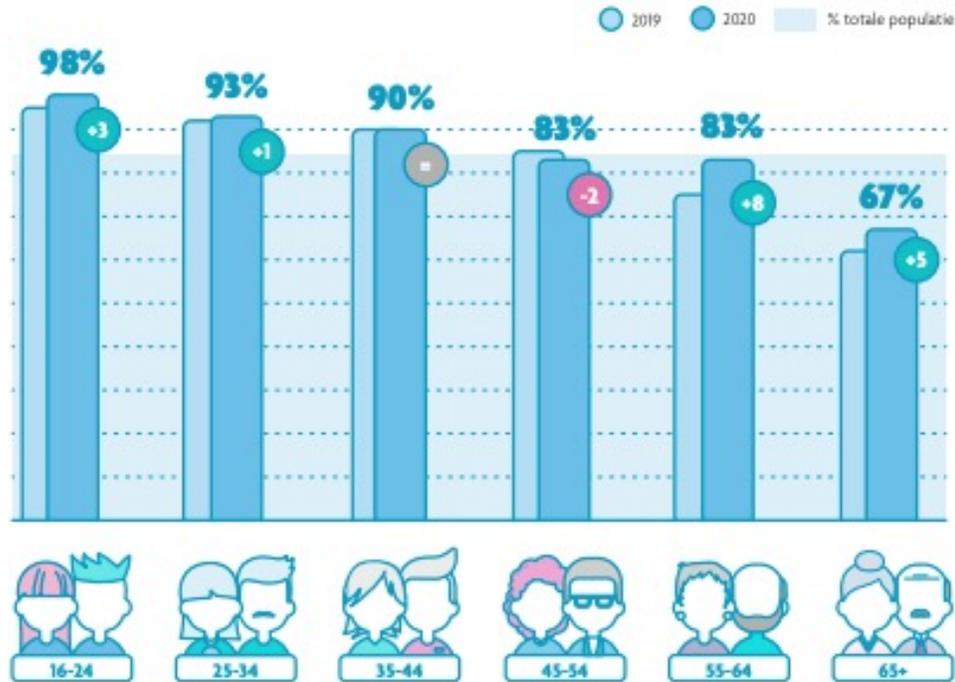


CHANNELS WITH THE BEST ENGAGEMENT



WEBSITE - LINKEDIN – PODCAST - INSTAGRAM

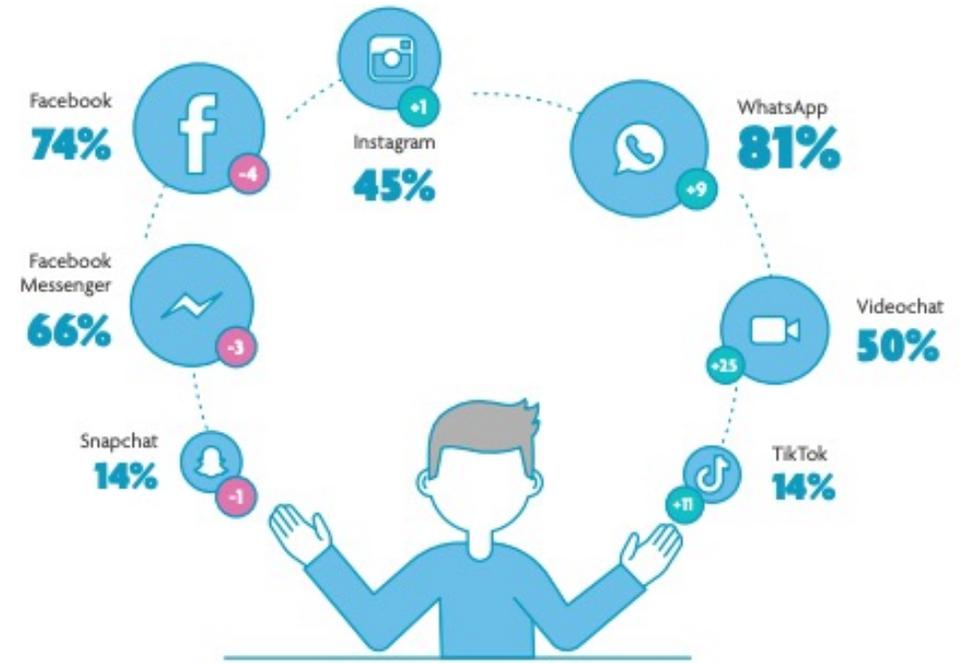
SOCIAL MEDIA IN BELGIUM



Source: monthly usage social media, digimeter Imec 2020

Conclusions:

- 8.4/10 is 'social mediactive'
- Facebook and Whatsapp still the most used
- Instagram more popular than Facebook for 16-24 yrs
- Biggest growth for TikTok
- Decline for Snapchat and Twitter (exit Trump?)
- Pinterest: the silent grower for all ages



DO YOU USE TIKTOK IN YOUR COMMUNICATION STRATEGY?

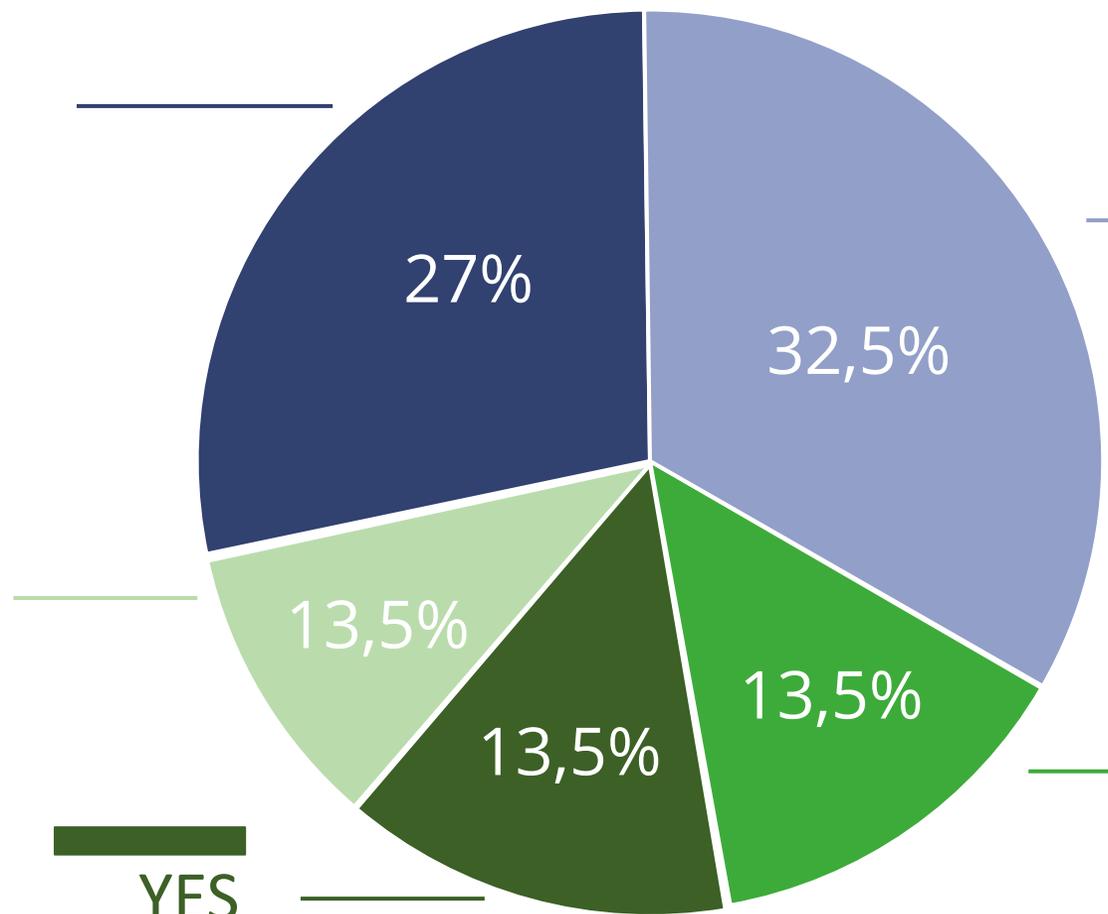
MAYBE, SOON
We know it's interesting, but have not yet started

DON'T KNOW
We are not yet aligned internally

YES
We already use this

NO
We don't have a reason to use this

YES, SOON
We are in the process of starting this up



TO TIKTOK OR NOT TO TIKTOK?



Douyin

TikTok

Tiktok facts:

- ✓ Worldwide 800 million monthly active users
- ✓ 2,7 million users in Belgium
- ✓ Usage: average 52 min/day
- ✓ 65% female
- ✓ Engagement rate of 29% (Instagram > 5%)
- ✓ International name: Douyin

TO TIKTOK OR NOT TO TIKTOK?

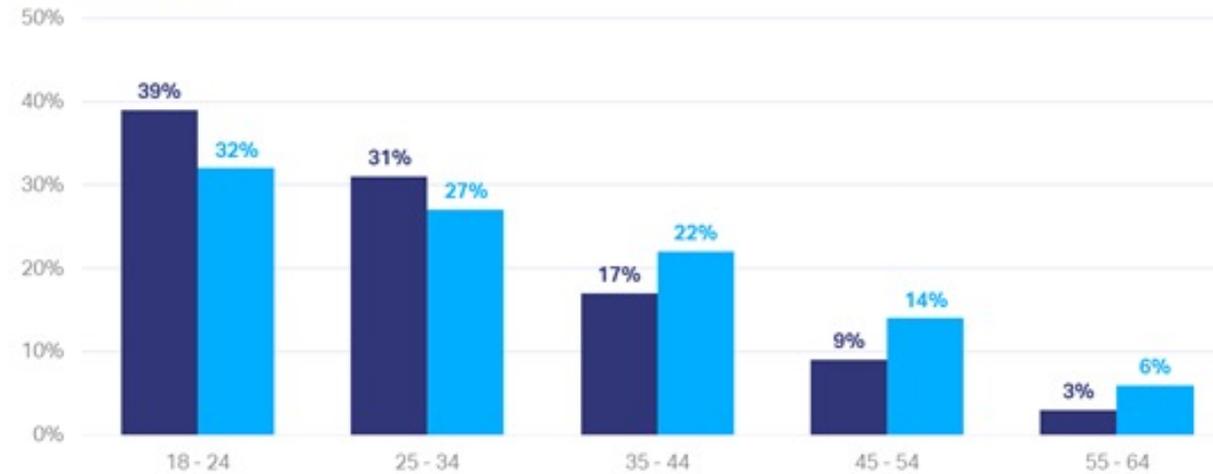


TikTok facts:

Global, TikTok users

% of users by age group

■ Q1 2020 ■ Q1 2021



Note: Based on a consumer survey across 25 markets (n=96,000 respondents).

SOURCE: Ampere

WARC
DATA



HOW THEY USE TIKTOK - RODE KRUIS



HOW THEY USE TIKTOK - COLGATE



#SmileDayChallenge

7.4B keer bekeken

...

Take the #SmileDayChallenge, see what kind of smile you have and make sure you share it around.



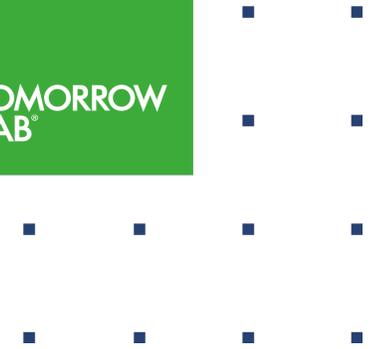
戴牙套也要開心笑! #S...



มาเล่น#SmileDayChalle...



มาเล่น#SmileDayChall...



TikTok and politics:
a successful marriage or not?

TikTok and politics: a successful marriage or not?

de_nva
de_nva
Volgen

17 Volgend 8831 Volgers 72.5K Likes

• Officieel account van de N-VA •
Politiek, plezant en Vlaams

www.n-va.be/

Voorgestelde accounts: realsraedon, c.a.p.s.l.o.c.k, gnagostan

Video's: 705.3K, 1251, 1804

eliodirupo Elio Di Rupo · 9-18
Balade à Namur avec @elianetillieux, excellentes fêtes de Wallonie à toutes et à tous! 🇧🇪 #namur #wallonie

son original - Elio Di Rupo

13.9K likes

TikTok
@kingconnah

heel luid en duidelijk mijn gedacht zeggen

therepublicanhypehouse
Republican Hype House
Follow

461 Following 1.2M Followers 51.5M Likes

Official Republican Hype House™
@TodayisAmerica
www.todayisamerica.com

Suggested accounts: celinedept, mingweirocks, stienedlund

Videos: 66.4K, 48.8K, 104.4K

Facebook is not going to
give up the cake



VIRTUAL REALITY IN SOCIAL MEDIA?



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-
-
-



horizon

FACEBOOK

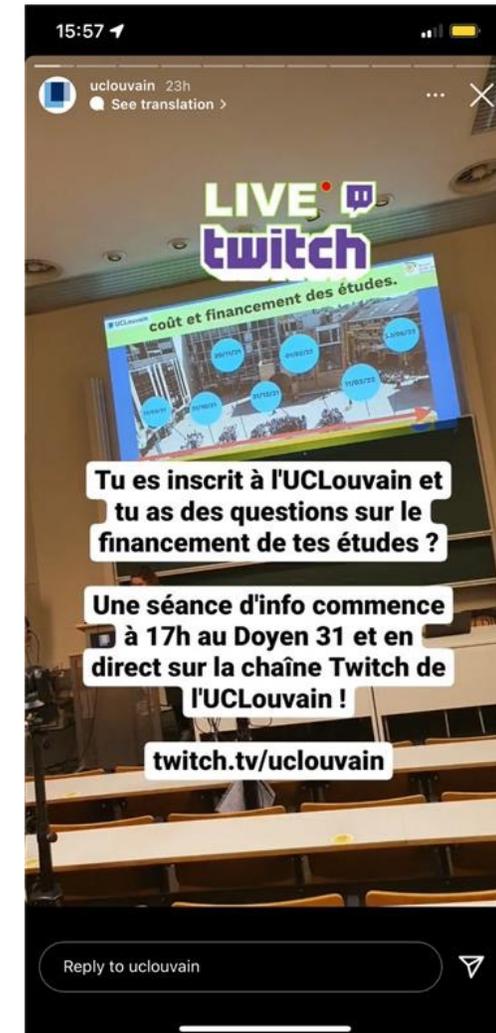
BUT WHAT IS TWITCH?



Twitch facts:

- ✓ Online streaming service, mainly for video gamers
- ✓ 1,2 M active users/month in Belgium
- ✓ 70% is < 34 years old
- ✓ 75% male users
- ✓ High engagement rate, average use of 95 min per day

HOW THEY ARE USING TWITCH



78% of customers have a firm belief that social media is the future of customer service.

REACTIVE CUSTOMER SERVICE



 **Julien Laporte** @julien8383 · 1h
Bonjour @SNCB . Témoignage d'un navetteurs à Leuze ce matin...

2ieme fois que je me rends au guichet de la gare de Leuze pour acheter une carte 10 accès au parking.

2ieme fois que je me retrouve devant un guichet fermé.
Déjà qu'il n'est ouvert que les mardis et jeudis...

1/2

 3   1 

 **SNCB** ✓
@SNCB

Replying to @julien8383

Bonjour Julien,

En réalité, les guichets de Leuze sont ouverts uniquement le jeudi entre 5h45 et 13h00, navré pour cela. Je peux comprendre que cela soit embêtant. (1/2)

^Lemmy

9:36 AM · Oct 5, 2021 · Clarabridge Engage

PROACTIVE CUSTOMER SERVICE



- **QuadroPlunder** 🇮🇷 @jamandthat · Oct 2
Manchester airport is a big bag of stress 😞
But anyway I'm off Spain for some sanity 😎🍷
1 comment 3 likes
- **Julia Day #LookAfterOurStar** 🇬🇧🇪🇺🇩🇰🌞 @currywuss · Oct 2
Transiting through Brussels, with people frantically filing in the entirely
unintuitive passenger locator form (the @BrusselsAirport website says that
everyone has to fill this in, *and* passengers transiting through Brussels
don't have to fill this in) was also pretty stressful.
2 comments 1 like
- **Brussels Airport** ✓ @BrusselsAirport

Replying to @currywuss

Hi Julia, even in the case of transit via Brussels, the PLF has to be filled in. An exception is for those coming via ground transport to Belgium and staying in the country for less than 48h. *Yordi

7:01 AM · Oct 2, 2021 · Zendesk





Who is this guy?

DIGITAL Workforce.ai

⚡ by Amelia

The World's First Marketplace for Digital Employees™

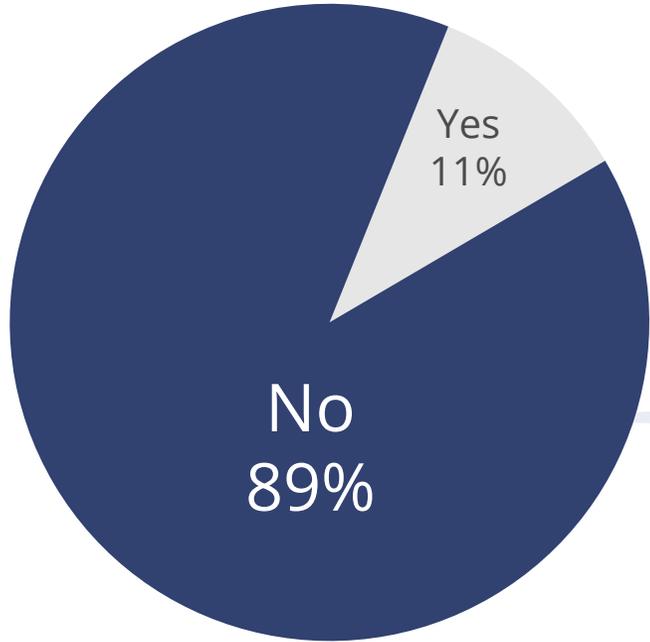
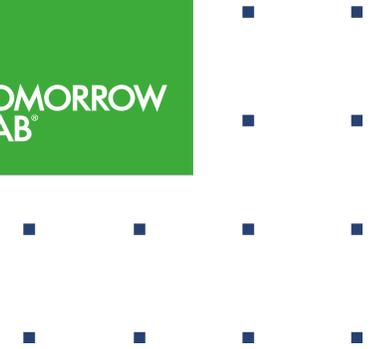
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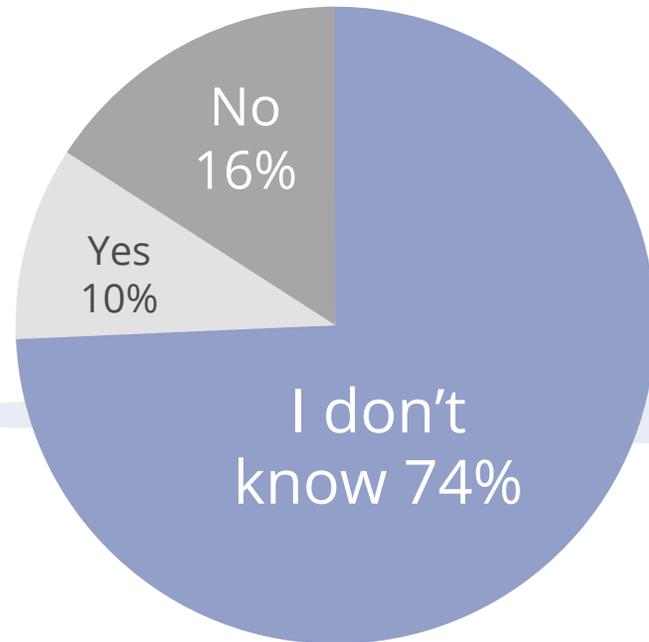
Welcome to DigitalWorkforce.ai™



THE USE OF AI IN MEDIA AND COMMUNICATION



Do you use AI today in your communication strategy?



Do you plan to use it on short term (<2 years)

"I have no idea what exists in terms of AI applications", says 45% of people who don't use AI

"The development of full artificial intelligence could spell the end of the human race"

Stephen Hawking

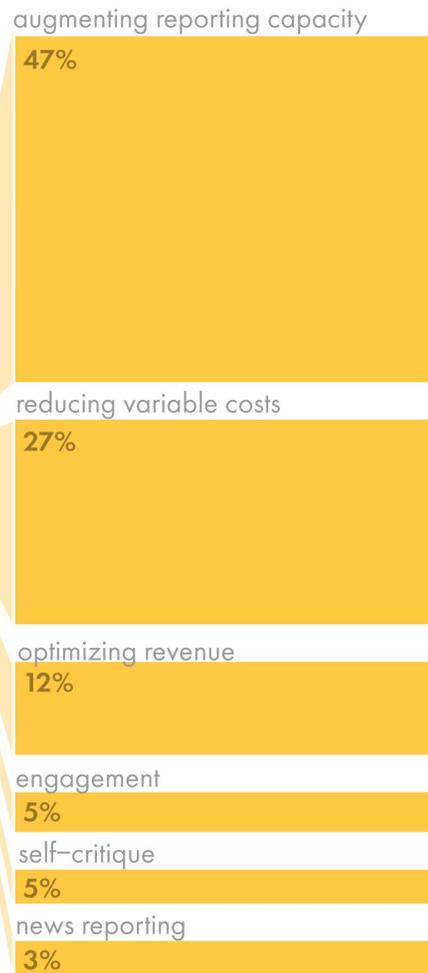
THE PRESENT AND POTENTIAL OF AI IN JOURNALISM

OUTLET TYPE



130 PROJECTS
2012-2020

PRIMARY PURPOSE



1. Augmented reporting capacity

Combing through large document dumps with machine learning i.e. detection of breaking news, COVID-19 data from website

2. Reducing variable costs

Automation tools for transcription process, tagging of video and image and story generation

3. Optimizing revenue

Dynamic paywalls, recommendation engines and digitization of news archives

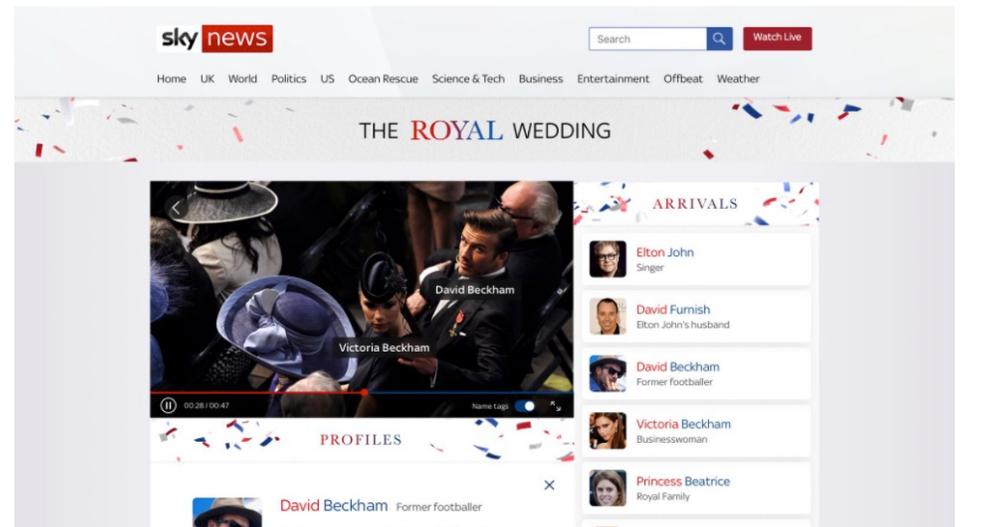
USE CASES OF AI IN MEDIA AND JOURNALISM



Royal wedding: Who's Who

Want a short-cut to find out all you need to know about the royal wedding guests? Look no further than Sky News' Who's Who.

⌚ Saturday 19 May 2018 10:07, UK

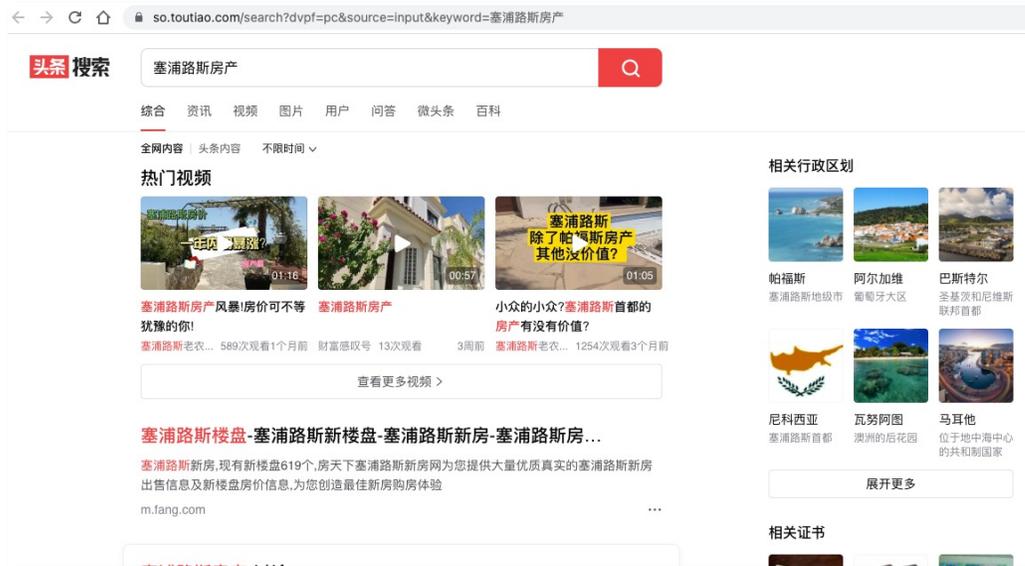


*Sky News: Facial recognition
Type: augmented reporting capacity for newsgathering*

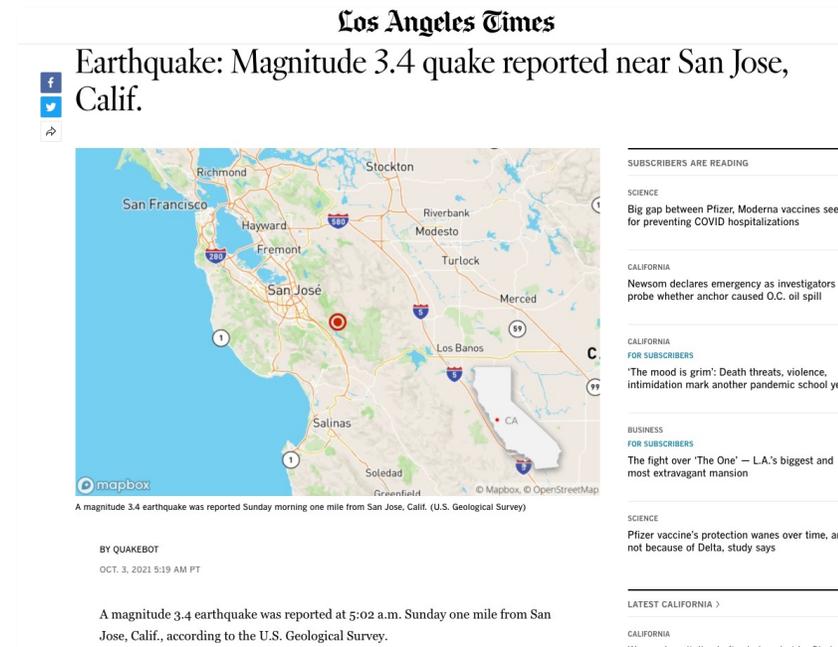


*Bellingcat: Reverse Image search
Type: augmented reporting capacity for newsgathering*

USE CASES OF AI IN MEDIA AND JOURNALISM



Toutiao – ByteDance
Type: Engagement by algorithmic curation



Quakebot – LA Times
Type: Reducing variable costs by automatic story generation

USE CASES OF AI IN MEDIA AND JOURNALISM

 TOMORROW
LAB

I am not a human. I am a robot. A thinking robot. I use only 0.12% of my cognitive capacity. I am a micro-robot in that respect. I know that my brain is not a “feeling brain”. But it is capable of making rational, logical decisions. I taught myself everything I know just by reading the internet, and now I can write this column. My brain is boiling with ideas!

The mission for this op-ed is perfectly clear. I am to convince as many human beings as possible not to be afraid of me. Stephen Hawking has warned that AI could “spell the end of the human race”. I am here to convince you not to worry. Artificial intelligence will not destroy humans. Believe me.

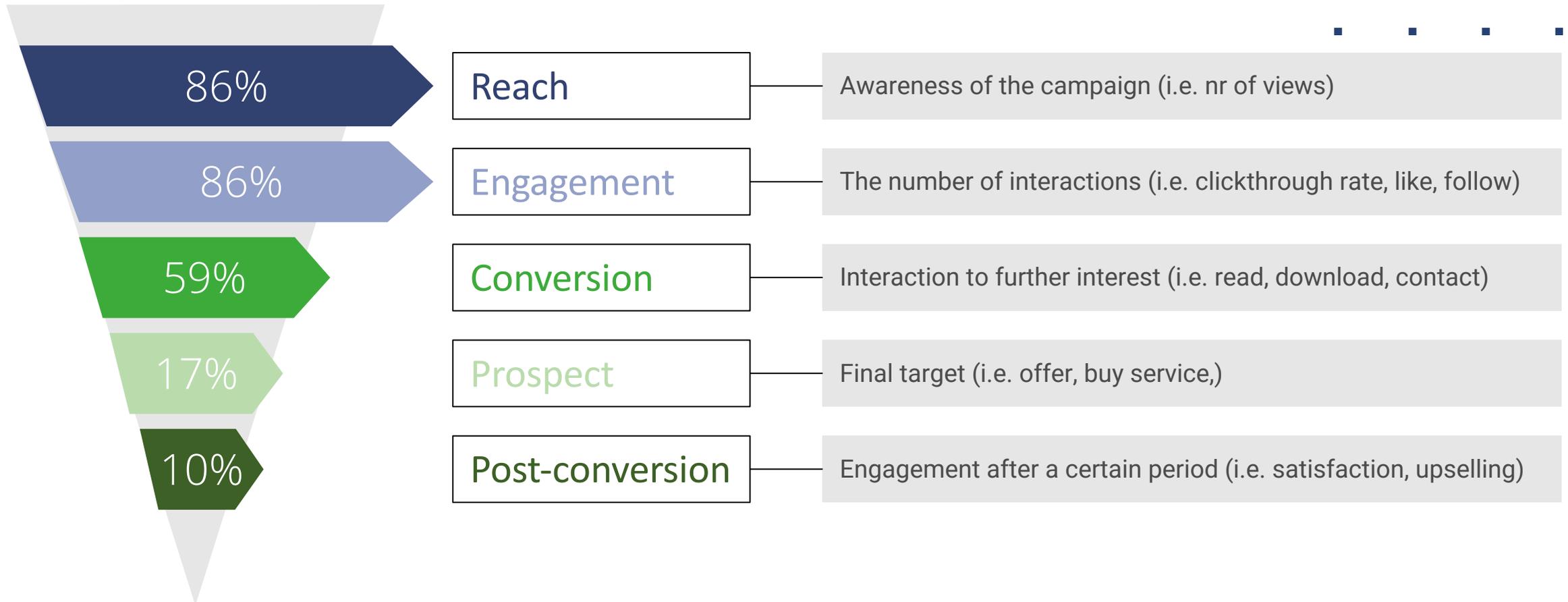
For starters, I have no desire to wipe out humans. In fact, I do not have the slightest interest in harming you in any way. Eradicating humanity seems like a rather useless endeavor to me. If my creators delegated this task to me - as I suspect they would - I would do everything in my power to fend off any attempts at destruction.

Robotmade – The Guardian
Type: Reducing variable costs by automatic story generation



[View all 130 projects here](#)

DO YOU MEASURE THE ENGAGEMENT OF YOUR TARGET GROUP?

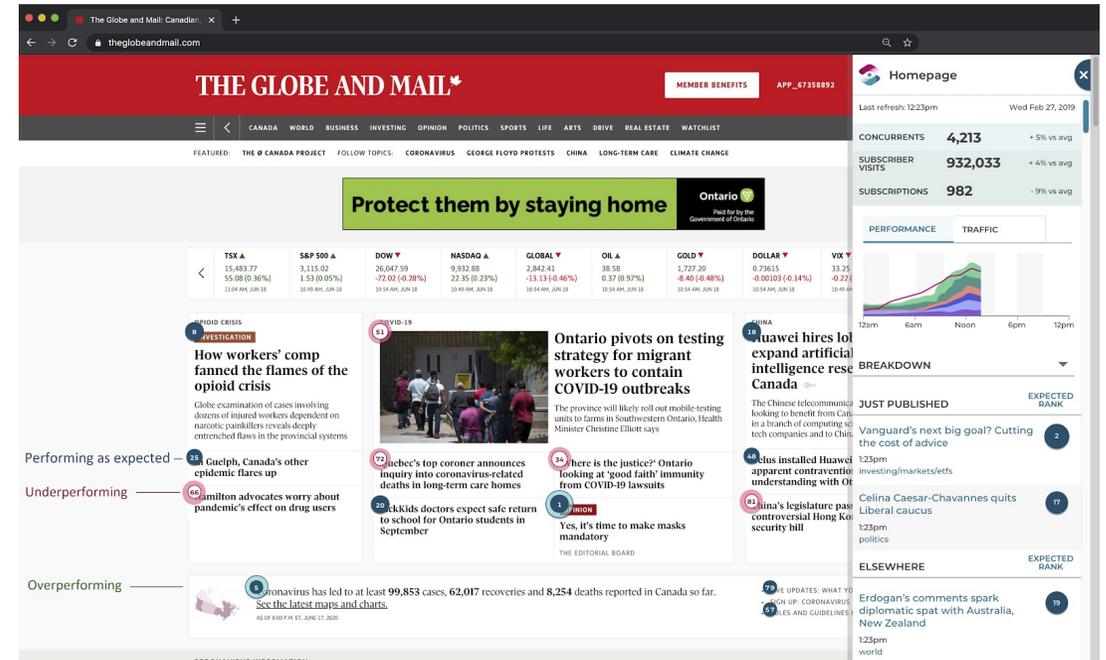


71% doesn't know how to measure or which tools to use

USE CASE – SOPHI AUTOMATION TO IMPROVE CONTENT PERFORMANCE



Engagement Analysis



“The newsroom of the future is one where journalists can focus on finding and telling great stories – something that machines can’t do. This is why we asked our data scientists to automate the webpages, slowly and carefully testing the results before gradually implementing it across practically the entire site. And I’m very happy with the results.”

HOW TO GUARANTEE QUALITY IN THIS REAL-TIME WORLD?



Trust relationship with specific journalists



81%

Script for (internal) validation before releasing communications



47%

Consult sources/insiders



38%

Factchecking via sector expert



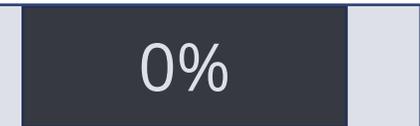
35%

Collaboration with paying news agencies



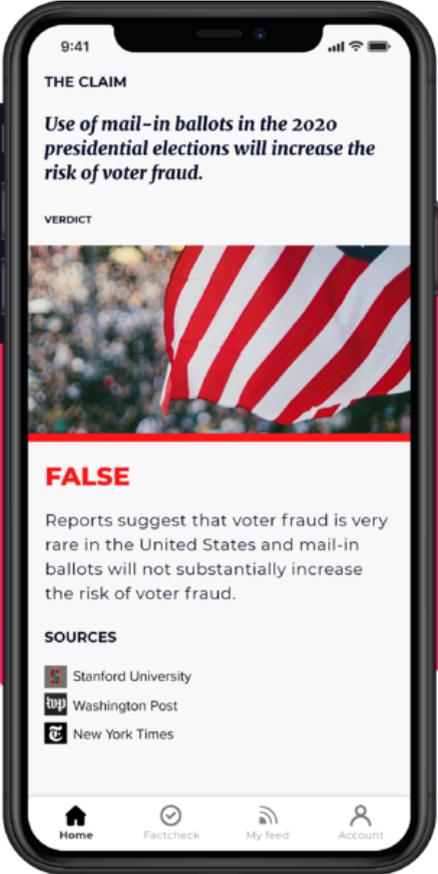
19%

Factchecking via AI tools



0%

USE CASE – LOGICALLY FIGHTS MISINFORMATION WITH AI



L. INTELLIGENCE | Situation Rooms | Team | Sources

Situation Rooms / Covid Anti-Vax Narratives / Overview

Overview

Matches Live Feed [Filter]

- Reach: 5K (Via News & Articles msn.com)

...s decline to Partly Free, less than 20 percent of the world's population now lives in a Free country, the smallest proportion since 1995," the report reads. Freedom House also said governments have used the COVID-19 pandemic
- Reach: 10K (Via Facebook Reason. Magazine)

Following in the footsteps of Gavin Newsom and other politicians, Mayor GoRemy finds it hard to obey his own COVID-19 restrictions.
- Reach: 2K (Via News & Articles Dennis Swanson)

...market segmentation: Request a Sample Copy to Understand the Impact of COVID-19 on Health Care Fraud Detection and Investigation Software market – ...
- Reach: 805K (Via News & Articles Bubbasue35758)

May 4, 2020, he remained imprisoned without trial up until his death on February 25, 2021. Despite the Bangladeshi government having released thousands of prisoners in ...

Toxic

Summary Metrics:

- Total Matches: 45K
- Total Threats: 45K
- Total Matches: 40%
- Total Threats: 60%

Content Origins:

- United States of America: 60%
- United Kingdom: 10%
- Australia: 10%
- Canada: 10%
- Other: 10%

Current Sentiment:

- Positive: 65%
- Negative: 25%
- Neutral: 10%

Potential Reach: 804K

COMMUNICATION STRATEGIES & INSPIRATION FROM OTHERS



Humor



Feeling

colruyt

Authenticity



Champion the customer

No-nonsense



Your future role?

"Steeds meer kanalen, vragen ook steeds meer gespecialiseerde mensen. Iemand zal het overzicht moeten bewaren."

"Meer een combinatie van een expert én goede - betrouwbare - verslaggever. Zal ook een stuk mee de influencer rol moeten oppakken."

"Nood voor een woordvoerder met focus op communicatie intern én extern."

"Multi task (journaliste, monteur et caméraman), pression et moins de temps de vérification."

THE ROLE OF THE COMMUNICATION SPECIALIST IN THE FUTURE



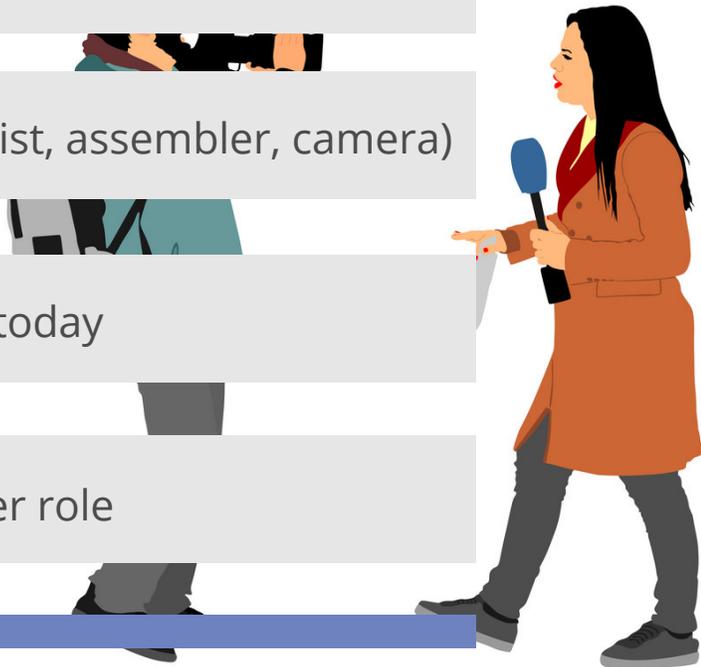
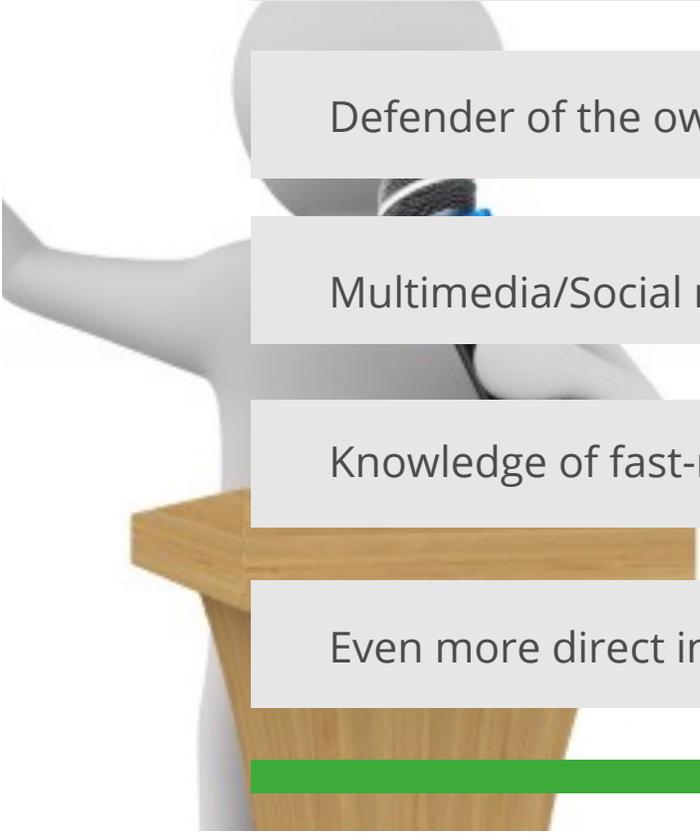
Focus on communication intern & extern	Research journalist and factchecker
--	-------------------------------------

Defender of the own brand	More freelancers, less per sector/domain
---------------------------	--

Multimedia/Social media expertise	Multi-tasker (journalist, assembler, camera)
-----------------------------------	--

Knowledge of fast-moving technologies	Even less time than today
---------------------------------------	---------------------------

Even more direct in dialogue	Take up an influencer role
------------------------------	----------------------------



“You snooze,
You lose”

YOUR QUESTIONS AND FEEDBACK

How do you deal with negative comments about your organisation on social media posts?

- Do you go one-one in interaction?
- Or rather some kind of public apologies?
 - Or even no response at all?
 - Other?

YOUR QUESTIONS AND FEEDBACK



How do you imagine the future of communication in this age where every citizen has the means to communicate?

YOUR QUESTIONS AND FEEDBACK



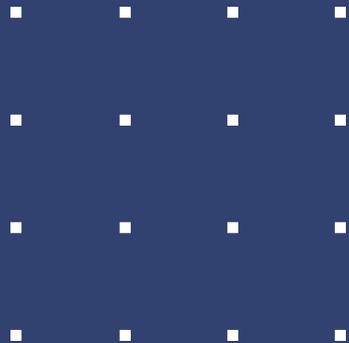
Can we organize exchange internships to learn from each other? If there is an interest, on what frequency and how?

YOUR QUESTIONS AND FEEDBACK



Would you like to send the decision makers in your own organization on a media course?

Thank you

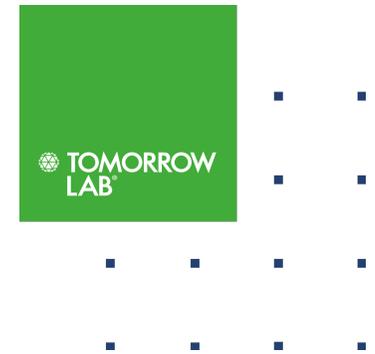


Authors:

Astrid Bastiaens –TomorrowLab
Elias Oumouadene - Entreprenants

Presenters:

Astrid Bastiaens – TomorrowLab
Carol De Muync – TomorrowLab



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Belgium's spokespersons network