

Social media: If it don't spread – it's dead

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Here's the main recommendation for, what we shall test with investigative reporting.

- Cross-boarder
- Centers leading and coordinating
- Mediapartners
- Written in English for international audience
- Published for smartphones
- Published for being shared in social media
- More open research – working with a closer relationship to readers/customers/members
- Published for youtube

Here's link to the graphic on spread of media in Facebook august 2013:

<http://blog.newswhip.com/index.php/2013/09/social-publishers>

And here it's [Facebook](#) in October 2014, [Twitter](#) in October 2014 and also [LinkedIn](#)

And here is links to two of the more untraditional media that really get spread:

<http://www.upworthy.com/>

<http://www.buzzfeed.com/>

Important links on impact:

[INN Day 2014: Impact Metrics & Measurement](#)

[GIJN on Impact](#)

[New York Times leaked report](#)