

**Social Media & PR Report**

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Amazon's Audible is the "world's largest producer and provider of spoken-word entertainment and audiobooks" (Audible, n.d., para. 1). Audible's "customer-centric approach to technological innovation and superior programming, . . . has reinvented a media category, and is the driving force behind today's audio entertainment revolution" (Audible, n.d., para. 1). It has over 470,000 audio titles that can be accessed on "iOS (Apple iPhone, Apple Watch, iPad), Android, Sonos, Kindle and Alexa-enabled devices" (Audible, n.d., para 1). "The Audible app provides spoken audio entertainment, information, and educational programs. It sells digital audiobooks, radio and TV programs, and audio versions of magazines and newspapers . . . downloadable to tablets, smartphones, MP3 players, and Kindles" (Cain, 2017, para. 5). Listeners can even create clips of a favorite audio passage and share it on social media (Cain, 2017, para. 15). According to Statistica (2019), the age groups that have the highest percentage of listening to audiobooks are 18-29 and 30-49. These age groups thrive on social media.

### **Audible's Social Media Tools**

Audible clearly has the funds to market in any media platform—and it does. Aside from marketing its products, Audible (n.d.) has two other compelling company principles:

- Audible's People Principles celebrate who we are and where we've been, and guide the way we work shoulder to shoulder to enhance the lives of our customers" (para. 2)
- "We believe a company can have a heart, soul, and mission. We strive to be a leader in urban revitalization, leveraging our entrepreneurial spirit to make a positive impact in the communities in which we operate (para. 3)

These principles are included in their social media posts.

## Facebook

Audible's Facebook page is located at <https://www.facebook.com/Audible/> It has 5.5 million followers. It is used to post announcements for new titles, which can be a "new releases" post or it can be focused on an author with a link to an article or interview from the Audible Range blog to raise awareness. They also have editor's picks. Audible Range blog post links are also there. There are a few humorous graphics: "Binge listening is not only acceptable, but encouraged." Events and book club meetings are announced. Some books have videos, such as a cooking demonstration for a cookbook to create desire. They create desire with posts such as "For those of us dreaming of far away islands, mountains, cities (you name it), here are some listens to help scratch that wanderlust itch." They encourage trial and loyalty by offering events such as "Feel Good Fiction: Weekly Listening Club" and wish authors a happy birthday with sales on books: "Explore other worlds, take a far-away adventure, and meet intriguing new characters with these transporting listens, just \$5 each for members, now through 4/16." It also asks questions: "What's your favorite recommendation for family listening? #AudibleAsks." Finally, it also reflects the people principles and community focus. For example, one post highlights a new book for free: "A real-time story following four families in a small Michigan town during COVID-19, Mitch Albom's 'Human Touch' is available now on Audible, free for everyone."

## Twitter

Audible's Twitter feed is located at [https://twitter.com/audible\\_com](https://twitter.com/audible_com) It has 253.5k followers. It's subtitle is "We believe in the power of a good story. Audible is the home of spoken-word entertainment and audiobooks, enriching the lives of millions of listeners every day." The Twitter feed has many of the same posts as the Facebook page. On the Audible

“About” web page, there is an option to view “Inside Audible,” which has articles on employee culture and news. Here is one such tweet about an employee: “By working together we can harness the full power of each of our abilities to combat food insecurity in our local community during this extraordinary time of need @marcuscooks #NewarkWorkingKitchens # ChefsFor America.”

### **Instagram**

Audible’s Instagram link is <https://www.instagram.com/audible/?hl=en> It has 442k followers and has the many of the same posts as Facebook and Twitter. However, it does seem to focus more on users such as “I’m currently listening to,” “My favorite thing to do while listening is,” or “The voice I find most soothing is.” There are many quotations from authors such as “Love makes your soul crawl out from its hiding place” by Zora Neal Hurston from *Their Eyes Were Watching God*.

### **Pinterest**

Audible does not seem to have a Pinterest for the U.S. Audible’s UK Pinterest link is <https://www.pinterest.com/audibleuk/> It has 345.7k monthly viewers. The pins are the book covers, and that is the only thing pinned. It has a Featured section and Audible Recommends section. At the bottom of each pin, it says: “Discover Audible” and links to either [play.Google.com](https://play.google.com) or [itunes.apple.com](https://itunes.apple.com).

### **YouTube**

Audible’s YouTube channel is located at <https://www.youtube.com/user/AudibleAccess> It has 56.4 subscribers. The videos tend to be their TV commercials and teasers, book reviews and interviews. They also have “behind the scenes” videos with voice actors. These all raise awareness, influence desire, encourage trial and create loyalty.

## Blog

Audible Range is Audible's official blog located at <https://www.audible.com/blog>. It has links to the videos, to the "About Audible" web page and categories such as Playlisted, The Listening Life, Space and Technology, Arts & Culture and Inside Audible. Most of the pages seem to be promoting books via interviews with the authors.

Overall, there was not much evidence for how Audible is using social media to deal with controversy/crisis. A recent article, "Publishers are pissed about Amazon's upcoming Audible Caption feature." According to Liptak (2019),

Earlier this week, Audible revealed that it was working on a new feature for its audiobook app: Audible Captions, which will use machine learning to transcribe an audio recording for listeners, allowing them to read along with the narrator. While the Amazon-owned company claims it is designed as an educational feature, a number of publishers are demanding that their books be excluded, saying these captions are "unauthorized and brazen infringements of the rights of authors and publishers." (para 1).

This article was published in July 2019, but there was no evidence of it on Audible's social media sites, but it might have already blown over. A more current article from March 2020, "The Audible Captions Audiobook Program is Dead," explained that

Last year Audible unveiled a system that would transcribe an audiobook, while you were listening to it, with text. This is similar to the closed captions technology that Youtube employs, but publishers were heavily resistant and the Big 5 and a myriad of others, such as Scholastic, [filed a lawsuit against Audible](#) that just wrapped up a couple of weeks ago. The final settlement has been issued, and the financial amounts that Audible owes the publishers has been redacted. Basically Audible needs each publishers permission to

playback text of an audiobook and it looks like Audible is jaded and this system might never launch. (Kozlowski, 2020, para. 1).

### **Competition**

Most Google searches show approximately 10-12 competitors. Many of these are enticing because they don't have a monthly subscription fee, so every book must be paid for. None of them have 470,000 titles or the technology (such as Whispersync for Voice) or an app like Audible's. Barnes & Noble's Nook has always been a competitor for Amazon's Kindle, and Nook does seem to have some social media sites, which are mostly used to promote product. Audible's social media's variety of posts do a better job at raising awareness, influencing desire, encouraging trial, creating loyalty and making announcements.

### **Assessment and Recommendation**

Based on the variety of content on Audible's social media sites, it is doing a great job. The sites clearly have thousands of followers, so the sites are popular. The blog is the only site that seems to have different information than the other sites. The Facebook and Twitter sites have essentially the same information. Pinterest and Instagram have similar information.

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