

World of Digital and Social Media

It's more than pushing buttons

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Daily Herald • Internpalooza • 2013

Beyond buttonology

- How would you define social media/digital success?
- Is more always more?




Business/strategic planning 101

- Current status?
- What is your goal/vision/mission?
- SWOT analysis
- Plan of action? Primary objective?
- Implementation steps?
- How will you measure?



dh Daily Herald Timeline Now Status Photo / Video Event, Milestone +



dh Daily Herald
3,866 likes · 179 talking about this

Go to App

App Page
Suburban Chicago's information source

About Photos Videos Obituaries Likes 3,866

Highlights

Status Photo / Video Offer, Event +

What have you been up to?

dh Daily Herald shared a link via Daily Herald Editorial Board.
2 hours ago

Today's editorial calls on suburban officials to ban assault weapons quickly in their towns, as the Friday deadline looms.

The editorial board writes: Are proposals to ban assault weapons controversial? Yes, they are; frankly, they are con... See More

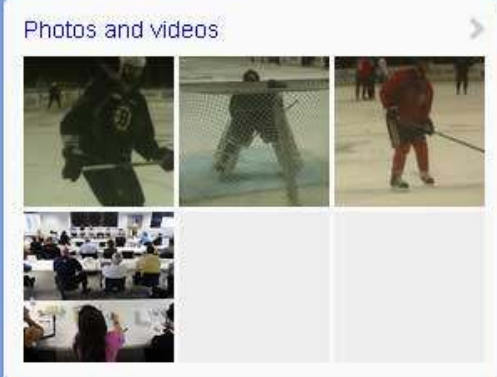
Editorial: Outlaw assault weapons

Likes See All

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Landmark · School
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- Binny's
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- dh Daily Herald Time out
Arts/Entertainment/Nightlife

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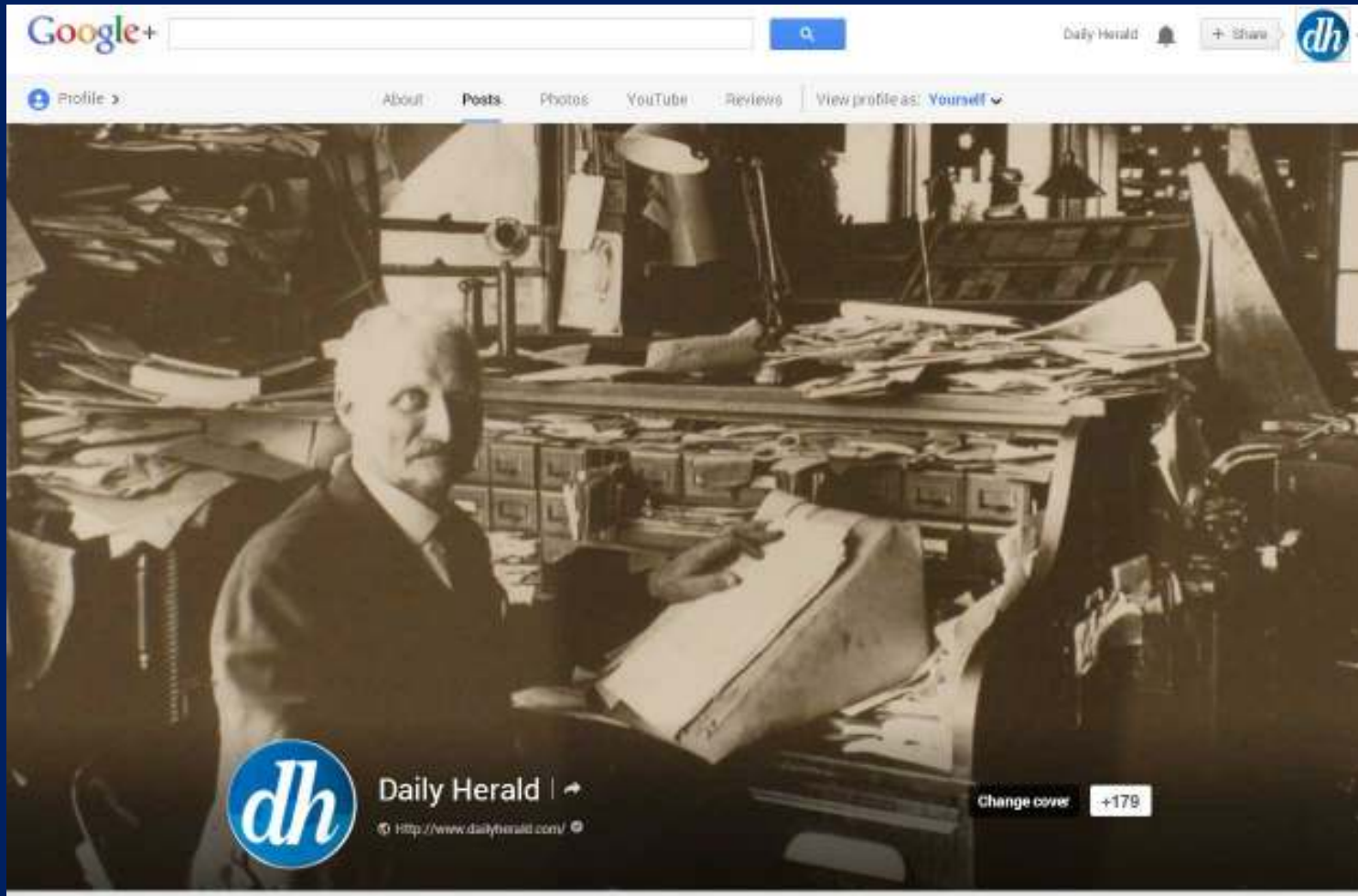
71,847 TWEETS 92 FOLLOWING 9,946 FOLLOWERS

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 **Daily Herald** 950 followers Following Edit


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Write an update Share with: All followers Share

Drive engagement by posting an update to your followers
Follower Insights · Page Insights · What's New

Recent Updates

Daily Herald The Daily Herald recently won an innovation award from the Illinois Associated Press for our engagement with readers. Check out this video showing what we do and why. <http://linkd.in/4GOCm>

 **Daily Herald collects Illinois Associated Press Awards**
dailyherald.com · The Daily Herald was presented with the award of News Innovator of the Year at the 2013 Illinois Associated Press Media Editors News and Photo Contest in Springfield Thursday. The Daily Herald also won four other awards.

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Daily Herald Graduation season is around the corner and the Daily Herald Media Group wants to talk to upcoming or recent graduates who are interested in a career in media sales. At the DH Media Group, our training program will teach up and coming sales leaders... more

Organic Targeted to: All Followers


634	4	6	1.58%
Impressions	Clicks	Social actions	engagement

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 **21** 1st-degree connections
135 second-degree connections
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Careers

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 The Daily Herald Media Group covers the suburbs of Chicago. Our mission is to fear God, tell the truth and make money.

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16 Boards 1,364 Pins 33 Likes 230 Followers 134 Following

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 Edit

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 Edit

Fitness 68 pins

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Sports 34 pins

 Edit

Front Pages 313 pins

 Edit

All animals all the time 18 pins

 Edit

Good news 27 pins

 Edit

Cool stuff 53 pins

 Edit

Pinterest?

Digital

- Is SEO No. 1?
- Who are you trying to attract?
- Where to focus resources?

The screenshot shows the Daily Herald website homepage. At the top, the logo reads "Daily Herald" with the tagline "big picture + local focus". To the right, it says "SUBURBAN CHICAGO'S INFORMATION SOURCE" and displays a weather forecast for 87° with a sun and clouds icon, labeled "Mostly Cloudy". A notification banner states "Our e-edition trial has ended. Click here for unlimited access." Below the header, there are social media follow buttons for Facebook, Twitter, YouTube, LinkedIn, and Google+. A search bar is located on the right. The main navigation menu includes: NEWS, SPORTS, BUSINESS, ENTERTAINMENT, LIFESTYLE, DISCUSS, AUTOS, REAL ESTATE, JOBS, CLASSIFIEDS, and SERVICES & INFO. A secondary navigation bar lists: MONDAY, JULY 15TH STORES, E-EDITION, PHOTOS, VIDEOS, BLOGS, COMMUNITIES, and WEATHER. A yellow banner on the right side of the navigation bar says "AP: 1 OF NATION'S 10 BEST SPORTS WEBSITES". The main content area features a large banner with the text "LET THE SA...ORING BEGIN" and an image of a woman with her arms raised. To the right of this banner is an advertisement for "Order framed copies of Blackhawks winning fronts". Below the banner, the "TOP STORY" is titled "BUSINESS" and "Carol Stream considers incentives for Caputo's". The article includes a photo of a "CAPUTO'S FRESH MARKET" sign and a text snippet: "Carol Stream's village board will consider approval of an economic incentive agreement Monday with developers of a new Caputo's Fresh Markets that is expected to open by 2014. A proposed redevelopment agreement calls for the village to pay Caputo's funds generated by a tax increment financing district and a portion of sales tax revenues generated by the store." To the right of the article is a "QUICK HITS" section with links for "e-edition", "Events calendar", and "Obits". Below the article is a "Community News" section with a link to "Judge grants media coverage of sentencing today in Darien triple". At the bottom right, there is a "Read Today's e-edition" section with a "Food Finder" advertisement that says "See what good food can do." and "Use our Food Finder."