

# #asbpe

## 10 Trends That Could Make Our Careers

Tweets from April 29, 2010, ASBPE webinar, "10 Trends that Could Make (or Break) Our Editorial Careers," with speaker Jim Sulecki of Meister Media.

## Trending Words

#journalism, print, content, rt, @asbpe:, more, media, --, one, @jimsulecki, audience, digital, make, it's, trend

## Event Participants





Tweeting from "10 Trends That Could Make or Break Our Careers" Webinar. #asbpe

29-Apr-10 16:38 | asbpe



Speaker is @JimSulecki. #asbpe #journalism

29-Apr-10 16:40 | asbpe



Few media have disappeared. They usually just step aside. #asbpe #journalism

29-Apr-10 16:40 | asbpe



We will be measured with analytics, so we have to watch our metrics at all time. Some do it as often as every 15 minutes. #asbpe #journalism

29-Apr-10 16:41 | asbpe



RT @asbpe: Few media have disappeared. They usually just step aside. #asbpe #journalism

29-Apr-10 16:41 | bakercom1



New CMSes let us test multiple headlines. #asbpe #journalism

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Set targets for usres visits, page views. Shoot for continuing growth. #asbpe #journalism

29-Apr-10 16:43 | asbpe



Performance reviews integrate traffic stats -- that's good, because we can prove our contribution. #asbpe #journalism

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"Clarity over cute" when it comes to headlines. Three-word heads don't cut it. #asbpe #journalism

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On web, use numerals in heads -- "8 Ways to ..." "Top 10," etc. #asbpe #journalism

29-Apr-10 16:46 | asbpe



We are part of a conversation among many parties online. We hope to be in the middle of that conversation. #asbpe #journalism

29-Apr-10 16:47 | asbpe



User-generated content: Magnify.net is a YouTube-like site that allows users to upload videos, etc., fairly quickly. #asbpe #journalism

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One Meister mag started a wiki glossary, posting own definitions and letting audience refine it. #asbpe #journalism

29-Apr-10 16:50 | asbpe



When RBI shutdown news came out, news came out an hour or so apart mostly saying same thing. #asbpe #journalism

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Not bad to send generic breaking news, but consider holding it an hour to get a quote or even add opinion. Add value. #asbpe #journalism

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As with a print story, edit and add to video, podcasts. You wouldn't just print a transcript of interview in print. #asbpe #journalism

29-Apr-10 17:02 | asbpe



It's our job to make stories go viral. Ask people to link to/mention your content (in enewsletters, etc.). #asbpe #journalism

29-Apr-10 17:05 | asbpe



Trend 6: No one will pay us (or publishers) directly for our content. #asbpe #journalism

29-Apr-10 17:05 | asbpe



Estimate: As few as 5% of online users will pay for content. #asbpe #journalism

29-Apr-10 17:06 | asbpe



Possible downside: Trend 7: Fading line between editorial and sales. Have to watch this. #asbpe #journalism

29-Apr-10 17:06 | asbpe



Audience engagement = more user visits, pageview = better ad environment. #asbpe #journalism

29-Apr-10 17:07 | asbpe



Online, size of audience is not limited by print circulation -- that's good news. #asbpe #journalism

29-Apr-10 17:08 | asbpe



Trend 8: Our content will become more mobile. More on small devices. #asbpe #journalism

29-Apr-10 17:09 | asbpe



On small mobile devices, copy must be even more incisive, graphics more utilitarian. #asbpe #journalism

29-Apr-10 17:10 | asbpe



Trend 8: Print content will go the premium route. (Example of old medium sidestepping, not disappearing.) #asbpe #journalism

29-Apr-10 17:11 | asbpe



Why would someone get mag for free when we go to effort of printing and mailing? #asbpe #journalism

29-Apr-10 17:11 | asbpe



Trend 10: Millenials will have a big impact on our market. They'll want our content, but in different packages. #asbpe #journalism

29-Apr-10 17:14 | asbpe



RT @asbpe: It's our job to make stories go viral. Ask people to link to/mention your content (in enewsletters, etc.). #asbpe #journalism

29-Apr-10 17:14 | b2beditor



Millenials see magazines as product of the past. Nothing against print, but see it as "ungreen." #asbpe #journalism

29-Apr-10 17:15 | asbpe



Millenials want to text or Facebook the content. #asbpe #journalism

29-Apr-10 17:15 | asbpe



Make use of every bit of content around you -- analysis, conversations. #asbpe #journalism

29-Apr-10 17:22 | asbpe



A webinar can be a print article, too, and vice versa. #asbpe #journalism

29-Apr-10 17:22 | asbpe



RT @asbpe a webinar can be a print article, too, and vice versa. #asbpe #journalism

29-Apr-10 17:23 | RTjournalism



Cut mercilessly. If it's not generating interest, industry leadership, or advertisers, why do it? #asbpe #journalism

29-Apr-10 17:23 | asbpe



@JimSulecki says "Chin up -- the future [of media] will be great." #asbpe #journalism

29-Apr-10 17:23 | asbpe



RT @ASBPE: Make use of every bit of content around you -- analysis, conversations. #asbpe #journalism

29-Apr-10 17:24 | b2beditor



Know your audience better than ever, and tap your inner creativity. #asbpe #journalism

29-Apr-10 17:24 | asbpe



RT @asbpe: A webinar can be a print article, too, and vice versa. #asbpe #journalism

29-Apr-10 17:24 | jtlongandco



Good storytelling trumps all -- medium doesn't matter as much. #asbpe #journalism

29-Apr-10 17:24 | asbpe



From @JimSulecki at ASBPE webinar: Work hard but have fun. Know that you're part of a media revolution. #asbpe #journalism

29-Apr-10 17:25 | asbpe



Q&A section of "10 Trends" webinar with @JimSulecki : How do you prevent reader/bloggers from going to competition? #asbpe #journalism

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Using web analytics to decide what goes in print is a good idea. #asbpe #journalism

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Users will be frustrated if they read something in print but can't find it online. #asbpe #journalism

29-Apr-10 17:29 | asbpe



Danger is that they might see it online first and then see it in print, be disappointed. #asbpe #journalism

29-Apr-10 17:30 | asbpe



Let the audience self-select what platform they want it on. Best to have print content online, too, but delicate balance. #asbpe #journalism

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Thinks digital magazines are a short-term thing. Flyp media more of long-term solution, w/ audio, video, links. #asbpe #journalism

29-Apr-10 17:34 | asbpe



Some digital editions currently available are worst of both worlds: Not as easy as a mag, not as robust as web site. #asbpe #journalism

29-Apr-10 17:35 | asbpe



RT @ASBPE: People can be semi-specialists in print or web, but it has to be one big brand. #asbpe #journalism

29-Apr-10 17:35 | b2beditor



RT @ASBPE: Using web analytics to decide what goes in print is a good idea. #asbpe #journalism

29-Apr-10 17:36 | b2beditor



RT @ASBPE: Thinks digital magazines are a short-term thing. Flyp media more of long-term solution, w/ audio, video, links. #asbpe...

29-Apr-10 17:36 | b2beditor



RT @ASBPE: Some digital editions currently available are worst of both worlds: Not as easy as a mag, not as robust as web site. #asbpe...

29-Apr-10 17:37 | b2beditor



Can do shows/events with advertisers, but have to be sure what value is to reader/audience. #asbpe #journalism

29-Apr-10 17:42 | asbpe



Danger of running "puff" content online erodes audience, just as in print. #asbpe #journalism

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Advertisers can have a landing page they pay for if they want to get their content out online. #asbpe #journalism

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Sponsored content can be valuable, but audience must know it's sponsored content. #asbpe #journalism

29-Apr-10 17:45 | asbpe



ASBPE past president Steve Roll: Check out ASBPE LinkedIn group. <http://ow.ly/1ENyC> #asbpe

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Upcoming ASBPE webinars: Digital Skills & Strategies in May. #asbpe

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Special series of webinars starting in August, based on ASBPE conference sessions that had been planned. #asbpe

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Info about future webinars will be posted at <http://www.asbpe.org/webinars> #asbpe

29-Apr-10 17:55 | asbpe