



Social Media Breakout Session

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Two ways of producing and consuming content

I have observed two different ways that we think about our social media content.

Newspaper article	TV commercial
 <p>The reader seeks out the content, picks it up, opens it, and reads headlines cover to cover.</p>	 <p>Viewer chooses a channel but is otherwise passive, watching whatever is on the screen at the time.</p>
<p>Articles</p> <ul style="list-style-type: none"> • One writer, one article • Well-crafted headline • Heavily edited body • Detailed as possible 	<p>Commercials</p> <ul style="list-style-type: none"> • Many commercials • Many times of the day • Many days of the week • Short bursts

How about you?

What kind of consumer are you? What kind of producer are you?

	Consumer	Producer
 Facebook		
 LinkedIn		
 Twitter	