

**CISION®**

# **2017 CANADIAN SOCIAL JOURNALISM STUDY**

# INTRODUCTION

**The sixth annual Social Journalism Study, conducted by Cision with Canterbury Christ Church University, is the latest instalment in a series of national and international reports charting the changes in how journalists and media professionals use social media in their work and for communication with PR and communications professionals.**

*This report focuses on findings from Canadian journalists and media professionals.*

## KEY FINDINGS:

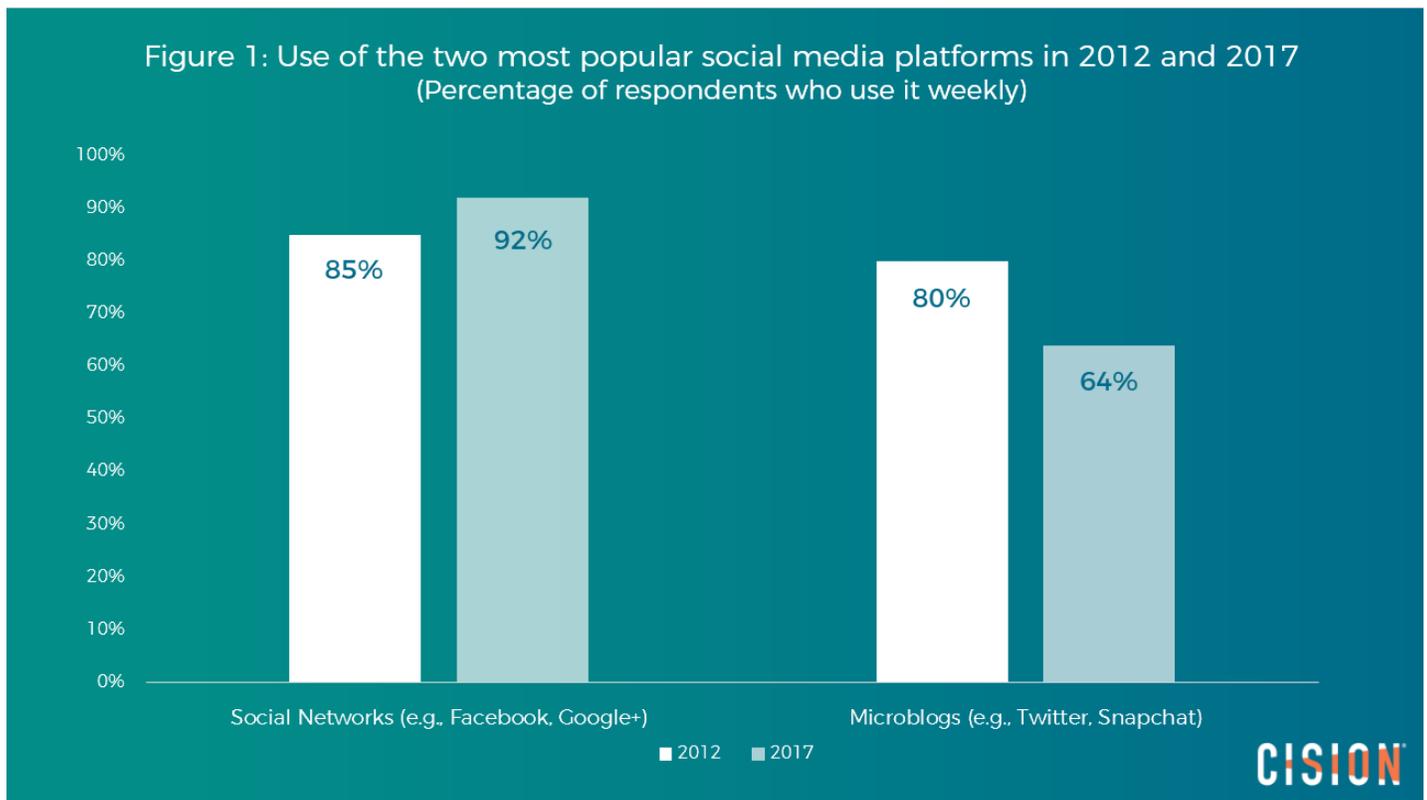
1. Twitter and blogs are used less, while social networks remain most popular platform for journalists' work
2. Canadian journalists continue to fit into five distinctive types of social media users, and there are more proactive social media users than before
3. Time spent on social media remain relatively stable, but frequency of use is influenced by which platforms journalists use and their specialism
4. Seventy-nine per cent of respondents feel completely or to large extent reliant on social media to distribute and promote their content and 71% are reliant on it to engage with their audience
5. Eleven per cent of respondents interact with their audience hourly and 37 per cent use user generated content regularly
6. Professional contacts are most important sources of stories but experts and PR sources are also popular
7. More than half (52 per cent) of respondents feels they could not carry out their work without social media
8. Some 68 per cent of respondents perceive fake news as a serious problem in their area of journalism, while 40 per cent think that social media has had a positive impact on journalism
9. Architects and Hunters are the main social media user type groups for Canadian journalists but views of Architects and Skeptics are becoming more similar
10. Social media makes no impact on how journalists and PRs communicate with email remaining the dominant form of contact

**Forty-five per cent of journalists use more than five types of social media platforms at least once a week for work.**

# FINDING #1

## Twitter and blogs are used less, while social networks remain most popular platform for journalists' work

Social networks (e.g. Facebook and Google+) and microblogs (e.g. Twitter, Snapchat) have been the two most popular types of platforms ever since the first Social Journalism Study was conducted in Canada in 2012. But while the popularity of social networks has increased, the use of microblogs has declined over the past five years (**Figure 1**). In 2012, 83 per cent of respondents used social networks for work at least once a week compared to 90 per cent in 2017. While 77 per cent of participants said that they used microblogs regularly for their work in 2012, this dropped to 67 per cent in 2017.



But a key feature of journalists' use of social media is that they regularly work with several platforms. This year 45 per cent of respondents reported that they use more than five types of social media at least once a week for work. Eighty per cent used more than three kinds of platforms and only eight per cent worked with only one type of social media.

**Table 1** illustrates the diversity of social media types journalists use in their work. While social networks and microblogs are the most widely used platforms, around half or somewhat less of respondents also use content communities (54 per cent), professional networks (50 per cent), video sharing (44 per cent), blogs (40 per cent), and image sharing services (37 per cent) regularly. Messaging services, such as Whatsapp and VChat, and live video services are used regularly by smaller, and likely more avid user sections of journalists with 16 per cent of respondents reporting using the former at least weekly and 26 per cent the latter.

**Table 1 - Use of social media types for work  
(percentage of respondents who use it at least weekly)**

<b>Social Networks (e.g., Facebook, Google+)</b>	92 per cent
<b>Microblogs (e.g., Twitter, Snapchat)</b>	64 per cent
<b>Content Communities (e.g. Wikipedia)</b>	54 per cent
<b>Professional Networks (e.g., LinkedIn)</b>	50 per cent
<b>Video Sharing (e.g., YouTube, Vimeo)</b>	44 per cent
<b>Blogs</b>	40 per cent
<b>Image Sharing (e.g., Instagram, Pinterest)</b>	37 per cent
<b>Live Video (e.g., Facebook Live, Periscope)</b>	26 per cent
<b>Messaging (e.g., WhatsApp, VChat)</b>	16 per cent

# FINDING #2

## Canadian journalists fit into five distinctive types of social media users, and there are more proactive social media users than before

Since 2012, analysis of the Social Journalism Survey has identified five groups of social media users among Canadian journalists, each of which demonstrates specific patterns of social media use, views and attitudes.

These 'Social Archetypes' are: Architects, Promoters, Hunters, Observers and Skeptics. This year has shown these same groups still exist although the move is towards the higher social media users – the Architects and Promoters suggesting that Canadian journalists are adopting social media more widely in their work. The Social Archetypes can be seen on a scale (**Figure 2**) with the most active social media users, the Architects on the left and the least active social media users, the Skeptics on the right.

Figure 2: Social Archetypes

- Most positive in their attitudes towards social media.
- Likely to work full-time and have more working in broadcast and as bloggers/vloggers
- Higher daily use of social media overall.
- High use of all social media tools but especially Facebook and Twitter.
- Social media used for all journalistic tasks including verifying information.
- Don't find PR reps reliable
- Want more PR contact through social media but much less reliant on PR professionals.
- Heavy reliance on social media for work and that it has fundamentally changed their role as a journalist.

- Least positive in their attitudes towards social media.
- Lowest time spent on social media.
- Most likely to be full-time and working in print.
- Use social media for a number of professional tasks but not very active hourly.
- Mainly focused on using social media to interact with audience and monitor what's going on.
- Use a range of tools but at low frequency with little daily activity.
- Very unlikely to work on a blog, publishing video and image content or messaging.
- More likely to feel that social media is undermining traditional journalistic values.



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Canadian journalists are not evenly balanced across the five groups. The Architects and Hunters now account for 63 per cent of the entire population, compared to 2012 when the groups were more evenly spread out (**Table 2**). Interestingly, the Skeptics have reduced 6 per cent since 2012, but this is reflected by an increase in the more proactive user groups.

**Table 2 - Size of each cluster as proportional to respondents**

	<b>2012</b>	<b>2017</b>
<b>Skeptics</b>	14 per cent	8 per cent
<b>Observers</b>	22 per cent	18 per cent
<b>Hunters</b>	24 per cent	29 per cent
<b>Promoters</b>	17 per cent	11 per cent
<b>Architects</b>	23 per cent	34 per cent

What is noticeable is the strong similarities between the Architects, Promoters and Hunters in attitude, with a shared positive view of the benefit of social media primarily to help journalists engage with their audience. There are, however, mixed views about how reliant journalists are on social media and its impact on productivity with Observers and Skeptics less positive overall. A detailed analysis of each social media user type group can be found in Finding #9 of this report.

# FINDING #3

## Time spent on social media remain relatively stable. But the extent to which journalists use the platform is influenced by their professional and demographic characteristics

Most respondents (82 per cent) in our survey reported using social media for their work daily, with 38 per cent saying that they use the tools for three hours or more a day (**Table 3**). There have been some slight changes in relation to the extent of social media use since we started our survey in Canada, including a 4 per cent increase in the percentage of those who used the platforms for work for more than eight hours a day between 2013 and 2017.

However, in general there have not been significant shifts, which is interesting given the growth in social media brands and changes in the media industries during the period. Overall, the figures indicate that social media is now embedded in the work of news and media organizations and the platforms have become part of the technological infrastructure of journalists.

**Table 3 - Time spent using social media for work (percentage of respondents)**

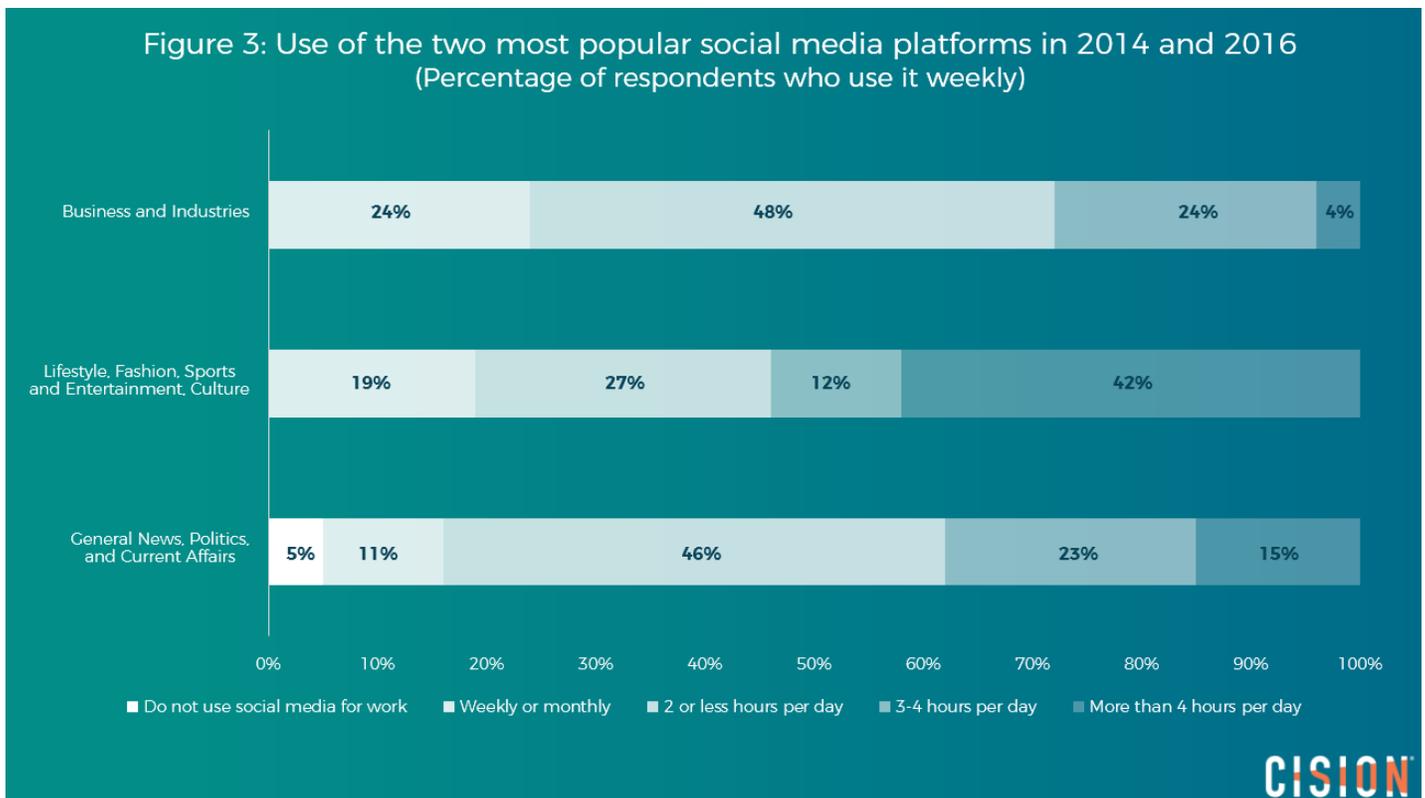
	2013	2016	2017
<b>None</b>	4 per cent	5 per cent	3 per cent
<b>Up to 2 hours per day</b>	61 per cent	64 per cent	61 per cent
<b>3-4 hours per day</b>	20 per cent	20 per cent	22 per cent
<b>5-8 hours per day</b>	13 per cent	7 per cent	10 per cent
<b>More than 8 hours a day</b>	2 per cent	4 per cent	6 per cent

The extent to which journalists use social media, however, is influenced by their professional and demographic background. But the factors that influence journalistic practices the most in

this context, however, are shifting.

The media sector used to be a key variable that impacted how a journalist used social media (see previous year's reports of Social Journalism study) in their professional work. But the traditional categorization of media sectors (i.e. newspaper, magazine, broadcasting, online journalism) is losing its relevance in the digital era as the boundaries between sectors are fading and journalists increasingly produce multimedia content for different platforms. The survey findings suggest that, in particular, area of industry is an important factor influencing how journalists use social media, possibly because of the variations in practices and content each area of industry requires.

Our study categorized journalists into three main groups in relation to area of specialism: 1) General news, politics and current affairs; 2) Business and industry specialist; 3) Lifestyle, culture, fashion, sports and entertainment. Lifestyle and entertainment journalists emerged as the ones spending the longest time on social media with 42 per cent staying on the platforms for four hours or more a day (**Figure 3**).

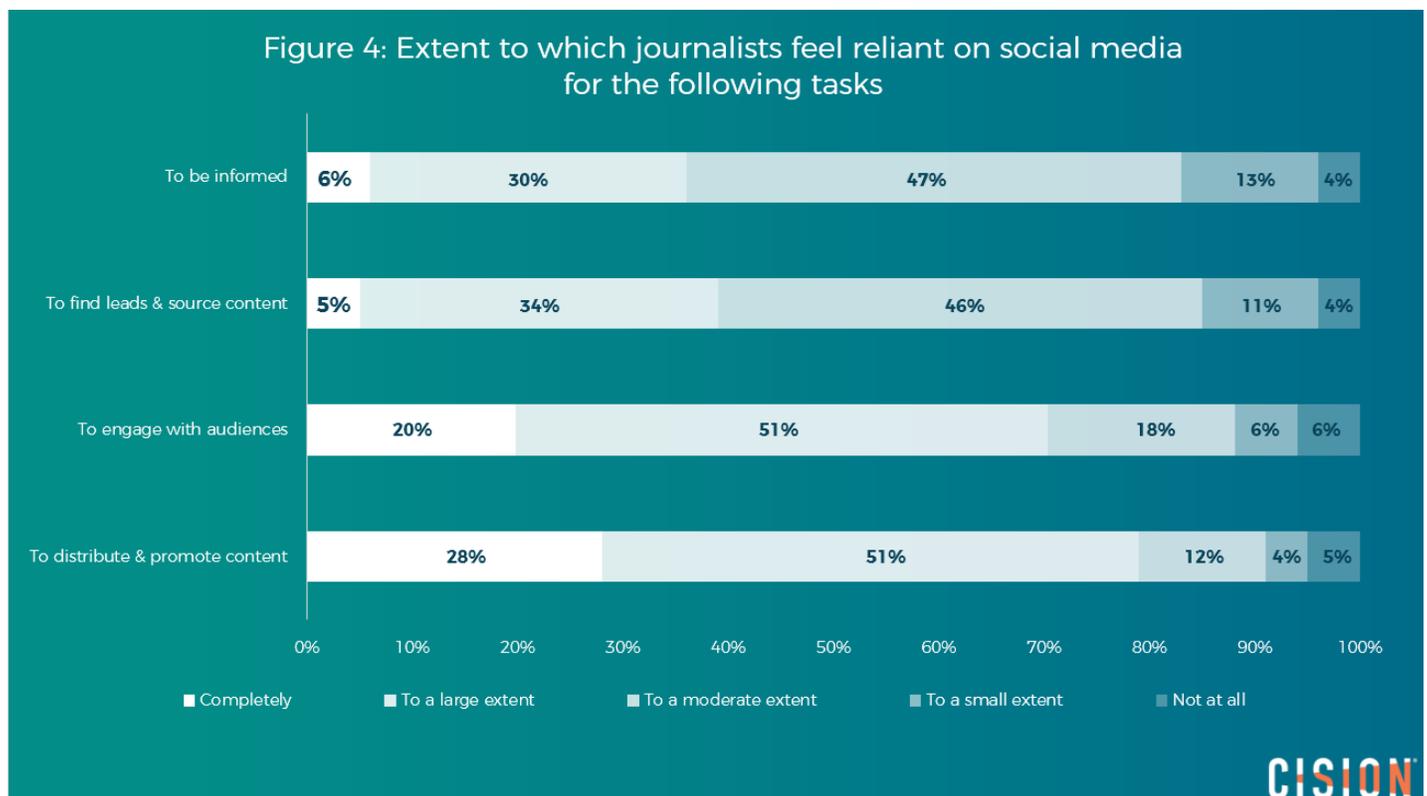


Comparatively, while the majority (76 per cent) of business and industry specialist respondents used the platforms daily, only 4 per cent of them stayed longer than four or more hours a day. These figures and other differences revealed in Figure 3 suggest that area of industry is an important factor influencing how journalists use social media, possibly because of the variations in practices and content each area of industry requires.

# FINDING #4

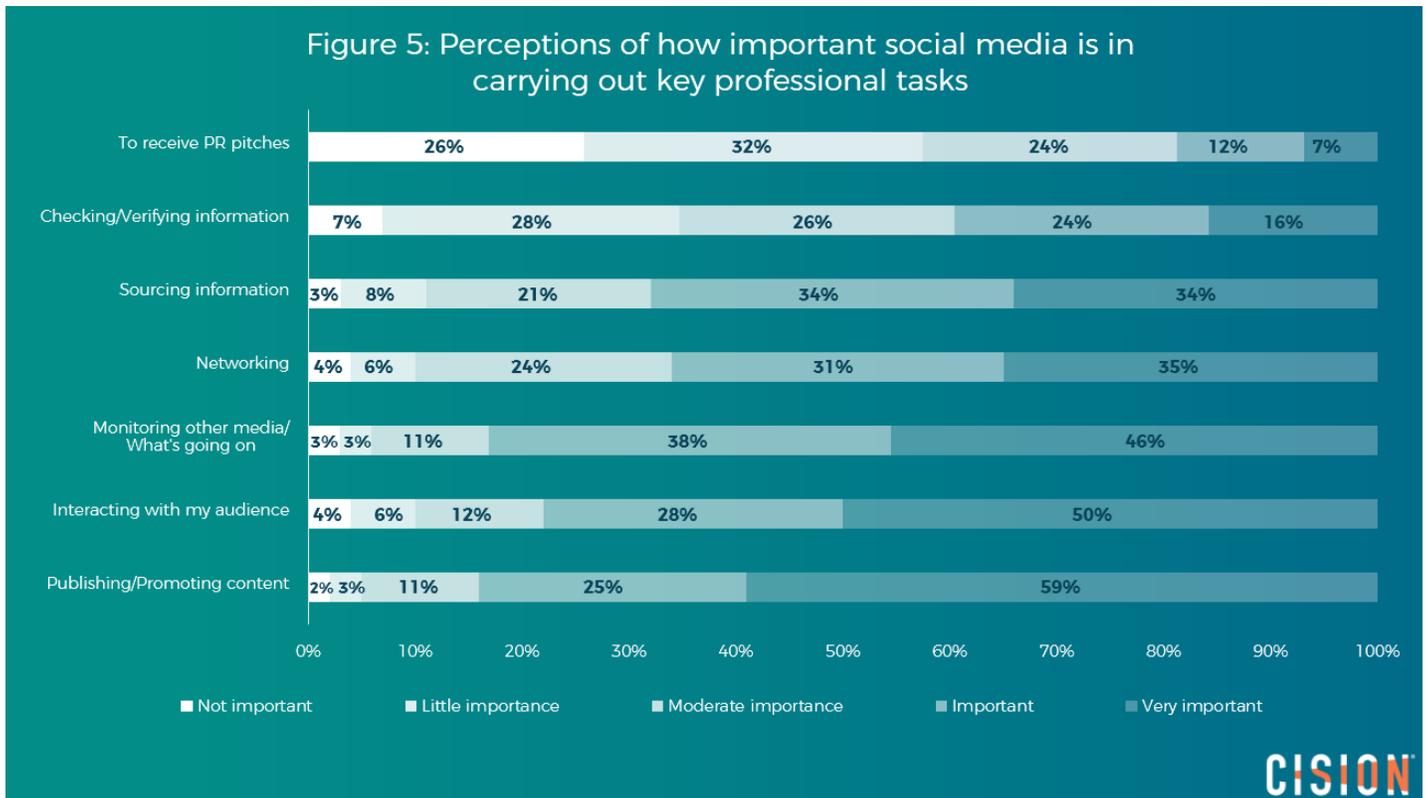
## Seventy-nine per cent of respondents feel completely or to large extent reliant on social media to distribute and promote their content and 71 per cent to engage with their audience

In general, the importance of social media in Canadian journalists' work is illustrated in how reliant they feel on the platforms to carry out some key professional tasks (**Figure 4**). Twenty-per cent of respondents felt completely, and 51 per cent to a large extent, reliant on social media to distribute and promote their content. Only five per cent said they do not rely on social media for this task at all. Seventy-one per cent of respondents felt they were completely, or to large extent, reliant on social media platforms to engage with their audience. Most respondents also felt, to some extent, reliant on social media to be informed, find leads, and source content.



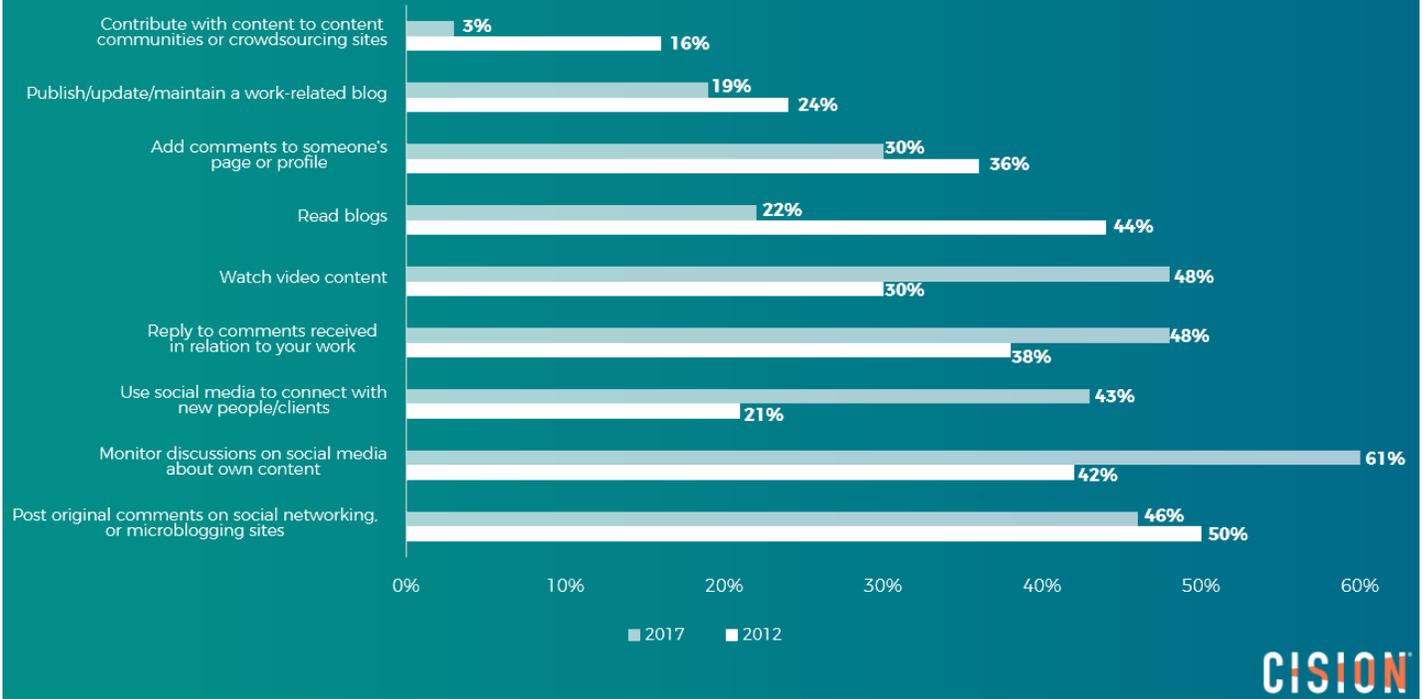
However, social media is perceived particularly important for some tasks, while less so for others. Although journalists use social media for a variety of reasons, the three key areas of importance are publishing/promoting content, interacting with the audience and monitoring other media/what's going on.

At closer look (**Figure 5**), the perceived importance of social media for publishing and promoting journalists' work becomes apparent. Fifty-nine per cent of respondents thought that social media was very important for this task, while 50 per cent thought the same way in relation to interacting with the audience and 46 per cent in relation to monitoring purposes. So, the publishing and promotional aspects are currently key driver for professional engagement with social media for journalists.



When comparing this year's data to that of previous years, it is notable that popularity of platforms and activities on them do change, and in this sense, social media use is constantly evolving. For example, somewhat more respondents perceived social media very important for monitoring other media/what's going on this year than last (46 per cent and 41 per cent respectively). Increased importance of monitoring function is also evident when comparing this year's data with results of the first time Social Journalism survey was carried out in 2012 (**Figure 6**).

Figure 6: Selected daily activities on social media



In 2012, 42 per cent of respondents said that they monitored social media daily about their own content, which increased to 61 per cent by 2017. Over the last five years, those who use social media for networking (connecting with new people) also increased, while some activities on blogs and content communities have declined.

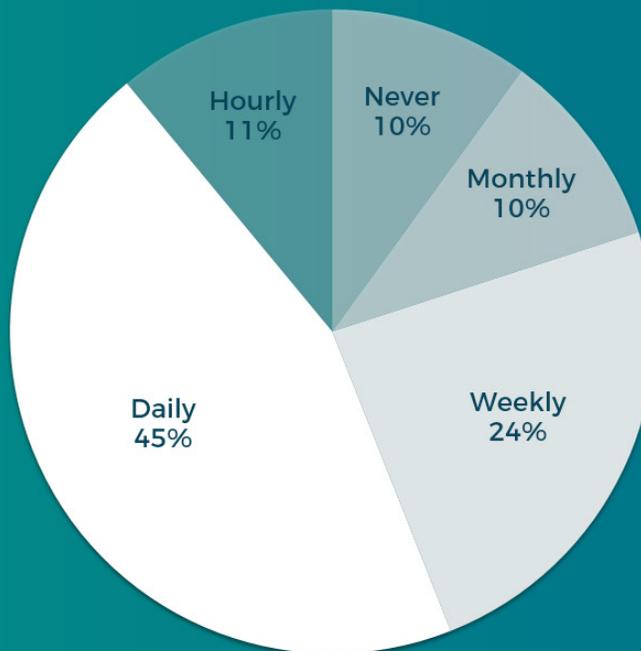
# FINDING #5

## Eleven per cent of respondents interact with their audience hourly and 37 per cent use user generated content regularly

One of the key reasons why journalists use social media is to interact with their audience. In fact, social media is perceived to have helped journalists with their relationships with their audience, and this view has been constant since the beginning of our Social Journalism study. In 2012, 78 per cent of respondents agreed that they were more engaged with their audience because of social media. This figure grew to 80 per cent in 2013, 86 per cent in 2016, and then dropped to 79 per cent this year. Many journalists frequently interact with their audience; 56 per cent do it daily, and 11 per cent do it hourly. **(Figure 7).**

Only 10 per cent of respondents said that they never interact with their audience on social media.

Figure 7: Frequency of interaction with audience



Many journalists felt completely or, to a large extent, reliant on social media for engagement with their audience. Twenty per cent of respondents felt that they relied completely on social media in this regard, 51 per cent said they were reliant to a large extent, and only six per cent thought that they do not need social media for this purpose at all.

The nature of audience engagement, however, does not seem to focus on information gathering and sourcing.

Only 37 per cent of respondents reported that they use user generated content regularly in their work, that figure stood at 40 per cent last year, indicating that journalistic practices are not changing significantly in this regard.

The extent to which journalists interact with their audience is influenced though by their professional characteristics and demographic. Area of industry is one of the influencing factors. While 33 per cent of general news respondents strongly agreed that because of social media they were more engaged with their audience, the figures for business journalists were 26 per cent and 35 per cent for lifestyle and entertainment respondents. In terms of activities (**Table 4**), it was the business and industry specialist respondents who were most likely to interact with their audience hourly (17 per cent) and they were also most likely to use user generated content regularly (41 per cent), which reflects on the fact that they tend to deal with specialist, niche audiences.

**Table 4 - Audience interaction and area of industry**

	<b>Interact with audience daily</b>	<b>Interact with audience hourly</b>	<b>Regularly use user-generated content</b>
<b>General News, Politics, and Current Affairs</b>	56%	8%	36%
<b>Business &amp; Industries</b>	57%	17%	41%
<b>Lifestyle, Fashion, Sports and Entertainment, Culture</b>	56%	8%	31%

**Table 5** shows how the type of employment impacts upon how journalists interact with their audience. While freelance respondents were more likely to interact with their audience daily or hourly (61 per cent and 15 per cent) compared to full-time employed journalists (54 per cent and 9 per cent), the latter group was more likely to use user generated content on a regular basis.

**Table 5 - Audience interaction and employment**

	<b>Interact with audience daily</b>	<b>Interact with audience hourly</b>	<b>Regularly use user-generated content</b>
<b>Employed Full-time</b>	54%	9%	38%
<b>Freelance</b>	61%	15%	31%

# FINDING #6

## Professional contacts are most important sources of stories, but experts and PR sources are also popular

When journalists were asked to choose their two most important sources of information, “industry and professional contacts” was the most popular. This was followed by both “experts” and “PR and related sources” (Table 6), and both showed an increase since last year. The public has not become a key source of information with only 21 per cent of respondents claiming it was one of their two key sources of information, suggesting Canadian journalists are cautious around using the public for sourcing stories.

**Table 6 - Most important sources of information for journalists  
(two most preferred choices)**

	<b>2017</b>
<b>Industry and Professional Contacts</b>	59%
<b>Experts</b>	55%
<b>PR Sources / News Releases / Newswires</b>	55%
<b>Other News Outlets</b>	22%
<b>General Public</b>	21%

Unsurprisingly, 72 per cent stated that social media was the first choice of communication with the general public, as it affords journalists a unique method to reach the public.

It is evident that social media is used to communicate with various stakeholder groups, but using social media for contacting other news outlets is not likely (**Table 7**).

**Table 7 - Agreement that journalists likely to communicate on social media with the following source types**

	<b>2017</b>
<b>General Public</b>	72%
<b>Industry &amp; Professional Contacts</b>	40%
<b>PR Sources / News Releases / Newswires</b>	29%
<b>Experts</b>	25%
<b>Other News Outlets</b>	21%

# FINDING #7

## More than half (52 per cent) of respondents feels they could not carry out their work without social media

Journalists' views about the impact of social media on their work have been mixed, which is similar to their views about the impact on their profession. More than half (52 per cent) of respondents felt that they could not carry out their work without social media, which is a higher figure than the 43 per cent who said the same in 2012 (**Table 8**).

**Table 8 - Selected statements of views about impact of social media  
(% of respondents who agree)**

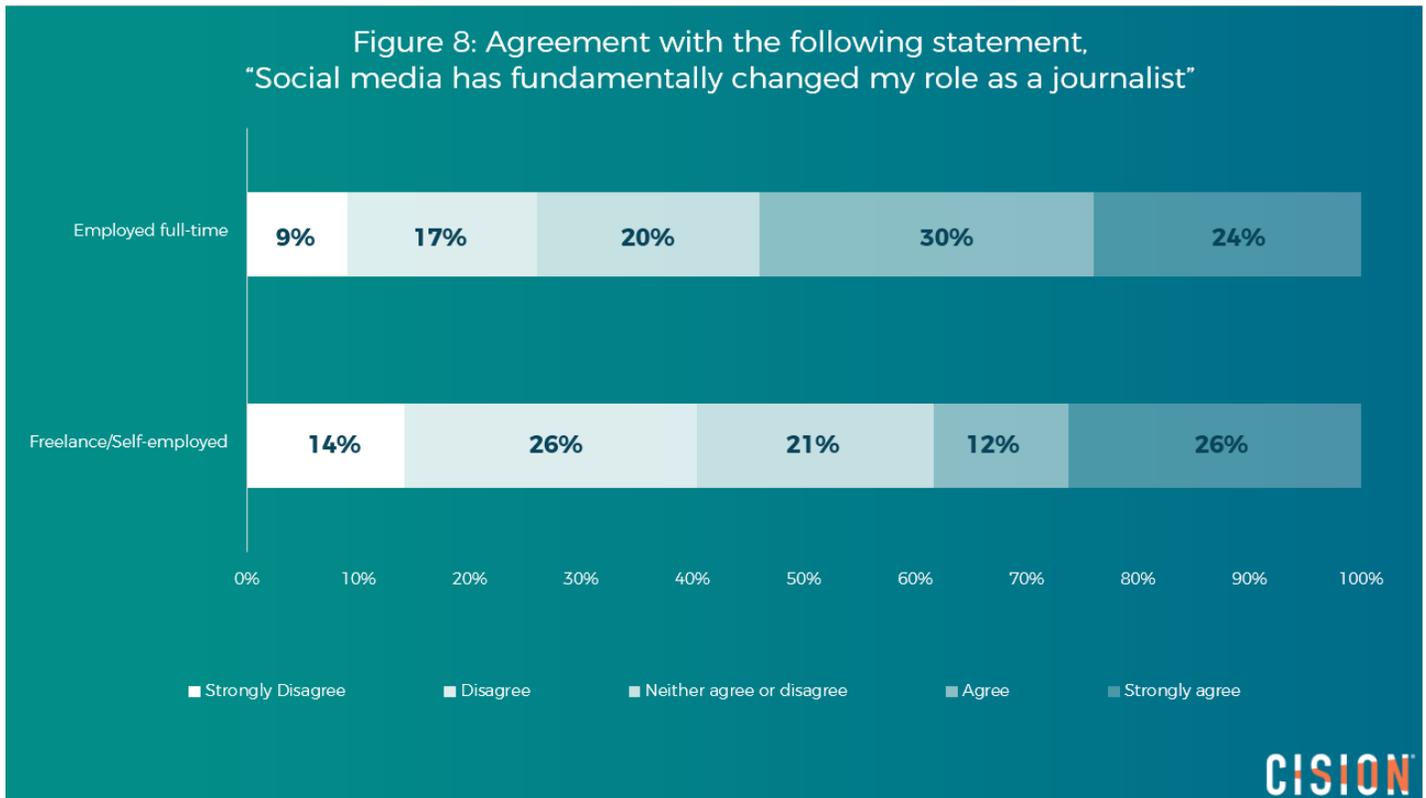
	<b>2012</b>	<b>2013</b>	<b>2016</b>	<b>2017</b>
<b>I would not be able to carry my work out without social media</b>	43%	49%	54%	52%
<b>Social media has improved the productivity of my work</b>	48%	56%	45%	43%
<b>Because of social media I am more engaged with my audience</b>	Not Applicable	Not Applicable	21%	28%

This indicates that social media is now more widely embedded in journalistic practices than it was five years ago.

Interestingly though, the proportion of those who thought that social media improved the productivity of their work has declined slightly, from 48 per cent in 2012 to 43 per cent in 2017.

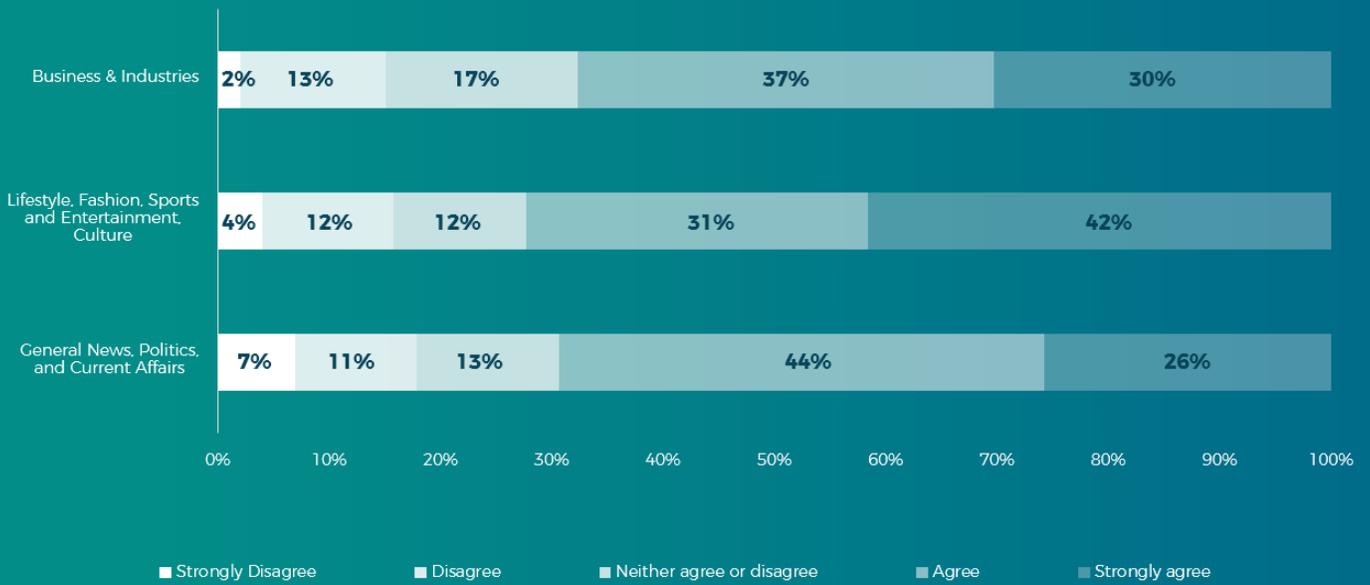
This suggests that social media does not necessarily make journalists' work easier and could add to their workload rather than ease it. Only five per cent of respondents agreed that their workload decreased because of social media, while 77 per cent disagreed with that statement.

The survey also found that a relatively high portion of journalists feel that their work has transformed because of social media. Seventy-one per cent of respondents agreed that social media has fundamentally changed their role as a journalist, while last year's figure was 76 per cent. However, as in previous findings, views about social media are influenced by journalists' professional background as well as by frequency of use. Thus, full-time employed respondents were more likely to agree that their role as a journalist has changed fundamentally because of social media compared to freelancers (**Figure 8**).



This could be because of changes in practices and structures of media organizations. When it comes to area of industry, lifestyle and entertainment journalists were most likely to agree that their role as a journalist has changed fundamentally because of social media (**Figure 9**).

Figure 9: Agreement with the following statement, "Social media has fundamentally changed my role as a journalist"



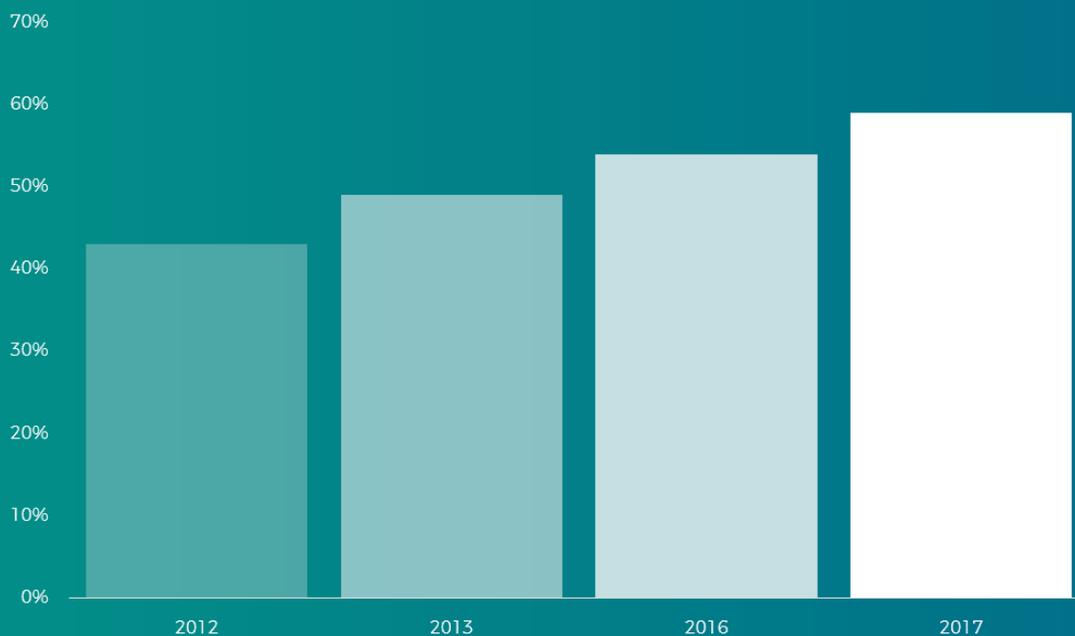
# FINDING #8

## Some 68 per cent of respondents perceive fake news as a serious problem in their area of journalism, while 40 per cent think that social media has had a positive impact on journalism

Journalists' views about the impact of social media on their profession have been mixed in our previous surveys and this trend continues this year. Less than half of respondents agreed that overall, social media has had a positive impact on journalism (40 per cent agreed, 25 per cent disagreed).

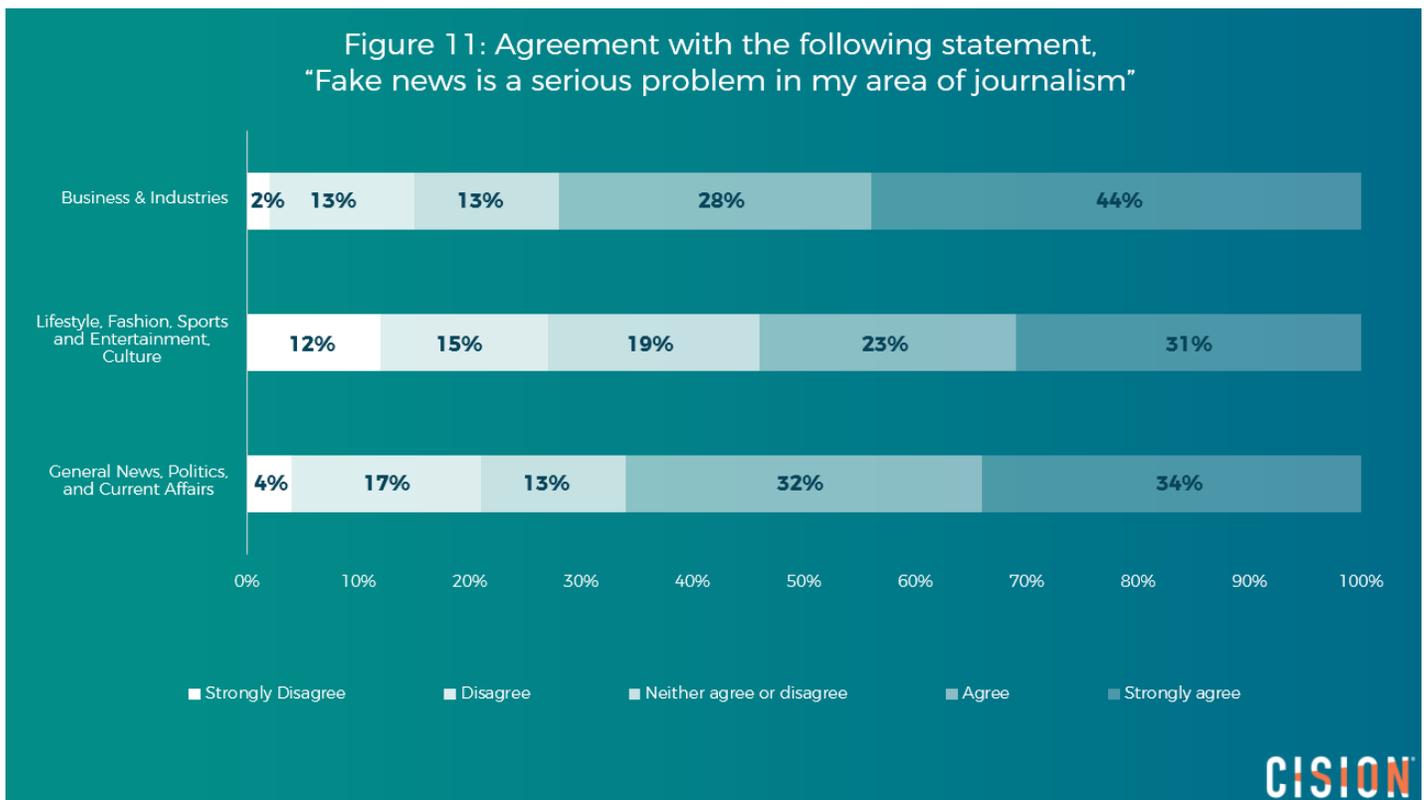
One major concern for journalists was the impact of social media on traditional journalistic values (**Figure 10**). Fifty-nine per cent agreed, or strongly agreed, that social media was undermining traditional values such as objectivity. Comparing the data to previous years' results show that Canadian journalists are becoming more concerned with this. The vast majority of respondents (86 per cent) also thought that social media was encouraging journalists to focus on speed rather than analysis.

Figure 10: Agreement with the following statement, "Social media is undermining traditional journalistic values"

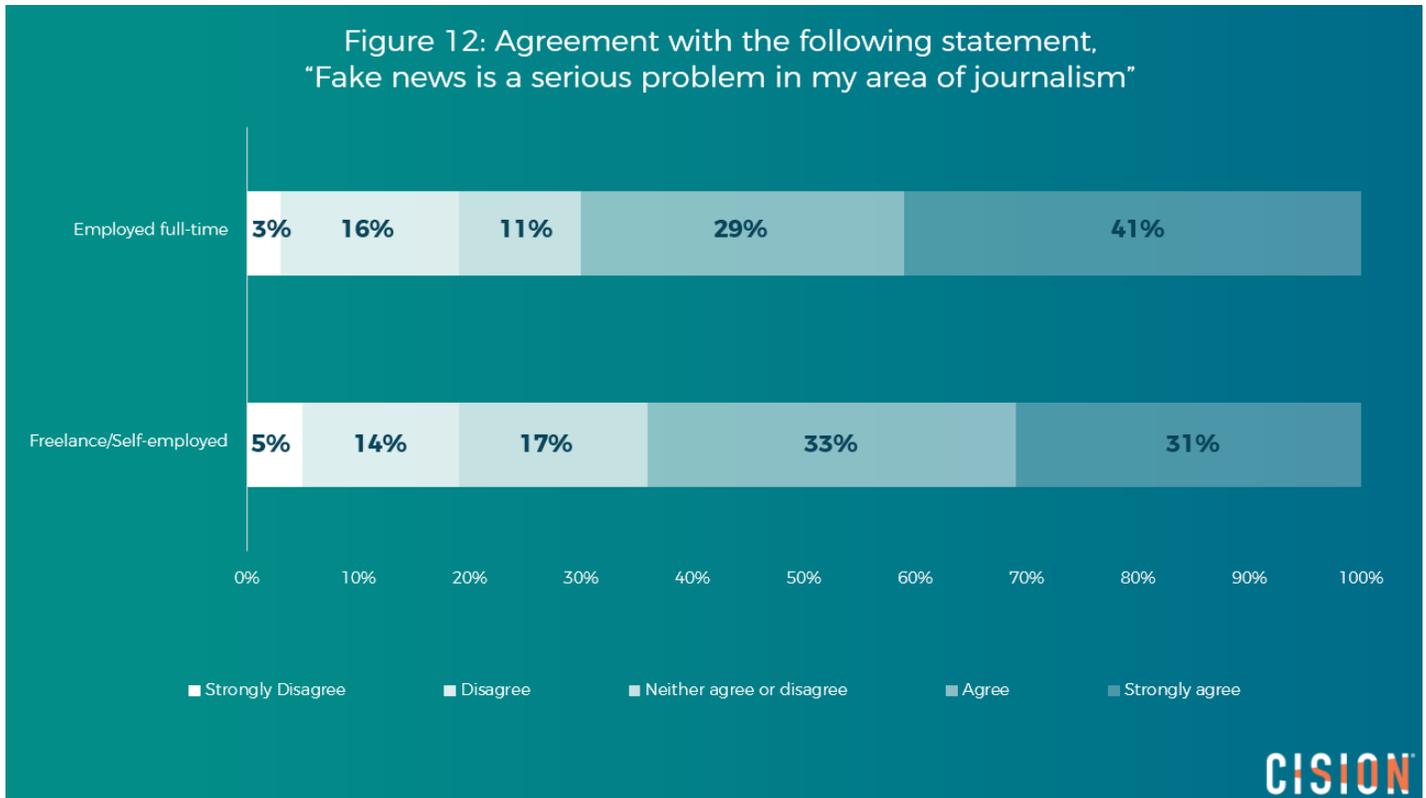


Another area of concern has been fake news. Thirty-nine per cent of respondents strongly agreed, and an additional 29 per cent, agreed that fake news was a serious problem in their area of journalism. Only four per cent strongly disagreed.

However, views about social media are influenced by journalists' professional setting. For example, 44 per cent of business journalists were strongly concerned about the impacts of fake news, while only 31 per cent of lifestyle and entertainment journalists were concerned about it (**Figure 11**). This suggests that social media is used somewhat different in various areas of industry, which creates different issues and problems.



Types of employment also influences views about the impact of social media. Forty-one per cent of full-time employed respondents were concerned about fake news, compared to just 31 per cent of freelancers (**Figure 12**).



# FINDING #9

**Architects and Hunters are the main social media user type groups for Canadian journalists, but views of Architects and Skeptics are becoming more similar.**

**Table 9** illustrates how this year's respondents fall into each of the five Social Archetypes.

**Table 9 - Size of each cluster as proportion of respondents (percent of respondents)**

	<b>2017</b>
<b>Architects</b>	34%
<b>Promoters</b>	11%
<b>Hunters</b>	29%
<b>Observers</b>	18%
<b>Skeptics</b>	8%

# ARCHITECTS (34%)

This group has seen the biggest increase since 2012, growing 11 per cent. In terms of their actions, Architects remain the most proactive of all the groups, active on a range of social media tasks and using it for all professional tasks. These journalists show they are committed to working with social media, as they have the greatest use of all groups. Not surprising, 73 per cent of them work in online journalism.



Architects are skilled in a range of social media tools; using different platforms to promote their work including social and professional networks and microblogs. On a daily basis, they are most likely to read posts of people they follow, monitor what others are saying about their own content, and post original content to Facebook and Twitter.

But, for the first time in five years, Architects do not spend the most time on social media compared to other archetypes (**Table 10**). Only 11 per cent spend five or more hours per day on social media, whereas 100 per cent of Promoters spend more than five hours on social media every day. Interestingly, for the first time in five years, this group does not spend the most time on social media. It is maybe that over time,

Architects have become more proficient in their use of social media and allocate their time to undertake specific activities before working on other journalistic tasks. This is a move from the 'always on' approach and a more strategic use of the tools.

**Table 10 - Time spent using social media for work (percent of each cluster)**

	<b>Architects</b>	<b>Promoters</b>	<b>Hunters</b>	<b>Observers</b>	<b>Skeptics</b>
<b>Never/ A few hours a month</b>	N/A	N/A	N/A	26%	74%
<b>A few hours a week</b>	8%	N/A	2%	26%	20%
<b>0-2 hours a day</b>	55%	N/A	53%	45%	6%
<b>3-4 hours a day</b>	26%	N/A	39%	3%	N/A
<b>5-8 hours a day</b>	11%	43%	6%	N/A	N/A
<b>More than 8 hours a day</b>	N/A	57%	N/A	N/A	N/A

Overall, Architects are positive about the role of social media in their work, with 86 per cent stating they are more engaged with their audience. Over half (53 per cent) said that they could not carry out their work with social media, but less than half (46 per cent) feel that social media has had a positive impact on journalism.

This year, Architects share more views with skeptics than they have in the past.

For example, Architects and Skeptics were most likely to agree that a journalist’s role is to investigate those in power (83 percent, 87 per cent) and with this statement: ‘fake news is a serious problem in my area of journalism’ (44 per cent, 47 per cent).

Despite their heavy use of social media, Architects prefer being contacted by PR professionals via email (100 per cent), telephone (28 per cent) and then social media (17 percent). This demonstrates that social media is an audience-led communication channel rather than one for professional communication. Of all the archetypes, Architects were most positive about their relationship with PR professionals (52 per cent), but 45 per cent also said that PR reps cannot be trusted, and 23 per cent stated they were a ‘waste of time,’ which was also higher than all other groups.

# PROMOTERS (11%)

This year Promoters are active across a range of platforms, which helps them achieve their goal of publishing and promoting their work (**Table 11**). Apart from content communities such as Wikipedia and professional networks such as LinkedIn, Promoters are the highest users of most platforms for this aspect of their work.

**Table 11 - Respondents who said that social media was important/very important for carrying out the following journalistic tasks (percent in each group)**

	<b>Architects</b>	<b>Promoters</b>	<b>Hunters</b>	<b>Observers</b>	<b>Skeptics</b>
<b>Professional Networks</b>	58%	37%	51%	42%	40%
<b>Blogs</b>	35%	58%	43%	45%	20%
<b>Social Networks</b>	92%	100%	98%	97%	53%
<b>Video Sharing</b>	45%	79%	39%	36%	13%
<b>Microblogs</b>	70%	90%	67%	58%	20%
<b>Content Communities</b>	57%	42%	61%	65%	20%
<b>Image Sharing</b>	30%	32%	45%	23%	20%
<b>Live Video</b>	23%	58%	26%	16%	13%
<b>Messaging</b>	13%	21%	20%	19%	7%

Out of all archetypes, Promoters spend the most time on social media. Over half (57 per cent) spent more than eight hours per day on social media for; 43 per cent spend between 5-8 hours per day.

Therefore, it is not surprising that this group is very active across a whole range of activities using written and audio-visual content to present their story. This group also boasts the most bloggers/vloggers (26 per cent), broadcast radio (26 per cent) and TV journalists (21 per cent) out of all the archetypes. This supports their focus on sharing and promoting content.

Almost half of this group (47%) noted that social media is important for them to receive PR pitches, the highest of all the groups, indicating their engagement with PR content.

Overall, Promoters are not as likely as Architects to state that that they find social media important for a range of journalistic task.

For this group, the focus is on audience engagement. Promoters are most likely to use social media to communicate with the public (79 per cent), with 90 per cent reporting that they are more engaged with their audience because of social media, and two-thirds (67 per cent) said they could not carry out their work without it. Promoters are happy to use social media in their communication with PR professionals; 47 per cent consider social media important for receiving PR pitches. However, it seems the PR-Promoter relationship is not particularly positive, as 37 per cent stated that PR reps cannot be trusted and only 47 per cent find them reliable.



# HUNTERS (29%)

The second largest of the Canadian social journalist groups, Hunters accounted for 29 per cent of all respondents this year. Hunters continue to sit in the middle of the groups when it comes to their use and views of social media. However, the patterns are more erratic with Hunters, as they're sometimes more active than Architects and Promoters, but sometimes less than Skeptics and Observers. Hunters are not the heaviest users of social media compared to some of the other groups.



Fifty-three per cent spend up to two hours per day, with 39 per cent claiming that they spend between 3-4 hours on social media, which suggests that they are targeting their social media activity. Their receptiveness to PR is also reinforced with 61 per cent agreeing that PR professionals and newswires are an important source of information, equal to that of industry or professional contacts, which is unique to this group.

In relation to content creation, their most frequent daily activity is posting content to various social media sites (96 per cent), which is followed by messaging sites (78 per cent), live video sites (75 per cent) and publishing and maintaining a work-related blog (65 per cent). Hunters not only gather content, but also post work as well.

Similar to the other Canadian Social Archetypes, the relationship between Hunters and PR professionals is mixed, although their views are in the middle of other groups (**Table 12**). Only 43 per cent of Hunters felt that PR professionals could not be trust and 41 per cent met their expectations. With only a third stating that PR reps are reliable, and 32 per cent agreeing that they product high-quality content, it's clear that the relationship between PR and Hunters is not positive, but this is average compared to other groups.

**Table 12 - Agreement with views about their relationship with PR professionals**

	<b>Architects</b>	<b>Promoters</b>	<b>Hunter</b>	<b>Observer</b>	<b>Skeptics</b>
<b>Always meets expectations</b>	25%	47%	41%	13%	13%
<b>Reliable</b>	37%	47%	33%	13%	33%
<b>Cannot always be trusted</b>	45%	37%	43%	61%	53%

# OBSERVERS (18 %)

This group has remained fairly stable since 2012, and this year makes up just less than 20 per cent of Canadian media professionals. Like other groups, their main platform is Facebook, but this group is unique in their high use of content communities such as Wikipedia (65 per cent). However, they tend to avoid using newer platforms such as image sharing, live video and messaging.

Observers' overall use of social media is less than that of the other groups and their habits are most similar to Skeptics.



This group does not spend much time on social media, with seven per cent claiming to not use it at all, and only 45 per cent use it up to two hours per day.

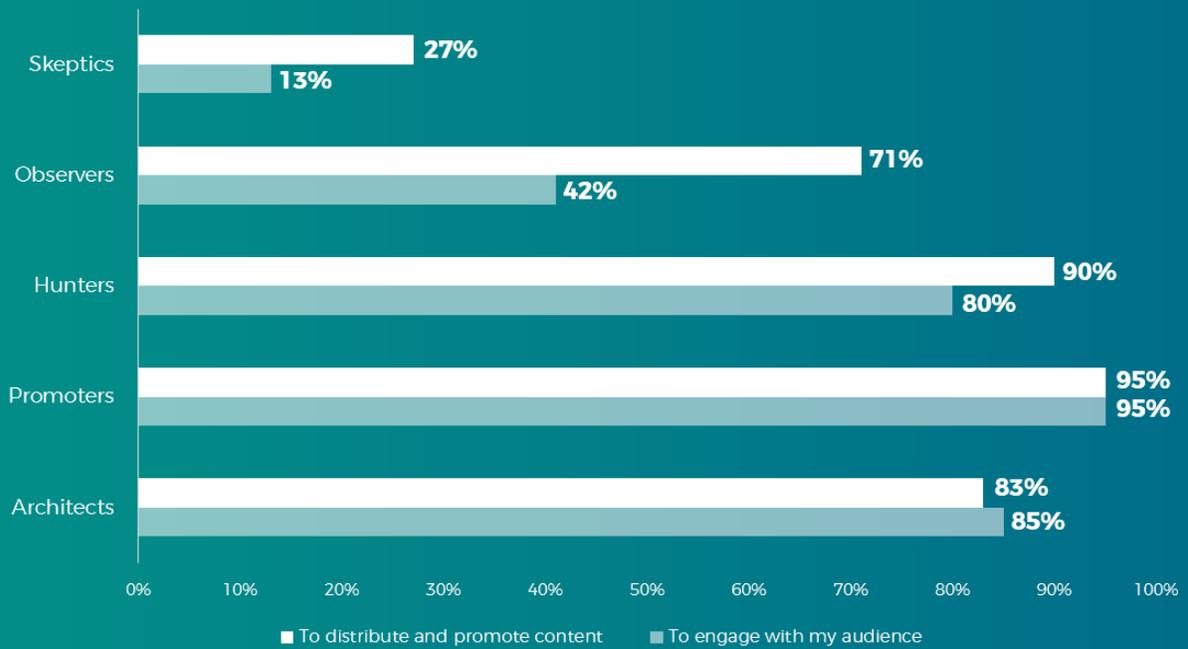
The vast majority of Observers publish a work-related blog (87 per cent), although few in this group are bloggers/vloggers, so it appears that they support other online media brands. Observers are keener than all groups to review their performance, with 87 per cent saying that on a daily or hourly basis they use analytics to understand the effectiveness of their content. This is higher than the other Social Archetype groups.

When sourcing information, Observers prefer to source from industry and professional contacts and experts (61 per cent, 55 per cent), which is reinforced by their views on trust. For example, 74 per cent of Observers feel that experts are the most trusted of all the sources compared to less than a third (32 per cent) who said that they trust PR professionals. However, they are starting to see the benefits of social media, with 68 per cent saying that they use it mostly for communicating with the public.

In terms of attitudes, Observers have relatively negative views about the impact and use of social media particularly in relation to the wider impact on the profession. For example, only 23 per cent of this group (the lowest of all groups) believe that social media has had a positive impact on journalism and 58 per cent think that social media is undermining traditional journalistic value.

Only 29 per cent said they could not carry out their work without social media, and 16 per cent believe that social media has improved their productivity.

Figure 13: Reliance on social media for the following activities



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# SKEPTICS (8 %)

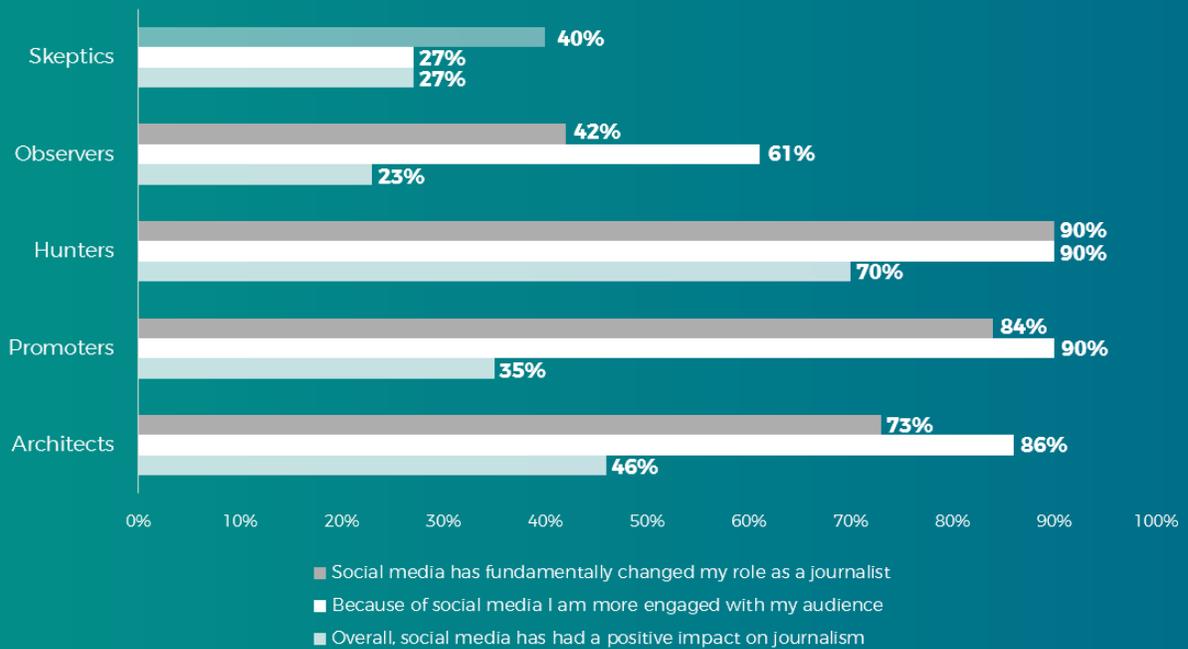
True to their name, the Skeptics consistently remain the least active and most cynical about the benefits offered by social media. Although their use of social media is growing, which is probably out of necessity rather than choice, their attitude remains generally negative and they do not rely on social media for any aspects of their work. This group has changed little in size over the past five years and therefore consistently been the smallest group in Canada since 2012.



This reflects ongoing findings that Canadian media professionals tend to be social media savvy and relatively high users compared to other countries.

Unsurprisingly, Skeptics spend the least amount of time on social media, with 28 per cent stating they don't use social media for work, and 67 per cent spend only a few hours weekly and monthly using it. Only 13 per cent said that it's important to engage with their audience on social media. Few (27 per cent) feel that social media has had a positive impact on journalism, and 40 per cent were unlikely to agree that social media has fundamentally changed their role as a journalist (**Figure 14**).

Figure 14: Agreement with the following social media viewpoints



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This group is particularly worried about copyright, with 33 per cent stating that concerns over copyright prevent them from using social media more. Whilst their views are not always consistent, sometime Skeptics and Architects share views about the state of the media profession. Also, in their relationship with PR professionals, Skeptics share some similar views to Architects. For example, they are the least likely of all groups to say that social media has made them less reliant on PR professionals (27 per cent).

As with all groups, Skeptics stated that email remains their preferred communication method with PR professionals (93 per cent), although a staggering 60 per cent would prefer to be contacted by telephone. For PR professionals to contact this group, it is essential they don't use social media, as none of the Skeptics would prefer to be contacted there.

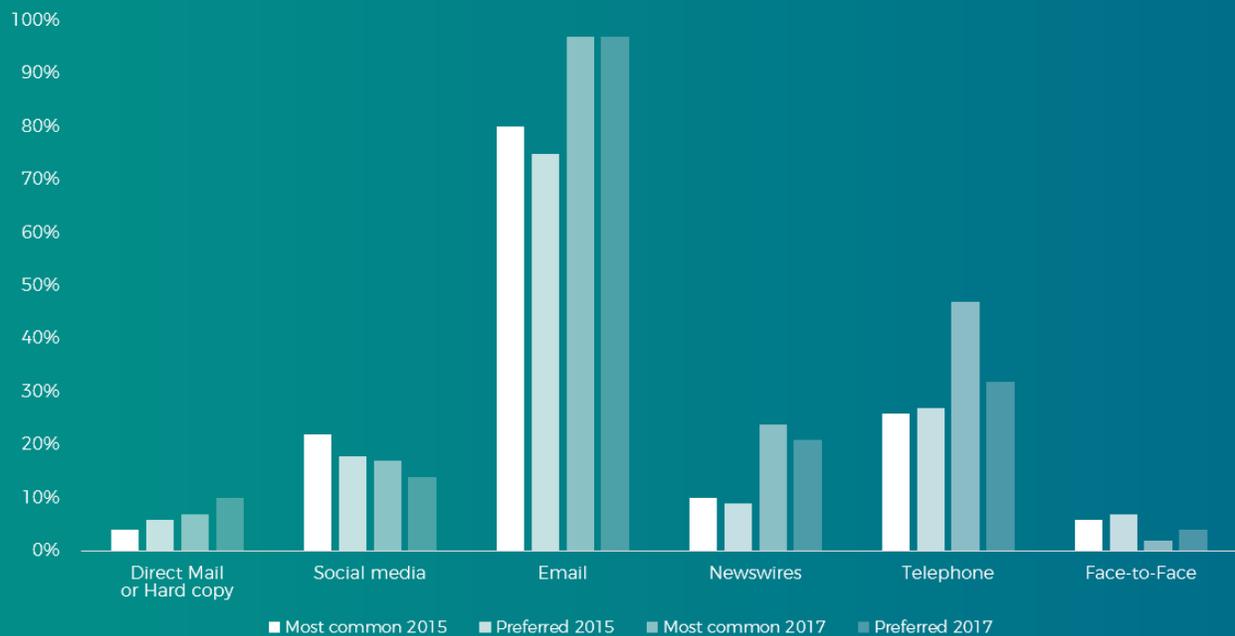
Skeptics are more likely to be employed full-time, with a female gender bias and in mostly in the 28-45 age group (64 per cent). Uniquely this year, there are more 18-27 year-olds in this group than any of the other groups, which perhaps suggests a group of media professionals who acknowledge the benefits of social media but are resistant to using it widely. Consistent with previous research, there is a tendency for journalists in this group to work for print newspapers and magazines, although many still work in online (both standalone and for a brand with an offline outlet also).

# FINDING #10

## Social media makes no impact on how journalists and PRs communicate with email remaining the dominant form of contact

Social media remains a small part of the communication channels shared between PR professionals and journalists. **Figure 15** illustrates that email dominates the way PR professionals contact journalists and remains the method that journalists prefer. This has increased since last year, suggesting that social media is playing a minor role in professional communication. Interestingly, preference for direct mail and other hard copy formats is increasing, whilst demand for social media has been declining since 2015.

Figure 15: Preferred contact methods between PR professionals and journalists



Differences in communication patterns do appear according to area of industry, as illustrated in **Table 16**. Lifestyle, Fashion, Sports and Entertainment and culture specialist respondents.

**Table 16 - Agreement with views about their relationship with PR professionals**

	<b>Important or Very Important</b>
<b>Lifestyle, Fashion, Sports and Entertainment, Culture</b>	23%
<b>General News, Politics and Current Affairs</b>	19%
<b>Business &amp; Industries</b>	45%

## About the Survey

Cision and Canterbury Christ Church University conducted an online survey about the uses, behaviours, attitudes and perceptions of social media among journalists. Respondents were taken from Cision's and Gorkana's media database of more than 1.5 million influencers globally. This particular report takes a closer look at Canada and is based on 197 responses from journalists and media professionals collected during June and August 2017. Survey data was collected in English and (Canadian) French. Throughout the survey the term 'journalist' is used to include all media professionals, e.g. researchers, editors, bloggers etc., who took part. The creation of the Social Suspects is through using hierarchical cluster analysis using Ward's method.

The survey is designed to enhance the media industry's understanding of social media uptake and the impact of social media technologies and processes on journalists' work. Cision conducts this survey on an annual basis to continue to inform on best practice within the PR and communications field and to deepen the industry's understanding of how journalists and professional communicators use and value social media and other resources. The research examined patterns of social media adoption by journalists, how and what for social media is used in journalists' work, and how they view the impact of social media on journalistic practices.

## About Cision

Cision Ltd. (NYSE: CISN) is a leading global provider of software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 3,000 employees with offices in 15 countries throughout the Americas, EMEA, and APAC. For more information about its award-winning products and services, including the [Cision Communications Cloud™](#). Follow Cision on [Twitter](#), [Facebook](#), [LinkedIn](#), [YouTube](#) and on Cision's [blog](#).

The Cision logo features the word "CISION" in a bold, white, sans-serif font. Each letter has a vertical orange stripe running through its center. A registered trademark symbol (®) is located at the top right of the letter "N".

# About Canterbury Christ Church University

Canterbury Christ Church University is a modern, multi-campus University offering higher and professional education across key Kent and Medway locations: Canterbury, Broadstairs, Medway and Tunbridge Wells. It has a strong community of 17,000 students and 2,000 staff, studying and teaching across four faculties: Arts and Humanities, Education, Health and Wellbeing, and Social and Applied Sciences.



Christ Church was established in 1962 and is a Church of England Foundation University, welcoming all faiths and none. Today, the University continues to shape courses and research around critical social issues, the latest industry developments and public service need. Nearly 90 percent of its research submitted to the 2014 Research Excellence Framework (REF) was assessed as world-leading, internationally excellent or internationally recognized, and 95 percent of our UK undergraduates and 98 percent of our postgraduates were in employment or further study within six months of completing their studies, with nine out of 10 of our employed graduates in graduate level jobs three-and-a-half years after finishing their studies – higher than the national average.

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