

Social Media Workshop 1: Growing Your Newspaper Brand (and new revenues) through Social Media

Local Media Association

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Agenda

- Introduction
- Defining Social Media
- Trends in 2012, 2013
- Social Media and Newspaper brands
- Developing Social Media Strategy and Plan
- What's Next, What to Watch

A Little About Me

Laurel Lane

- 14 years on the Internet side of newspaper industry
- Managed HotJobs execution across Lee Enterprises
- Managed GoErie.com
- Oversaw all digital revenue for Pittsburgh Post-Gazette
- Currently consulting through my company, Digital Span Solutions



Social Media 2013 Video

By Erik Qualman, author of
Socialnomics

www.socialnomics.net

Highlights from video

1. Facebook's 1 billion members makes it the third largest country in the world (behind China and India).
2. Each day, 20% of Google searches have never been searched before.
3. Every second, 2 new members join LinkedIn.
4. That is the equivalent of the entire enrollment of the Ivy League joining LinkedIn every day.
5. Social gamers will buy \$6 billion in virtual goods by the end of 2013, while moviegoers will buy only \$2.5 billion in real goods.
6. Every minute, 72 hours of video are uploaded to YouTube.
7. YouTube is the second largest search engine in the world.
8. 53% of people on Twitter recommend products in their tweets.
9. 90% of customers trust peer recommendations compared with 14% who trust advertising. **(Psst, brand owners: you need a social media manager.)**
10. New Yorkers received tweets about an East Coast earthquake 30 seconds before they actually felt it.
11. Lady Gaga, Justin Bieber and Katy Perry have more Twitter followers than the entire populations of Germany, Turkey, South Africa, Canada, Argentina and Egypt.

**source – mediabistro.com – All Twitter section

Defining Social Media

Not to be too elementary, but really, what IS social media?

- Merriam-Webster
 - Forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)
- Wikipedia
 - **Social media** refers to the means of interactions among people in which they create, share, exchange and comment contents among themselves in virtual communities and networks. [1] [Andreas Kaplan](#) and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of [Web 2.0](#), and that allow the creation and exchange of [user-generated content](#)." [2] Furthermore, social media employ mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individuals [3]
- My simple definition – Any site that allows for interaction and sharing of content among site users and even beyond the site. The ability to connect activity to a profile is trackable word of mouth – “Facebook is word of mouth at scale” – Facebook Local exec, Borrell conference 2011.
- Newspapers have always been social media

Additional Related Terms

- Gamification – from Wikipedia - Gamification is the use of game-thinking and game mechanics in non-game contexts in order to engage users and solve problems. Gamification is used in applications and processes to improve user engagement, ROI, data quality, timeliness, and learning. Early examples of gamification are based on giving reward points to people who share experiences on location-based platforms such as [Facebook](#)'s "Place" feature, [Foursquare](#), and [Gowalla](#) – rewards may also include coupons, freebies, etc from the local business where a person has “checked in” or shared content.
- Big Data - In 2012, [Gartner](#) updated its definition as follows: "Big Data are high-volume, high-velocity, and/or high-variety information assets that require new forms of processing to enable enhanced decision making, insight discovery and process optimization."
- These two concepts are inherent to the success of Social Media

The Big Three (and More...)

- ***Facebook***
- ***Twitter***
- ***LinkedIn***
- YouTube
- Others
 - Google+
 - Pinterest
 - FourSquare
 - Tumblr
 - StumbleUpon
 - Yelp
 - Zillow
 - Pandora
 - Flickr, Shutterfly, Picassa

Social Media in 2012

- From the website *Business 2 Community* (www.business2community.com)
 - Facebook bought Instagram for \$1 billion and then went public.
 - Pinterest became the darling of the social media set, especially the ladies and fashionistas.
 - Twitter continued to grow after being welcomed into the Apple fold with its inclusion in the mobile operating system on its iPhones.
 - Google+ continued to grow and with 5 billion “+1” buttons being clicked on every day and with over 400 million users
 - LinkedIn decided its user interface needed a makeover and re-designed its website to increase its social attractiveness.

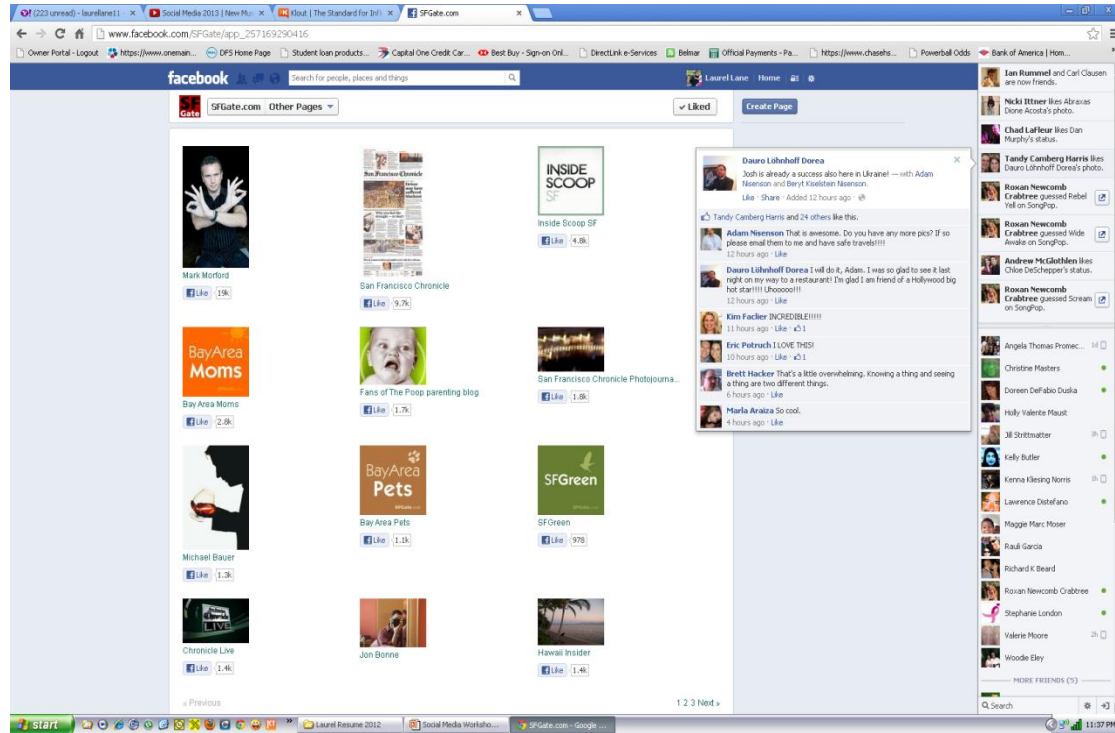
That's great and all but

What does it mean to us,
(and how do we make
money from it?)

Social Media and Your Newspaper

- You must use Social Media to grow audience for your newspaper brand
- Solid social media marketing around your own newspaper brand becomes the example you can sell to your local advertisers
- Advertisers buy pageviews from newspapers and pageviews will grow through social media exposure
- Advertisers buy integrated programs and still measure success on a newspaper site through pageviews/impressions/clicks – the ability to collect data through contesting should be part of any integrated program
- Social Media drives data collection, imperative for your “Big Data” strategy
- Social Media can drive circulation of print, e-editions, tablet, etc.

Newspaper Examples – SF Gate Pages



SF Gate created multiple Facebook pages to drive new audiences and traffic to their brands

Newspaper Examples - Denver Post Classified Sections



The Denver Post has added classified content pages to drive traffic to those important commercial sections

Newspaper Examples – Denver Post Broncos Contest

facebook

The Denver Post Enter today!

Like Create Page

FACEBOOK FANDEMONIUM

presented by **THE DENVER POST** and **DISCOUNT TIRE**

WIN TICKETS BRONCOS AFC DIVISION PLAYOFF

GAME DAY-JANUARY 12TH
CONTEST DATES-JANUARY 7TH - JANUARY 10TH

FANTASTIC PRIZE PACKAGE INCLUDES:
2 Broncos Playoff Game Tickets
Autographed Football

ENTER BELOW FOR YOUR CHANCE TO WIN!

First Name:

Last Name:

E-mail:

Phone #:

☐ I agree to all contest rules, terms and conditions.

Enter Contest

Contest Rules, Terms & Conditions **share**

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Christine Masters
DanielandJenna Guenther
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Doreen DeFabio Duska
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Jill Strittmatter
Kelly Butler
Lawrence Distefano
Maggie Marc Moser
Meredith Rummel
Richard K Beard
Roxan Newcomb Crabtree
Stephanie London
Woody Eley

MORE FRIENDS (5)

Search

Newspaper Examples – Houston Chronicle Subscription



The Houston Chronicle – “Subscribe Today” front and center

Developing your Social Media Strategy

- Social Media impacts 4 major areas of a newspaper
 - Editorial
 - Sales
 - Marketing
 - Circulation/Audience Development
- Maximizing Social Media in these areas will drive additional revenues

Steps to Social Media Strategy – You Need a Plan

- Develop overarching Social Media Plan for newspaper brand (should be incorporated into overarching Strategic Plan)
 - Hold internal social media summit with all stakeholders – editorial, advertising, marketing, circulation/audience departments
 - Use guided discussion to answer key questions – High level questions may include (but not be limited to...)
 - Define what Social Media means to us
 - Define how we use Social Media to:
 - Increase consumer audience size
 - Increase consumer audience engagement
 - Increase digital marketing revenues
 - What are specific objectives we should derive for Social Media as it's own category
 - What are the Social Media environments, applications, platforms on which we should focus?
 - Facebook, Twitter, YouTube, LinkedIn, Others?
 - What about social elements of Blogs? Do they fit into this category of Social Media or are Blogs a separate focus?
 - Use answers to determine strategies and tactics; develop Social Media Action Plan
 - Select one Social Media project leader – cross-functional – to manage implementation of Social Media Action Plan (depending on size of newspaper, you may need to create a new position)
 - Social Media Action Plan will contain specific steps for Editorial, Advertising, Marketing and Circ/Audience Development departments

Steps to Social Media Strategy – Editorial

- Social media editor
- Post top stories on FB and Twitter throughout the day
- Test audience-building through posting uniquely local stories, fun facts, questions
- Use the FB tools to create interesting profile pages
- Interact with the community – answer questions, create dialogues, address negativity head-on
- Promote editorial packages – unique coverage, live chats, specialty blogs
- Track what each activity delivers in terms of likes, new audience profiles (if you are collecting data through registration), pageviews generated per social media site on stories posted

Steps to Social Media Strategy - Marketing

- Drive brand exposure
- Contests and data collection
- Event promotion
- Traffic to new products launched

Steps to Social Media Strategy – Audience Development

- Drive print subscription sign ups
- Contests and data collection
- Circulation promotions
- Track subs gained through Social Media outlets

Steps to Social Media Strategy – Sales

- Commercial areas – Classifieds, Auto, RE, Recruitment, Legacy
- Contests and Data collection
- Retail – multiple points of exposure
- Sell complete programs– banners to drive people to the FB page, where they then LIKE the page to complete the entry form – newspaper gets the data as well as advertiser

Steps to Social Media Strategy – Sales – Integrated packages

Example 1

- Local Event
- Banners link to FB page of advertiser
- FB page “liked” to reveal contest entry form for tickets
- Data collected shared between newspaper and client
- Email sent to all entrants with ticket discount offer
- Newspaper commits to posting info about 2 times a week for 4 weeks up to event on FB, Twitter

Example 2

- Local beer distributor
- Sponsors St. Patrick’s Day “Party Page” on newspaper.com
- Newspaper staffer(s) out in market on St. Patricks Day recording local activities – uploading photos to FB and Twitter, which are also displayed on “Party Page”
- Banner ads on site drive traffic to check out local photos on St. Patrick’s Day
- Additional Banner Ads link to Newspaper FB page with a tab to “Enter to Win” contest sponsored by beer distributor
- Data collected kept by newspaper (Ok with client) and newspaper sends weekly email to opt-ins promoting local events at bars where beer distributor beers are served

Steps to Social Media Strategy – Sales

- Digital Marketing Services
 - Directory Management
 - Reputation Management
 - Social Media Management - profile, postings, data collection – usually includes FB and Twitter
 - Web “visible” PR – press releases, video press releases
 - SEO
 - SEM

What Do You Do Right Now?

- Research the major social media players
 - Create your own profiles right now
 - Play with the tools – learn how the community interacts and shares
 - Observe what happens – what are your own actions taken when something is shared with you?
 - Observe how the marketing functions
 - Order an ad for your newspaper on Facebook
- Hold an internal meeting regarding social media strategy – initiate a small internal committee and set a date for a summit
- Investigate Digital Services vendors – social media management is part of the programs that you can resell locally
- Learn more about what your own editorial department is doing with social – understand what audience you are gaining from your content exposure
- Learn more about how your industry peers have used Social Media to grow circulation, or market the newspaper brand

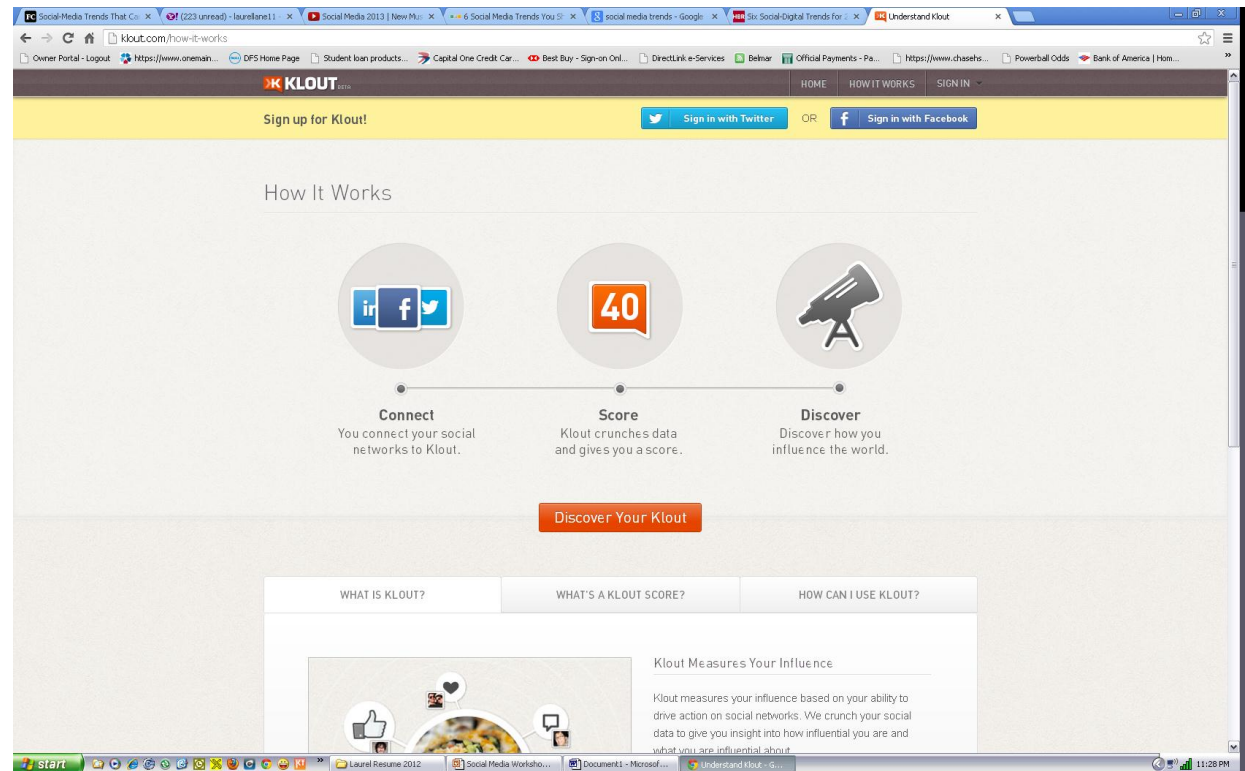
Social Media Trends 2013

- Resources to DO social media continue to be a problem for many SMBs – this is an opportunity for newspapers or other local media companies
 - Even large companies are just now getting serious about a social media team lead by a strategic professional
- Mobile consumption of social media (and actions taken) will continue to rise exponentially
- Pinterest – visual aspect of social sharing and the influence it has on buying decisions will skyrocket
- Twitter and FB advertising models will continue to evolve and change, especially in mobile
- Gamification works – we need to find new ways to capitalize on it
 - Social Commerce will continue to evolve
- Continued data explosion with the need to analyze and maximize

Social Media Trends 2013 – Homework Assignment

Your Klout Score will matter – don't know what Klout is, check it out!

www.klout.com



Resources

- Facebook – step by step to getting started with pages <http://www.facebook.com/pages/create.php>
- Twitter – Twitter for Business - <https://business.twitter.com/>
- YouTube – Getting started - http://www.youtube.com/t/about_getting_started
- LinkedIn – Check out the LI blog - <http://blog.linkedin.com/>
- Pinterest – Help for Businesses - <http://business.pinterest.com/>
- <http://www.socialnomics.net/>

Resources

Articles on Social Media Trends

- http://www.mediabistro.com/alltwitter/social-media-stats-2012_b30651
- <http://www.fastcompany.com/3004604/social-media-trends-cant-be-ignored-2013>
- http://blogs.hbr.org/cs/2012/12/six_social-digital_trends_for.html
- <http://www.business2community.com/social-media/6-social-media-trends-you-should-not-ignore-in-2013-0367709#5lt8bTYM0TVXTW1f.99>

Thank You

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