



A social media guide for community TV broadcasters

Leveraging the power of communities

Contents

1. Setting the scene
2. The TV/social media landscape
3. Practical guide:
implementation roadmap
4. Measurement





1. Setting the scene

Overview

- Digital and social media is fuelling a significant transformation in the way viewers engage with TV stations and programs. Traditional broadcasters are being forced to adapt to a fast evolving and increasingly fragmented landscape.
- 'Social TV' presents new opportunities to take advantage of time-shift viewing and therefore become relevant to audiences who are not regularly watching TV.
- Niche and diverse content selection provided by community TV broadcasters represents a real point of differentiation to leverage the power of active, passionate communities.
- This guide outlines a framework for CTV's to establish and build on its social TV presence in order to connect its viewers to its content *anywhere, anytime*



Social media objectives

1. Deepen engagement & interaction between viewers and CTV stations
2. Increase viewing figures to stay relevant
3. Raise the profile of the station
4. Encourage program development and participation



Defining target audiences & stakeholders

Why social media?

How?

Current viewers

More than just programs



Participate in conversation, sharing

New audiences

Discover content



Participate in conversation, sharing

Staff

Innovation



Collaboration, **experimentation**

Supporters, partners
and advocates

Incremental **views**
& **visibility**

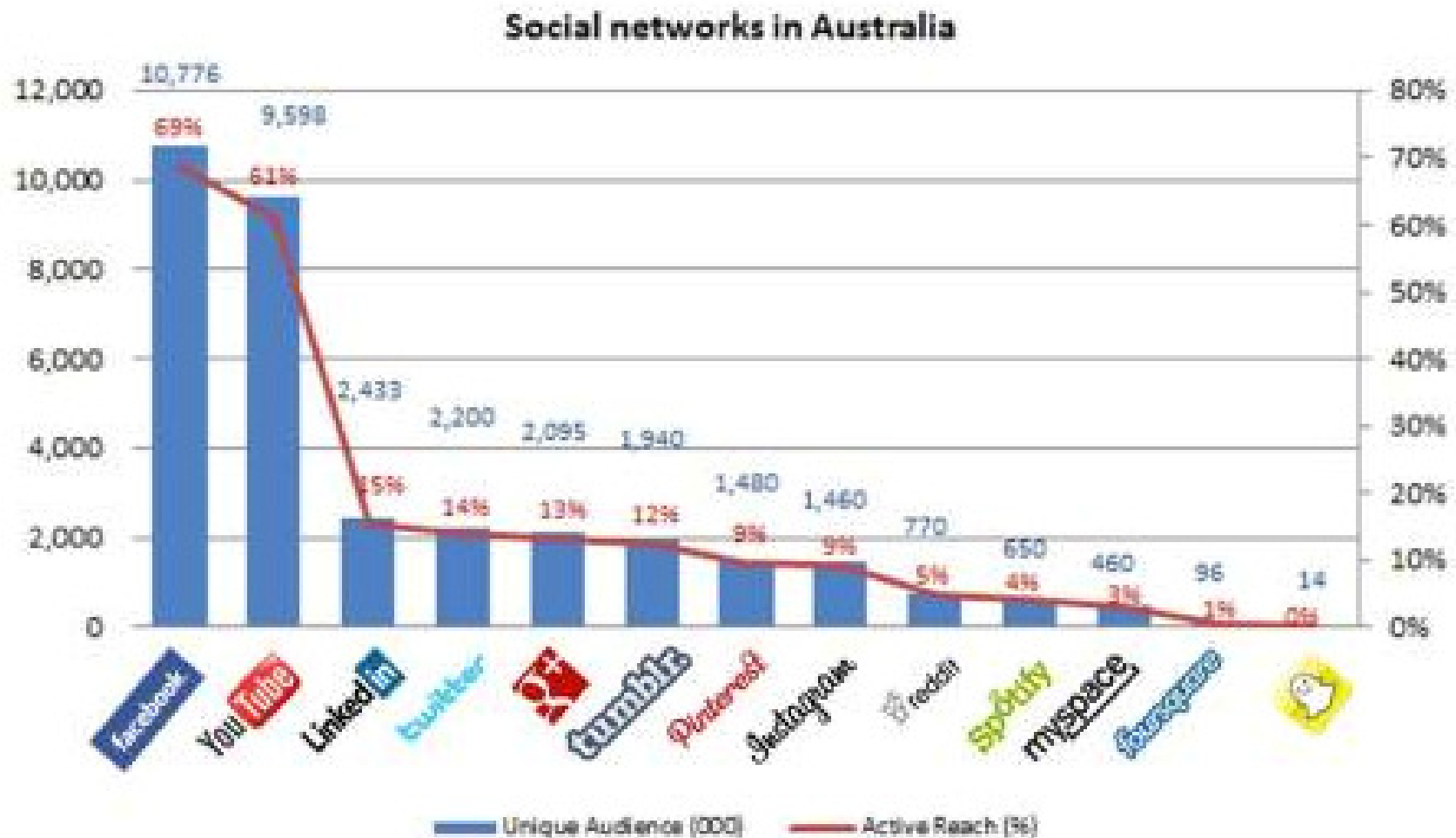


Amplify broadcasting via their own
social media channels



2. TV/social media landscape

Audience and reach

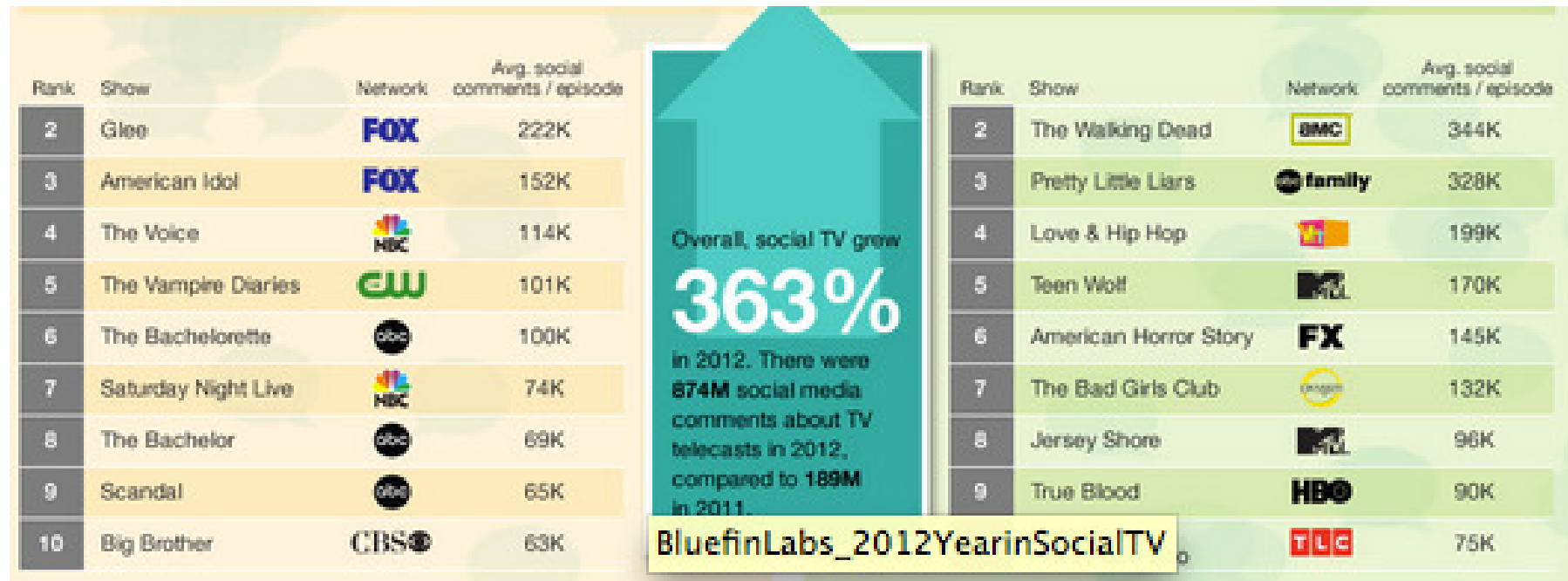


What is social TV?

- **Social TV** is a general term for technology that supports **communication** and social **interaction** in either the context of **watching TV**, or **related to TV content**.
- **Social TV** is creating the cyber-living-room and cyber-bar to enable increased interactivity around shared programming both live and time-shifted. It attempts to recapture the social aspects of television lost since the advent of multiple-screen households, which discourage gatherings to watch television together.
- **Social TV aims to connect viewers with friends, families and other people even when they are not watching the same screen.**



Social TV is taking off



- In the US the number of social media comments about TV shows grew +363% in 2012 (189m to 874m)
- Channels leading the way: Fox and ABC
- Events-based program generated the most conversations: Grammy Awards, MTV Awards ... rather than regular broadcasts

Social TV is taking off ... in Australia

- **75%** of Australians are engaged in some kind of 'simultaneous screen behaviours'
- **35%** of viewers actively discuss the show they are watching on TV through social media
- TV viewers on average make **4** social media interactions during a 30 minute show
- Viewers are up to **23%** more engaged in the first screen because of second screen interactions
- Important to engage viewers early on to bind them to the show & increase engagement
- Implications for advertisers/sponsors: Brand messages more effective in the early part of the show (global memory), product messages towards the end of the show (detailed memory)



'Talkability' of social TV

Event TV leads social chatter

| Rank | Program | Score |
|------|--------------------|-------|
| 1 | Q&A | 36.09 |
| 2 | AFL ON SEVEN | 34.97 |
| 3 | EUROVISION | 32.06 |
| 4 | THE VOICE | 27.19 |
| 5 | ABC NEWS | 12.83 |
| 6 | GAME OF THRONES | 10.78 |
| 7 | THE BLOCK | 7.12 |
| 8 | A-LEAGUE | 5.48 |
| 9 | SUPER RUGBY | 5.31 |
| 10 | FORMULA ONE RACING | 4.86 |

"Programs that generated a lot of buzz did not necessarily have big audiences but were able to tap into passion points among consumers."

"Networks are encouraging their viewers and fans to be more social which is creating communities around shows."

Technology is dictating real change in TV viewing

Time shifting:

From lean back to mobile: No more set agenda to watch TV program



Interactivity:

Experience goes beyond the screen – watermark #



#pearson vs #hardman in TV series suits

Multi-screening:

4 social interactions every 30 minutes, increase engagement



Social media increases engagement and enriches the TV experience



Learnings from commercial broadcasters

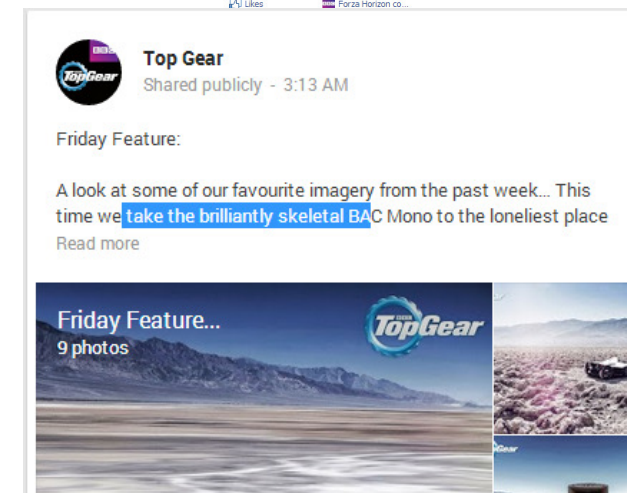
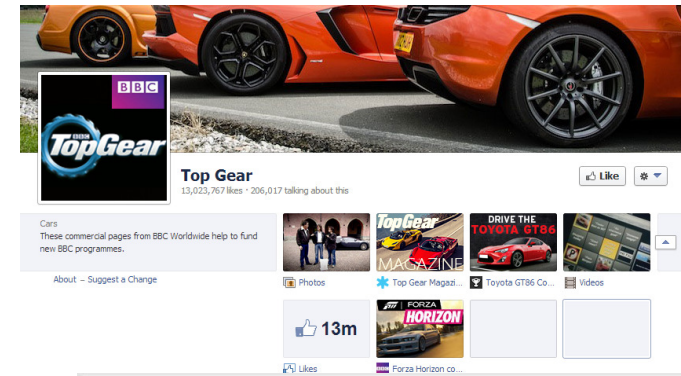
- On-site integration (My Kitchen rules mini-site with Y7!TV hub):
 - Dedicated/exclusive short video snippets (chefs tips, sneak peak, candidate interviews, behind the scenes etc)
 - Sharing buttons
 - Fango: check ins & conversation
- On-air integration
- Online viewership: no catch up TV/no official dedicated channel on YouTube but featured in main Ch7 program (eg: Sunrise)
- Social accounts:
 - Shows scheduled in advance + live chat on FB
 - Behind the scenes videos + Facebook fans decide what gets cooked+
 - Cross promotion with other Ch7 programs & talent pages
 - #MKR
- Fango & App (recipes & news from the show)



Cross-promotion is essential:
from & to programs + individuals

Learnings from broadcasters

- Great use of Facebook, G+ & YouTube:
After each episode ends, Top Gear posts clips of the last episode on Facebook
- Facebook used for commercial partnerships (Toyota & Forza Horizon BMW)
- Friday Features
- Video archives website on specific snippets on Youtube: Playlists



Specific content for social media
Revenue opportunity
(big numbers)

Key take-outs for CTVs

- YouTube is a vehicle to capture 'light' TV viewers
- Only be present on platforms you can sustain (eg: FB, YouTube, Twitter) and make it official
- Twitter is as efficient as a social TV app!
- Benchmark key players regularly for ideas that work:
 - USA: Fox
 - HBO shows
 - Australia (program): The Voice, MKR Masterchef, Sunrise
- Cross promotion from and to programs and individuals
- Specific content for social media



MasterChef
AUSTRALIA





3. A practical guide: implementation roadmap

Social media blueprint

Connect viewers to your content
anywhere, anytime

Require producers to provide social media support from inception to airing a show

Leverage the **power** of **multiple niche** communities, interests and
grassroots supporters

1
Seed & sustain active
social media
presence for your
station

2
Select producers on
content but also
ability to amplify

3
Re-purpose content
to distribute digitally/
socially

4
Measure success,
learn and grow

Think & act like a start up: identify opportunities and experiment

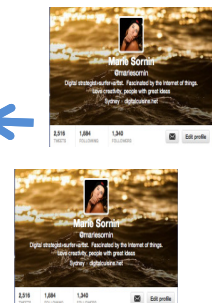
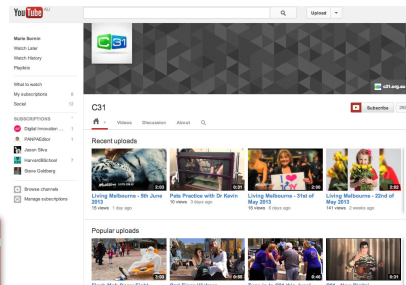
Guiding principles

1. Tap into passion points
2. Identify advocates/grassroots supporters/producers/presenters etc
3. Establish/enhance platforms (YouTube, Facebook, Twitter)
- 4. Make grassroots/supporter activity a mandatory part of the program proposals & embed into your programming policies**
5. Maintain activity & content for the growing base of supporters



Grow audience: unique viewers & engagement

Producers & influencers to promote their programs on your station via social touch points



Your station's Facebook/Twitter/Youtube:
Content curation & promotion + cross activity with producers and influencers + social TV

Viewers
+Friends of friends

Viewers
+Friends of friends

Free to Air



Social media is not broadcasting!

Apply the rules of engagement to ALL
activity in social media:

authentic

transparent

inclusive

real time

valued

1

Seed & sustain an active social media presence for your station

The role of each platform:

Facebook:

Facebook should be the **centre of online content amplification**. Its strong reach and constantly evolving features make it the strongest touch point to create engagement.

Twitter:

Best platform for social TV, live interaction and distributing content amongst trending interests by using #

YouTube:

Free repository for video content. Make it exclusive, post show, complimentary

Why not others?

Only create touch points that you can sustain. Leave others to your grassroots supporters:

Instagram/Pinterest/Vimeo/Snapchat/Blogs/Myspace/Spotify etc

Facebook



Let's be clear: With the Edge rank algorithm, you are only able to reach 8%-16% of your audience with any given post.

Extended reach (friends of friends) comes with advertising!

(more reading in notes)

If you can: test Facebook ads (sponsored stories)

www.facebook.com/advertising

Things you must do to increase engagement:

- Mix content: video/image/text/links
- Think mobile first: content must be short/timely
- Leverage time of day
- Now: Use #



A screenshot of a Facebook advertising interface showing audience targeting and suggested bid information.

| Audience | |
|---|--------|
| 86,000 | people |
| <ul style="list-style-type: none">▪ who live in Australia▪ who live in Victoria▪ who are male▪ who like #Fishing | |
| Suggested Bid | |
| \$0.33–\$0.94 | USD |

Apply the rules of engagement



- See the potential
 - Select content about highly talkable topics (eg: Tie in cooking shows with what is happening on Masterchef)
 - Look beyond standard planning: Jump on opportunities as they happen (eg: weather, breaking news, events, YouTube trends like Harlem shake)
 - Capture content when it's happening
- Integrate social content as part of the programming cycle
 - Plan ahead/ideas development during program planning and allow for more time if required for content approval/add requirements for social media
- Process & approval
 - Prepare simple escalation protocol & contact list
 - Check with legal in advance if need be

How to turn your content into social currency



VALUE

Discounts, Promotional benefits, including downloadable coupons, and VIP treatment re a leading motive for registering support for your station in social media.



ENTERTAINMENT

- 55% of official fan pages are drawn from the **media and entertainment** sector



UTILITY

Brand fans genuinely want to **expert opinions, advance information and previews, games, competitions, invites and e commerce facilities**



Offer a benefit

Interactivity

Ongoing engagement

Get started gradually



- Set yourself up, look for your close connections: staff (encourage to use your station on their profiles), producers, partners, supporters
- Then start tweeting
- Then follow
- Then interact: @/@/DM/RT/...
- Tweet more - anywhere, any time (use mobile apps, schedule tweets from Tweetdeck)

Use it with purpose



- Staying in touch: friends, colleagues, influencers, audience and ... news, trends and topics, ideas ...
- Crowd sourcing: content, advice, contribution, info, tips
- Entertainment ...
- Make yourself heard!
- Encourage staff & supporters to curate content from @yourstation

Make your content a conversation



- Follow major events and link your content distribution to them (# - time of day-curate content ...)
- Multimedia: Mix up your content: updates, photos, videos, Retweet etc
- Multiple times a day: tweet your best content regularly and around the clock (timing is critical, be first and fuel the story)
- Be conversational
- Participate, add to the discussion
- Pay attention & ask yourself before tweeting
- Be personal!

Best practice

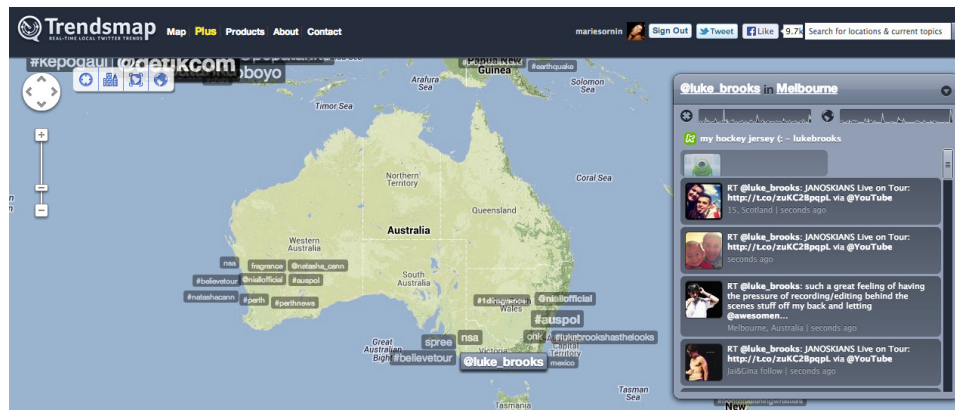


- Be short and sweet (Twitter is meant for passing information along) to enable your followers to RT and add a lead-in message if they want to
- Use popular #: mandatory for your content/accounts to be visible and picked up in main conversation trends
- Create your own #: only for your hero & regular programs/with the right amount of support (eg: #Classic Restos, #Vasili's Garden)
- Shorten your URLs (easier to fit in tweets + tracking)

How to know which # to use?



- Topsy/ Trendsmap (free access or pro upgrade - charge)
- Twitter search/ trending



See what's happening **right now**

Tip: use operators for advanced search.

Search

Trends

#pubcon #swchat #wynnajersey #LFC #TGIF Europa League The Americans ALP Canberra Australia

Trends · Change

#NSA
PRISM
#origin
#Auspol
#forcebumpspiders
Usain Bolt
Vladimir Putin
#Melbourne
Rudd
Patriot Act

Don't:

- Bulk Tweet, Bulk follow
- Don't just RT, add value!
- Don't be repetitive and dull!

Try:



- Have a play with it (IOS & Android)



- On desktop



- As an alternative to Instagram

How to be successful on YouTube



Your absolute priority should be:



Create great content that looks like YouTube content, not like TVCs or replicating your TV shows

Increase engagement

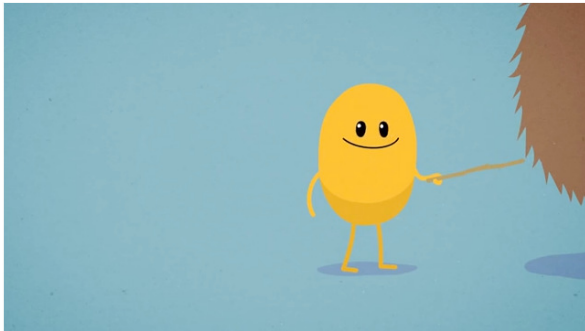


- Cover the basics:
 - Respond to comment
 - Take users requests and recommendations into account (provides new ideas for videos)
- Offer your audience the opportunity to “hangout” with your hosts (the modern talk show) - eg: Huffington Post
- Do Live Q&A with your topic experts (via hangouts!)
- Curate content:
 - Eg: GoPro fan playlist, great example of how to curate content from users. Intel does the same
- Use YouTube analytics helps you understand your audience and know what you should do more or less of

Examples



Teach



How to content.

Your producers and show hosts are likely to be the expert in their field. Demoing, showing their expertise in interesting way, is the easiest way to start creating content and getting in the middle of the conversations

Be relevant



Reach your target audience with **the right content**
Use the right tone and treatment

Entertain &/or inspire



Create “**viral**” interesting and inspirational videos. Create emotions & connection!
Over 6 min long - better way to tell a story than a 30 TVC
Episodic content, users know that they can come back to the channel again to get other episodes!
Tell inspiring stories. Explain to your users why you are special
(Benchmark: Dove, Go Pro, TRX)

Optimise your YouTube channel



- YouTube just [launched One channel design](#)
- Channel branding: (Channel art) - Header can be cropped to fit all platforms
- Branding on videos: transparent logo overlay on your videos - done by in video programming.
- Organise your content to make it easy to find videos and watch more (playlists)
- Acquire subscribers:
 - Show them a video to prompt them to subscribe
 - Play the non subscribers only (do a special trailer, something special & compelling, short and snappy)
 - For subscribers, fresher & newer content
 - Support with targeted paid video ads if you can
- Use Youtube.com/trends = trends dashboard and live examples to know what is trending.

2

Select producers on content but also ability to amplify

Formalise their social media capabilities:

- Measure level of influence: number of followers (Klout, social bakers)

Social media activity:

- What platforms do they use: look for Facebook/Twitter/YouTube/G+/blogs/Pinterest/Instagram/Linkedin?
- Measure their footprint using free listening tools
- Experience: Is it something they do regularly?

Creativity:

- Ask for ideas to distribute content via social media as part of the program pitch process

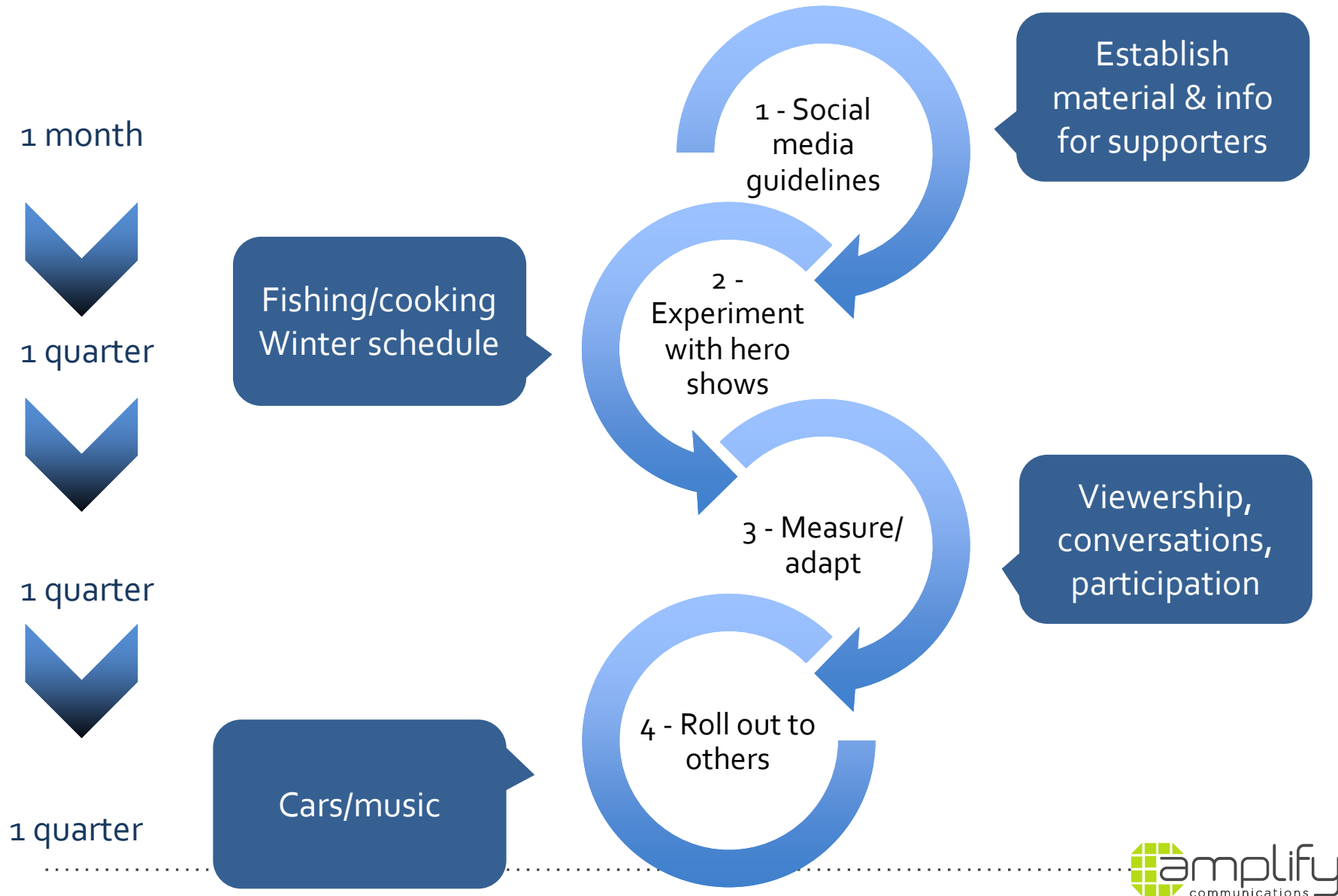
Define a model for one specific category: Fishing, cooking, gardening, test and apply to others:

- Identify influencers/platforms/#
- Source content and define its value in social media: entertainment<> utility <> value
- Distribute: on network + off network (blogger outreach + producers' personal pages + partners + social accounts for C31)

Select content to distribute digitally/socially

- Build a content calendar in line with programming grid
- Produce additional/complementary content: cheap cuts, behind the scenes, interviews
- Use what you have: Air your shows first + upload & highlight your most popular on YouTube channel
- Curate content: partner/redistribute related content

Deployment roadmap





4. Measurement

4

Measure success, learn & grow

| KPI | | Metrics | How? |
|---------------|----------------------|--|---|
| REACH | Unique audience | Initial unique audience reach + second level connections "friends of fans" | Web analytics/Facebook, Twitter, YouTube stats |
| | Social page follower | | Web analytics/Facebook, Twitter, YouTube stats |
| ENGAGEMENT | Clicks | | Ad serving (paid ads) / Social Analytics |
| | Shares | Recommendations, "shares", "retweets", "embed" | Ad serving (paid ads) / Social Analytics |
| | Post view activity | Views / page visit | Ad serving (paid ads) / Social Analytics |
| AMPLIFICATION | Conversation | Comments, Topics, Sentiments (+/. /=-) | Social listening (Social Mention free platform) |
| | Influence | Thread of Conversation | Social listening (Social Mention free platform) |
| ROI | Branding | Brand recall | Viewers survey |
| | Conversation | Viewership uplift | Viewership tracking |
| | Loyalty | Engagement | Viewers survey |