

I'm not saying that we should sugar-coat reality. But the thing is that, if we don't tell the stories of resistance, the stories of organisation and all the collective efforts to make our communities a little better, we're hiding them from the whole truth. Those stories exist, they're important, they're real. And I think that people deserve to learn about them.

MAINSTREAM MEDIA, WHICH IS MOSTLY OWNED BY POWERFUL BUSINESS GROUPS IN PARAGUAY, HAVE THE RESOURCES TO CUT THROUGH AND REACH AUDIENCES OFTEN BY PROMOTING INFLUENCERS AND BY PLACING ADS.

ALL OF THIS MEANS THAT SOME MAINSTREAM OUTLETS ARE ABLE TO DOMINATE THE CONVERSATION ON SOCIAL MEDIA, WHICH GIVES THEM CAPACITY TO LAUNCH

THE SCIENCE FUND, AN INDEPENDENT THINK TANK, WHICH WAS SET UP TO COLLECT DATA TO INFORM POLICIES, WAS TARGETED.

I remember a couple of years ago, there was a disinformation campaign that started on social media. And they were targeting the science fund in the country. And I remember different accounts just started to accuse scientists 25 7]entargetinge f.

TO TRY AND COMPETE FOR THE ATTENTION OF ITS AUDIENCES, EL SURTI NEED TO EN
THEIR CONTENT IS RELEVANT AND INTERESTING.

JAZMIN AND HER COLLEAGUES PUT A LOT OF TIME, ENERGY AND RESOURCES IN
UNDERSTANDING AND TRACKING AUDIENCE ENGAGEMENT. SOME RESULTS ARE
SURPRISING.

Well, what we do is that every month we have a team, two amazing, wonderful women who are in charge of community. And they keep track of engagement numbers, and you know, the comments, the feedback that we get from the audience, and every month they come with a report and they tell us how we're doing and what kind of content has worked.

It has happened to me that we have had a great story. We have managed to uncover details about mismanagement of funds or corruption, and I thought that that will get the audience really interested and, and, there will be an outcry. And then nothing happened.

And then I thought that some content that we prepare, especially the ones that explain things...I will read our publication, and I will say, but who doesn't know this, who doesn't know how to vote, for instance? Or who, who doesn't know that they are allowed to vote since they're 18 years old. And then I see that that kind of publication has a lot of engagement. And, it's surprising how many things we journalists take for granted.

More and more people want to understand the news, and they're actually looking away and they're tuning out of following the news. Because they say we don't get them, we don't understand them. They're too hard to understand. So I think that it will be good if we, if we put more more effort into explaining things.

We know that sometimes those terrible corruption findings, they're not gonna get very far. But they have to be out there. It's important that they're out there. Yeah, maybe people are not going to engage as much with that, because they don't want to read another bad story about corruption in our country. But they have to be out there. Because if it's up to people... yeah, we all just publish kittens, and I totally understand them. Because I, I like kittens a lot. So yeah.

APPROACH TO AUDIENCE ENGAGEMENT.

And this is not my opinion. This is what we have been studying in the Latin American region. We've seen the sustainability of the media improve six times or six to nine times when they have at least one paid person in sales.

JAZMIN SPOKE ABOUT HOW MAINSTREAM MEDIA GIANTS WITH THEIR HUGE RESOURCES CAN LAUNCH DISINFORMATION CAMPAIGNS ON SOCIAL MEDIA. DO YOU KNOW OF ANY WAYS THAT

And there's also the you need to check the level of interest from your audiences to towards your different formats and platforms you use. It's better to test it yourself that rather than depending on the algorithm.

AND DO YOU HAVE

SSORY THAT YOU WANT TO SHARE?

