

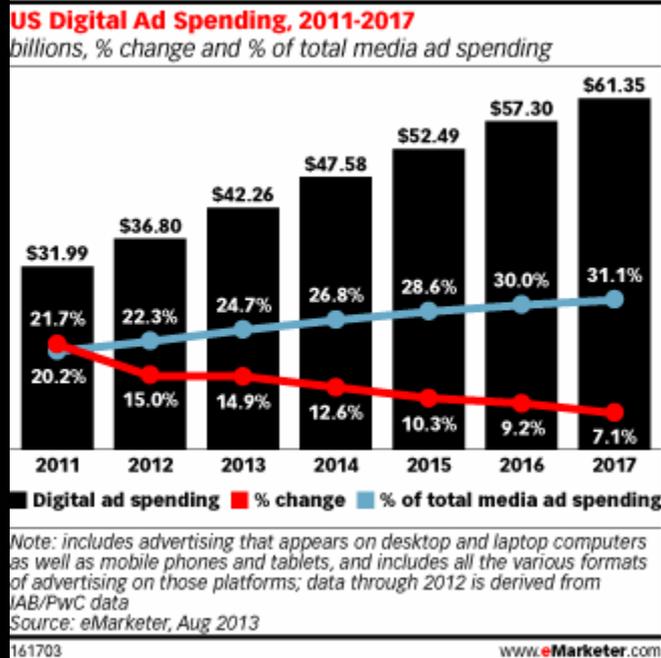
A Social Media Workflow for Broadcasters

By Allan Pepper
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Social Media Matters

Why should you care?

Advertising



Advertising Trends

Television tends to bring in new customers, while digital secures more sales from existing customers.

- TRA, Comcast Media 360 'Cross Media' Study, Sept 19 2013

Ratings



- Nielsen Twitter TV Rating system launched Sept 30, 2013!
- Early findings showed that for every one tweet about a TV show, roughly 50 people see it.
- Wall Street Journal, "Nielsen to Add Data for Mobile TV Viewing", Sept 19 2013
- Facebook users who like TV show pages are 75% more likely to watch. (Viacom)

Audience

- 34% of American adults now own a tablet.
- 56% of American adults now own a smartphone.
- 64% of tablet owners say they get news on their devices weekly.

- Pew Research Center

For Many, Mobile Means More News

News users who said that since getting their tablet they...



Spend more
time with news

31%



Turn to new sources
for news

31



Are adding to the
news they
consume

43

Based on weekly tablet news (N=810) users. Icons from the Noun Project.

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

Strategy

What are the elements?

Web

News / Breaking News



- “Web First” - First to post often means higher viewership.
- Headlines and stories should align with televised broadcast.
- Tools can help with getting stories, updates, and video to the web quickly.
- Web and blogs present a great branding opportunity!

Mobile

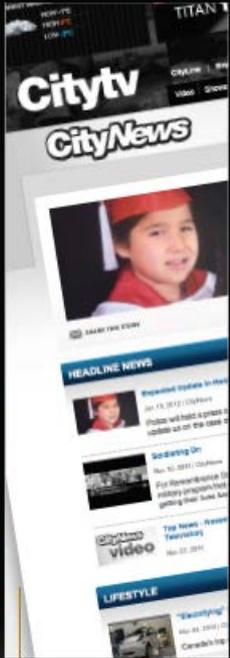
Promotions



- “Move fast and break things” – Facebook philosophy.
- Dedicated page layouts and fast load times are important!
- Engagement can be built by showing more than the headlines.
- Content should be timed to appear when you want it to.

Social

Brand Control



- Broadcast the interesting stuff!
- Social happens all the time.
- Can't be an afterthought – social content needs to be planned, but still engaging.
- Keeping content fresh and timely can be a challenge.

Broadcasting

Live Events



- Social elements can be included in any broadcast.
- Builds engagement and involves viewers in the production.
- Moderation tools are available!

Social Media

A look at Madison, WI

Madison, WI

Search results for “madison wisconsin news”

| Site | Google | iTunes | Play Store |
|-------------------------|-------------|--------|------------|
| Wisconsin State Journal | 1 | 7 | |
| WISC-TV (Channel 3000) | 3 | 5 | 4.1 |
| WKOW | 6 | 9 | 4.6 |
| WMSN | 8 | | |
| WMTV | 17 (page 2) | 2 | 3.8 |

The screenshot shows the homepage of the Wisconsin State Journal. At the top, there are navigation links for 'Subscriber Services', 'Edition Login', 'Archives', 'Obituaries', and 'More'. The main header features the 'WISCONSIN STATE JOURNAL' logo, a weather widget showing '73° Clear' and a 'Weekly Forecast', and a navigation bar with links for 'Sites', 'News', 'Business', 'Opinion', 'Weather', 'Communities', 'Get It', 'CarSoup', and 'Jobs'.

The main content area is divided into several sections:

- Trending:** Badgers football, Video: Everything Emmys, Navy Yard shooting, Photos: Madison's Most Wanted.
- Today's Top Stories:**
 - Superintendent Tony Evers addresses vouchers, Common Core standards in State of Education speech (6 minutes ago).
 - Madison Catholic Diocese plans to turn headquarters into rental housing (3 hours ago).
 - Wisconsin premiums on health insurance exchange above national average (3 hours ago).
- Latest Local News:**
 - New data rank Wisconsin 34th in private-sector job creation (11 min ago).
 - Wisconsin unemployment: See trends by county (38 min ago).
 - Dane County alcohol offenders would be tested twice a day in pilot program (1 hr ago).
 - Alleged gasoline thieves arrested at Reedsburg Country Club (2 hrs ago).
 - Gas prices could continue to fall for weeks, analyst says (3 hrs ago).
 - Badgers football: How UW compares to other Big 10 teams (4 hrs ago).
 - Safety enhancements made at UW following death of employee (5 hrs ago).
 - Judge orders documents released in John Doe probe (5 hrs ago).
 - 10 things to know about the IPCC climate panel (3 hrs ago).

Madison, WI



Page load times (mobile)

| Name | Web Site | Time |
|-------------------------|-----------------------------|------------|
| Wisconsin State Journal | m.host.madison.com/wsj/ | 17.2 |
| WISC-TV (Channel 3000) | www.channel3000.com/wisc-tv | 17.9 |
| WKOW | www.wkow.com | 4.5 |
| WMSN | www.fox47.com | 9.2 |
| WMTV | www.nbc15.com | 11.6 |

Madison, WI

Social Media

| Name | Facebook Likes | Twitter Followers |
|-------------------------|----------------|-------------------|
| Wisconsin State Journal | 6934 | 20946 |
| WISC-TV (Channel 3000) | 31909 | 10509 |
| WKOW | 17296 | 8297 |
| WMSN | 3786 | 1706 |
| WMTV | 40948 | 13287 |

facebook

Email or Phone Password

Keep me logged in Forgotten your password?

NBC15 Madison is on Facebook.
To connect with NBC15 Madison, sign up for Facebook today.
Sign Up Log in

NBC15 Madison
40,948 likes · 7,710 talking about this

"Join the Conversation" with us: the NBC affiliate in Madison, Wisconsin

About Photos Videos Likes Click for Headlines

Highlights

NBC15 Madison shared Dan Guthrie's photo.
5 hours ago · 🌐

Dense Fog Advisories remain in effect until 9 am. That means fog is creating visibilities less than a quarter of a mile, some of the advisories will likely be extended and even if some do expire, the fog will still be thick in many locations. Drive safely this morning! - DG

Recent Posts by Others on NBC15 Madison See All

Vern Zech
🌐 One more link for you. <https://www.healthcare.gov/how-...>
4 hours ago

Vern Zech
🌐 Could you post this link on your website. <https://www.he...>
5 hours ago

Vern Zech
🌐 Could you post this link on your website. <https://www.he...>
5 hours ago

What Can We Do To Make It Easier?

Publishing Workflow

Possible Solutions

- Ignore it altogether... \$
- Volunteers/students \$\$
- Dedicated Staff \$\$\$\$
- Find Tools to Help \$\$\$



What is needed

Control!



A complete plan!

A package that incorporates web, mobile and social.

Common, branded updates across all outlets.

The ability to determine what gets published, when.

What is needed

Communication!



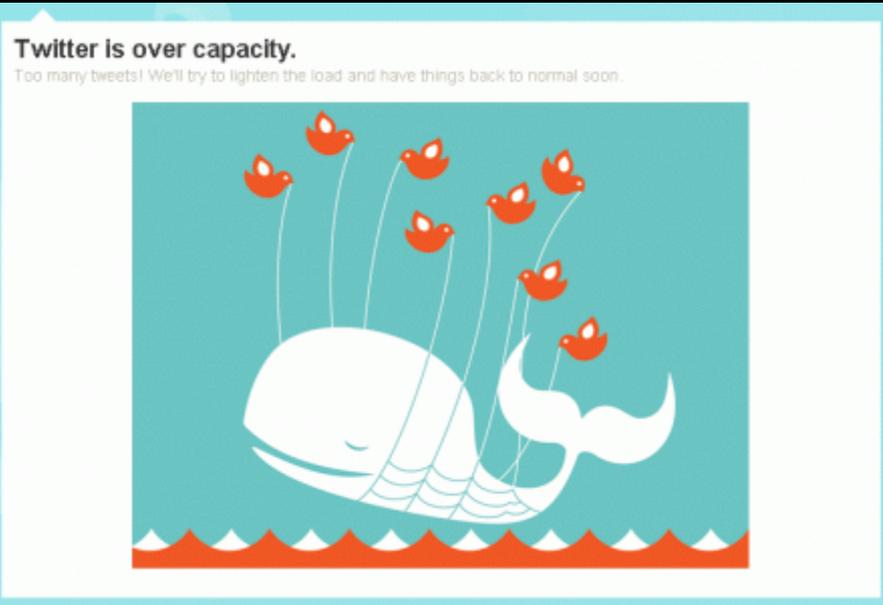
Everyone needs to know what needs to be done.

Who is working on what, and what state it's in.

A simple system for approval and scheduling.

Tracking so when it all goes wrong, it can be fixed.

What can go wrong?



What can go wrong?

Only one person knew how

Posted too early

Posted too late

Missed a key word

Hacked Account

Bad Content

Too few posts

Too many posts

Used my personal account

Posted the wrong story

Post Retracted

Material doesn't match broadcast

How Does Broadcast Handle This?

Newsroom Control Systems



ENPS



iNEWS



DALET

News Suite



Video Production Technology

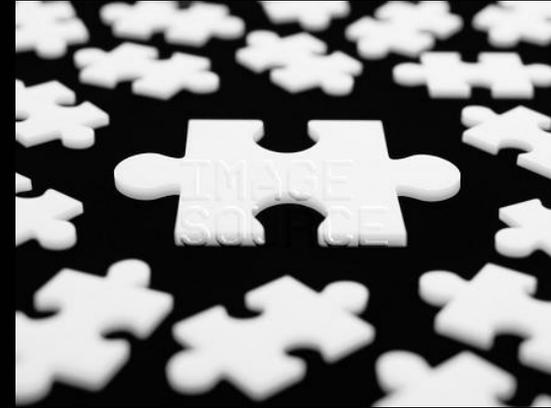
Inception News

Basic Editorial Process



Questions to Ask When Evaluating Solutions

1. Does the solution address all of our web, social and broadcast needs?
2. What destinations/channels are covered?
3. Are there any tradeoffs that need to be made?
4. What is the impact on exiting procedures or methods?
5. How does it scale to support us as we grow?



But What About...

On-air Workflow

Lower Thirds



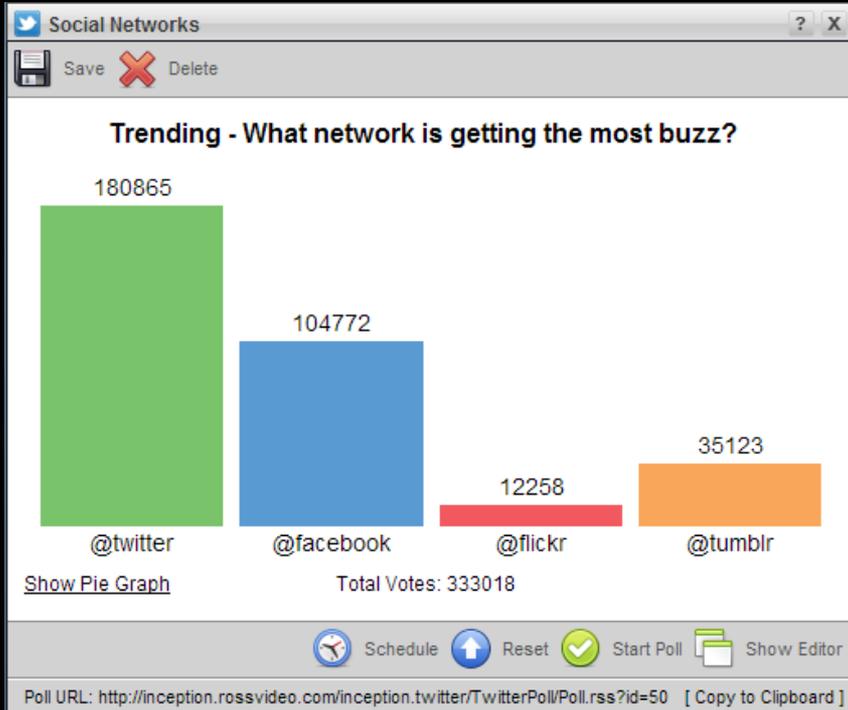
- Shows live viewer reaction, “Live Tweet” and include on-screen responses.
- Twitter: Ideally, you should animate full, complete Tweets onto the screen and allow them to rest there.

Sidebars and Fullscreens



- Longer posts, questions and responses.
- Twitter: We recommend that you animate Tweets onto the screen one at a time. Focus on legibility; don't crowd the screen with Tweets.
- Creates deep engagement when material is discussed as part of the production.

Polls and Graphics



- Create dynamic content with live social media polls
- Push updates to production graphics
- Measure audience response and trending topics

Possible Solutions

- Ignore it altogether... \$
- Cut & Paste \$\$
- Automated \$\$
- Curating Tool \$\$\$



What can go wrong?



Basic Editorial Workflow



Adapting the Editorial Process for Social Media

- Search for compelling content on the web or on social media sites.
- Select posts that meets production's needs.



- Ensure post meets broadcast criteria (blacklists), edit and approve.
- Publish post to production graphics for on-air use.

Examples of Curating Tools



Wrapping Up

Questions?

Wrapping Up

Thank You!