

CUSTOMER JOURNEY MAP

AWARENESS

- TO KNOW THE DAILY ACTIVITY UPDATES IN SOCIETY.
- TO KNOW THE ACTIVITIES AROUND YOU.
- TO UPDATE YOURSELF THE LATEST ATMOSPHERE.

INTREST

- JOURNALISTIC TOOLS TO CAPTIVATE AND ENGAGE THE AUDIENCE, INFLUENCE PUBLIC OPINION AND BRING REVENUE TO MEDIA ORGANIZATIONS.

EVALUATION

- SOME ARTICLES SHARED ON SOCIAL MEDIA CAN BE OLDER ARTICLES THAT MAY RELATE TO CURRENT EVENTS, BUT NOT HAVE CURRENT OR ACCURATE INFORMATION. IF THE ARTICLE IS NOT RECENT, THE CLAIMS MAY NO LONGER BE RELEVANT OR HAVE BEEN PROVEN WRONG.
- WHILE SOME ARTICLES MAY APPEAR TO BE ADDRESSING A CURRENT TOPIC, YOU MUST READ PAST THE HEADLINE AND DETERMINE THE RELEVANCY OF THE CONTENT FOR YOUR PURPOSES. BE AWARE OF CLICK BAIT