A Social Media Workflow for Broadcasters

By Allan Pepper
Ross Video Ltd.

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Social Media Matters

Why should you care?

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Advertising

US Digital Ad Spending, 2011-2017
billions, % change and % of total media ad spending

$31.99	$36.80	$42.26	$47.58	$52.49	$57.30	$61.35
21.7%	22.3%	24.7%	26.8%	28.6%	30.0%	31.1%
20.2%	15.0%	14.9%	12.6%	10.3%	9.2%	7.1%
2011	2012	2013	2014	2015	2016	2017

■ Digital ad spending ■ % change ■ % of total media ad spending

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; data through 2012 is derived from IAB/PwC data
Source: eMarketer, Aug 2013

161703   www.eMarketer.com

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

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Ratings

nielsen

- 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

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Strategy

What are the elements?

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Web

- "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!

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Mobile

- "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.

Promotions

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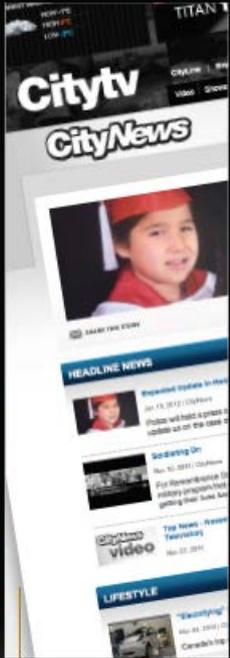
Social

- 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.

Brand Control

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Broadcasting

- Social elements can be included in any broadcast.

- Builds engagement and involves viewers in the production.

- Moderation tools are available!

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Social Media

A look at Madison, WI

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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

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

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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

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What Can We Do To Make It Easier?

Publishing Workflow

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Possible Solutions

- Ignore it altogether… $

- Volunteers/students $$

- Dedicated Staff $$$$

- Find Tools to Help $$$

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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.

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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.

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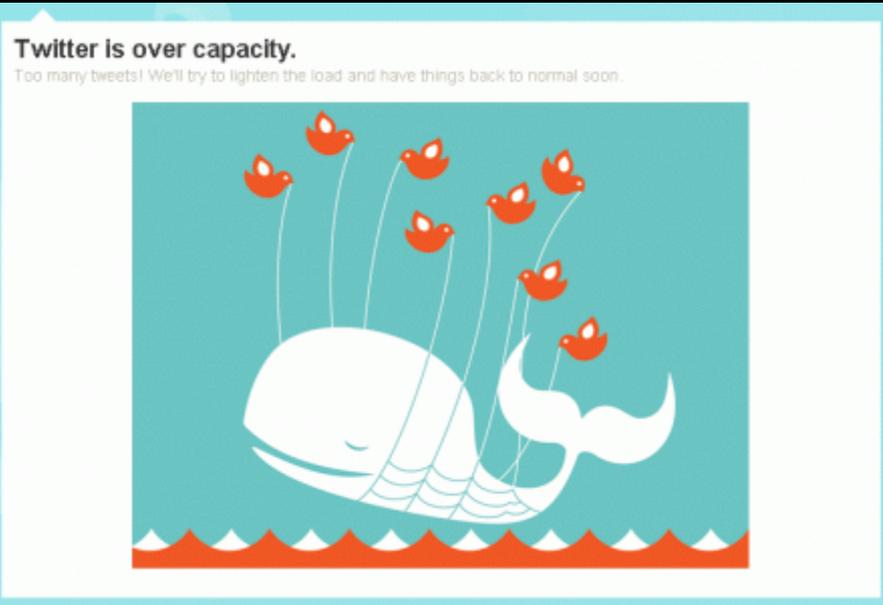
What can go wrong?

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

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How Does Broadcast Handle This?

Newsroom Control Systems

ENPS   iNEWS   News Suite   Inception News

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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?

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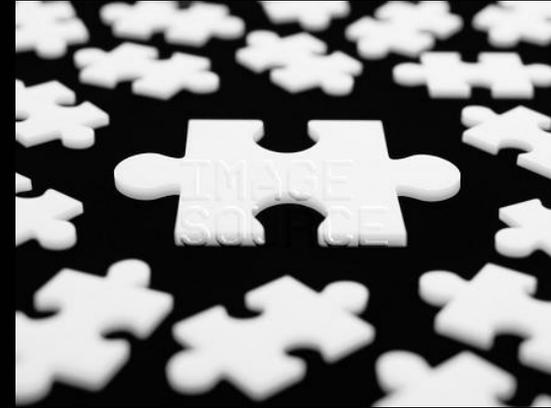
But What About…

On-air Workflow

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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.

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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
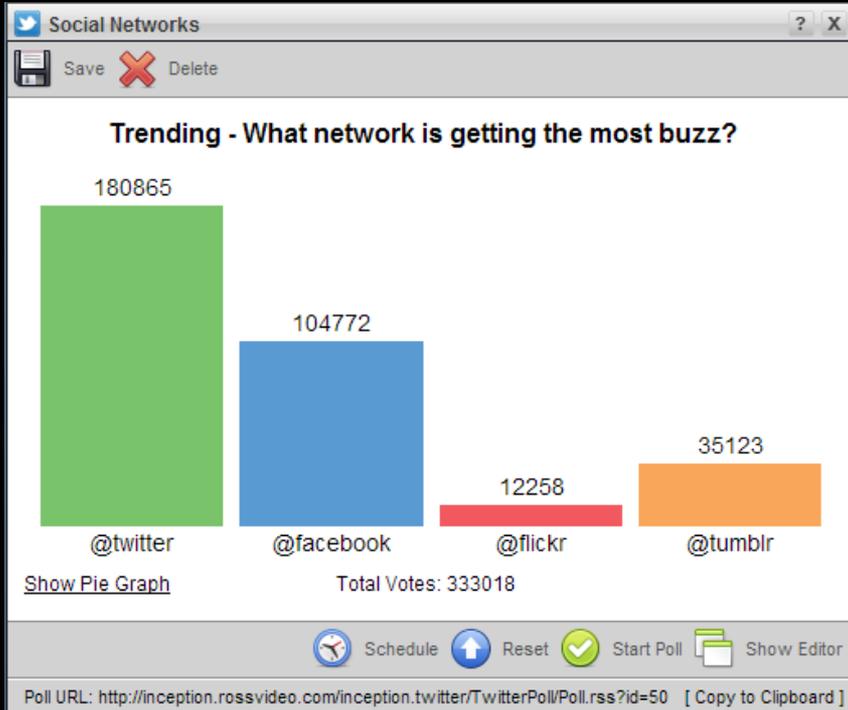
- Create dynamic content with live social media polls

- Push updates to production graphics

- Measure audience response and trending topics

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Possible Solutions

- Ignore it altogether… $

- Cut & Paste $$

- Automated $$

- Curating Tool $$$

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What can go wrong?

Basic Editorial Workflow

Create → Edit → Review → Publish

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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.

Find > Curate > Review > Publish

- Ensure post meets broadcast criteria (blacklists), edit and approve.

- Publish post to production graphics for on-air use.

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Examples of Curating Tools

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Wrapping Up

Questions?

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Wrapping Up

Thank You!

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