

INTERNSHIP REPORT

on

**CHANGE IN AUDIENCE ENGAGEMENT BEHAVIOR
OF TRANSFORMATION MEDIA TRUST DUE TO THE
EMERGENCE OF SOCIAL MEDIA PLATFORMS**

Prepared By

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September 2020

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material, which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Date: June 20, 2020

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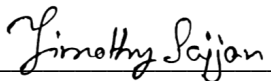
Subject: Submission of internship report.

Dear Madam,

This is my pleasure to submit my internship report at Transformation Media Trust as per requirement, which I was appointed by your direction. The topic of the report is “Change in audience engagement behavior/preference of Transformation Media Trust due to the emergence of social media platforms.”

I have done my utmost to finish the study as essential data, detailed as possible with the critical details, and suggested plan. I also thank you for your guidance, support and time and should you require any elaboration on any issue, I shall be glad to oblige. I trust that the report will meet the desires.

Sincerely yours,



Timothy Sajjan

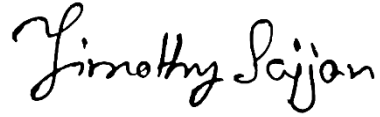
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Non-Disclosure Agreement

This agreement is made and entered into by and between Transformation Media Trust and the undersigned student at BRAC University Student

A handwritten signature in black ink that reads "Timothy Sajjan". The signature is written in a cursive style with a large initial 'T'.

.....
Timothy Sajjan

Acknowledgement

From the outset, I want to thank Almighty God for giving me the quality and assurance to make it feasible for me to finish my work and perform fundamental research for setting up the report inside the given time. In addition, I am grateful for my parents, who throughout my life have been my constant support.

I would like to express my gratitude to Ms. Raisa Tasneem Zaman, my intern advisor, who supported me in preparing this report. In this methodology, I might want to specify a few people with due regard and respect who helped me decisively to finish my report in the due time.

Furthermore, I would like to thank David Rony Sarker, Director, Transformation Media Trust my intern supervisor and a mentor, I have finished my internship under his direction and supervision and wonder of my ability to work at Transformation Media Trust.

I have worked hard under their supervision during this study. Throughout my internship time, it would be difficult without their help.

Executive Summary

This report is based on the learning accomplished on a period of over 3 months with a reputable organization, Transformation media Trust. Transformation Media Trust (TMT) is a non-profitable, Non-governmental, Non-Political and Charitable media organization. The organization started with a goal to see the youngsters with hope and a future for their life, so that they will become righteous influencers of their society. As a media organization, a variety of programs is being offered for the target audience. The organization has both digital and the traditional platform for to targeted audience to be connected with. As the world is changing every day, and keeping pace to that social media emerged to bring both positive and negative changes. This report was prepared to show the massive change in audience engagement due to the emergence of new social media platforms. Working on this report helped me to achieve goals and experience, which benefited me for the application of my academic knowledge about marketing and testing that in the real field of work. Going through the report will help to understand the new opportunities created by the social Medias and how the new opportunities are helping organizations to grow and reach many more lives and impacting to change of the society. After going through the report, you will be able to understand the importance of social media platforms' contribution to bring a positive change for the greater good of the society.

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| Chapter 1

Introduction

1.1 Problem Statement

This study aims primarily to describe Bangladesh's Social Media Effect environment, how the changes influence Transformation Media Trust and how data insights can enhance the decision-making process in the Social Media Marketing prospects.

1.2 Objective

- Broader Objective:

SM allows to see more data on the reaction of the consumers or the users that helps to determine the next action to be taken by the organization. We will try to find out that “how the SM helps the organization to grow and the increase in audience engagement due to the emergence of social media”. Moreover, comparing the new social platform with the traditional web platforms including the traditional marketing responses.

- Specific Objective:

- See changes on marketing platform and difference between traditional vs. new media opportunities.
- Compare and contrast new opportunities in SM platforms.
- Declination of traditional platforms due to emergence of digital marketing.
- Content designing for SM and response rate.
- Overview on digital advertising impact.

1.3 Literature Review:

The behavioral change in audience engagement due to social media is becoming as both a challenge & opportunity. Social media usage is one of the fastest growing defining technologies of this era. From a study on Bangladeshi social media platform by **Sorav Jain (May, 2018)** shows, “**there are around 30 million active social media users in Bangladesh with a rate of 18% penetration of total population**”. In addition, the number is increasing exceedingly. However, that led marketers to a new problem that turned into a magnificent opportunity. Given that, a massive potential audience is spending hours a day in these

diversified social platforms. As a result, marketers are embracing social media as a new marketing channel.

Social media is giving a huge opportunity to engage more people with an informal nature of communication. Quoting that, **“Informal language is relatively rare in more traditional disclosures, social media is often conversational in nature (Miller and Skinner 2015; Cade 2018; Elliott, Grant, and Hobson 2019). The interactive nature of social media suggests that investors may respond favorably to the use of informal language in social media disclosures.”**

Blankespoor et al. (2014) and Clor-Proell, Guggenmos, and Rennekamp (2019) both emphasize that social media can be thought of as a “push” channel where information can be pushed to users automatically. However, these platforms are solving problems and meeting our needs every now and then there is a dark side turning the new generation into jeopardy. So keeping the audience engaged with the right content is challenging. Nevertheless, marketers are busy planning to ensure audience engagement and retention. In this report, we will try to inspect and understand the audience engagement behavior and compare new opportunities in social media platforms.

1.4 Methodology

Methodology is characterized as the process of collecting data from different methods. I'm gathering my data from both primary and secondary sources.

I. Primary sources:

- Supervisor’s Interview (Transformation Media Trust)
- Discussion with other employees of the organization
- Discussion with beneficiary
- Raw documents and digital information collected from the office

II. Secondary Sources:

- Website Official: www.transformationmediatrust.org

- Website: www.radiojyoti.com
- Management profile of Transformation Media Trust
- Academic papers & journals.
- Web Articles, Statistics & Online tools.

1.5 Report Review

The article below is divided into four chapters. Each chapter includes several parts that further explain the data for a better understanding. The chapters are all listed below:

- Chapter 1: Introduction
- Chapter 2: Company Overview
- Chapter 3: The Job & Description
- Chapter 4: Social Media Landscape
- Chapter 5: Social Media Impact on TMT

1.6 Limitation

In writing my research paper, the greatest limitation I had to overcome was the confidentiality of my topic information. I also had to wait for a long time to get my director's approval, and because of his official status, he was under intense pressure. In fact, one of the major drawbacks was TMT's official website. Because all information is not provided in the website due to privacy.

Last but not the least, the COVID-19 situation is a major drawback to the internship session. Due to the situation all the files covered in this report are taken from previous months and analyzed as it is.

1.7 Background of Study

Over last few years, Bangladesh has seen a rapid change in the sector of technology. As a result, lot of scopes are opening new horizon in these sector. As the number of tech users has increased, the social media also started to take lead on its own way In Bangladesh, the number of social media users grew at a rate of 9.1% (3.0 million) between April 2019 and January 2020. Social media penetration in Bangladesh stood at 22% in January 2020. And the number is increasing exponentially.

Due to this, companies are trying to shift from traditional media to social media platforms. Because of social media, Internet brings the entire world even closer; it is much more accessible and realistic. Because of this, from a small business to a large business Social networking is highly emphasized to get the brand's name out there in the digital marketing sense. We can safely assume that the need for social media in any organization is just getting underway, and it will grow bigger and stronger within a very short time.

| Chapter 2

Company Overview:

2.1 Transformation Media Trust

Transformation Media Trust (TMT) is a non-profitable, Non-governmental, Non-Political and Charitable Media organization. The organization is working half a decade for the betterment of the society. The organization was situated in 2009 and with a mission and vision to see changes in youngsters' life with values and norms. Now the organization has different programs and offers for the target audience to impact their life and to contribute to the nation. The core of Transformation Media Trust is "media with values". Not only Transformation Media Trust is focusing on putting values in students' life, every students connected with the organization, the organization tries to help them as much as possible to bring and keep the pace of positive changes in their life.

2.2 Mission & Vision

TMT believes that for the growth and preservation of an open democratic society, the production of a powerful, competitive, diverse, responsible and free independent media is essential. The TMT dreams of an independent press that will enable public opinion and discussion to flourish and make a significant contribution to poverty alleviation and the upholding of fundamental human rights.

2.3 Services TMT Offers:

There are a variety of programs that are being offered annually. List is given below:

- Radio Live Show
- U-turm 2 Jyoti Club
- Radio Jokey Course
- Audio Magazine
- Magazine
 - Big Q&A

- U-turn Hope
- Rise Up Bangladesh
- Leadership
- Value Upgrade
- Solid Rock Program
- Video Programs
- Seminars
- Media Trainings
 - RJ Course
 - Audio & Visual course
 - Music Course
 - Basic Journalism
- Volunteer Support

2.4 Target Group of TMT:

TMT is a media organization & there is a targeted audience range. TMT believes is creating value to many lives. Therefore, TMT strictly focus on an age group of 16-28 years of youngsters. All of the services of TMT is designed to affect this group of audience, which is basically students of college & university. Rather than that, some CSR activity covers people of all age group. For example: Rickshaw puller event. Hand-wash event, etc.

2.5 TMT Wings:

Radio Jyoti: Radio Jyoti is an online radio platform which aims to connect with as many as students possible. Though the targeted audience is 18-24, which is young generation but our shows are open in different platforms. The platform is basically website and android app based but recently the organization decided to move out in social media with live shows and all.

This is the most important wing of all. In this research paper, we are going to work mostly with the data of Radio Jyoti.

[U-turn 2 Jyoti Club:](#) U-turn 2 Jyoti is a fan club where students can join with a fee of 200 taka and get their registration for a year. Under the club, the organization offers different programs.

Those are:

- U-turn 2 Jyoti Event
- Movie evening
- Topic based discussion
- Online Adda with RJ
- Small Group Meeting

[Audio Magazine:](#) Beside the radio platform, we have integrated audio programs with the radio and also for the website. Where students can perform in audio programs and sharpen their talents.

[Video Programs:](#) As a media organization, we have extended our service to video production. Which gives opportunity to students are connected with us with their talent and help in different sectors of video production. Such as short film, small drama sket etc.

[Radio Jokey Course:](#) Radio Jyoti offers radio jokey course for youngsters with talent and interest. Which aims to build confidence in students with their quality and in presentation. After completing, the radio jokey course students can join as an official RJ with Radio Jyoti.

Apart from these Transformation Media Trust Offers all others programs and courses. We have also integrated two different programs, which is Rickshaw Puller Event and Global Hand Washing event.

| Chapter 3

The Job

3.1 At a glance, The Job

The Job I am assigned to TMT was the position of an intern at Media Editor under the wing of Radio Jyoti. Radio Jyoti is an online platform for radio, which is actually connecting all other wings of the organization together to work as a whole. This is the main wing for the organization to conduct their business further. During my internship period, I worked with different strategies to reach more people and increase the audience in our target group. As a Media Editor, I had to reshape the final output of the program in an efficient way. Using the social media funnel, the programs were redesigned and also broadcasted. In a holistic view, I have learned how to develop content to reach targeted audience with right content and with the right strategy.

3.2 Responsibilities and Duties of the Job:

The job required a number of task to be done in given time. Those are:

- *Content Design:* As a media organization, all the content had to go through the final stage of checkup. And keeping the strategies in mind the contents were filtered or suggested for edit.
- *Content Engagement:* After publishing all the content they go through evolution, if they met the goal or not. Every content engagement was evaluated in a specific time with a structured strategy.
- *Website Development:* In this part, the website was always kept updated with the latest programs and also contents. Some major changes were also done according to the need to fulfill the goal.
- *Social Media Marketing:* I had the opportunity in this chapter to get my hands on the experience of researching social media marketing with the company's expert help. I was responsible for the team designing and executing the social media-marketing plan for both services and content in this part of the job.

| Chapter 4

Social Media Landscape

4.1 Internet coverage landscape of Digital Bangladesh

People always cherish something, which is constant by its nature and inconstant by its character. Social media can be a great example of defining human persona in this case. It is very common factor that communication was a constant need for everyone but as the time changed and structure reshaped, people tended to modify their source of communication. Whether it was mass communication or just an inter-personal communication, sender and receiver both had the desire to have proper transmission. Study shows that knowledge led technology to be more transparent in communicating and transparency led the sender and receiver to be more connected. That is way the percentage of using social media platforms increased rapidly by the wonder of science. Although there are so many virtual platforms, each social media earned its own popularity by its quality and compatibility of their transmission. Companies who use this virtual platform to attract the audiences with their hosts also try to maintain the frequency of their engagement according to the admiration their intended audiences wish for. Since the data network changed abide by, the medium of reaching out to the audiences had to adapt new forms.

The main objectives of social media marketing are to implement the S.M.A.R.T goal, which includes specific, measurable, achievable, realistic and timely results from a particular project. According to the goals companies changes their strategy of operating contents, programs and connectivity. While we know that Bangladesh as a country is transforming its methodology into a digitalized administration, inhabitants have seen massive extension in network usage, phone consumption, smart phone application and social media platform implementation.

OPERATOR	SUBSCRIBER (MILLION)
Mobile Internet	93.681
WiMAX	0.005
ISP + PSTN	5.742
Total	99.428

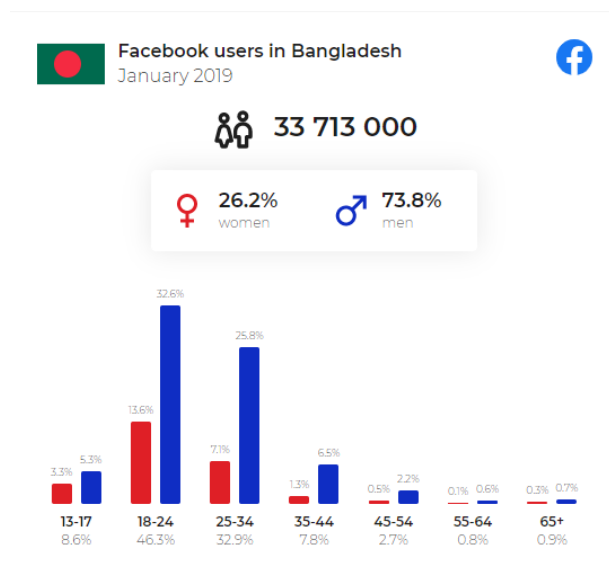
A study of BTRC reflects that around 93,681million people in Bangladesh signed in for internet

usage in the month of December in 2019, which was close to 94.21% of the entire network utilization in Bangladesh.

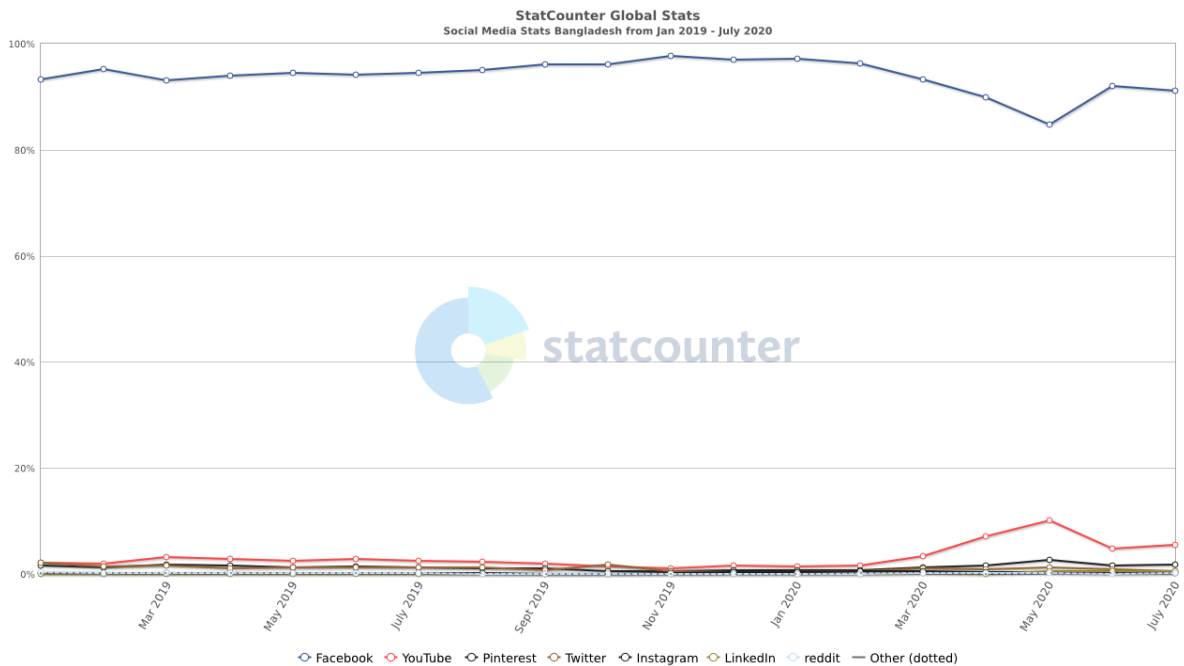
4.2 Social Media Landscape

Network and Internet Usage

The link, which is given above, contemplates that the browser market share in Bangladesh was at the highest point through Chrome. This particular browser achieved 80% usability among other browsers. Comparing with Chrome, Opera was used around below 16% of total usage. On the other hand, UC browser and Firefox was relatively demanded by 5-6% of the users. Other browsers like Samsung Internet, Safari, Edge legacy, Android and IE were operated way slighter than Chrome by the customer. This chart includes browsers operated by desktop, mobile phone and tablet and console. That is why it is very visible that the availability to be connected with a huge audience is increasing notably.



The more people were encouraged to be digitalized, the more the technological literacy expanded. 9.0 pie, 6.0 Marshmallow and 8.1 Oreo android version gained the highest number of manipulation during September-December time period in 2019. This demonstrates that the ratio of network usage has increased but also the amount of people using android version has escalated. It also shows multitude people have reachable source through internet. However, it is comparatively affordable according to the expense. Hence general people can easily use internet even without being media literate highly.



This data evaluates the usages for using different social media platforms. It includes the users with accessibility through mobile, desktop and tablet. Even though there are so many platforms in virtual word, Facebook obtained its demand for their simplicity in activation and operation. The electronic commerce strategy that Facebook authority uses are so appreciable because it allows the audiences and authority to be more connected. According to the given data it is shown that more than 90% users prefers using Facebook than other platforms. Other platforms like YouTube, Twitter, Pinterest, Instagram, Reddit and Linked in are below 2% regarding to their usability and popularity.

Facebook user and demographics statistics

Users:-

2.70 billion monthly active users (As of 31 June 2020)

Every day, Facebook adds 500,000 new users (6 new profiles per second.)

Worldwide, Facebook is used by 26.3% of the online population.45% of people get news from Facebook

On the web, users spend an average of 20 minutes a day.

Facebook marketing statistics

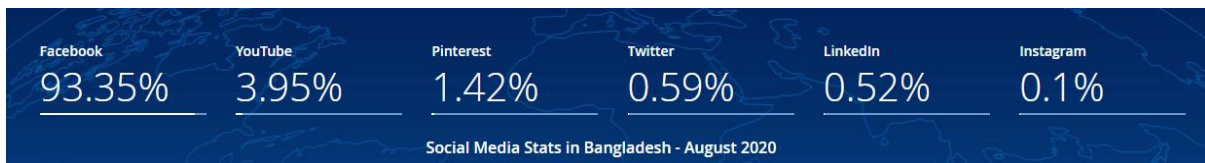
There are over 60 million active business Pages.

Over 2 billion people can be reached through Facebook ads.

In Bangladesh

In January 2020, there were 36.00 million social media users in Bangladesh. Between April 2019 and January 2020, the number of social media users in Bangladesh increased by 3.0 million (+9.1 percent). In January 2020, social media penetration in Bangladesh stood at 22 percent.

The capital of Bangladesh has 22 million monthly active Facebook users, 1.1 percent of the total monthly active social networking site users worldwide:



Consequently, TMT chose Facebook over any other social media platform to expand their activities. Study shows 67.71 % people uses mobile phone, 31.66% people use desktop and 0.63% people use tablet to be connected in the social media marketing sector. This rapid change in technology reshaped the structure and strategy of TMT. TMT started their journey as a nonprofit organization from 2009. Their core intention of reaching their audience was to bring a change in this society, which required engagement between people from outside with their workers. Website were their only source, which was used as a virtual platform to run their activities. They also arranged gatherings to have face-to-face interaction. This allowed them to reach out their audience by physical presence. Although, it did not help much to multiply relatedness as it does now. Before 2015, their activities were limited with only audiovisual programs, E-magazines and radio programs through their website. Their programs for audiences also includes video programs, seminars, media trainings, RJ course, Audio & Visual course. From 2016 TMT remodeled their and expanded their connectivity not only through Facebook but also by YouTube.

In this way, their radio programs have commuted into two different ways. Such as website based audiovisual content and radio programs by Facebook, live. For first one or two years, TMT maintained their consistency with their contents and activities through social media platforms. Thus, from 2018 they started accomplishing a huge amount of response from their audience in online programs. This adaptation assisted them to gain more engagement. We will analyze the reach and engagement data of page and contents.

| Chapter 5

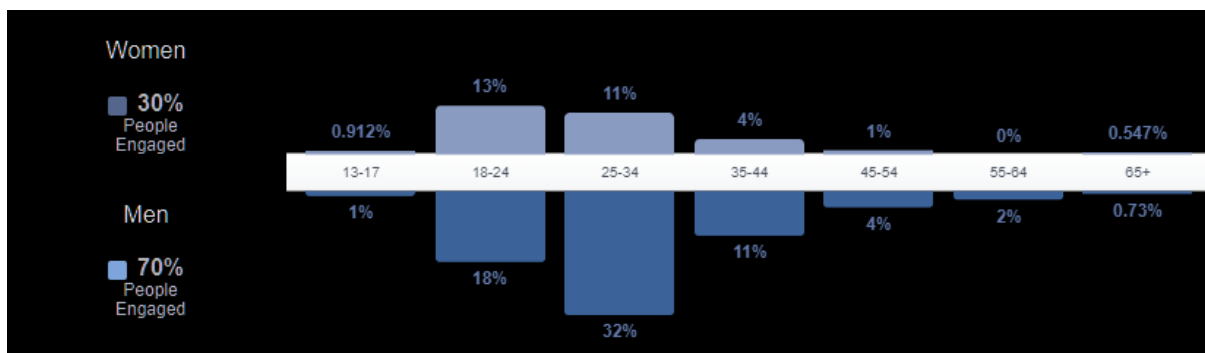
SM Impact on TMT

5.1 Page Overview

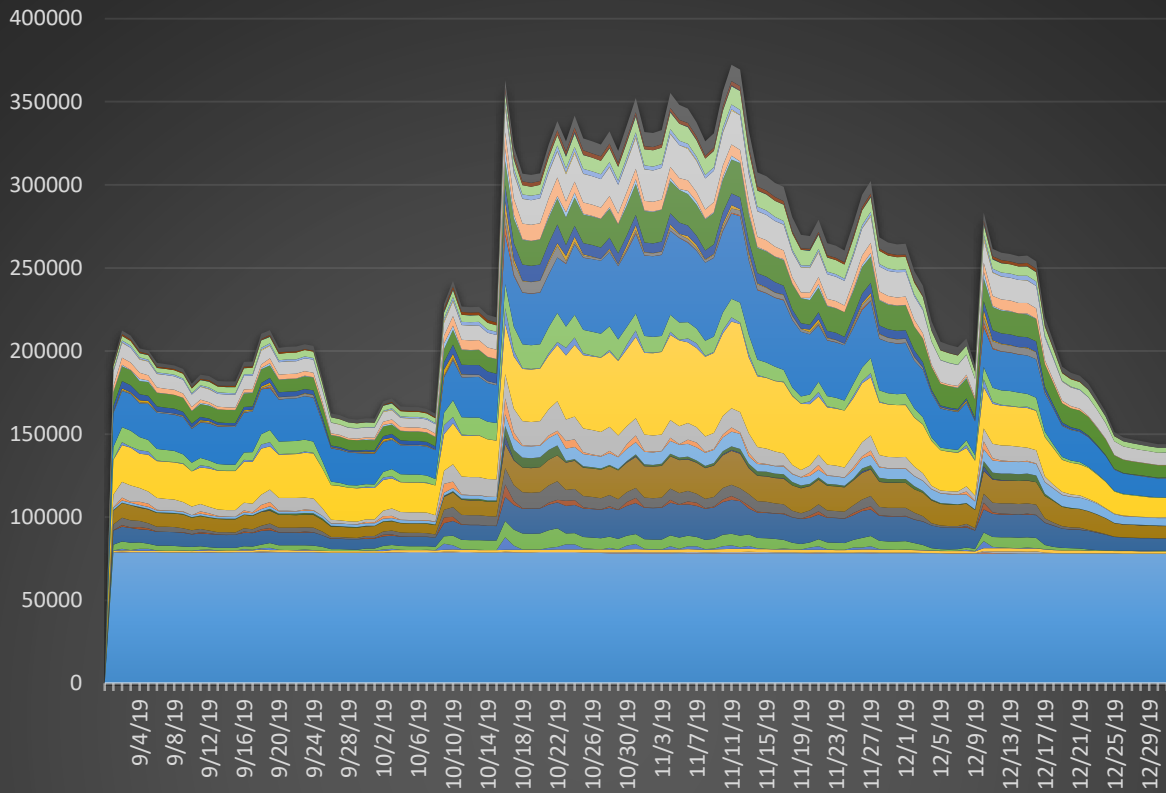
As we are focusing on mostly Radio Jyoti data, the page insight shows regular engagement with the target audience. All the figures are mostly self-explanatory.



According to the age & gender the statistic of engagement is given below:

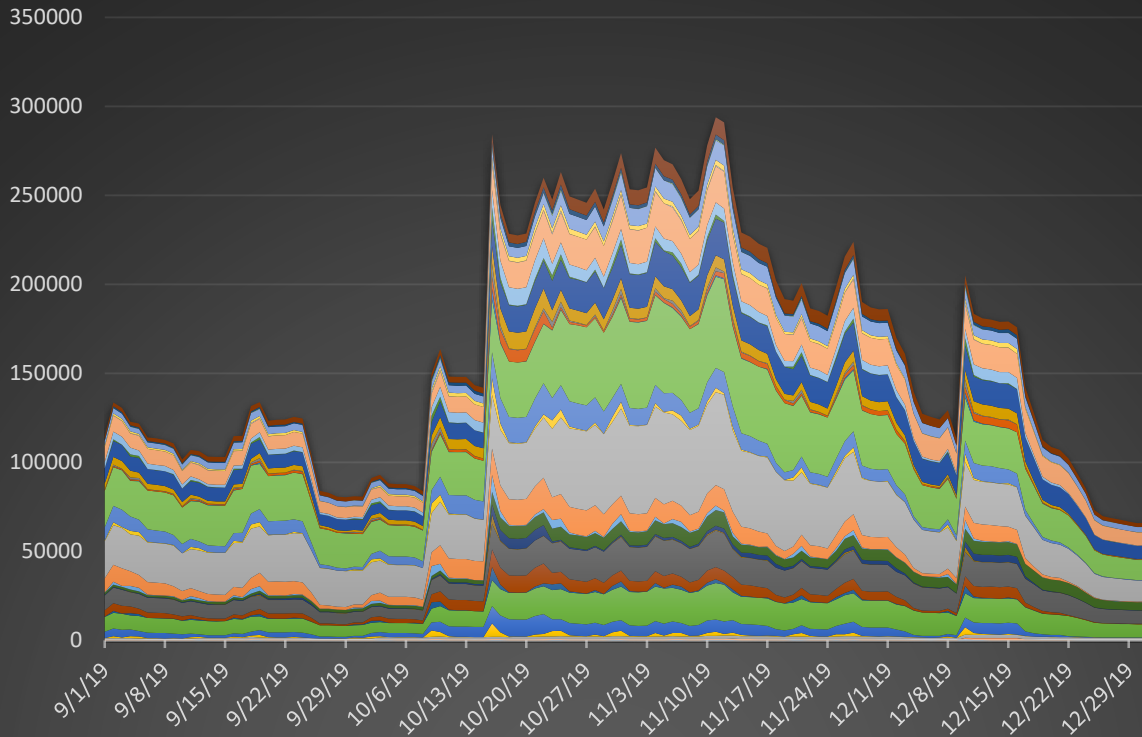


Total Page Engagement & Reach (With Likes)



- Lifetime Total Likes
- Weekly Page Engaged Users
- Daily Total Reach
- 28 Days Total Reach
- Weekly Organic Reach
- Daily Viral Reach
- 28 Days Viral Reach
- Weekly Total Impressions
- Daily Organic impressions
- 28 Days Organic impressions
- Weekly Viral impressions
- Daily Organic Reach of Page posts
- 28 Days Organic Reach of Page posts
- Weekly Total Video Views
- Daily Total Auto-Played Views
- 28 Days Total Auto-Played Views
- Daily Page Engaged Users
- 28 Days Page Engaged Users
- Weekly Total Reach
- Daily Organic Reach
- 28 Days Organic Reach
- Weekly Viral Reach
- Daily Total Impressions
- 28 Days Total Impressions
- Weekly Organic impressions
- Daily Viral impressions
- Daily Reach Of Page Posts
- 28 Days Reach Of Page Posts
- Weekly Organic Reach of Page posts
- Daily Total Video Views
- Weekly Total Auto-Played Views

Total Page Engagement & Reach



- 28 Days: Number of times an auto-played video has been viewed for more than 3 seconds (Total Count)
- Weekly: Number of times an auto-played video has been viewed for more than 3 seconds (Total Count)
- 28 Days: Total number of times videos have been viewed for more than 3 seconds. (Total Count)
- Weekly: Total number of times videos have been viewed for more than 3 seconds. (Total Count)
- 28 Days: The number of people who had any of your Page's posts enter their screen through unpaid distribution. (Unique Users)
- Weekly: The number of people who had any of your Page's posts enter their screen through unpaid distribution. (Unique Users)
- 28 Days: The number of people who had any of your Page's posts enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)
- Weekly: The number of people who had any of your Page's posts enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)
- Weekly: The number of times any content from your Page or about your Page entered a person's screen with social information attached. Social information displays when a person's friend interacted with your Page, post or story. This includes when someone's

5.2 Conclusion

As we can see throughout the whole report, the stat is proving the power of social media over any other media and any sources is comparable with it. Moreover, Facebook has taken lead over among all these social media platforms. Which is making the idea clear of choosing Facebook over all.

Why we have chosen to expand in Facebook

- A) The digital world is borderless
- B) Highly competitive business environment
- C) Cost-effectiveness
- D) The diversity of social media users

The graphs from above demonstrates how TMT received more than double response when they started their activities through social media. Figure 1 shows that their total page views from August, 2019 to September, 2020 were 1,695, which is actually 177% of their total response. On the other side 13,069 of people reached TMT's Facebook posts during that timeline. Their transformation of technology assisted the team to expand their page engagement, while their videos in Facebook page encountered with 4,395 views and it was based on 3-second video views. The second figure indicated that 30% of their respondents were female and 70% of the audiences were male. It also shows female those are 18-24 years old are more active than other females from different ages. But for the male audiences, people from 25-34 age group are more engaged than other audiences. Females from 55-54 age group did not have any engagement, while there are only 2% of male from that particular age group who were active during that time line. Both for male and female, those who are below the age of 18 are less active than rest of the audiences.

In the Third figure, the graph shows how TMT achieved their total page engagement from August 2020 to December 2019 through likes. Number of times an auto-played video has been viewed for more than 3 seconds for 28 days' duration reached their pick in October 2019. However, the flow started to decrease from November 2019. Around nine thousands of people

had any of their pages' post (including status, photos, links, and videos) enter their screen. The number of times have been viewed for more than 3 seconds were remarkably high. Even though there was decline in between the time line, the engagement with the audience were appreciatively functioning.

Before expanding in Facebook, we had only a website and an android app to listen to our shows and to take our services. Which was not easy and needed extra courage for listeners to listen. At a level, our listeners came down under 100 people weekly. Which was depressing for the organization. Then we have started to expand our services and started posting on Facebook with a target of reaching more people.

As we can see in our page overview over months, we have achieved to hit a number of 350 thousands engagement in month, with an average of 200 thousands engagement every month. The page overview is self-explanatory. Where we can see, it has eventually opened up a new horizon for the organization to reach more people and to transform lives with values.

5.3 Recommendation

As the marketing strategies are changing, companies should adapt this new master plan. Additionally, the transformation in audience engagement should be moved into social media platform. There are companies who still follows their original source of conducting. They specifically do not want to change their activities' pattern. It may help them to be constant with their usability but it will cause them to drop their quantity of audiences. Because audiences from this decade desire to exchange their thoughts and opinion through comment section. In earlier times, people enjoyed and used to be satisfied with the audio mediums through radio program activities. Now people tends to prefer audiovisual programs over only audio programs. They express more interest to watch the radio shows while listening to them. Moreover, it is very important for marketing companies to convert their procedure to increase their consultation between correspondents and viewers.

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Appendix A.

| Question & Response

Audience engagement behavior changes of Transformation Media Trust

Name: David Rony Sarker

Position: Director

Email: david_rony_sarker@radiojyoti.com

1. Why the organization aimed to expand their activities to social media platform?

Answer: As we operate an online Radio Station "Radio Jyoti" we experienced almost an audience less station that we had been operating since 2010 till 2015. A change was needed to reach to our target audience! At the end we discovered, our audience want to listen, watch and at the same time want to express their opinion. We started streaming our Live Radio Shows on Social Media Platforms beside the radio streaming system. We found tremendous audience response there.

2. What were the styles of work needed to improve for conducting through social media? (From your position)

Answer: I would say, it was needed to set my goal first, then exposed my idea among the team members, tolerated their opinion, provided necessary supports and equipment to make it possible.

3. What type of practical strategies you started to follow as a whole team to engage more with the audience?

Answer: Targeting specific audience > planning relevant contents > creating powerful and attractive contents > distributing them on right time at right platforms. So, every step the whole team is engaged with audience interest.

4. What are the steps that you took to enhance in social media platform?

Answer:

- Analyzed audience interest
- Prioritized proper subject for each show
- Selected proper and subject base radio producers (Radio Jockeys) for each program.
- Moderate live shows proficiently to engage the audience remotely.

5. Do you think your organization is flexible enough to change the way of conducting with audience again, if any other platforms get more popular?

Answer: Yes, we are flexible, because social media platforms change every day.

6. What are the priorities you have as an organization in engaging with audiences? (example)

Answer: 24/7, keep audience engaged on SM with your contents.

7. How this sudden change of working affected you personally? What were the highlights of those changes?

Answer: I am optimistic and took every change positively. The highlights of those changes were broadcasting live shows on SM directly and communicating the audience instantly, bringing them engaged with our physical activities.

8. Compare & contrast between the numbers of audience vs. response? What are the steps can be taken to improve that?

Answer: Always analyze audience interests, response to their reactions; give appropriate ad to grab audience attention. Though organic engagement is good, but to bring new audience you need to consider promoting your contents.

9. When you evaluate your company's previous strategy with the present one, what are the pros and cons you could think of?

Answer:

- Pros: Significant number of audience increased
- Cons: Unexpected audience may discourage other audiences with negative impression.

10. What are steps that can be taken to build more effective communication with the audience? Share your opinion.

Answer:

- Keep you vision unchangeable
 - Change strategy considering audience demand
 - Don't think your media as push media, but now is the time to think for the pull media. Value your audience opinion.
 - Sit with your team quarterly to analyze data of your audience engagement on SM.
 - Be flexible to align your strategy with changes of the SM platforms.
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Audience engagement behavior changes of Transformation Media

Trust

Name: Helen Sarker

Position: Program Producer

Email: hsarker@radiojyoti.com

1. Why the organization aimed to expand their activities to media platform?

Answer: Our organization aimed to expand our activities in social media because it allowed our audiences to be more straight forward with their communication. It also helped to keep our contents available in our Facebook page, which allowed us as well as our audience to share those contents with their friends and others.

2. What were the styles of work needed to improve for conducting through social media?
(From your position)

Answer: Before 2015 we used to make contents based on only audio visual section but after started using Facebook as our social media platform, we focus on the radio live show contents as well as the question and answer session to engage more. We chose each topic for each live show to be more realistic and timely.

3. What type of practical strategies you started to follow as a whole team to engage more with the audience?

Answer: As a whole team we made our online programs more lively. We improved our video and sound quality. We chose the topics for each contents based on issues that our audiences can connect with.

4. What are the steps that you took to enhance in social media platform?

Answer: I personally check all the comments we get in our live shows and I try to reply to those comments. It helped me to make the audiences feel more connected.

5. Do you think your organization is flexible enough to change the way of conducting with audiences again, if any other platforms get more popular?

Answer: Yes, I think our organization is flexible enough to change the way of conducting with audiences again if any other platforms get more popular because we

always evaluate our programs day by day and we keep updates about social media trends. So if we have to remodel our way again, we will be able to do that easily.

6. What are the priorities you have as an organization in engaging with audiences? (example)

Answer: The priorities I have as an organization in engaging with audiences are

- to be able to reach out audiences personally
- to be able to make the contents trendy and interactive
- to be able to bring positive change in the ethics and values of our audiences

7. How this sudden change of working affected you personally? What were the highlights of those changes?

Answer: This sudden changes challenged me to produce programs according to Facebook live where the hosts will be communicating with the audience. I had to improve the set up and the quality of storytelling and interviewing.

8. Compare & contrast between the numbers of audience vs. response? What are the steps can be taken to improve that?

Answer: The response is appreciable compared to the live shows. Take step which we can take is that we can improve more on our Facebook page features.

9. When you evaluate your company's previous strategy with the present one, what are the pros and cons you could think of?

Answer: I think there are no cons for this issue. The pros are that we are now more connected with our audience.

10. What are steps that can be taken to build more effective communication with the audience? Share your opinion.

Answer: We can arrange debating programs to let the audience be more productive.

Thanks for your contribution

Audience engagement behavior changes of Transformation Media Trust

Name: Prince Biswas

Position: Audience Relation Officer

Email: princebiswasnepal@gmail.com

1. Why the organization aimed to expand their activities to social media platform?

Answer: It is possible to reach more people very quickly through social media platforms.

2. What were the styles of work needed to improve for conducting through social media? (From your position)

Answer: Reached need more on Social media Facebook

3. What type of practical strategies you started to follow as a whole team to engage more with the audience?

Answer: Talk to the team and work in groups to get more involved with the audience.

4. What are the steps that you took to enhance in social media platform?

Answer: In order to improve the social media platform, I have emphasized on the likes of the posts.

5. Do you think your organization is flexible enough to change the way of conducting with audience again, if any other platforms get more popular?

Answer: Of course, my company will take advantage of the platform to reach out to visitors.

6. What are the priorities you have as an organization in engaging with audiences? (example)

Answer: I must prioritize engaging with the audience because my organization puts the audience first.

7. How this sudden change of working affected you personally? What were the highlights of those changes?

Answer: I am always ready for a sudden change of work. Even then there are some temporary problems to understand. How can I win the hearts of the listeners?

8. Compare & contrast between the numbers of audience vs. response? What are the steps can be taken to improve that?

Answer: I think it is very important to understand the needs of the audience in all situations since the audience is our soul so understanding their needs.

9. *When you evaluate your company's previous strategy with the present one, what are the pros and cons you could think of?*

Answer: In terms of evaluation, I think we have not been able to reach out to many people by distributing our leaflets or stickers before but through social media, we have been able to reach out to many easily in a short time.

10. *What are steps that can be taken to build more effective communication with the audience? Share your opinion.*

Answer: Any event or game can be organized in colleges or universities to establish more effective communication with the audience. In addition to promoting more on social media, doing live shows every day, arranging quizzes and sharing more every day and inviting listeners once a month. It will be possible to establish more contact with them through sports and fun.

Audience engagement behavior changes of Transformation Media Trust

Name: Ripon Baroi Niloy

Position: SMM

Email: Ripon Baroi <ripon_baroi_niloy@radiojyoti.com>

1. Why the organization aimed to expand their activities to social media platform?
Answer: Now a day's social media is more familiar to all and even students are passing their time in social media. If we want to reach our targeted people we much move to Social media!
 2. What were the styles of work needed to improve for conducting through social media? (From your position)
Answer: We can create short video with great learning! Regarding emotion, sympathy and helping others.
 3. What type of practical strategies you started to follow as a whole team to engage more with the audience?
Answer: N/A
 4. What are the steps that you took to enhance in social media platform?
Answer: Arrange online events.
 5. Do you think your organization is flexible enough to change the way of conducting with audience again, if any other platforms get more popular?
Answer: I think yes we have that flexibility.
 6. What are the priorities you have as an organization in engaging with audiences? (example)
Answer: We have RJ course and U Turn club open for all specially for students.
 7. How this sudden change of working affected you personally? What were the highlights of those changes?
Answer: N/A
 8. Compare & contrast between the numbers of audience vs. response? What are the steps can be taken to improve that?
Answer: This is noticeable that response is very low than Audience. I have tried to change content style.
 9. When you evaluate your company's previous strategy with the present one, what are the pros and cons you could think of?
Answer:
 10. What are steps that can be taken to build more effective communication with the audience? Share your opinion.
Answer: We can create small group with a group leader or mention.
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