

# Phoenix Media Survey:

## Journalist's use of social media

*A majority of respondents (51%) work in television news, but all types of media outlets in the Phoenix area were represented in the survey.*

### DEMOGRAPHICS

Gender of respondents:



Male (64 – 53%)



Female (56 – 47%)

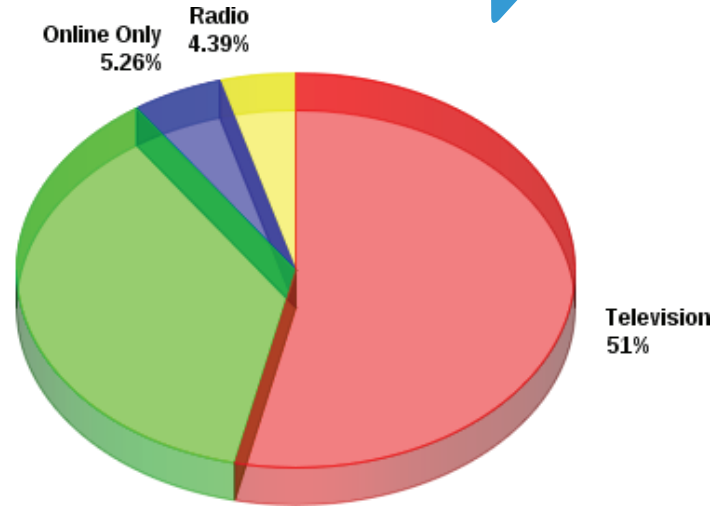
The purpose of this non-scientific survey was to gauge the use of social media among Phoenix-area journalists. The online survey was conducted during the month of March and respondents submitted answers anonymously. A total of 180 professionals at news organizations in the Phoenix Designated Market Area (DMA) were invited to participate via email, Facebook messages and direct messages on Twitter. Invitations provided a direct link and 120 news professionals completed the 28 question survey.



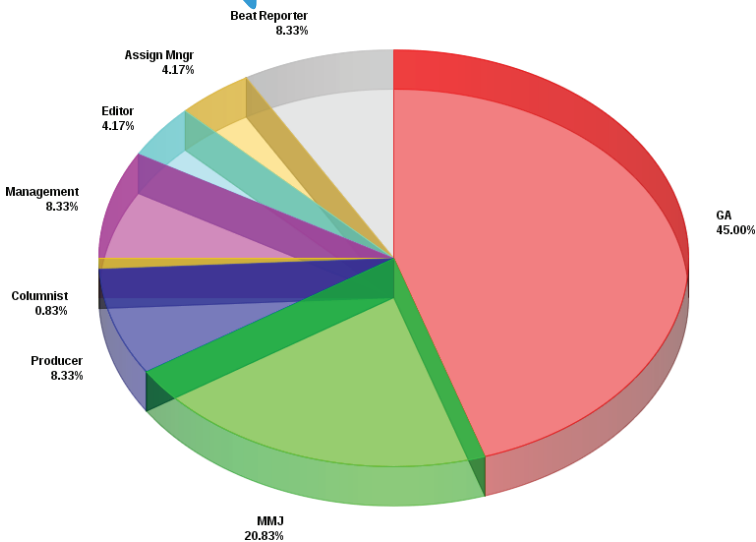
a majority of respondents (51%) work in television news, but all types of media outlets in the phoenix area were represented in the survey.

PLEASE INDICATE WHAT TYPE OF MEDIA OUTLET YOU WORK FOR:

- Television (61 – 51%)
- Print (42 – 35%)
- Online Only (6 – 5%)
- Radio (5 – 4%)



the most common respondents were general assignment reporters/staff writers, but respondents also included news management.



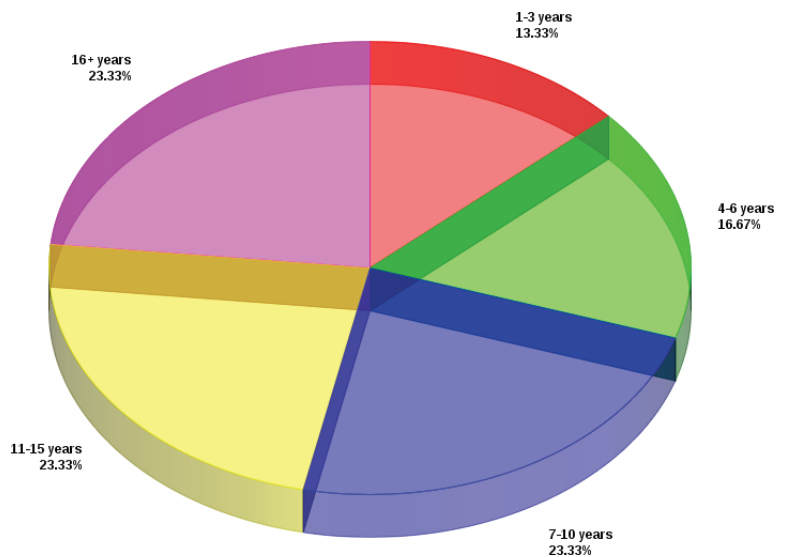
PLEASE INDICATE YOUR PRIMARY ROLE:

- General assignment reporter / staff writer (54 – 45%)
- Multi-media Journalist (25 – 21%)
- Producer (10 – 8%)
- Beat or industry-specific reporter/writer (10 – 8%)
- Management (10 – 8%)
- Editor (5 – 4%)
- Assignment Manager (5 – 4%)
- Columnist/opinion writer (1 -- .8%)

respondent career experience ranges from those who are just getting started with a media career to veteran news professionals.

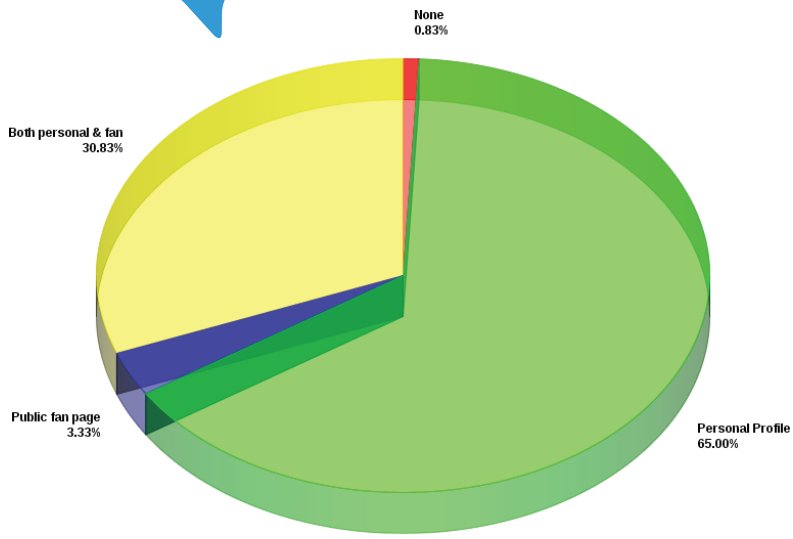
TOTAL CAREER EXPERIENCE:

- 1-3 years (16 – 13%)
- 4-6 years (20 – 17%)
- 7-10 years (28 – 23%)
- 11-15 years (28 – 23%)
- 16+ (28 – 23%)



# MEDIA USE OF FACEBOOK

99% of respondents indicated they have a Facebook profile, and 92% said they have used Facebook specifically for a story within the past six months. In general, news organizations in Phoenix encourage news staff to post on Facebook and 21% of respondents said it is required. 92% of respondents characterize Facebook favorably as a media resource; however, only 25% say that a story pitch via Facebook resulted in an actual story.



### ARE YOU ON FACEBOOK?

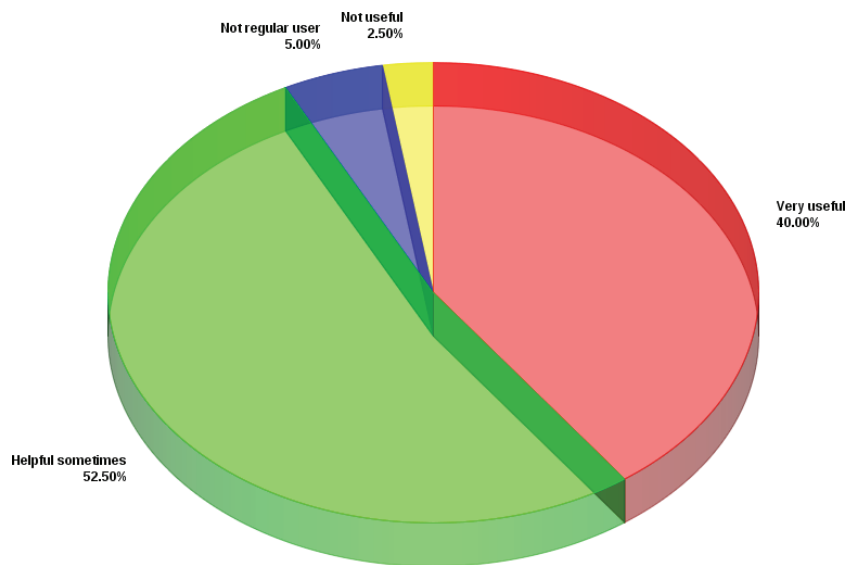
- Yes, with only a personal a profile (78 – 65%)
- Yes, with only a public fan page (4 – 3%)
- Yes, with both a private profile & public fan page (37 – 31%)
- No (1 -.8%)

### DOES YOUR ORGANIZATION REQUIRE YOU TO POST ON FACEBOOK?

- YES (26 – 21%)
- NO (20 – 17%)
- Encouraged but not required (74 – 62%)

### HOW WOULD YOU CHARACTERIZE FACEBOOK AS A MEDIA RESOURCE FOR YOUR ROLE AS A JOURNALIST?

- Facebook is a very useful resource (48 – 40%)
- Facebook is helpful from time to time (63 – 52%)
- I have used Facebook once or twice for a story, but not regularly (6 – 5%)
- Facebook is not a useful resource (3 – 2.5%)



### IN THE PAST SIX MONTHS HAVE YOU:

Received a story tip from the general public on Facebook

- YES (37 – 31%)
- NO (83 – 69%)

Had a PR representative pitch a story idea via Facebook?

- YES (30 – 25%)
- NO (90 – 75%)

Had a PR pitch via Facebook that eventually became a story?

- YES (30 – 25%)
- NO (90 – 75%)

Found a source to interview via Facebook?

- YES (52 - 43%)
- NO (68 - 57%)

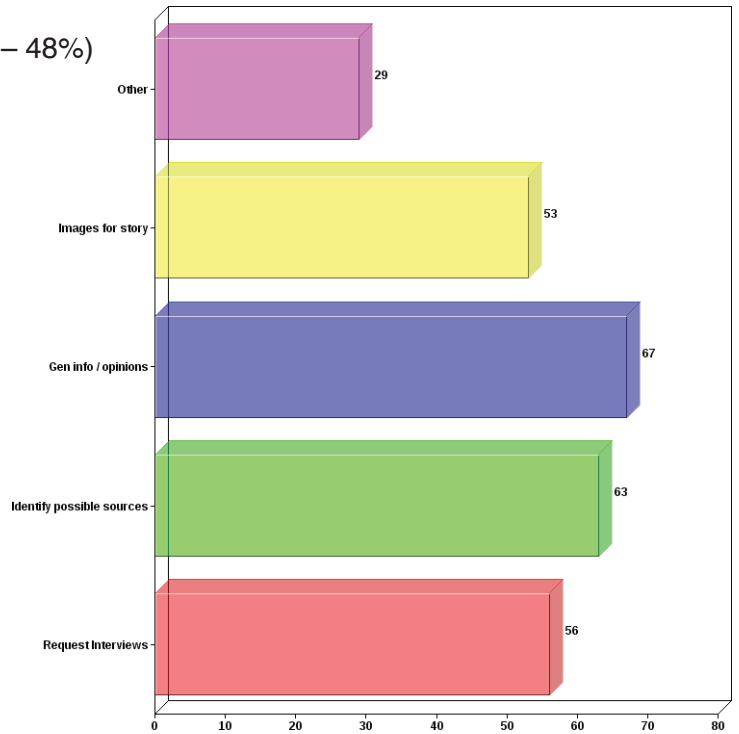
Have you used Facebook specifically for a story you were working on?

- YES (110 – 92%)
- NO (10 – 8%)

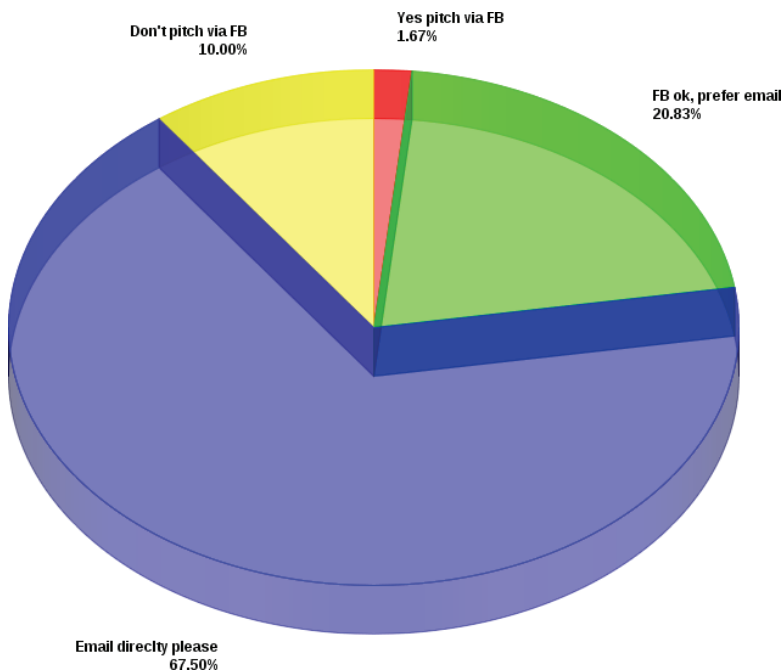


CHECK ANY THAT APPLY TO YOUR FACEBOOK USE AS PART OF YOUR WORK AS A JOURNALIST:

- Looking for images or information regarding a specific person (i.e. criminal suspect, victim, public figure) (56 – 48%)
- Researching for general information / data / opinions on a topic (63 – 52%)
- Identify possible sources to interview (67 – 56%)
- Request an interview or information (53 – 44%)
- Other (29 – 24%)
  - Interact with readers / requesting comments and opinions for certain stories / feedback (12)
  - Posting weather information (2)
  - Sharing breaking news (15)



Specific uses of Facebook by journalists tend to be more focused on research and information gathering, looking for photos, identifying possible sources and requesting interviews.

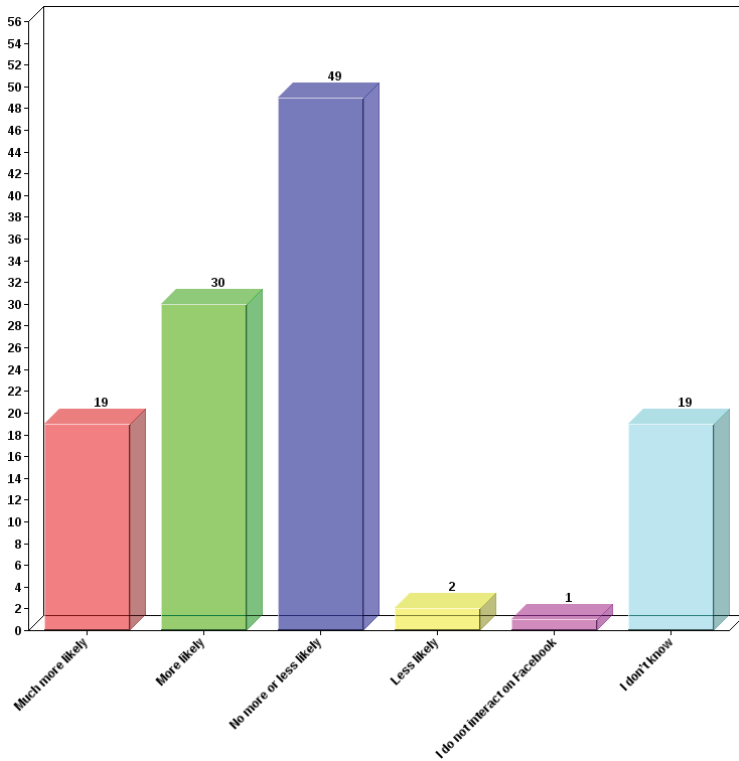


WHAT IS YOUR OPINION REGARDING INTERACTION WITH P.R. REPRESENTATIVES ON FACEBOOK?

- I prefer to receive all P.R. pitches via Facebook (2 – 2%)
- I welcome story ideas via Facebook, but email is ok too (25 – 21%)
- I'm open to receiving story ideas via Facebook, but prefer being contacted via email directly (81 – 68%)
- I do not want to be contacted with story ideas via Facebook (12 – 10%)



Respondents indicated that they are open to pitches via Facebook but a majority of them (68%) say that email pitches are best. Interaction with media on Facebook does not appear to significantly increase the likelihood that a journalist will read an unsolicited email, however it does appear to increase the likelihood of being contacted as a source for story.

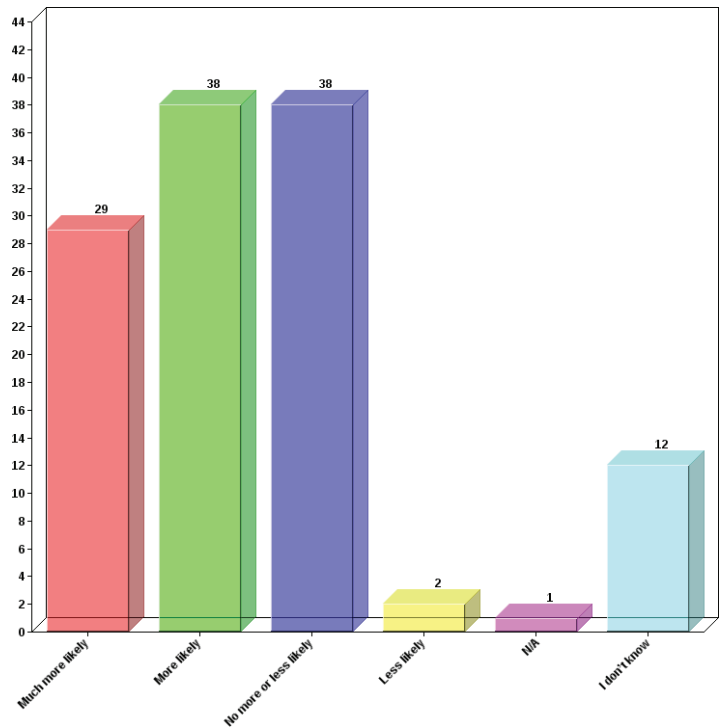


IF YOU INTERACTED WITH A LOCAL COMPANY LEADER OR BUSINESS OWNER ON FACEBOOK, WOULD YOU BE MORE OR LESS LIKELY TO READ AN UNSOLICITED EMAIL FROM THEM?

- Much more likely (19 – 16%)
- More likely (30 – 25%)
- No more or less likely (49 – 41%)
- Less likely (2 – 2%)
- I do not interact on Facebook (N/A) (1 - <1%)
- I don't know (19 – 16%)

WOULD YOU BE MORE OR LESS LIKELY TO CONTACT THEM AS A POTENTIAL SOURCE FOR A STORY?

- Much more likely (29 – 24%)
- More likely (38 – 32%)
- No more or less likely (38 - 32%)
- Less likely (2 – 2%)
- I do not interact on Facebook (N/A) (1 - <1%)
- I don't know (12 – 10%)



## MEDIA USE OF TWITTER

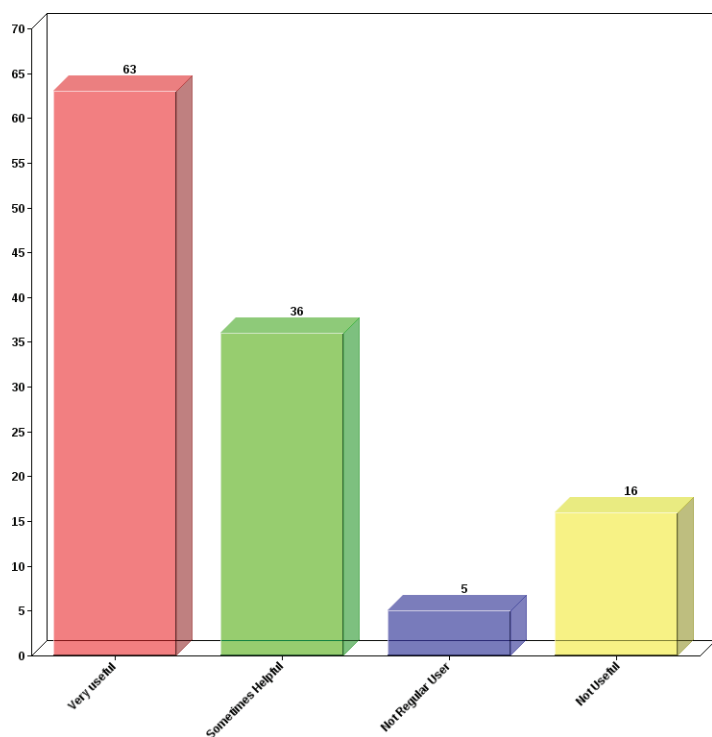
99% of the respondents indicated that they use Twitter and 92% of respondents would characterize Twitter favorably as a media resource. Almost identical responses to the same question about Facebook, news organizations in Phoenix are encouraging Twitter use.

### ARE YOU ON TWITTER?

- Yes, with a public feed where I identify myself as media (96 – 80%)
- Yes with a public feed where I do not identify myself as media (14 – 12%)
- Yes with a private feed (9 – 8%)
- No (1 - 1%)

### DOES YOUR ORGANIZATION REQUIRE YOU TO POST ON TWITTER?

- YES (26 – 21%)
- NO (20 – 17%)
- Encouraged but not required (74 – 62%)



### HOW WOULD YOU CHARACTERIZE TWITTER AS A MEDIA RESOURCE?

- Twitter is a very useful resource (63 – 52%)
- Twitter is helpful from time to time (36 – 30%)
- I have used Twitter once or twice for a story, but not regularly (5 – 4%)
- Twitter is not a useful resource (16 – 13%)

80% of respondents say they have used Twitter specifically for a story, compared to 92% who used Facebook for story purposes. 82% would characterize Twitter as a useful media resource (less than the 92% who said the same about Facebook). However, Twitter is much more likely to generate story ideas from the general public: 80% said they have received a story tip from the general public on Twitter compared to only 31% on Facebook. 75% of respondents said a PR pitch via Twitter turned into a story, compared to only 25% on Facebook. 76% said they have found a source to interview on Twitter, compared to only 43% on Facebook.



IN THE PAST 6 MONTHS, HAVE YOU:

Received a story tip from the general public on Twitter?

- YES (96 – 80%)
- NO (24 – 20%)

Had a PR person pitch a story idea via Twitter?

- YES (54- 45%)
- NO (66 – 55%)

Had a PR pitch via Twitter that eventually became a story?

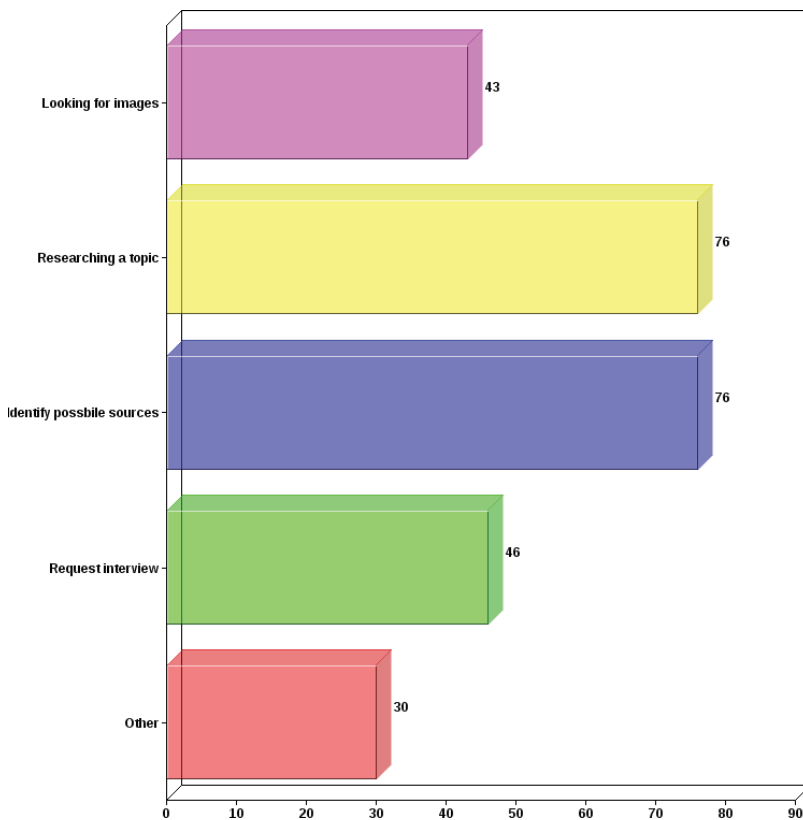
- YES (90 – 75%)
- NO (30 – 25%)

Found a source to interview via Twitter?

- YES (91 – 76%)
- NO (29 – 24%)

Similar to Facebook, specific uses of Twitter by journalists tend to be more focused on research and information gathering, identifying possible sources and requesting information or interviews.

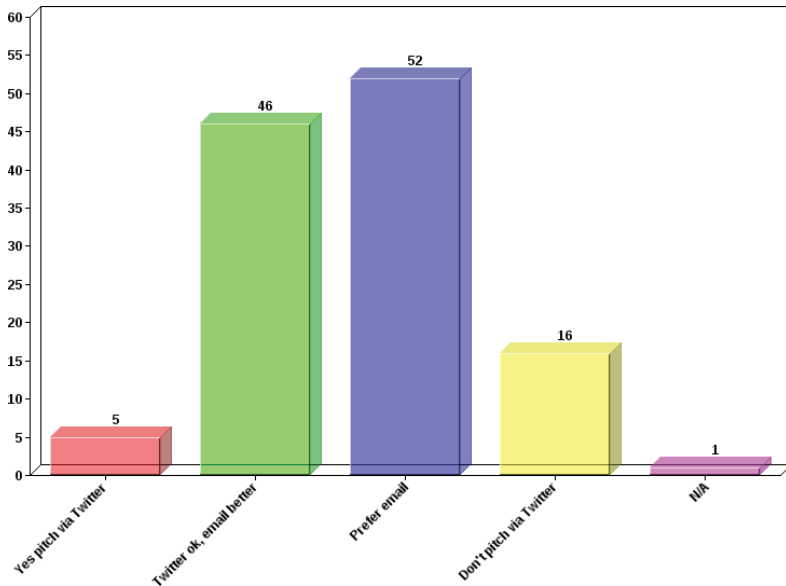
More respondents said they prefer P.R. pitches via Twitter than they did with the same question regarding Facebook, but a majority (43%) said they prefer pitches via email.



CLICK ANY OF THE FOLLOWING THAT APPLY TO TWITTER USE:

- Looking for images or information regarding a specific person (i.e. criminal suspect, victim, political figure) 43 – 36%
- Researching for general information / data / opinions on a topic (76 - 63%)
- Identify possible sources (76 – 63%)
- Request an interview or information (46 – 55%)
- Other (30 – 24%)
- Interact with readers / requesting comments and opinions for certain stories / feedback (12)
- Posting weather information (3)
- Sharing breaking news (15)





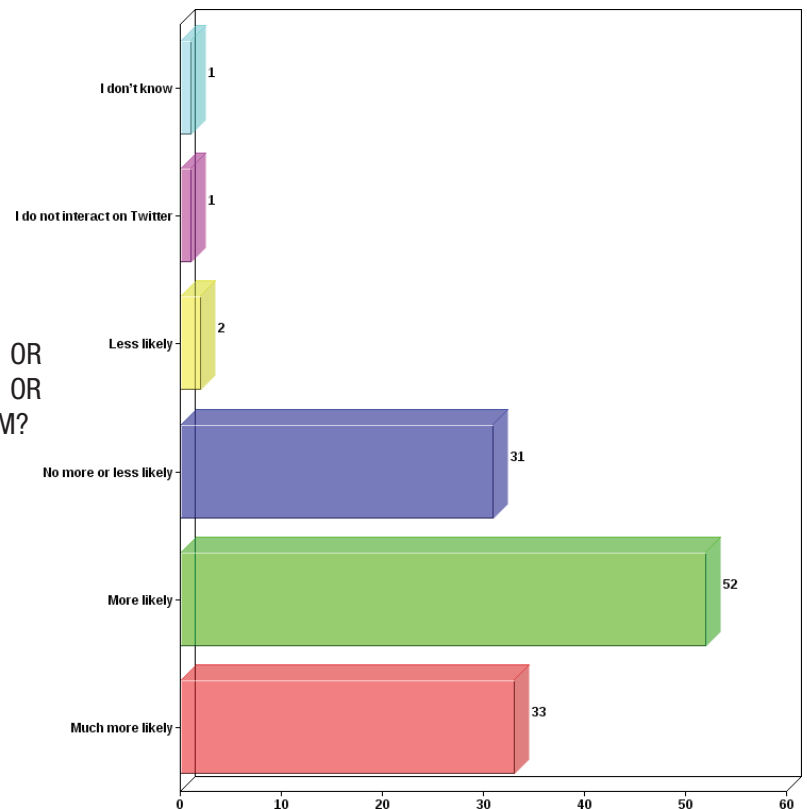
### WHAT IS YOUR OPINION REGARDING INTERACTION WITH P.R. REPRESENTATIVES ON TWITTER?

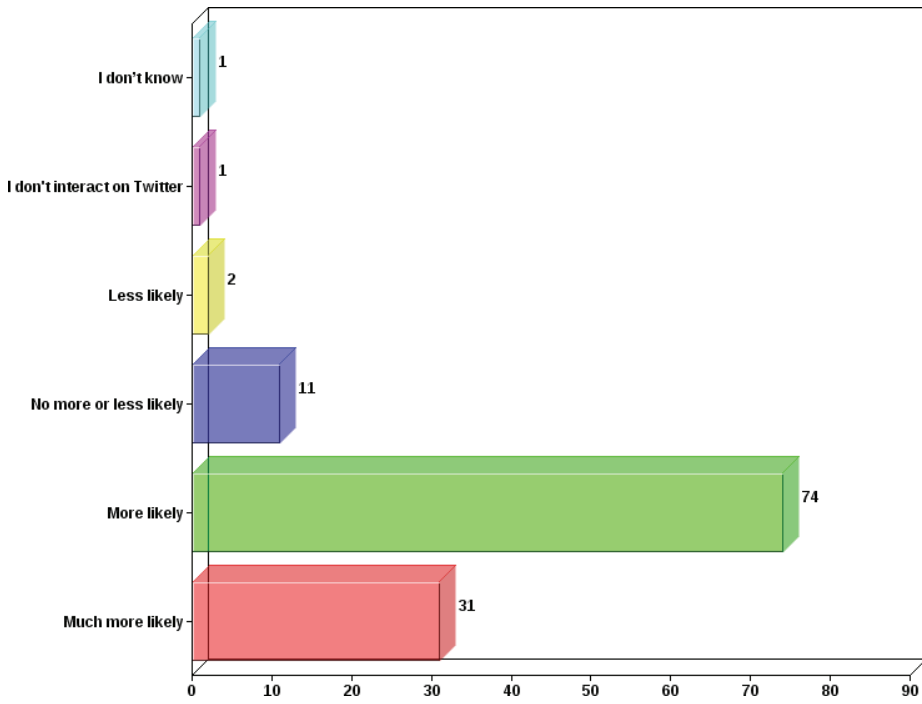
- I prefer to receive all P.R. pitches via Twitter (5 – 4%)
- I welcome story ideas via Twitter, but email is ok too (46 – 38%)
- I'm open to receiving story ideas via Twitter, but prefer being contacted via email directly (52 – 43%)
- I do not want to be contacted with story ideas via Twitter (16 – 13%)
- I do not use Twitter (1 - <1%)
- I do not interact with P.R. representatives (0)

Interaction with journalists on Twitter has a larger impact than Facebook on the likelihood of being contacted as a source for a story, or whether journalists would read an unsolicited email.

### IF YOU INTERACTED WITH A LOCAL COMPANY LEADER OR BUSINESS OWNER ON TWITTER WOULD YOU BE MORE OR LESS LIKELY TO READ AN UNSOLICITED EMAIL FROM THEM?

- Much more likely (33 – 27%)
- More likely (52 – 43%)
- No more or less likely (31 – 26%)
- Less likely (2 – 2%)
- I do not interact on Twitter (1 – <1%)
- I don't know (1 – <1%)





WOULD YOU BE MORE OR LESS LIKELY TO CONTACT THEM AS A POTENTIAL SOURCE FOR A STORY?

- Much more likely (31 – 26%)
- More likely (74 – 62%)
- No more or less likely (11 – 9%)
- Less likely (2 – 2%)
- I do not interact on Twitter (1 – <1%)
- I don't know (1 – <1%)

## YOUTUBE & LINKEDIN

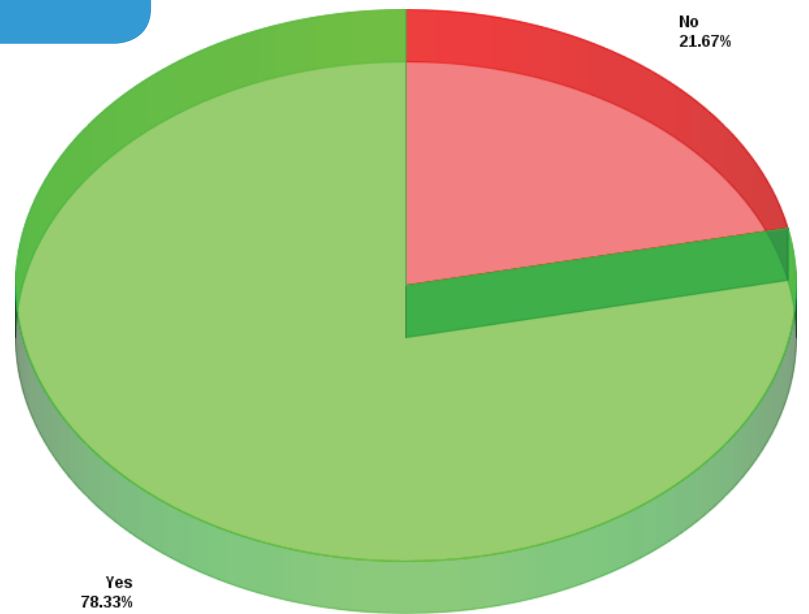
YouTube as a resource  
78% of respondents say they have used YouTube to research stories and the same percentage said they've used YouTube video in a story:

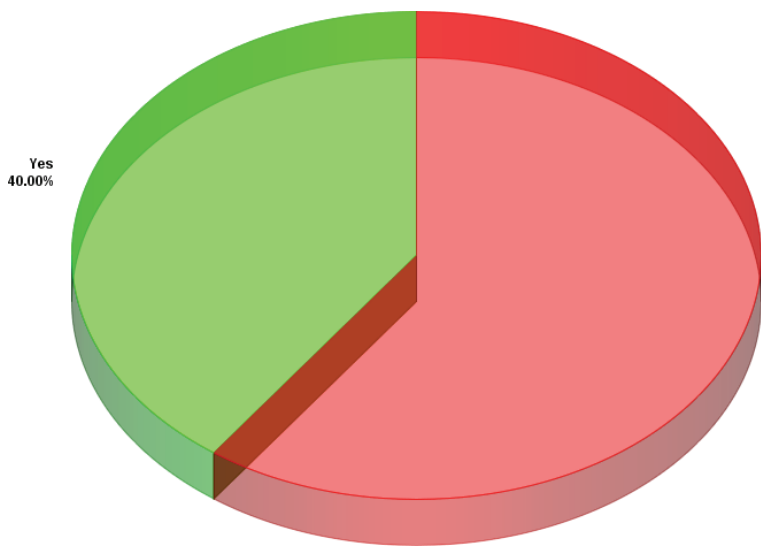
HAVE YOU EVER USED YOUTUBE TO RESEARCH A STORY?

- YES (94 – 78%)
- NO (26 – 12%)

DID YOU USE VIDEO FROM YOUTUBE, OR QUOTE A VIDEO IN THE STORY?

- YES (94 – 78%)
- NO (26 – 12%)





LinkedIn as a resource  
 Less than half (40%) of respondents have a LinkedIn profile and 30% said they have used LinkedIn as a resource.

DO YOU HAVE A LINKEDIN PROFILE?

- YES (48 – 40%)
- NO (72 – 60%)

HAVE YOU USED LINKEDIN AS A RESOURCE WHILE WORKING ON A STORY?

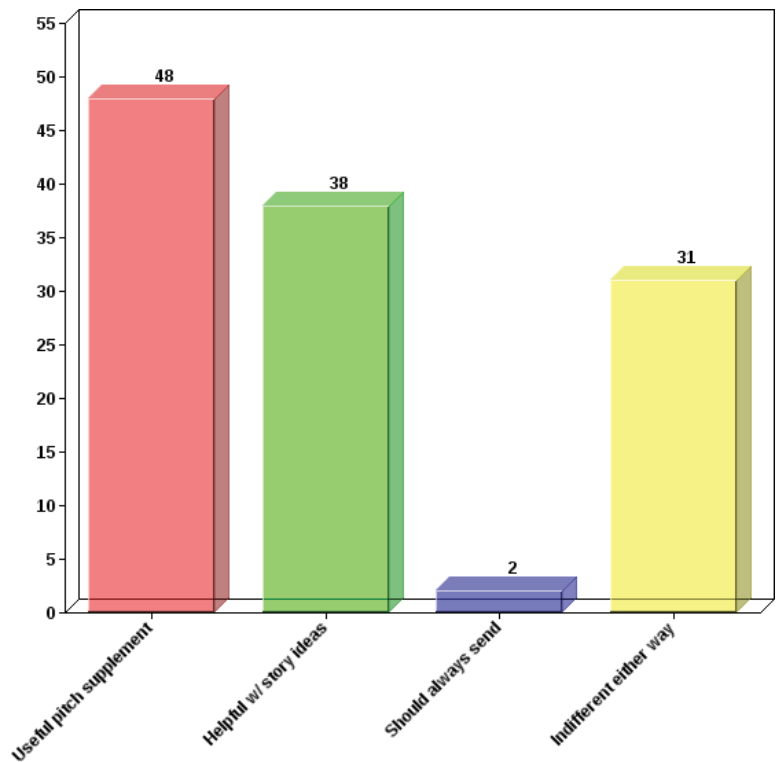
- YES (30 – 25%)
- NO (90 – 75%)

## MEDIA OPINIONS REGARDING PRESS RELEASES

62% of respondents said that a press release is useful or helpful, with 26% indicating they are indifferent to press releases.

WHAT IS YOUR OPINION REGARDING PRESS RELEASES?

- They are useful as a supplement to a story idea / pitch (48 – 40%)
- They are helpful in determining the merits of story idea (38 – 32%)
- A press release should always accompany a pitch (2 – 2%)
- I am indifferent. Great to have it when working on a story, but not a big deal if there isn't one (31 – 26%)
- Not at all useful (1 – less than 1%)
- I don't deal with press releases (0)
- Other: please specify (0)



Respondents were given the opportunity to comment; 26 respondents shared comments – a majority of them were about Twitter:

DO YOU HAVE ANY OTHER COMMENTS REGARDING SOCIAL MEDIA AND JOURNALISM YOU WOULD LIKE TO SHARE?

1. I view Twitter as a waste of time and don't really use it, but many colleagues swear by it
2. Twitter is much better than Facebook as a resource
3. Social media is helping me do a better job for sure.
4. Twitter is great!
5. There are some really great PR people on Twitter but for the most part they don't get how to interact with us and I hope you'll teach them.
6. I love using video from YouTube and pictures from Facebook in my stories, but I know some corporations won't allow it. And CNN's rejected some stories they'd initially requested from me because I used a clip from YouTube.
7. it's the wave of the future. I'm sure it will become a greater part of the journalistic process.
8. It's changed our industry!
9. I've used craigslist as a resources also
10. Interaction must be genuine. Auto DMs via twitter only make me cringe and think less of a business or individual.
11. It's always helpful when the first few lines of a pitch will tell me how I can relate it to current events. I love bullet points and will rarely read more than 1-2 paragraphs into a press release
12. PR people don't understand what it's like to be in a newsroom! Just because I'm on Twitter doesn't mean I want to talk to you every single day.
13. If you want my attention, RT me a few times before saying hello.
14. I know you can't DM me if I'm not following you – duh!
15. I really enjoy interacting with viewers on Twitter
16. Social media gives us immediate, real-time feedback and we pay attention to that.
17. Facebook is going to conquer the world.
18. I loathe people who think they are funny on Twitter.
19. I hate people who Twitter every minute of their life; I don't care what you are eating for breakfast or what your 3y/o is doing – tell me something relevant!
20. Most PR people don't get it
21. If you do PR and you are on Twitter, make sure you monitor it. If I Tweet something on a story I'm working on right now it doesn't help if you respond two days later.
22. im impressed somebody is studying this – have seen social media, especially Twitter, change the way we interact with public and publicists. Can you send me a copy of results? Email is [x].
23. I like interacting with people on Twitter but don't want to be bombarded.
24. RTing my stories is a good way to get my attention on Twitter.
25. If you Tweet me info I will read it usually – depends on how busy of a day it is.
26. Twitter is really good for sharing breaking news.



## ABOUT THE SURVEY AUTHOR



Joe Cockrell is a former journalist with 15 years professional experience. He is a professional consultant serving a variety of clients across the U.S. with expertise in public relations, communications, marketing, branding, media relations and strategic use of social media. For more information visit [www.JoePRguy.com](http://www.JoePRguy.com)

