

Stongdal Media Intervention

Gustaf Rossi & Paula Ulrika Luksevica
Making use of the Media - Spring 2020

STONGDAL MEDIA



About *Stongdal Media*

ORIGINS

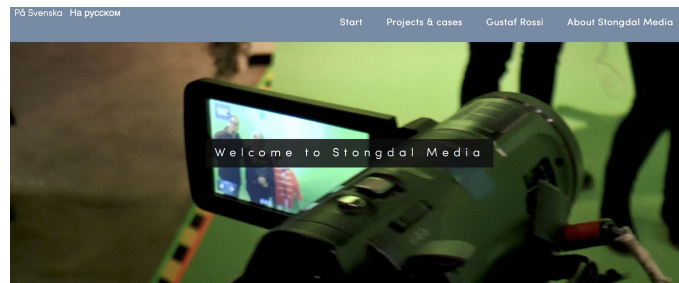
- Created in 2014 (Assar03)
- Video production / Video games

FOCUS NOWADAYS

- Journalism (Citizen Journalism)
 - Entertainment
- Web and social media

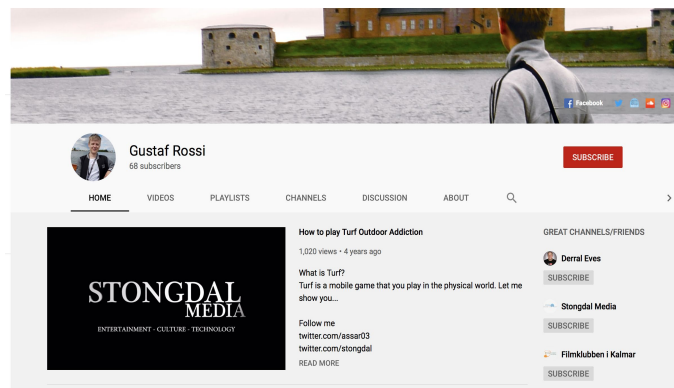
Where to find us?

WEBSITE



WELCOME TO THE OFFICIAL WEBSITE OF STONGDAL MEDIA
I AM SO HAPPY TO SEE YOU HERE!

YOUTUBE



Challenges

(focus on entrepreneurship)

PRIMARY

- Attracting an audience and developing a loyal, close-knit community
 - Making the organization profitable through content production for own channels
-

SECONDARY

- Activating *citizen journalism* through the community developed
- Making the organization profitable through producing content for other companies

Citizen Journalism

WHAT IS CITIZEN JOURNALISM?

A form of journalism created and produced by “regular” citizens (i.e. enthusiasts, not necessarily professionals).

WHAT ARE THE BENEFITS OF CITIZEN JOURNALISM?

- Involvement of the community created around the organization.
- Cost-free content production.
- Possibly creating social value and social change.

The prototype

CHOICE OF PLATFORM

- *Facebook* - currently not activated to its full potential
 - Sub platforms: *Facebook* groups - easy way of developing an online community sharing similar interests
-

INTENDED USE

- PR & marketing purposes (creating awareness of the organization)
 - Community gathering / creation
- Content analysis / production (citizen journalism)

Prototype examples

Available at: stongdal.se/makinguse.html

WEBSITE

På Svenska На русском

Start

Projects & cases

Gustaf Rossi

About Stongdal Media

Join our groups

Stongdal Media has just started up new Facebook-groups for you to join! I run this organization completely by myself. Now you have the opportunity to be part of this journey. At the moment we have two types of groups you can join. Also don't forget to Like our official page.

THE LOCAL SPORTS GROUP

Ironman Kalmar, one of the biggest events of the year. But we also have Grand Prix and other races during the year. It is impossible for me to cover everything and be at every place at the same time. Join this group if you are interested in helping out a journalistic cause and at the same time get to the frontlines of the events.

JOIN THE GROUP

ACTIVISM AND EVENTS

Pride, walpurgis or midsummer? There are plenty cultural events taking place during the year. Join this group if you're interested in being visible and making your voice heard.

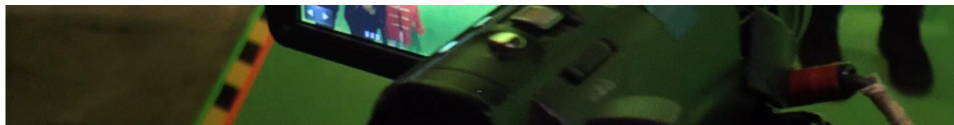
HOW TO SUBMIT

To submit content, use a service like Google Drive, Dropbox or OneDrive. You can share everything with the address example@stongdal.se

According to international law, you keep your intellectual property to your content and you will be credited for your participation.

Making use of the Media - Prototype

NOTICE! This site is entirely created as a prototype for the course Making Use of the Media at Malmö university, spring 2020.



Prototype examples

THE FACEBOOK GROUP


The screenshot displays a Facebook group interface. At the top, the group name "The Local Sports and Races groups of Kalmar" is visible, along with a "Bjud in" (Invite) button and a search icon. The main content area features a video titled "IRONMAN KALMAR SWEDEN 2019" with a thumbnail showing a triathlon race. Below the video, there are interaction options like "Gilla" (Like), "Kommentera" (Comment), and "Dela" (Share). A comment from "Gustaf Rossi" is visible, stating "Gustaf Rossi har delat en länk" (Gustaf Rossi has shared a link) and "Remember last year's Ironman. The 15th of August it's time again. Let us know in the comments if you're interested in participating." To the right, a sidebar lists group settings: "Om" (About), "Public", "Synlig" (Visible), "Kalmar", and "Allmän-grupp" (Public group). Below the settings, a "Ny aktivitet" (New activity) section shows a post by "Gustaf Rossi" about "Ironman 2020 is approaching and I am happy to see so many are interested in working with Stongdal Media." Below this, there is a list of sub-groups with checkboxes: "Kalmar City", "Northern Kalmar / Berga / Bergavik", "Rockneby and the surrounding forests", "Lindsdal / Läckby", "Öland / Färjestaden", and "Öland / The Alvar / Mörbylånga". At the bottom, a Windows taskbar is visible with various application icons.

The Local Sports and Races groups of Kalmar

Skriv en kommentar ...

Gustaf Rossi har delat en länk
57 min · 🌐

Remember last year's Ironman. The 15th of August it's time again. Let us know in the comments if you're interested in participating.



KALMAR SWEDEN 2019

YOUTUBE.COM

Ironman Kalmar Sweden 2019
Stonqdal Media presents Ironman Kalmar of 2019. From Start to La...

Visat av 1

Gilla Kommentera Dela

Skriv en kommentar ...

EVERY GROUP IS DEDICATED TO A CERTAIN AREA, SUCH AS SPORTS, MUSIC, ACTIVISM ETC.

CALL FOR ACTION - AUDIENCE ENGAGEMENT

BRINGING AWARENESS TO THE ORGANIZATION BY SHOWCASING THE CONTENT PRODUCED PRIOR

Ny aktivitet ▾



Gustaf Rossi har skapat en omröstning.

26 min · 🌐

Ironman 2020 is approaching and I am happy to see so many are interested in working with Stongdal Media.

To make things run smoothly, tell me where you plan to be.



Kalmar City

Tillagd av dig



Northern Kalmar / Berga / Bergavik

Tillagd av dig



Rockneby and the surrounding forests

Tillagd av dig



Lindsdal / Läckeby

Tillagd av dig



Öland / Färjestaden

Tillagd av dig



Öland / The Alvar / Mörbylånga

Tillagd av dig



Lägg till ett alternativ

Visat av 1



Gilla



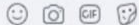
Kommentera



Dela



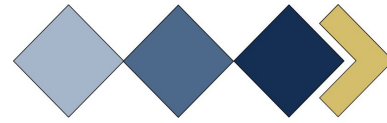
Skriv en kommentar ...



ENGAGING WITH THE
COMMUNITY CREATED

TAKE FURTHER MEASURES
TO POSSIBLY CREATE AND
RECEIVE SOME USER
GENERATED CONTENT

THANK YOU!



Stongdal Media