

How ACM Strengthened Community Connections Through Modern Tribute Experiences

THE CLIENT

Australian Community Media (ACM) is Australia's leading regional and rural digital media company, connecting with over 5.2 million people every month. ACM prides itself on keeping communities strong, informed, and connected through trusted local content and independent journalism.

ACM

THE CHALLENGE

ACM wanted to modernize its obituaries and tributes experience to better serve both its readers and the families of deceased community members.

Key challenges included:

- Creating a space for readers to share sympathies and memories
- Ensuring the experience was intuitive for users who may not regularly engage online.
- Transforming traditionally "static" obituary pages into more engaging, community-focused spaces.

 When rebuilding our tributes & funeral notice experience, we wanted to create a space for people to communicate and share their feelings with the family of the deceased. Sharing those messages publicly is an important part of the grieving process for the family and the community. 

— **Marc D.**
Designer & Product Manager, ACM

THE SOLUTION

ACM expanded Viafoura's full suite to enhance the obituaries and tribute pages. They're continuing to optimize the experience with a particular focus on emails and notifications.

Key aspects of the new, modern obits page include:

- **Interactive commenting:** The Viafoura widget allowed readers to post messages in a format similar to a traditional guestbook, fostering connection and community support.
- **User-friendly design:** Leveraging existing authentication, new users could easily create an account to participate. Minimal modifications were made to ensure the feature remained simple and approachable.
- **Community engagement:** By enabling comments, ACM transformed tribute pages into spaces for connection & grieving, helping families and community members share their thoughts.

BUSINESS IMPACT

- **Deepened community connection:** Adding commenting to obituaries and tributes helped create deeper engagement and utility on these pages.
- **Positive reception:** Formal feedback may be limited. Yet you can clearly see the impact in the heartfelt messages readers have left, demonstrating their appreciation for the ability to connect and share condolences.

By implementing Viafoura's commenting solution, ACM both strengthened its relationship with local communities while modernizing a sensitive and essential part of its content offering.

Here's to more digital community spaces where people can connect and heal together.

The image displays three screenshots of the Viafoura platform. The first screenshot, 'Guestbook', shows a comment from 'janebooth' dated October 18, 2024, reading: 'Gone too soon, condolences to her lovely family. Caz was a bright funny creative person who will be sadly missed by many such sad news . Jane Booth'. The second screenshot, 'Obituaries', features a tribute to Vale Ben Hession and an obituary for 'Look up: The sky was the limit for flying accountant and his Lady Lynda'. The third screenshot, 'Tributes & Funerals', shows a search interface and a grid of notices for 'Brown, Ayah', 'BURLING, Alwyn Charles 'Mick'', and 'May, Murray'.