

Des Moines Register/Drake University

IDEO CHALLENGE

The challenge:

Social media are fueling the fastest-growing segment of our online readers.

How do we build trust among readers of news content on social media?

We want you to help us identify a platform and manner in which to engage with **local readers** who are passionate **about specific local news topics**. More simply, what are the elements of a successful and trusted online community that cares about online news?

Your project can be research or results based.

Considerations:

- Your project should align with a social media platform.
- Your project could be a condensed and curated set of examples of media sites doing this well already that can be used for inspiration.
- Your project could be to create “a community” of some sort and post content, measuring and analyzing your results
- Your project could be to join a “community” and monitor their feed to determine takeaways for what makes successful and trusted content in this type of environment.
- Your project could look specifically at the role of moderation and trusted vetting of content on social media platforms.
- Your project could be to study and analyze the use of video or other multimedia on any social platform as a way to explain complicated information to readers.

Questions you might research:

- What are some methods for posting content that people will trust?
- Where do people currently go on social media for news they trust?
- What are some media organizations that are doing this well right now?
- How does an individual reader distinguish real from fake news on a social platform?
- How do your peers find trustworthy information on social media?
- How do your peers find trustworthy organizations with engaging content to follow?
- What are the qualities that trustworthy communities need to engage with local news readers? And/or young local news readers?
- What are some tactics that help readers to realize what is or isn't trustworthy? Are there trigger words, certain images?
- Are there activities that journalists are doing on social media that make us less trustworthy?