

**HOW TO GET PEOPLE THINK ABOUT THE  
SOURCE OF INFORMATION  
THROUGH MOTIVES BEHIND**

# **THE ACT OF SHARING**

**HS**

# **CULTURAL INSIGHT**

**IN THE ERA OF SOCIAL MEDIA THERE IS  
TOO MUCH CONTENT AVAILABLE FOR US  
TO CONSUME**

**+**

**LIMITED ATTENTION SPAN**

**= WHY FAKE NEWS GO VIRAL SO EASILY**



**53%**

**SAYS THEY SHARE NEWS AND BLOG  
POSTS IN SOCIAL MEDIA.**

**WHICH MAKES SOCIAL MEDIA THE  
PERFECT PLACE TO ENCOUNTER  
SHADY INFORMATION.**

## **HUMAN TRUTH ON SOCIAL MEDIA:**

**WHAT MAKES IT WORSE, IS THAT WE BASE OUR EVALUATION OF THE CONTENT`S **TRUSTWORTHINESS** ON THE **LIKEABILITY** OF THE PERSON WHO SHARED IT – NOT THE PUBLISHER.**

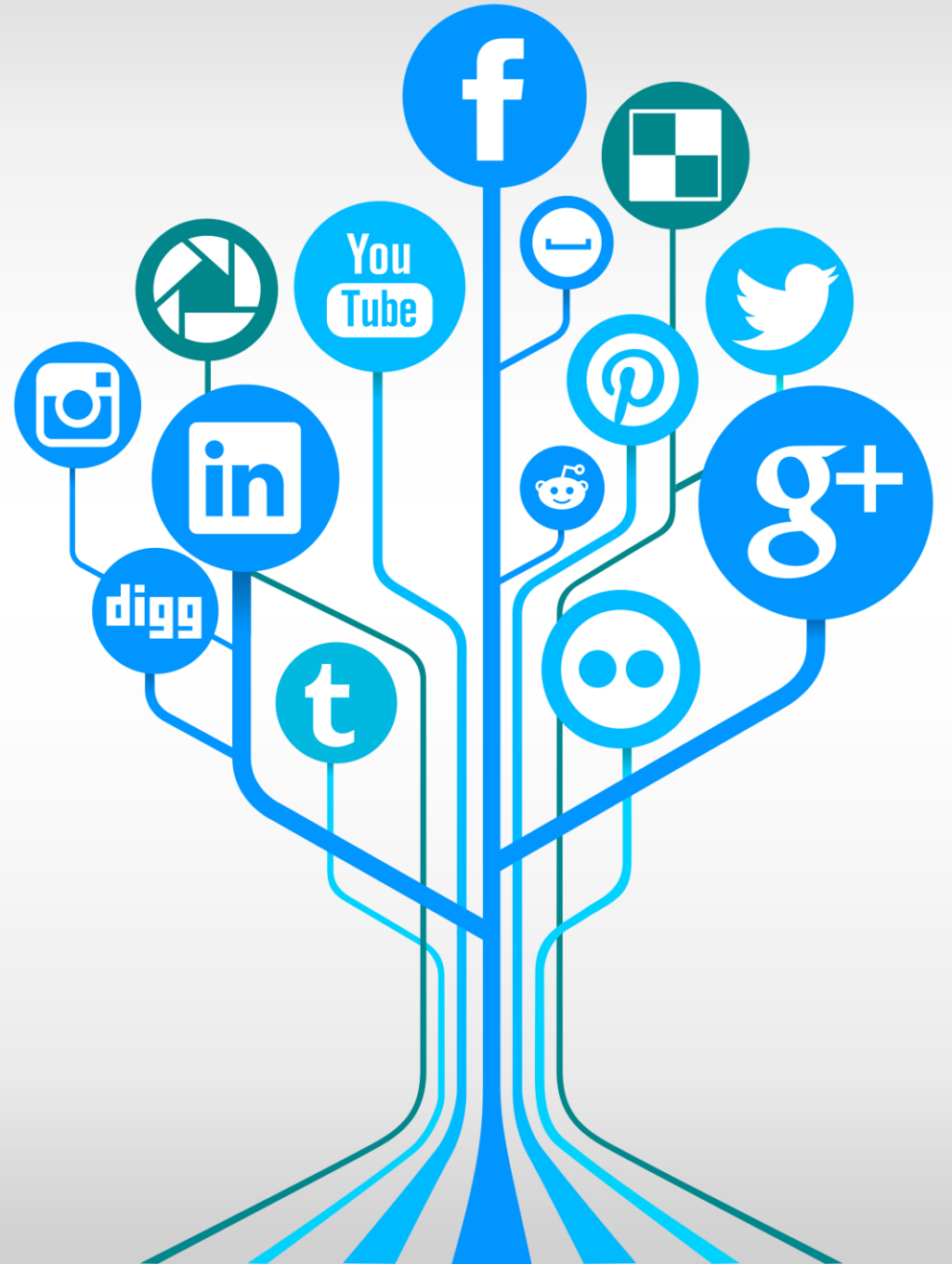
**SADLY NO ONE STOPS TO THINK THAT PETE, THE NICE GUY WHO SHARED THE POST, WAS JUST TRYING TO **GET LIKES** AND THE NEWS WERE FAKE.**

**WE PRESUME ALL THIS IS NOT IDEAL FOR HS.**

**UNFORTUNATELY WE CAN'T  
CONTROL WHAT PEOPLE SHARE.**

**(DAMN FREEDOM OF SPEECH AND ALL)**

**BUT WE CAN FIGHT AGAINST  
FAKE NEWS BY TAPPING INTO  
**THE ACT OF SHARING.****



**WE KNOW THAT PEOPLE  
SHARE CONTENT ONLINE  
FOR **DIFFERENT MOTIVES.****

**OUR MISSION IS TO  
REVEAL THESE MOTIVES.**

”

*I shared it because...*

1. *Find it interesting*
2. *Find it entertaining*
3. *Think it would be helpful for someone else*
4. *Generate discussion*
5. *Promote your own ideals or beliefs*
6. *To help people to get know you*

”

AS WE LEARNED EARLIER, PEOPLE TEND TO SHARE NEWS SO WE WILL UTILIZE OUR OWN MASS MEDIA HS.FI.

OUR IDEA IS TO USE IN INNOVATIVE WAY THE EXISTING **SHARE BUTTONS** THAT ARE ON TOP OF EVERY ARTICLE AT HS.FI TO REVEAL PEOPLE`S MOTIVES.

AS A RESULT WE WILL REACH WEEKLY APPR. **27 573 GROSS CONTACTS**\* THROUGH ORGANIC SHARING.

Source: TNS 2017

\*Calculation is based on HS.fi weekly reach, amount of shares (according to our company`s consumer study), AVG amount of FB friends and how many of them actually sees the post.

## THE OLD WAY: ARTICLE HEADLINE & URL



OUR WAY: PERSONALIZED TEXT WITH REFFERING TO YOUR MOTIVE FOR SHARING

# HOW IT WORKS



Yhdysvaltain presidentti puhui kannattajilleen lauantaina Pittsburghissa. (KUVA: JEFF SWENSEN / AFP)

**Virve Kähkönen HS**

Julkaistu: 11.3. 10:42



**YHDYSVALTAIN** presidentti **Donald Trump** on nostanut esiin aiatuksen, että Yhdysvaltojen pitäisi harkita kuolemanhuume-kauppiaille.

Trumpin mukaan jotkut huume-kauppiaat ovat toisin kuin murhaajat "eivät silti joudu vankilaan".  
Yhdysvaltoja riivaava historiallinen pahasta ratkaista ainoastaan kovilla keinoilla.

Hey you! You are about to share this article.  
What's your motive behind this?

Click the motive below, so your mates know your agenda.

1. Find it interesting
2. Generate discussion
3. I'm a heavy believer of Trump
4. Something else?



*Mouse-over element when you are about to hit the social share button to ask you to tell the motive of your sharing.*



**AS WE KNOW, SOCIAL MEDIA IS NOT THE ONLY PLACE WHERE YOU SHOULD PAY ATTENTION TO THE SOURCE OF INFORMATION.**

**THAT IS WHY WE WILL BUILD OUR MARKETING ACTIVITIES ON TOP OF THE SHARING DATA.**

**DEMONSTRATING AT THE SAME TIME FOR THE WIDER AUDIENCE THAT THERE IS DIFFERENT MOTIVES FOR SHARING INFORMATION.**

## **BUDGET SPLIT & MEDIA**

**OUTDOOR 100 000€**

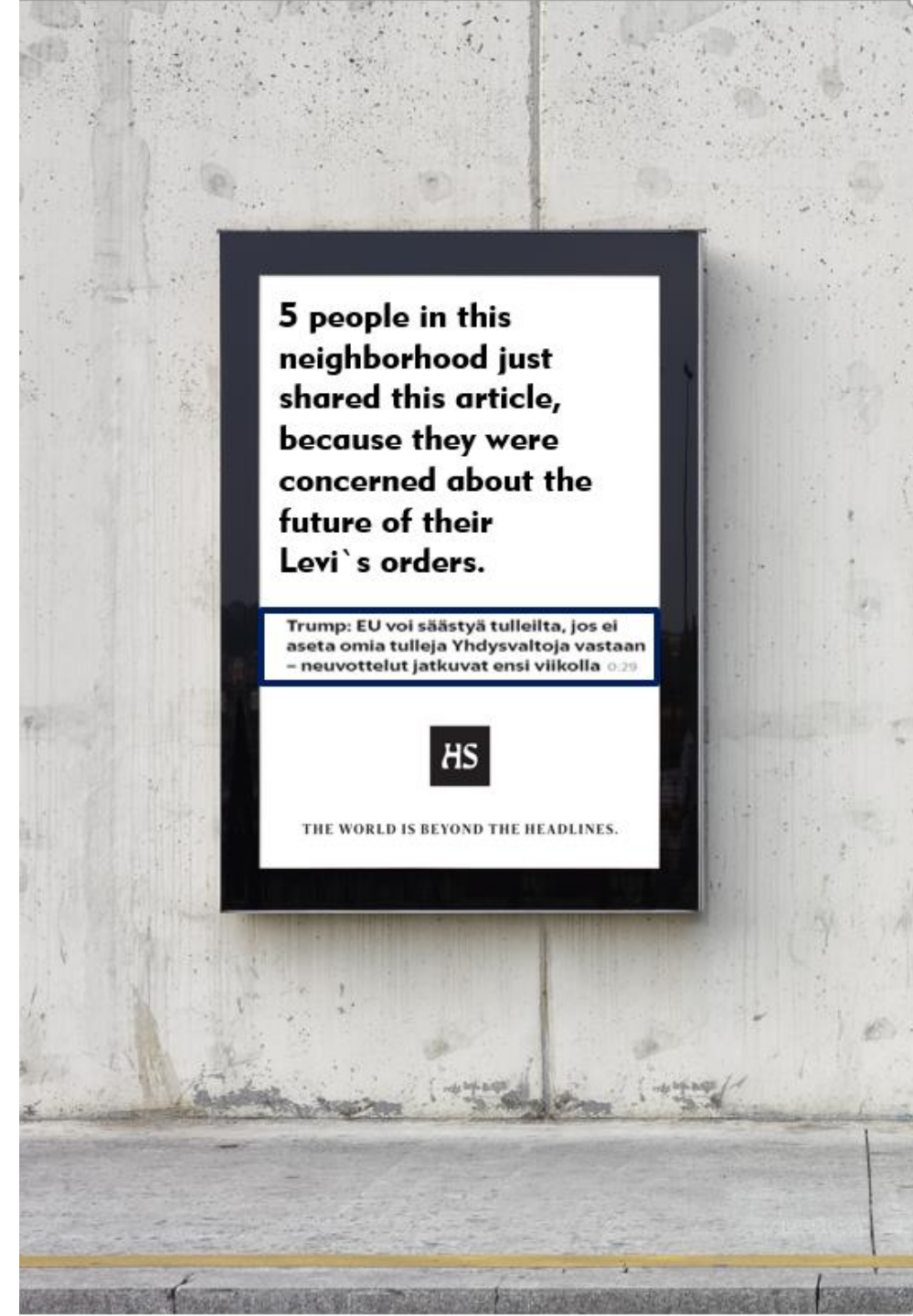
**PRINT 50 000 €**

**DIGITAL 100 000 €**

**TV 100 000 €**

**SANOMA INFLUENCER & NATIVE CONTENT WITH AN AIM TO CREATE DISCUSSION AROUND THE TOPIC**

**150 000 €**



# THE ACT OF SHARING

MADE PEOPLE CRITICAL OF THE SOURCE THROUGH UNDERSTANDING THE MOTIVES.

2 673 060

CAMPAIGN REACH (A18+)

882 110 (33%)

"CAMPAIGN MADE ME THINK MORE MOTIVES BEHIND ONLINE CONTENT"

588 073 (22%)

"CRITICAL OF THE SOURCE"

HS