



# Anti-social media: engaging audiences under a subscription model



# Outline



What is anti-social media?



What is subscription model in media?



Advantages of subscription model.



Disadvantages of subscription model.



Strategies to engage audiences under subscription model.

# Anti-social media

Users disengaging from popular social media.

**Anti-social media** refers to a trend of users disengaging from popular social media platforms due to privacy concerns, overwhelming content, and the perceived negative effects on mental health. As a result, some individuals have turned to subscription-based platforms that offer a more curated and controlled experience.



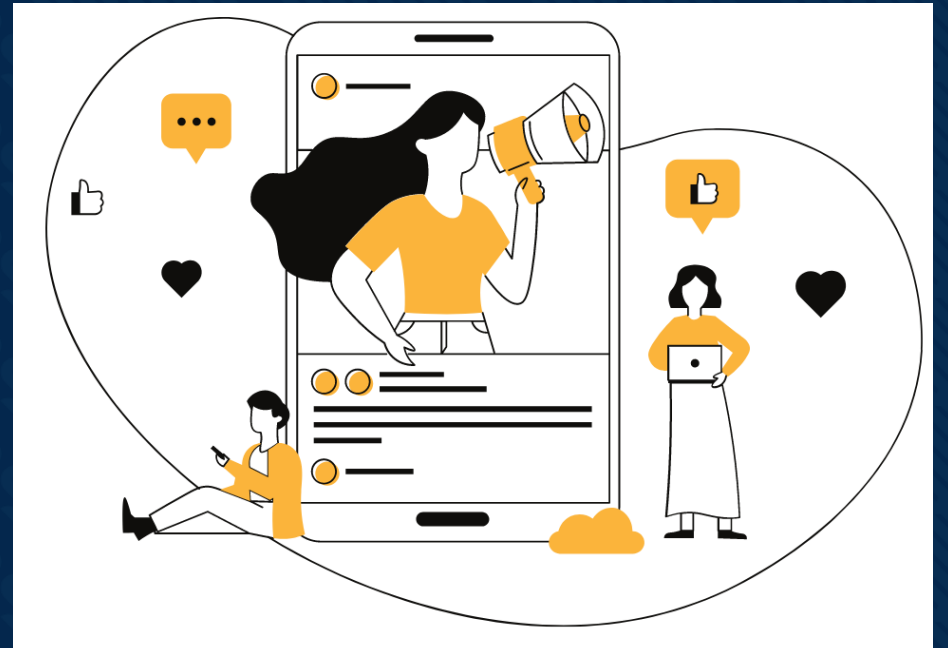
# What is subscription?

A business model to monetize the content.

**Subscription** is a business model used by some media organizations to monetize their content by charging users for access.

Under this model, users pay a subscription fee to access a media organization's content, either on a recurring basis (such as monthly or annually) or for specific pieces of content.

Subscription models can provide a reliable and sustainable revenue stream for media organizations, and can also help to reduce their reliance on advertising and other potentially problematic revenue sources.



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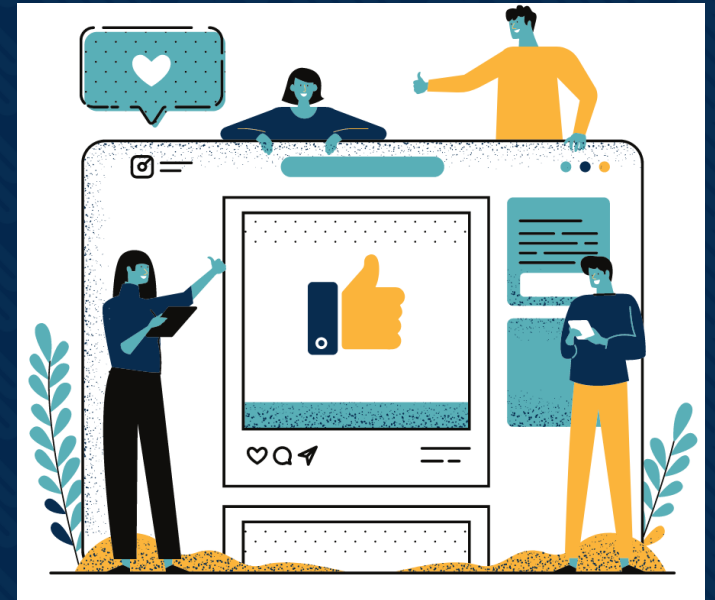
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# Advantages of subscription model

An engaged and invested audience.

There are **variety of advantages of subscription models**:

- It can attract a more engaged and invested audience. When users pay for a service, they tend to be more committed to using it and deriving value from it.
- Subscription-based platforms can offer exclusive content, personalized recommendations, and a sense of community that is not always present on free social media platforms.

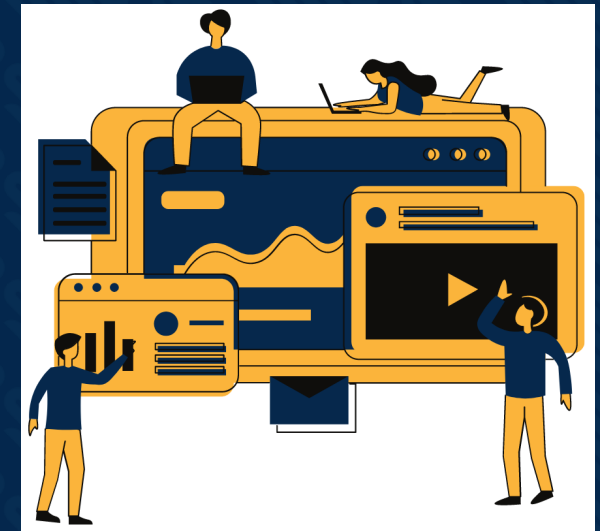


# Advantages of subscription model

An engaged and invested audience.

There are **variety of advantages of subscription models:**

- Subscription model allows for more control over the content and user experience. Rather than relying on advertising revenue to support the platform, subscription-based models can prioritize the needs and preferences of their users.
- They can also take a more proactive approach to content moderation, filtering out harmful or irrelevant content and providing a safer and more enjoyable experience for users.



# Challenges to subscription model

From accessibility to relationship building.

There are also several challenges to implementing subscription models in the context of engaged journalism:

1. **Accessibility:** Subscription models can limit access to information for those who cannot afford to pay, which can create equity issues and limit the reach and impact of journalism.

2. **Audience retention:** Engaged journalism requires ongoing engagement with audiences, which can be challenging to sustain over time and may require significant resources and investment.



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# Challenges to subscription model

From accessibility to relationship building.

There are also several challenges to implementing subscription models in the context of engaged journalism:

3. **Relationship building:** Engaged journalism requires building relationships with audiences and communities, which can be time-consuming and require a significant investment of resources.

4. The challenge for subscription-based platforms is to balance the need for revenue with the desire to maintain user privacy and security. Some users may be hesitant to share personal information or pay for a service that they perceive as risky or intrusive. Subscription-based platforms must therefore invest in robust security measures, transparent policies, and effective communication to reassure users and build trust.





# Strategies to engage audiences (1)

## How to retain subscribers?

The following are some strategies that media outlets can use to engage audiences and build a sustainable subscription-based business model:

- 1. Personalization.** Personalization is one of the most effective strategies to engage audiences. Media outlets can use data analytics to understand the interests, preferences, and behaviors of their subscribers and create personalized content that resonates with them. Personalized content can increase engagement and improve loyalty.
- 2. Exclusive Content.** Offering exclusive content can be an effective way to engage audiences under a subscription model. This can include access to premium articles, videos, podcasts, or live events. By offering exclusive content, media outlets can differentiate themselves from competitors and provide more value to their subscribers.



## Strategies to engage audiences (2)

How to retain subscribers?

**3. Interactive features.** Interactive features can help media outlets engage audiences and foster a sense of community. This can include features such as comments sections, discussion forums, and live chats. By allowing subscribers to interact with each other and with journalists, media outlets can create a more engaging and interactive experience for their subscribers.

For example, The New York Times offers a range of interactive features on its website, including comments sections, discussion forums, and live chats. The New York Times also offers a feature called “Times Insider,” which provides subscribers with behind-the-scenes access to journalists and their reporting. Subscribers can read exclusive articles and Q&A sessions with journalists, and participate in live events and webinars.



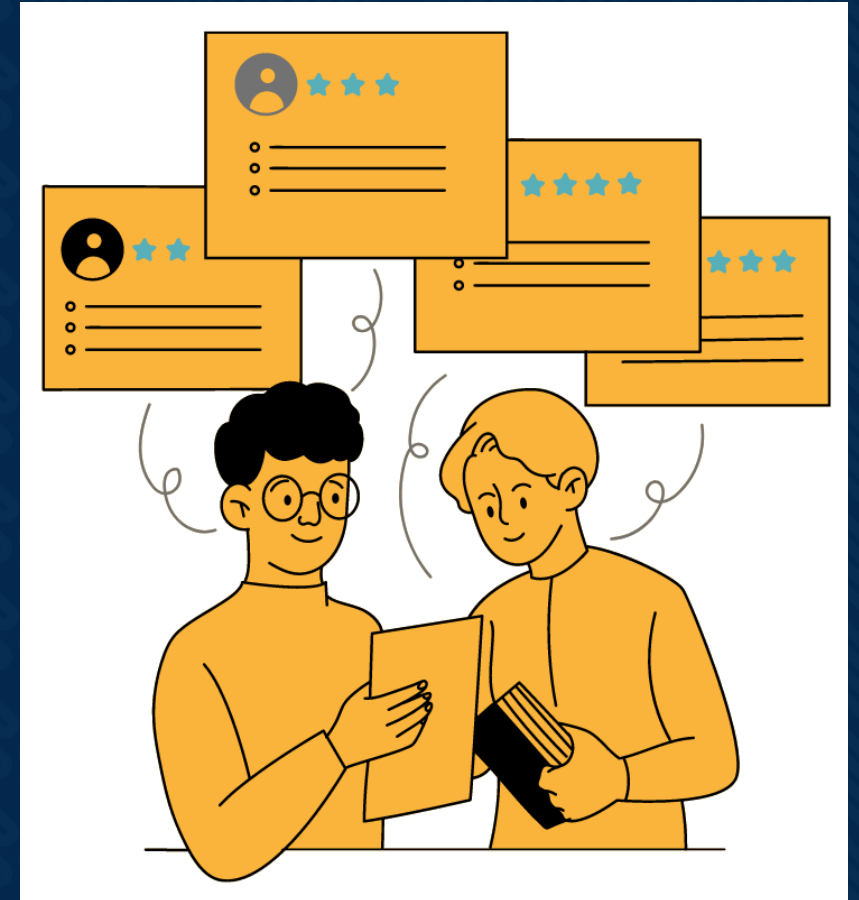
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## Strategies to engage audiences (3)

How to retain subscribers?

4. **Rewards programs.** Rewards programs can incentivize engagement and encourage subscribers to remain loyal. Media outlets can offer rewards such as discounts, merchandise, or exclusive content to subscribers who engage with their content regularly. By offering rewards programs, media outlets can increase engagement.



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**Thanks for learning about engaging audiences under  
Subscription model!**