

**TYGODNIK  
POWSZECHNY**

## **Tygodnik Powszechny: Digital Remedy for Social Media Algorithms**

Between September 2023 and April 2024, the [Prague Civil Society Centre](#), through its [Central Europe Media Resilience Programme](#), supported Tygodnik Powszechny with a grant of €50,000 and an external data analytics expert to implement a digital strategy enabling the media outlet to both reach new online audiences and maintain the existing readership base of the printed magazine.



rE-medium team (from left) Bartłomiej Swojak, Patryk Stanik, Michał Kuźmiński, Ewelina Burda, Edyta Płachta, Anna Hałas, Aleksander Kardyś, Agnieszka Iskra, Agnieszka Wenderska | photo by Grażyna Makara

**111%**

**Revenue** growth  
from digital subscriptions

**46%**

**Increase**  
in website visits

**488%**

**Increase**  
in newsletter views

## An Iconic Polish Media Outlet

[Tygodnik Powszechny](#) is a weekly opinion magazine established in 1945 in Krakow, Poland. Both in printed format and digitally, it addresses topics essential to a free and democratic society, ranging from domestic politics and global affairs to society, religion, and culture.

Tygodnik Powszechny strives for independent journalism that fosters healthy public debate and maintaining a critical perspective while embracing inclusiveness and dialogue. The magazine's identity was shaped by the involvement of its founders in the Solidarity movement, advancing the causes of workers' rights and social change in then-communist Poland, and consequently in the establishment of the young Polish democracy in the 1990s.

### Tygodnik Powszechny profile:

- Opinion weekly
- Location: Krakow, Poland
- 40+ employees
- 42.000 print circulation
- 255.000 unique monthly visitors of <https://www.tygodnikpowszechny.pl>



## A Comprehensive Digital Strategy Introduced

The specific objectives of the digital strategy adopted were to generate ad and subscription revenues through referral traffic, targeting visitors who arrive at a website through a link on another website, and, simultaneously, decrease the workload of a small digital team. In particular, Tygodnik Powszechny aimed to increase referral traffic from social media, optimise reshares on Facebook and drive subscriber growth.

These objectives were achieved by using social media automation to improve the publishing process, developing web marketing tools, and producing multimedia-enriched content. In addition to these steps, a new workflow solution was integrated into the content management system to optimise the work of the editorial team.

An external expert enabled the magazine to streamline data processing workflows and advance its data analytics capabilities. The consultant focused on creating and optimising analytics dashboards and reports for the newsroom and commercial department. This provided a powerful set of tools for data visualisation and analysis, leading to more informed decision-making.

## Innovation Impact: A Growing Organisation

The support provided by the Prague Civil Society Centre, through the Central Europe Media Resilience Programme, allowed Tygodnik Powszechny to achieve growth, among others, in the following areas:

- In 2023, one million more new users visited the magazine's website compared to 2022, marking a 46% increase.
- Tygodnik Powszechny also observed an increase in website visits coming from Facebook and Twitter by 5% between September 2023 and April 2024.
- By automating publishing processes and optimising email newsletter content with AI-backed Echobox software tools, email click-through rates increased. The newsletter views grew by 488% between September 2023 and April 2024. Tygodnik Powszechny was even featured by [Echobox in its case study](#), highlighting their success in overcoming the Facebook algorithm.
- Revenue from digital subscriptions grew by 111% in the first quarter of 2024 compared to the first quarter of 2023. This was achieved through increased page views and audience engagement with new types of content, as well as innovative promotion methods, such as using social media and newsletter automation.
- The magazine also enriched its online content with video and multimedia formats. Utilising professional stock videos allowed Tygodnik Powszechny to effectively deliver them across multiple platforms, including its website, YouTube, and Instagram.
- Thanks to the involvement of a professional multimedia producer and audio engineer for podcast production, Tygodnik Powszechny significantly improved the quality and production time of podcasts, enabling the episodes of "The Weekly" podcast series to be prepared consistently as a part of the weekly routine tasks.

## Spillover Effect: Benefiting Broader Media Community

The digital innovations introduced by Tygodnik Powszechny proved to have the potential to be implemented beyond the organisation. Several other independent publishers have shown interest, in particular in a free license for the so-called rE-medium – a production and marketing solution consisting of a content management system, basic front-end, paywall module, and user account database linked to analytical and marketing tools.

The "rE-medium" was launched in 2022 by the [Tygodnik Powszechny Foundation](#), initially co-financed by a grant from the Consortium of the Shipyard Foundation, Stefan Batory Foundation, and the Academia of Civic Organizations Foundation, within the EEA Financial Mechanism and Norway grants. It was further supported by a grant from the Prague Civil Society Centre in 2023-2024.

Cykl specjalnie dla subskrybentów



## WybierAI: algorytmy demokracji

### Award-winning Publications with Impact

As part of the support provided by the Prague Civil Society Centre, through the Central Europe Media Resilience Programme, Tygodnik Powszechny published a series of multimedia articles "[WybierAI](#)", raising awareness about the risks and threats of AI-driven deceptive political online content.

The series not only won the prestigious Polish press award, the Grand Press Digital and Technology Award (December 2023), but also triggered an important political debate when in [one of the episodes of „WybierAI” \(see also on YouTube\)](#), Tygodnik Powszechny exposed that the Hungarian government targeted Polish voters with an anti-immigrant political advertisement. The news reached audiences in Poland in the morning on the day when the new Polish government was inaugurated, making the episode broadly shared.

**The Prague Civil Society Centre’s Central Europe Media Resilience Programme is funded by USAID.**

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