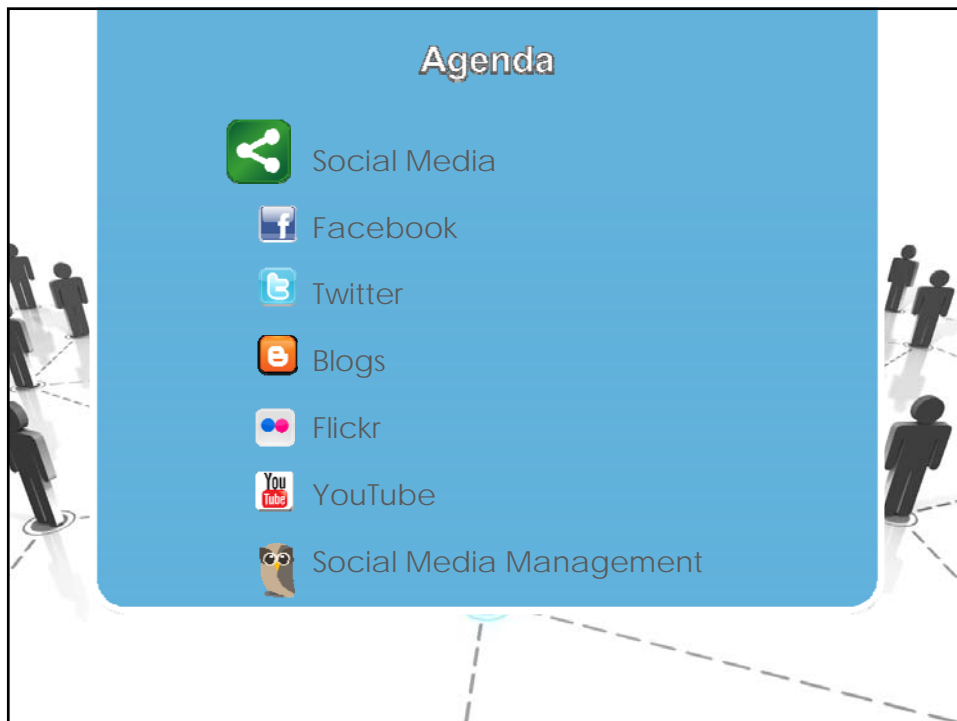











Engaging Readers on Social Media
Rachal Shanahan, Social Media Manager, @rachals

The slide features a blue header with white text and decorative blue circles and lines. The background is white.




Agenda

-  Social Media
-  Facebook
-  Twitter
-  Blogs
-  Flickr
-  YouTube
-  Social Media Management

The slide has a blue background with a white border. It includes icons for each item and a graphic of people silhouettes on the left and right sides.


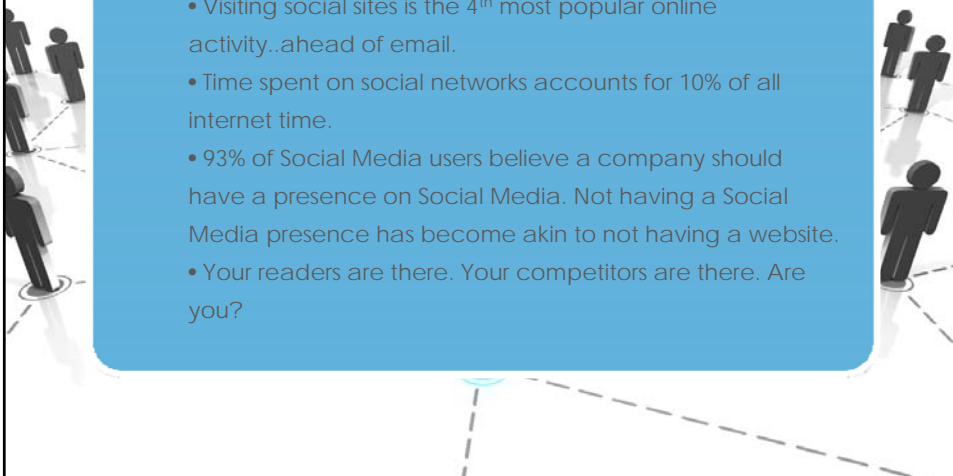
Understanding What Our Readers are Looking for Online

Social media and Your readers



Fast facts:

- 3 out of 4 Americans use social technology
- Visiting social sites is the 4th most popular online activity..ahead of email.
- Time spent on social networks accounts for 10% of all internet time.
- 93% of Social Media users believe a company should have a presence on Social Media. Not having a Social Media presence has become akin to not having a website.
- Your readers are there. Your competitors are there. Are you?



Social Media

What is Social Media?

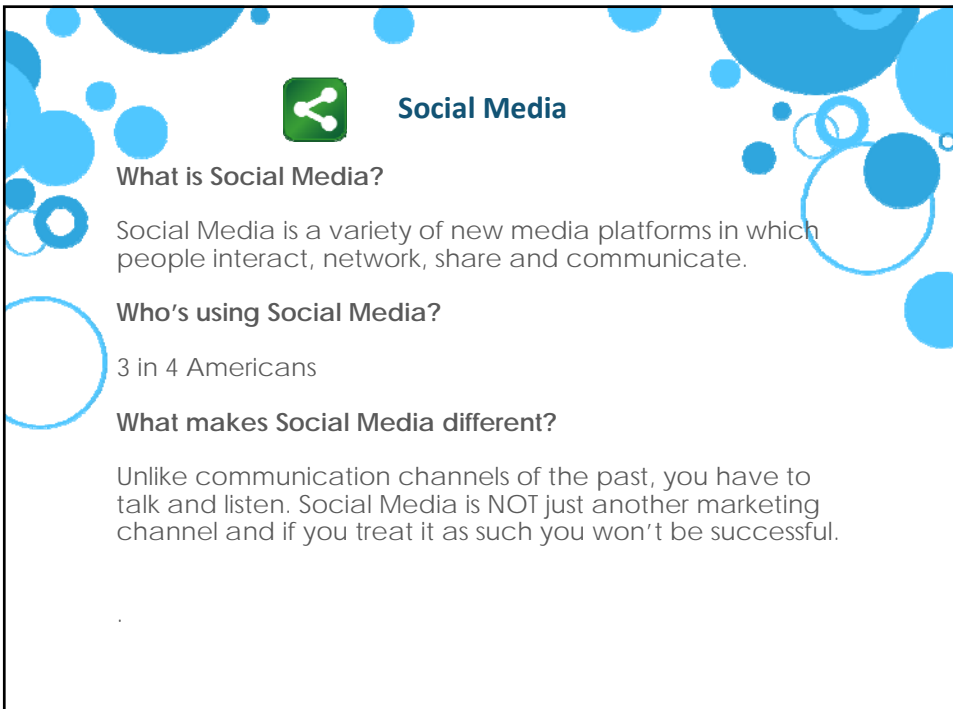
Social Media is a variety of new media platforms in which people interact, network, share and communicate.

Who's using Social Media?


3 in 4 Americans

What makes Social Media different?

Unlike communication channels of the past, you have to talk and listen. Social Media is NOT just another marketing channel and if you treat it as such you won't be successful.



Understanding What Our Readers are Looking for Online




Social Media

Why should you use social media?

A user's social feeds are becoming their personalized news source.

"...in the last five years, a revolutionary shift has taken place in the way we consume news. We have gone from consuming news through traditional media and news websites to having the news broadcast to us by our social network of friends. In fact, **75% of news consumed online is through shared news** from social networking sites or e-mail. Social news is finding us."
- Vadim Lavrusik

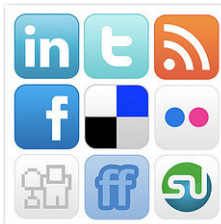
Newspapers have the opportunity to directly interact with readers and to leverage Social Media into a an integrated newsroom. You can use Social Media for advertising, marketing, brand-building, research, engagement, boosting SEO and even content sourcing. Done correctly, Social Media can help you acquire and retain loyal, engaged readers.



Social Media

Bottom line:

It's easy to be overwhelmed by jargon and the influx of new Social Media channels, but the most important thing to remember is Social Media isn't about technology; it's about connecting and sharing with people.



Understanding What Our Readers are Looking for Online



Social Sharing

- The average Facebook user has 130 friends
- The average Twitter user has over 100 followers.
- If a user posts a status discussing your article it's like they contacted 130 friends and said "read this".
- People trust the endorsement of peers.
- Adding Facebook "Like" buttons and "Tweet This" buttons is a really easy way to enable readers to share articles with their social network and drive their friends to your website.



Understanding What Our Readers are Looking for Online

Facebook Fans and Likes

 Fast facts:

- Over 750 million users.
- Over 5 billion minutes are spent on Facebook each day.
- Over 1 billion pieces of content are shared on Facebook each week.



Fanpages

- Build a Fanpage for your brand
- The average user is connected to over 80 Fanpages, make yours stand out!
- Customize your page.
- Link your other social media channels.



Understanding What Our Readers are Looking for Online



Facebook Ads

- Now that you've got your Fanpage set-up, it's time to promote it.
- Facebook is no Field of Dreams. Just because you built it, doesn't mean they'll come.
- A "Like Us" button on the header of your website is a great start.
- But to really draw in Facebook users, Facebook ads are the way to go
- Facebook Ads can be hyper-targeted.
- You can target users by:
 - ✓ location (country, state, city)
 - ✓ age
 - ✓ gender
 - ✓ education
 - ✓ students (can specify what school)
 - ✓ interests
 - ✓ relationship status (single, engaged, married)
 - ✓ family (with children, specific age groups of children)



Fan Engagement

Now you have a Fanpage and a fanbase established, it time to keep them engaged with your brand.

- Start a conversation
- Create an open event for community events
- Leverage polls
- Variety, post articles, videos, blog posts, photos, etc.
- Ask lots of questions
- Monitor
- Tone
- Run contests



Engagement Case Study

Autocatch "Like" Contest

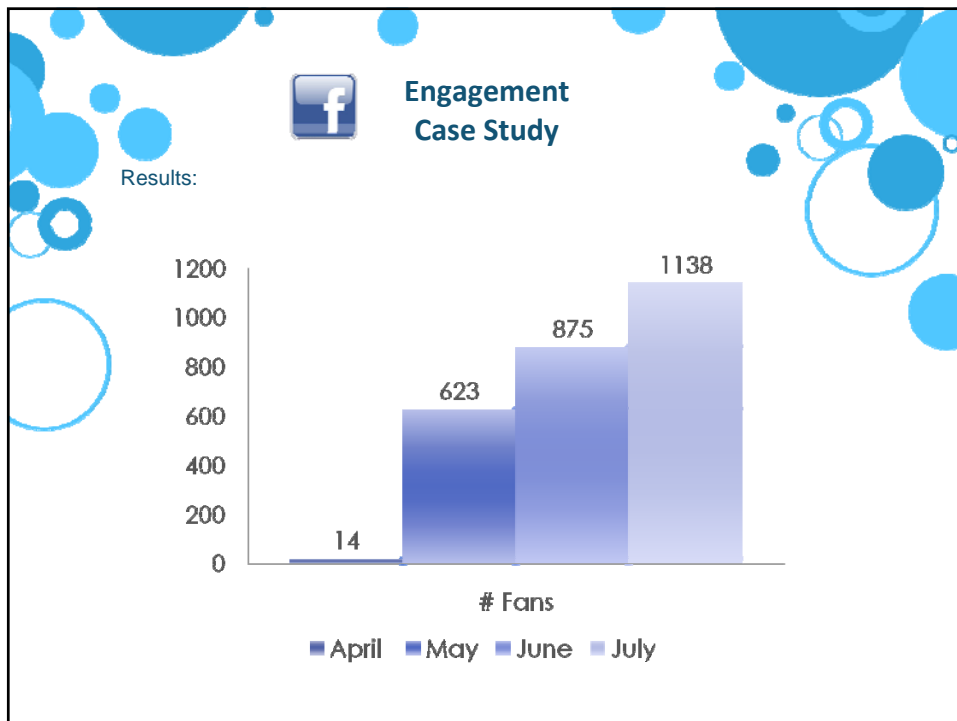
Objectives:


- o Create brand awareness
- o Build a base of 200 new Facebook Fans
- o Increase Social Media presence
- o Build engaged Social Media community
- o Translate Social Media community into website traffic

Contest: During month of May, drive Facebook users to become Fans of Autocatch's Facebook Fanpage for a chance to win one of ten \$50 gas/convenience cards.

Contest Promotion:

- o Featured on print and/or online ads
- o Twitter via tweets and interacting with influencers
- o Facebook Ads – specialized campaign
- o Customized Facebook Fanpage landing page promoting contest





Engagement Case Study

Results:

- All of the contest objectives were exceeded.
- We surpassed our target of acquiring 200 new fans and increased our Fanbase by 94%.
- Facebook users converted much higher than the site average.
- Growth continues months after promotion.
- The number of “likes” on posts and conversations hosted on the Autocatch Fanpage continue to increase even after the campaign concluded.




Twitter Tweets and #s

Fast facts:

- 140 million tweets are published per day.
- Over 225 million users.
- *“Twitterers are the connected of the connected, overindexing at all Social Media habits. For example, Twitterers are three times more likely to be Creators (people who create and share content via blog posts and YouTube) as the general US population” – Forrester Report 2009*

Understanding What Our Readers are Looking for Online




Twitter

Twitter is conversation based platform and it's users are highly engaged and approachable.

A different medium requires different message. Don't automate your Facebook posts to Twitter. If you do this, not only will your posts be cut short, you'll also miss out leveraging Twitter specific engagement tactics:

- Twitter is a fast medium, you can post more.
- Ask lots of questions
- Answer questions or engage in dialogue
- Find community influencers and talk to them
- Leverage trending topics for more exposure
- Use hashtags to get involved and track conversations
- Tweetiquette
- Create lists
- Live tweet from events or breaking news updates. These are ideal instances to use a hashtag.



Blogs The new OP-ED

Fast facts:

- There are an estimated 25 billion blogs.
- Microblogging platform, Tumblr, has over 24 million microblogs and over 8 billion posts.


Understanding What Our Readers are Looking for Online



Blogs

Blogs are a great way to extend stories there's no room for in traditional media.


- They can have personality and unique voice
- Posts should be as short as possible, as long as necessary
- Incorporate multimedia from your other social media channels (YouTube, Flickr)
- Promote your blogs on your other social media channels
- Blogs can be used to create a discussion on channels like Facebook or Twitter
- These can be written by staff on their area of expertise or even by a community influencer

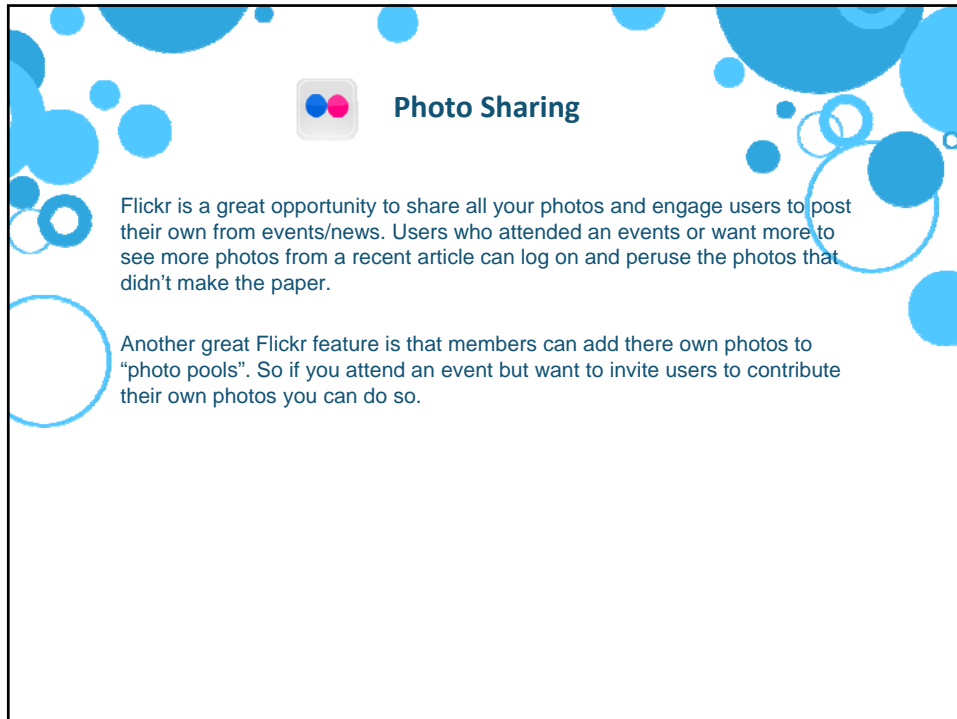



Flickr Share & Source

Fast facts:

- Over 4 billion photos are on Flickr.
- Flickr has over 51 million users.

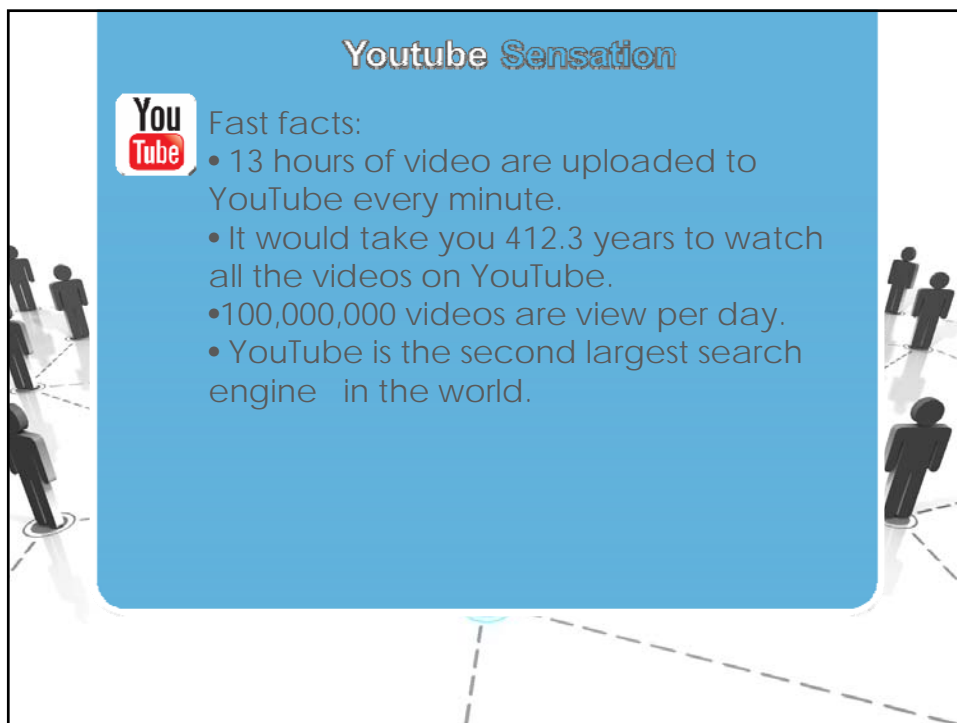





 **Photo Sharing**

Flickr is a great opportunity to share all your photos and engage users to post their own from events/news. Users who attended an events or want more to see more photos from a recent article can log on and peruse the photos that didn't make the paper.

Another great Flickr feature is that members can add there own photos to "photo pools". So if you attend an event but want to invite users to contribute their own photos you can do so.




Youtube Sensation

 Fast facts:

- 13 hours of video are uploaded to YouTube every minute.
- It would take you 412.3 years to watch all the videos on YouTube.
- 100,000,000 videos are view per day.
- YouTube is the second largest search engine in the world.

Understanding What Our Readers are Looking for Online




Video

YouTube is ideal for storing your videos and maintaining an online library of them, but YouTube easily integrates with Facebook, blogs, websites, etc.

- Length (2-5 minutes)
- Videos don't just have to be informative, they can also just be fun
- Create your brand channel
- Cross-promote your YouTube videos on your other social media channels

Social Media Management



- With so many channels, how much time will that eat up?
- With the rapid speed of SM, how can you watch mentions of your brand?
- How can you keep up with conversations/questions?
- How can you track the success of your campaigns?



Managing Social Media

- Simplify your social media efforts, sign-up for a management platform
- Social media management platforms will publish, monitor, listen and sometimes analyze your social media channels.
- Shop around for the platform that is right for your brand and your team.
- If your testing the social waters and budget is an issue, no worries! Some of the basic versions of platforms are free. Hootsuite, Sprout, etc. As you get more confident in your social media efforts, you can upgrade your account for more features.

The Bottom Line

Engaging readers on social media comes down to four steps:

1. Plan
2. Engage
3. Listen
4. Analyze and Repeat

