Fox News Channel

JCM 340 Digital News Media Marketing Report

September 24, 2018

The Fox News Channel is one of the most watched stations throughout the country. Here is how they manage their social media, website, and where you find them that works best for you and your style of getting news.

Fox News Channel is a 24-hour news service that dedicates their time to delivering breaking news, political news, and business news. It is a top five cable network and is available in more than 90 million homes throughout the country. The average age of a viewer for Fox News Channel is 58. The company is trying to figure out a way to get the 18-25-year-old age group more involved in wanting to watch the news. Which I think is one thing that motivates employees at Fox News Channel, among other things. Other than things like payroll, benefits and paid vacations, one thing the people in the news industry have is passion and drive. And I think that is one benefit to coming to work every day, making sure they are doing their best to inform the rest of the world in the best way possible.

When communicating to viewers, the Fox News Channel traditionally is watched on television. They have been the most watched news channel for ten years and according to Public Policy Polling, they are the most trusted news source in the country. They also have their own website, www.foxnews.com, that you can stream the news right from your computer or mobile device if you are not in range of a television. Also on their website, they have a “On Now” section where you can read the stories that are happening right now in real time. No more waiting a few hours after a news cast to see what happened they are posting the stories on there for you to read as soon as they are being reported on. When going to their main website you can be redirected to their Facebook, Twitter and Google Plus accounts all at a click of an icon. They have them at the top of their website so it is easily accessible and visible to users who are most often in a rush.

Fox News Channel does a great job of really spreading out their media time by making sure that everything that has their name on it is up to date. When looking at their website alone and seeing that the website is posting stories that are happening right now is a huge task that takes a lot of time to make sure they are getting the story right in that short amount of time they have to post the story so it is still current. The have 18 million followers on twitter and their latest post was 16 minutes ago, and several posts an hour ago and each consecutive hour following there was posts to be made. On Facebook, they have just under 17 million likes on their page. On Facebook, they post several short clip videos and the most recent one posted was 17 seconds ago. Making it very clear they update their social media, and website very regularly to make sure that the public can access their news resources and see real time news whenever and where ever you are.

The one thing Fox News Channel should invest in to improve and reach more people is putting out the link to their website after Tweeting and putting up Facebook clips so people can reference back. I also think they need to push their app more and advertise it. Nowhere on their website or social media was there any link or icon to download their app which is something that could expand their horizons of people in the younger generations who are mostly looking for news on their phone when they have time to spare. Having the Fox News app can give you updates on news stories and also give you the ability to turn on notifications about certain things you are interested in so the news in generated to your liking instead of having to search through several different news stories to find what exactly you were looking for. If the Fox News Channel were to really advertise their app more than they are right now, I think they could definitely lower their average age of a viewer and maybe hit it home with the 18-25 age group of people that the news is trying so hard to get a hold of.