DIGITAL MEDIA AFRICA 2022

Has news media lost contact with digital natives?

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Who are digital natives?

- “Native speakers of the language of computers, video games and the internet” - Marc Prensky
- An individual born after the widespread adoption of digital technology
How to get the youth to tune into mainstream media?

1. Debunk the myth that young people don’t care about news
2. Use digital native language effectively
3. Package and disseminate news differently
What is working on TikTok for publishers

1. Placing of branded content
   - Influencers
   - Advertise and selling of branded content

2. Discoverability
   - Users discovering content from publishers and creators
   - Overall experience

3. Insights reporting
   - Content
   - Audience reach
   - Trends
TikTok content strategies for news media publishers

1. News Reporting
2. Explainers
3. Journalist v-log
4. Entertainment
THANKS!

Any questions?
You can find me @mfumo_b (all platforms)