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**How to make
better
news on social media**

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Abstract

Let's start out with a test. Name a Danish news outlet who is not active on social media at all. If you can't think of anyone either, there's a reason to keep on reading. Publishing your news on social media is not exactly rocket science and the 64-year-old janitor can do it as well as the 21-year-old intern.

The problem, however, is not whether the news media use the different platforms or not, but how they choose to do so. In a world full of views and followers, fake news and loud voices, it's important to remember how you are most valuable to your users as a medium.

Using interviews with relevant professionals and clarifying reports, I will give my advice in this unscientific report on how you as a media outlet can produce better and more valuable news through transparency, perspective and user engagement.

Why take a closer look on news on social media?

It's a choice to open your news app, turn on the news on TV, or listen to the weekly updates on a podcast. On social media, you don't have a choice about what you want to see or hear in your news feed - algorithms will present you with what you have previously searched for, clicked on, or liked. And if that includes any kind of news media, you'll definitely see more of these.¹

Most Danish media companies have included Facebook and Instagram as distribution channels, but not all has included TikTok for various reasons, including cybersecurity and general economic prioritization.²

“We don't know how to transform our identity into such platforms,” a national newspaper editor told me. “We don't have the resources to hire a social media manager,” another regional TV reporter told me. At the same time other news media has grown huge on the platforms because of an

¹ Andersen, K. & Mehlsen, C. (2022)

² Clausen, N. (2023)

early and ambitious entry. And with greater reach comes greater power, where ethics and credibility play an even greater role.

In addition, there are several effects of social media that can have negative consequences. This applies to simplification of news as well as the fact that anyone can call themselves a news media and produce their own news without having achieved professionalism in the field.

The purpose of this report is simply to inspire media employees to consider and reflect on their own presence on social media - and to give my own tips for producing even better news after reflecting on this for ten months.

What is 'better' news? There are of course different opinions on this, but in my opinion, it is publications that engage users, contribute nuances and increase trust in a media in a time when 'fake news' has become commonplace.

There's plenty to cover, so let's get started.

Definition of terms

To ensure that both the reader and the author of this report agree on the terms used herein, I will use the Great Danish Dictionary to define the terms used in this report.

Social media

“A means of communication which, via the Internet, enables the (written) exchange of information between everyone who wants to participate.”³

News influencer

Unfortunately, there is still no description of this word on Ordnet, since the phenomenon is quite new in Danish context. So far we only got the meaning of an 'influencer'; "Person who has many

³ Den Danske Ordbog.

followers on social media and who may be paid to advertise (indirectly) a product, a message etc. in his posts,”⁴ and we will dive further into the word later in the report.

Like

“Indicating that someone "likes" something on Facebook (or another social medium)”⁵

Followers

“Person who follows updates on social media from a well-known person, an organisation, an institution etc.”⁶

Social media as a medium

According to the Danish Dictionary, the meaning of the word 'media' is as follows: means or means of communication for information, entertainment, etc. But it doesn't stop there. A medium can also mean "a person or phenomenon that conveys certain thoughts, attitudes, etc." and "a person with the (alleged) ability to get in touch with the spirit world, usually in a trance-like state."

Under 'fixed expressions' using the word 'media', Den Danske Ordbog shows the words 'digitalt medie' which means: "communication medium where the transfer of information etc. is done digitally" together with 'elektronisk medie' which means: "communication medium where the transfer of information etc. is done electronically, e.g. TV or radio or via the internet".

At the bottom is 'social media' with the meaning: "communication medium that enables (written) exchange of information via the internet between everyone who wants to participate" and last but not least 'print media': "communication medium where the transfer of information etc. is done using mass-produced, printed products, e.g. a newspaper or a weekly magazine".⁷

⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

⁷ Ibid.

History of the media – from newspaper to social media

To understand the ongoing development of the journalist's work practice, I will describe the Danish media development in the following.

The printed newspaper and thus news had its infancy in the 17th century. Here, the powers of the press looked somewhat less than they do today. Whereas at that time it was a Konstitorium, which was the supreme governing body at the University of Copenhagen, that had the task of handing out privileges to carefully selected people, so that they had the right to print newspapers, it was also especially the interests of the absolute king that influenced the content. At this time, it was a smaller and privileged group that was allowed to print newspapers, and often the privilege was inherited by the next generation.

In addition, censorship was imposed on all journals, which was abolished in 1770 by the Prussian physician and politician Johann Struensee, who ensured freedom of the press, but with the proviso that the author of an article had to be known to the printer.

But everything has its time and the Danish press was undergoing great development during the Age of Enlightenment. During the 17th and 18th centuries, more and more publishers appeared across the country. Although the newspapers were often adorned with news about events from abroad, what was particularly important in the domestic material was to highlight the position of individuals in society. Although news about the king could still be found in the newspapers of the time – such as his activities – it did not occupy nearly as much space in the newspapers of the 19th century. Slowly, the focus on absolute power began to be challenged.⁸

The dominance of genres

As Henrik Cavling put it in 1909, a newspaper stood on two legs. It was the editor who was the newspaper in the 20th century. He stood for the political line and was the head of the then very small editorial staff of 2-3 people. At the same time, the editor was often a local politician and therefore a visible figure in society. But in line with journalistic independence at the beginning of the 20th century, the so-called tabloid press also began to flourish; a branch of journalism that particularly focused on the country's sensational stories such as scandals and crimes.

⁸ Jensen, K. B. (1996)

In the first two decades of the 20th century, photographs and illustrations in the country's newspapers also began to flourish. Satirical cartoons were often used instead of poor-quality images, and around the First World War, the popular press in particular began to use photographs and illustrations as a permanent part of their sales strategy. The catchy photos, the short articles with catchy columns and the cheap price of the newspapers caused the sales of these newspapers to expand.

However, the country's newspapers were undergoing a great change. Instead of first being the mouthpiece of the king and later the parties, the newspapers now began to draw provocative inspiration from the tabloid press and addressed all levels of society, regardless of political stance.

In the first half of the 20th century, something also happened with the style. The reportage genre took off, and news was now not just a factual account, but – thanks to Henrik Cavling's breakthrough – took the reader along with what was happening.⁹

News on the screen

When the TV newspaper was first broadcast in 1951, the printed press had to face the fact that a strong competitor had emerged. The TV newspaper was now the country's most 'read newspaper' with a couple of million viewers every evening. However, the sensationalist press managed to put up some resistance – they provided, as journalist Børge Outze said, a ping-pong between TV and print, and provided gossip about celebrities and information about the evening's programs.¹⁰

But it wasn't just on the TV screen that the news was allowed to spread. In 2007, Facebook was translated into Danish and the number of users increased explosively as more and more people got computers at home. Just one year after the translation, a whopping 460,000 Danes were on Facebook.¹¹ Facebook made people visible to each other – you could find friends, family and acquaintances, write to each other and share.

⁹ Jensen, K. B. (1996)

¹⁰ Jensen, K. B. (1997)

¹¹ Damgaard Nielsen, L. (2012)

The Danish media quickly realized that entering the new platform would be a profitable venture. The traditional news media have even declared Facebook to be "that's where the Danes are", and "we Danes" is, all things being equal, a collective term for all Danish users on Facebook. But it was also a media industry's hope to find an economically viable path in a digital media environment, and with Facebook's potential measured by the number of members, it was a place where news media would like to publish their news.¹² In 2010, another player entered the scene – the social platform Instagram was born, which media outlets also included as an important way of reaching the audience.¹³

58 percent of the population in the 16-24 age group read or watch news on social media. The figure for 25-34 year olds is 53 percent and 39, 38 and 30 percent for 35-44 year olds, 45-54 year olds and 55-64 year olds, respectively.¹⁴

Today TikTok is the preferred platform for young people to receive news from.¹⁵

News media on SoMe

As mentioned before Facebook has for many years been used by news media outlets, and after that Instagram, X and Snapchat has been a channel for publishing news. The recent years TikTok has attracted more news media to publish on this social media platform, and especially the TV 2 regional stations have managed to be incredibly active here, as well as TV2 Echo, EkstraBladet, and Zetland who posts almost daily and sometimes several times a day.

“It is a unique opportunity to reach the younger target group, who do not necessarily watch our TV shows or read our articles,” says the social media reporter Sarah Hougaard from TV Midtvest. The news editor Marc Kiligren Akselsen adds: “There is a lot of unverified content out there and a lot of fake news, so there is a need for public service media like TV MIDTVEST to come out and report news with the authenticity and credibility that we stand for.”¹⁶

¹² K. Andersen et al. (2011)

¹³ Gammelgaard, A. & Haarlev, J. (2020)

¹⁴ Danmarks Statistik, dst.dk

¹⁵ Rodkjær Kristensen, N. (2022)

¹⁶ Kristensen, T. M. (2024,

At the regional TV2 media company TV Syd they acknowledged that the users wanted more modernity, which is why they chose to change their visual identity and strategy, which included prioritizing the appearance on social media platforms. “We would like to meet a younger target group with news and public service content,” says the CEO Betina Bendixen about their appearance on TikTok.¹⁷

“It is a unique opportunity to reach the younger target group, who do not necessarily watch our TV shows or read our articles”



- Social media reporter, TV Midtvest, regional TV 2 station

And TV2 Østjylland has written into its public service contract the ambition to use social media: “In addition to online services on its own platforms, TV2 Østjylland is present on relevant social media, such as Facebook, Instagram, Twitter, TikTok, Medium, Youtube, Messenger and WhatsApp with targeted content with the aim of partly engaging the citizens who use those platforms, and partly to draw attention to TV2 Østjylland's content from its own platforms.”¹⁸

The discussion of being active on social media as a professional

Aren't newspapers, tv and radio the real journalism? Why would we even try to maneuver on a third-party app?

Fake news

On social platforms, Danes follow influencers, politicians and ordinary Danes, but they also follow news media and journalists to a large extent.

News and journalists in particular are highly followed on Facebook, YouTube, X and Instagram, while on TikTok it is mainly ordinary people and influencers who attract attention. At the same

¹⁷ Jakobsen, M. R. (2025)

¹⁸ Kulturministeriet (2024)

time, it is also on TikTok that most users have trouble distinguishing between credible and unreliable information.

33 percent of respondents in the survey say that it can be difficult to distinguish between credible and untrustworthy news on TikTok. On X, formerly Twitter, 26 percent experience that it can be difficult to distinguish between credible and untrustworthy news, while 22 percent experience the same on Facebook.

Danes' concern about fake news has increased by nine percentage points from 2023 to 2024. In 2024, 45 percent of Danes are concerned about fake news. This is the highest figure since 2018.¹⁹

According to Stine Liv Johansen, researcher into children and young people's media consumption, it can be difficult to spot whether the information you receive on social media is trustworthy or not, despite the fact that users are generally better educated in source criticism.

“I believe that children and young people today have generally grown up being critical of sources. However, I think they think they are better at it than they actually are,” she says and adds:

“But it is important that good content is produced on TikTok, which is journalism and made by established media. It is debatable whether entertainment is journalism. The important thing is that the recipients get something out of it and learn from it.”²⁰

News overload

There has for years been focus on the prioritization of news by the media. In Denmark some people choose to avoid the news because reading it puts them in a bad mood.²¹

But there is more to the problem. A recent survey shows that the news media has another issue to work on.

“Our research suggests that it has less to do with the content or angle of the news, but more to do with the total amount of news. A good number of Danes simply suffer from news overload.”²²

¹⁹ Schrøder, K. et al. (2024)

²⁰ Johansen, S. L. (2025)

²¹ Skinbjerg-Holm, M. (2023)

²² Schrøder, K. et al. (2024)

When multiple media outlets, both on social platforms, news apps, on radio and TV, are calling for the user's attention, it is important to stand out and ensure that they meet the user's needs. In general, in multiple countries around the world, the biggest common features in a study were, from the user's point of view, that:

“The news puts me in a bad mood,

The news is not credible,

The news leads to arguments,

The amount of news makes me tired,

There is nothing I can do about the information.”²³

In addition, Danes do not feel that their needs are being met by the news media. It is especially the desire to be met by different perspectives in the media's news coverage that is felt to be unfulfilled. Here, 68 percent of users express a need for different perspectives, while only 45 percent experience that this need is met by the news media.²⁴

News influencers

A new player has entered the scene, called news influencers. The phenomenon is relatively new in Denmark, but around the world, more users are choosing to get their news from people who do not represent an established media outlet, but who themselves disseminate selected news.

According to Camilla Mehlsen, who has studied the phenomenon, news influencers are on the rise. The downside of this is that, according to Mehlsen, "there is a lot of misinformation on social media, and we are facing a truth crisis. In digital media, every day is April Fools' Day. You have to constantly question whether the story is true. You can't be sure whether the fact-checking has been done, or what interests are at stake. With the rise of news influencers, it becomes even harder to discern what is true and what is false."

²³ Newman, N. (2023)

²⁴ Schröder, K. et al. (2024)

She emphasizes that personality is a tool for gaining users' attention. "Followers can form personal connections with a news influencer because it feels like getting recommendations or information from a good friend or role model."²⁵

One of the Danish examples of a news influencer is Oliver Springborg, who is a trained journalist, but publish his own news on TikTok and Instagram by his own name. He started his own news profile since he didn't think there was enough quality content on the platform where so many young people spend their time.

"I think it's incredibly important that there are some serious people on there who take the intended objective side of the big stories. I mean, how many times can you see someone saying something about how terrible Israel is, so you create some truths from that, that are completely impossible to control. But it's also simply important that there are some professional people present on TikTok. And there aren't very many of them now," he says.²⁶

He selects his news based on what he finds interesting himself and credits the media that found the information he's using in his videos. So far, he has over 18,000 followers on TikTok, while engagement is high from users, with some of Oliver Springborg's videos receiving 500+ comments and 20,000+ likes.

However, Camilla Mehlsen highlights one of the journalistic dilemmas that accompany the rise of news influencers on social media, including the absence of a responsible editor-in-chief who must stand up for the quality of the content and the rules of press ethics, and the massive feeding of the platform's algorithm, which increasingly dictates everything from word choice to pace.²⁷

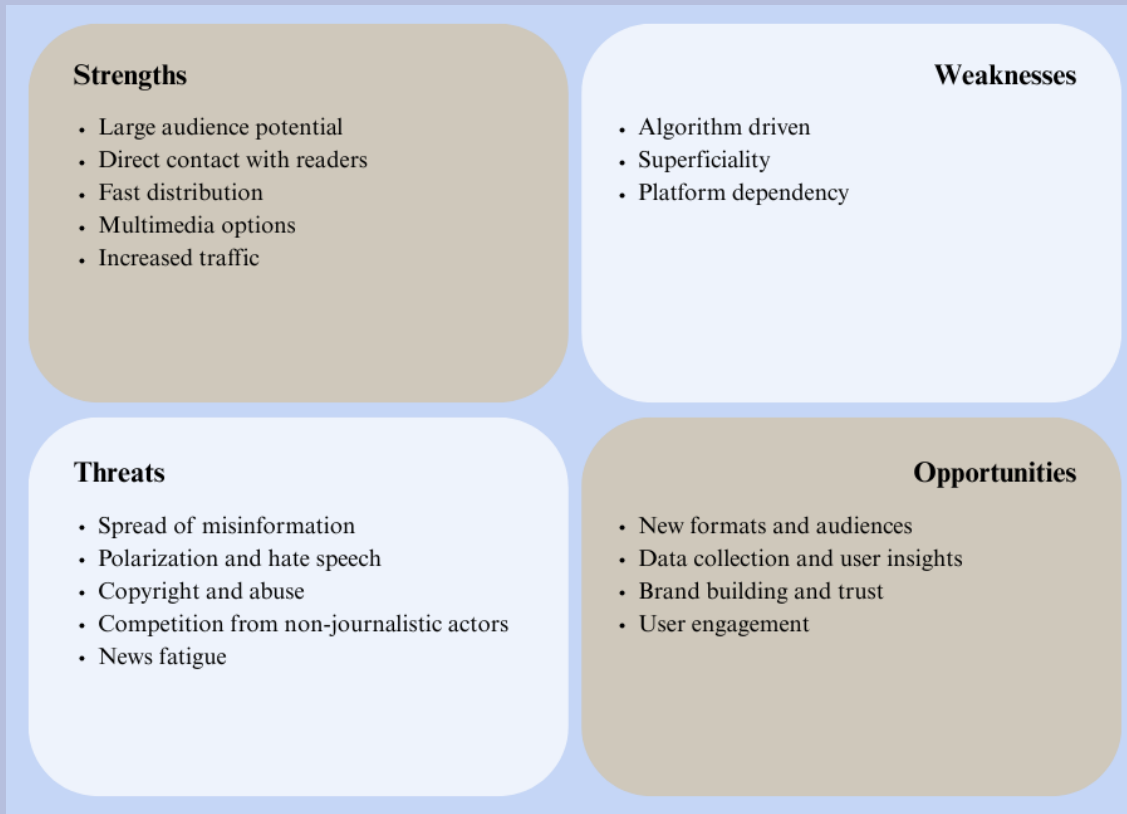
Swot-analysis

In the following, I will set up the news media's production of news for social media in the SWOT model (strengths, weaknesses, opportunities and threats) and elaborate on these subsequently.

²⁵ Mehlsen, C. & Houliind Søndergaard, L. (2025)

²⁶ Springborg, O. (2025)

²⁷ Mehlsen, C. (2024)



Strenghts

Large audience potential

Social media such as Instagram, Facebook and TikTok provides access to millions of users globally, including younger audiences that can be difficult for news media to reach through tv, radio or articles.²⁸

Direct contact with readers

Through social media there's an opportunity to engage the audience directly through comments, shares and reactions, that is not possible in the same way through for an example a newspaper.²⁹

Fast distribution

On social media platforms news can be published and spread almost instantly and doesn't rely on video or pictures from the given situation.³⁰

²⁸ Chaffey, D. (2025)

²⁹ Ahmed, A. (2024)

³⁰ Carillo, F. et al. (2015)

Multimedia possibilities

News media can use both video, graphics, live streams, etc. to make news reporting more engaging.³¹

Increased traffic

Links on social media can lead users directly to the media outlet's website or app.³²

Weaknesses

Algorithmic control

News media relies on platforms' algorithms, which can change without notice and negatively impact reach. It can also deprive the user of a wider range of news.³³

Superficiality

The time for a two-hour long documentary on social media that users will watch every second of has yet to come. The requirement for short, catchy posts on social media can lead to simplistic coverage of a story, since the user won't be provided with all nuances.³⁴

Platform dependency

News media risk losing reach if a platform changes policy or closes.

Opportunities

New audiences

Social media platforms such as TikTok and Instagram Reels can be used to reach young people who do not read traditional media.³⁵

Data collection and user insights

Social media provides access to valuable knowledge about user behavior and preferences that news media can use to optimize their production.³⁶

³¹ Widener, C. et al. (2025)

³² Vermeer, S. et al. (2020)

³³ Bakalus, S. (2025)

³⁴ Bergström, A. & Belfrage, M. (2018)

³⁵ Kahn, G. (2025)

³⁶ Chaffey, D. (2025)

Brand building and trust

With several news media companies in Denmark it's easy to get lost in the crowd, but media can through social media build strong relationships and loyalty through regular, transparent presence.³⁷

User engagement

Social media can be used to get tips, reactions and citizen journalism as well as to engage citizens to actively use media to get answers to relevant questions.³⁸

Threats

Spread of misinformation

Social media is a major source of fake news, which can undermine credible media outlets and affect trust in these.³⁹

Polarization and hate speech

Comment channels and debate culture can become toxic and require moderation resources.⁴⁰

Copyright and abuse

Media content can be easily shared without proper attribution.⁴¹

Competition from non-journalistic actors

Influencers, bloggers, and private users can share news and compete for attention.⁴²

News fatigue

Many users experience information saturation and overlook news content on social media.⁴³

³⁷ Stemann, C. (2024)

³⁸ Grobowski (2023)

³⁹ Andersen, A. (2017)

⁴⁰ Digitalt Ansvar, digitaltansvar.dk

⁴¹ Schaefer, A. (2023)

⁴² Newman, N. (2024)

⁴³ Schröder, K. et al. (2024)

This is what you can do

In the following, I will list my own advice on how you as a news media can prevent some of the threats and weaknesses outlined in this report.

Active prevention against misinformation

To counteract the spread of misinformation on social media, I suggest the following methods.

Fact-checking and transparency

Make it clear how stories are researched and fact checked. Prioritize to be transparent in how you managed to check, if a fact has been confirmed by relevant sources – and also be transparent about when there is information, you still don't know much about yet or still hasn't been confirmed. You can also choose to collaborate with independent fact-checking entities such as TjekDet.

An example of transparency:

“We know that several farmers in Northern Jutland are tired of the taxes. We know this from a survey where 34 out of 37 farmers we contacted disagreed that taxes are the right way to handle the challenges.”

In my opinion, sharing information about your research is a given, but my experience is that it is particularly downgraded in videos and text on social media.

Respond quickly to false information

Be aware of false information on social media about incidents and do act when you stumble upon it. Publish counter-responses and explanatory posts, preferably in an easily accessible and visual format, in which you point out what you know is correct and in which way you have had this confirmed, and at the same time point out the untruths that have not yet been confirmed and therefore cannot be confirmed as true.

An example of a quick response:

“We are aware that there is different information about the murder in Hjallerup in circulation, and we will therefore explain here what we know for sure and what has not been confirmed.

That the victim was found in a ditch on the outskirts of the city has been confirmed by the duty officer at North Jutland Police and North Jutland Emergency Services. That there was a saw lying next to him has not been confirmed.”

The example above is very simplified, and truths and rumors stand side by side. It would be preferable to outline everything that the media has confirmed and knows for sure is correct, and at the end of the video outline that the following rumors have not been confirmed and therefore cannot be confirmed to have happened.

Platform dependency

In the following, I will outline my advice on how to become less dependent on external platforms.

Diversify channels

Prioritize to use multiple platforms (Facebook, Instagram, TikTok) – so you are not dependent on one algorithm or one ownership. Feel free to get involved on newly emerging platforms and be aware of upcoming alternatives to foreign platforms.

Focus on your own platforms

You don't have to hide your website, app or newspaper away on your social media profiles. Use social media to drive traffic to your own apps, newsletters and websites. Use links to transfer user from your social media content to your own content and, for example, establish “exclusive content” only available through your own channels.

Comment threads on fire

Below, I will give my advice on how you as a media outlet can actively try to prevent foul language on your media accounts.

Prioritize moderation

Moderation can be seen as a frustrating and time-consuming task, but it is an extremely important role to take on as a media outlet. It's wonderful that users are willing to engage with the content you produce. But comment threads are open sources for sharing misinformation and speaking horribly to and about each other. This can lead users to abstain from the debate altogether if they don't feel the conversation is proper and has a mature moderator. Set up clear guidelines for debate and actively moderate in comment threads. As a help you can use automated tools to filter language.

An example of moderation:

“Hi Poul. Thank you for engaging in the debate. Regarding the man's ethnicity, the police have not yet provided any information, which is why we would advise you to keep your guesses to yourself so that you do not unnecessarily offend others. Kind regards Karla, journalist.”

Moderation can be difficult to navigate because so much communication with others and about - often - emotional topics can sometimes add an even bigger spark to the fire. However, with clear guidelines and the intention to keep a healthy debate going, it is often viewed positively by users.

Engage on own terms

Consciously choose which posts you invite debate on – not all news is suitable for open comment threads.

The news of a traffic accident or other form of injury can create an unnecessarily heated debate, and you can choose to close the comment section - also out of respect for the relatives - and ask users to send the media an email if they have comments on the incident.

Copyright and misuse of content

Here you will find my advice on how you, as a media outlet, can make it easier for users to spot an established media outlet compared to individuals on social media, and at the same time make it more difficult to misuse your content.

Watermarking and clear branding

There is a lot of content on the feed of every social media, and it can be difficult to distinguish between the different publishers at first glance. One easy way to make it easy for the users to navigate fast is to add a watermark on all content you post. It's not rocket science, but it symbolizes professionalism and at the same time makes it harder for others to misuse your content.

Additionally, be aware when you see content of yours being used in contexts that may raise distrust in your media. Make sure to report it promptly.

Competition from non-journalistic actors

As previously mentioned, it is predicted that there will be more news influencers on the market than before, producing news on their own and bypassing established media. Is that a problem? Not necessarily, but here are my tips for how you as a media outlet can try to compete with them.

Personalize your news delivery

If we look at influencers in general, it's clear that they're not something you just suddenly become in a single day. It requires dedication, personality and content. And that is exactly what you as a media outlet should work from. Let a few journalists step forward as recognizable faces, and let them comment, explain and engage and become your brand host.

Engage and listen

It is not enough to print a finished article in the newspaper or broadcast a feature on TV. And it's not enough to simply produce a video, post it on social media and go home. Comment and answer users' questions – show that the editorial team is “present”. You can also consider live sessions with question time on different platforms.

Explain the context

Influencers are often at your level and explain things to you as if you were a friend of them. Be inspired by this and use language that is down to earth and friendly. Some topics can be difficult to

understand in the formal language often used in news articles, and it is important that you take the time to explain them properly.

Humor and sarcasm can be used if you manage to maintain credibility at the same time.

Show the editorial team's work – and mistakes

I have previously mentioned transparency, and it is extremely important - also when it comes to mistakes. In general, it will be an advantage to take the recipient along on the journey from idea to product. It builds trust – and seems more human, as influencers often do.

News fatigue

As mentioned earlier, the abundance of news can lead to news saturation. Here's what you can do to counteract it.

Quality over quantity 🏆

Media outlets have different strategies to satisfy their users. While some strive to offer as much news as possible, others strive to produce fewer but more in-depth stories. In my opinion, it can be compared to fast food and slow food - fast food is served quickly, but you quickly get nauseous and it's not healthy in the long run. Slow food takes extra time to prepare, but when you finally get it, it's healthy and satisfying. Therefore: prioritize to publish fewer, but more relevant and in-depth post and thereby ensure that your users are confident that you deliver quality every time and that they are therefore more willing to devote their time to viewing your posts.

Storytelling and visual variety 📖

Make sure not to be too rigid in your formats. Surprise and keep your users curious by using format variation and narrative angles that make it easy to follow. Especially if the medium's desire is to engage a younger target group, it is important to maintain a fast cadence and continue to explore new formats and trends. Here too, quality is an important element - it is not difficult for a user to tell whether time and effort have been put into a product, or whether it has just been quickly put together and spit out.

Value for the users

It can sometimes be difficult for recipients to understand what a story has to do with them. In some cases, you can help them with “Here’s why it matters to you” messages. This could be in connection with stories leading up to local elections or similar. However, be careful not to invent needs or seem too instructive to the users.

Never forget the nuances

...Or the big “why”! In my experience, news produced for social media (and other platforms) is largely selected because it will attract many views or create a lot of debate. I seriously think that as a journalist, you should ask yourself the question: what do the recipients actually get out of this news? And remember to be extremely critical during the selection.

If you want to report a news story about a traffic accident because you believe it is your duty to inform about such incidents, reflect on possible nuances to this so that the recipients learn something from the news. Yes, there has been a traffic accident, and it is quite terrible, but how often do such incidents happen in a year, or perhaps the last ten years? Is it a trend, or does it actually happen extremely rarely, whereby the media's focus on it makes users believe that it happens often.

User engagement

We haven't reached the point yet where ChatGPT can answer everything better than a human. And even when that happens, there must still be some value in having a real person receiving your questions and concerns. It is therefore worth creating value through user engagement using social media. An example of this is TV2 Kosmopol's "Ask Us", which encourages users to ask them close and distant questions, which the journalists then investigate for them. In this way, the media can feel more like a like-minded person, rather than a high-ranking authority that arbitrarily selects news.

Discussion

Since I, in this report, has been mentioning transparency several times, I want to get this straight: I'm not a totally neutral person, even though I've tried to be. Before the fellowship at Constructive Institute, I was working as a social media editor at a regional media company, and I will do pretty much the same thing when I've finished the fellowship.

This might have affected my view on news produced for social media in a more positive direction than otherwise. But it also provided me with a lot of practical knowledge, that has been useful in the preparation of this report and helped me to not only become wiser in the field of how to produce news on social media, but how to make the news on social media even better.

The use of social media by news media is an ongoing issue, and it can be difficult to defend media outlets' choice of external platforms when their future is so uncertain. It's a risk, but delivering the news to the consumers must be the most important priority. Since my report is quite unscientific, and I have not conducted any research myself, it is of course debatable whether my results can make a real difference in improving trust and news dissemination on social media. However, I believe that with my experience and integrated sources, I can at least offer inspiration to take on the challenge of making the world of news on social media a transparent and safe place - if only consumers choose trustworthy news providers.

Conclusion

Over hundreds of years, news has gone from being published in newspapers to later appearing in moving images on television to now being consumed largely on social media. This places new demands on the journalists behind it, because it is no longer the media themselves who are in control. In addition to being dependent on external (and foreign) platforms, there are several challenges, such as misinformation, hate speech, and private competitors to the established media.

My advice for these challenges includes prioritizing transparency, being inspired by the influencers' personal approach, being thorough in presenting context and nuances, and generally making a great effort to be accessible to users.

No one knows what the media landscape will look like in just a single year, but it is not enough to be overwhelmed by the rapid development and focus solely on how media looked in the past.

Embrace the challenge and help create the positive change!

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