



# **Delivery channels and social networks**

A presentation for the DigiTV Stakeholder Event  
Feb 12th 2009, Birmingham

This presentation and the attached notes are primarily intended as an aide-memoir for those present at the seminar.

If you are interested in more details on the content explored in this presentation please contact [tim@practicalparticipation.co.uk](mailto:tim@practicalparticipation.co.uk)



# Delivery channels?

We can start thinking in channels – but in this multi-channel world different mediums overlap and get mashed together. We might find thinking in terms of networks more useful. But more on that in a moment...

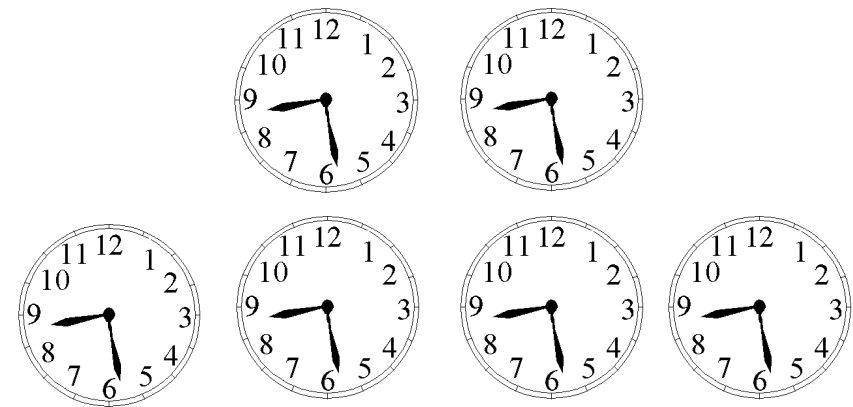
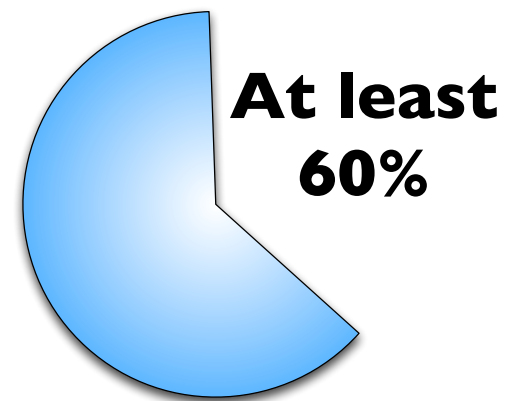
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Young people's TV consumption is declining. But TV still a key device.  
'Surfing' TV rather than watching TV.  
Video on demand, rather than broadcast video.  
Still key conversation starter.



Social Network Site have seen rapid growth. Up to 95% of teenagers actively using SNS (Guardian, 2007).

Upwards of two-hours a night spend using SNS (IPPR, 2008).

Both major SNS (the big-3) and niche SNS.



**2007**

**2008**

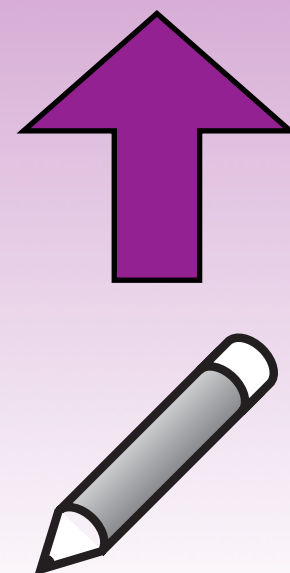


Mobile internet is growing – 855% growth in access to SNS from mobile 2007 – 2008.  
SMS still matters a lot... as long as you're not asking young people to spend credit on texting you.  
Text message reminders & text-me-details services are worth exploring.

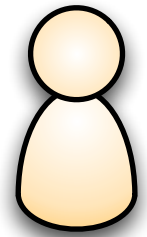
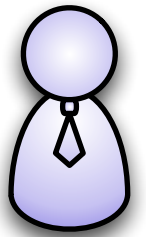


Young people still want paper.  
Posters, flyers – and personal letters (not direct mail...).





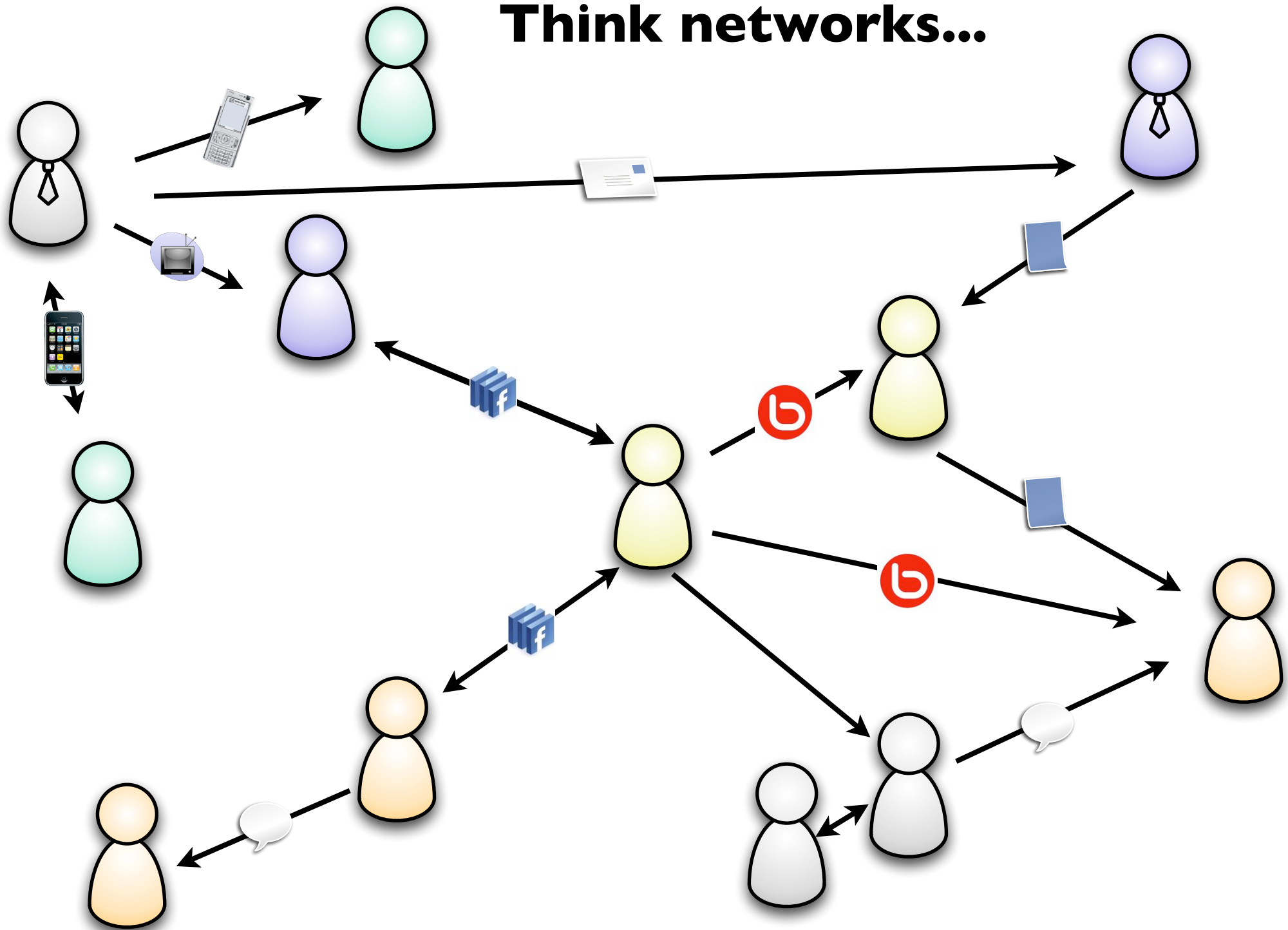
The most important channel of all is the feedback channel – how are you letting young people ask questions, get feedback, get into conversation with you?



The challenge with the channel model is that it assumes a direct connection. Our survey of young people found most discover information 'word of mouth' – not direct from services and information providers but second, third or fourth hand. And word of mouth doesn't mean 'spoken word' in this context – it may refer to SMS, Instant Message etc. (Substance, 2009, unpublished)



# Think networks...



## Think networks.

The person you want to reach may not hear directly from you.  
You can't control the communication... but you can increase your chances of getting through.  
And you can increase the chance of someone hearing the message from someone they trust.

# Think 140...



Can you message be shared in 140 characters or less? Or does it cut truncated and cut off?  
Can it be shared as an SMS? As a twitter message? As a single line on a card that someone may keep in their wallet or purse?

## Think link...

[http://sns-aids-comms.practicalparticipation.co.uk/  
2009/02/10/online-social-networking-and-aids-  
communication/](http://sns-aids-comms.practicalparticipation.co.uk/2009/02/10/online-social-networking-and-aids-communication/)

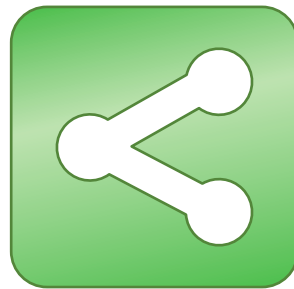
<http://tinyurl.com/snsac>

<http://is.gd/jgBa>

[www.timdavies.org.uk](http://www.timdavies.org.uk)

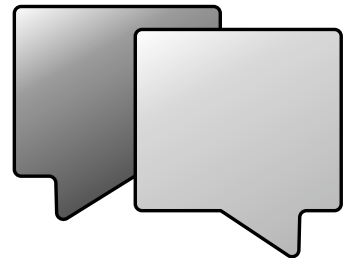
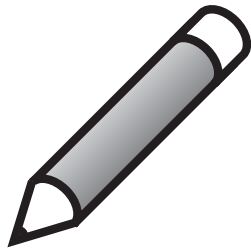
Do your messages carry a link with them? The reason you need to think 140 characters, when SMS/ twitter etc. allows 160, is that you need space for a URL! Use services like <http://TinyURL.com> or <http://is.gd> to get short-to-share web links. And make sure you include <http://> so it's sure to be made click-able...

# Think sharability...



Think about how shareable your content is. Does it have a perma-link online? Does the first paragraph or line explain what it's about? Are there images that will get carried with it when it gets shared social bookmarking or via a SNS like Facebook.

# Think conversation...

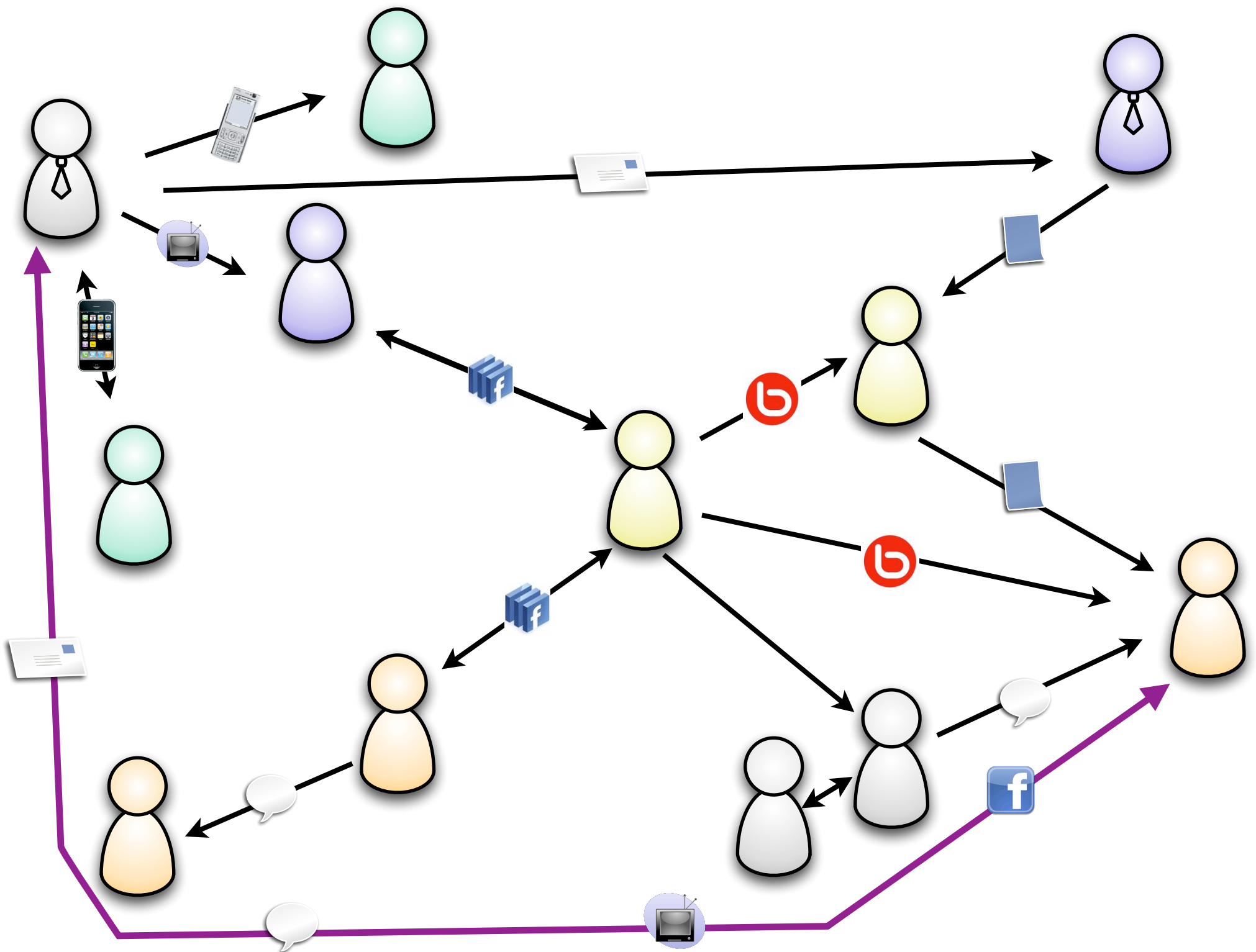


The most important thing of all is to focus on the feedback channel. How are you joining the conversation.

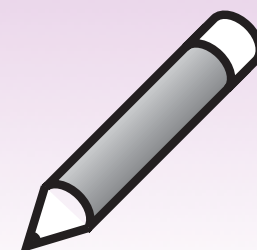
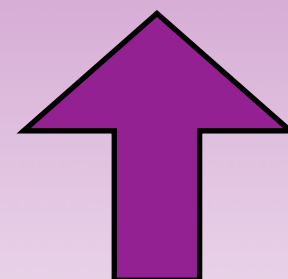
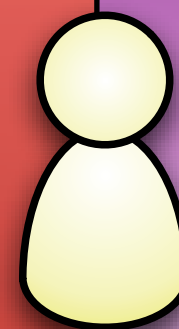
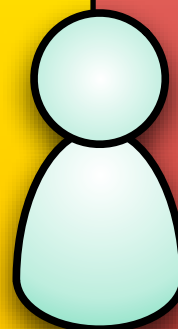
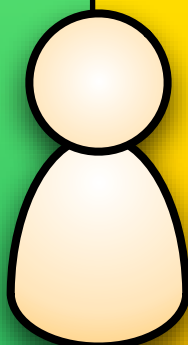
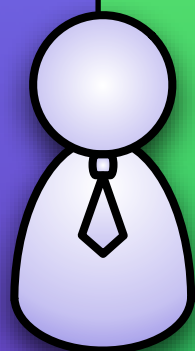
**Encourage comment & feedback**

**Listen** – set up Google Alerts, RSS feeds etc. A listening dashboard.

**Join the conversation**



And if you have shared your media in a way that keeps the links and keeps the feedback channel open then when your message makes it through the network you may be able to set up new direct connections and 'open a channel' for the future.



So if you are thinking about delivery channels to reach young people – make sure you think about how they are mashed-up and inter-related – and about the people who connect them.





Slides will be available at:  
**<http://www.timdavies.org.uk>**

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