## HOW METRO BECAME THE BEST NEWSROOM ON SOCIAL MEDIA IN SWEDEN IN ONE YEAR

# SOCIAL "ONLY"

#### Här är hela listan

Topplistan över de svenska medier som får störst genomslag på sociala medier. Förra årets rankning inom parentes.

- Nyheter24, poäng (1)
- 2. Metro (9)
- 3. Dagens Nyheter (2)
- 4. TV4 Nyhetsmorgon (4)

Källa: Eljester/Medievärlden

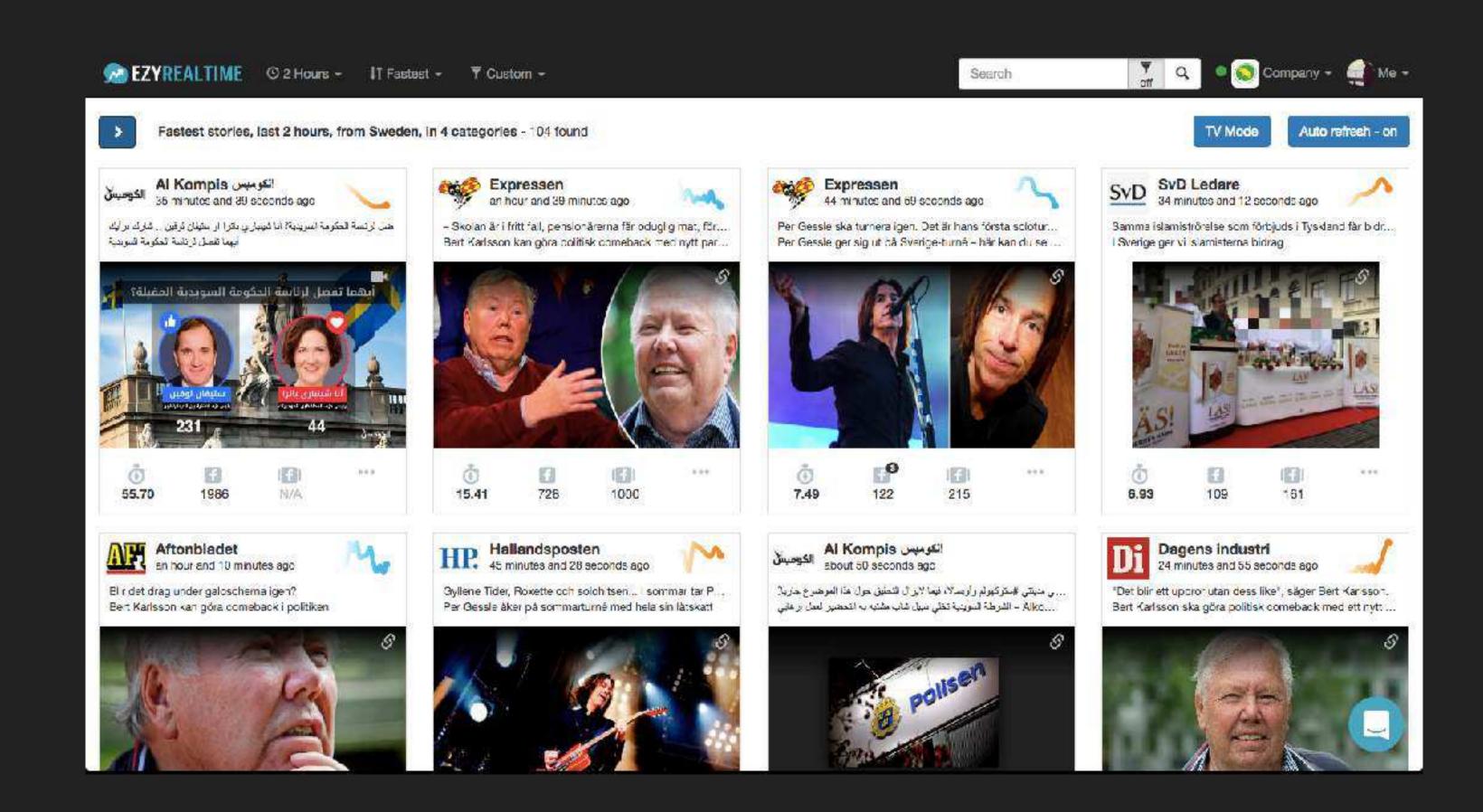
Nu är Metro BÄST i sociala mer

### THE CONDITIONS

- Ranked 9th in Medievärldens national newsroom social media ranking.
- Outsourced print production in 2014.

#### **EVERYBODY IS AN ANALYST**

- The typical setup:
   Tweetdeck, Google
   Trends, site data and
   Ezy Realtime.
- What stories are trending, engaging and evolving?
- How are my stories being received?



### SLOW DAYS — GO OVERSEAS

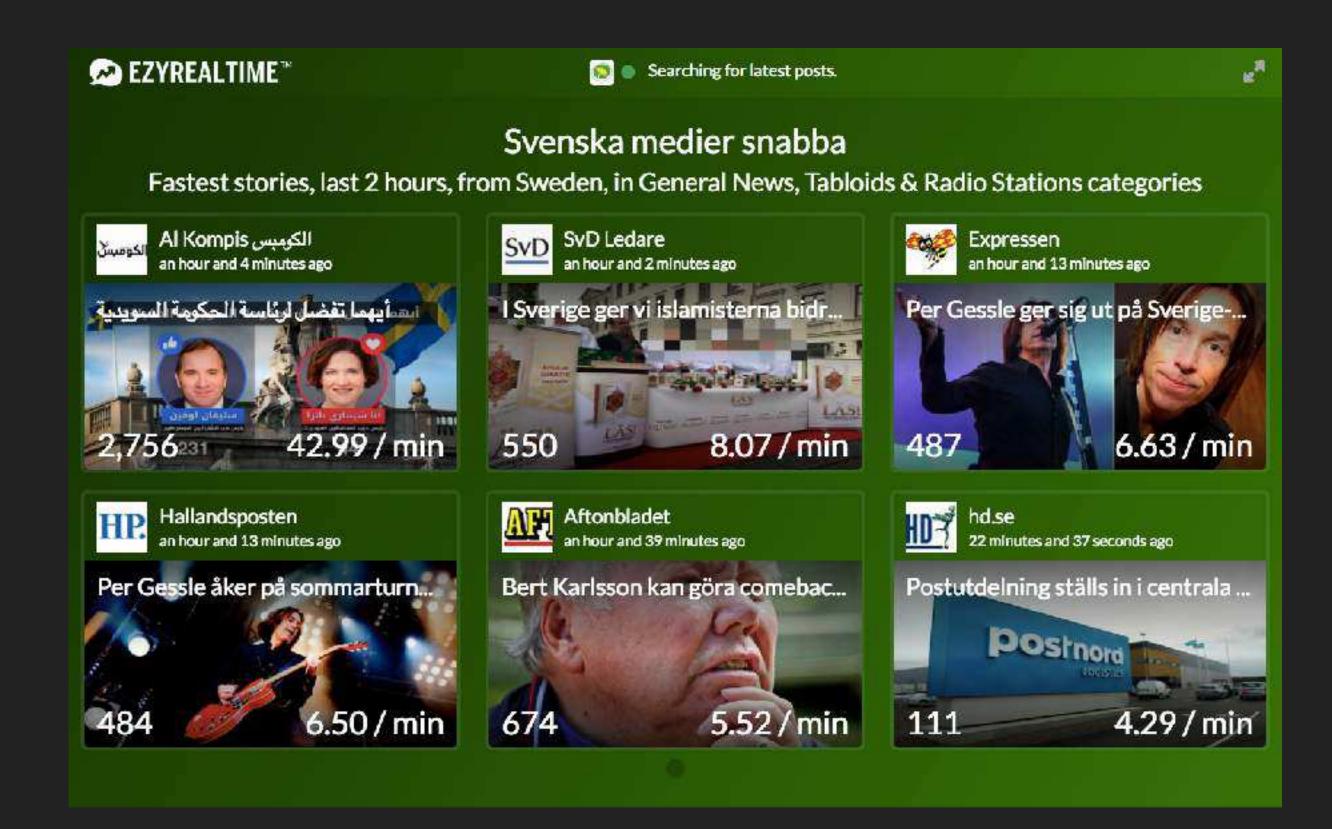
- What are people interested in across the world?
- What could become newsworthy in Sweden?
- Filters and alerts based on personal interest and area of coverage.

#### NEWS DAYS — FLOOD THE ZONE

- Example: Paris terror attacks.
- ▶ All online journalists focus on the attacks.
- Using real time analysis to find the unique angles on the story as well as making sure we are not missing the really engaging ones.

### GREEN IS FOR GO

- Big screen setup: Ezy Realtime TV-mode which tells newsroom the best time to post. Will switch red/green depending on previous posts engagement and performance.
- Raises the general awareness of social media in the newsroom.



### BOOST THE NEWS — AND FOLLOWERS

- Best way to getting top notch followers is engaging stories.
- Facebook tells you what posts are performing better. But with a lot of lag. We wanted to know, in the moment, which posts are worthy of our cash during our marketing drives.

#### HEAD OF SOCIAL: HISTORIC ANALYSIS

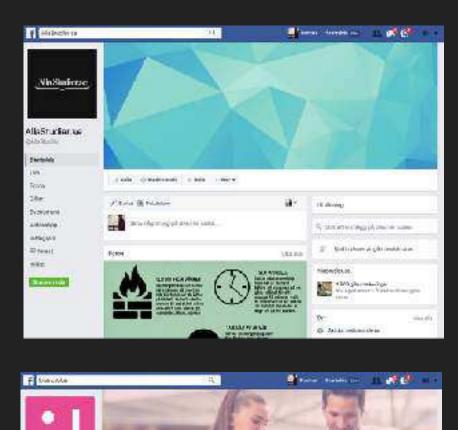
- How are we performing overall? Last week, last month?
- We sourced the historic data on our own, as well as other publishers, stories. We categorized them into defined topics and compared them to other data, for example site traffic. That became decision support in future strategies.

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SERRORE





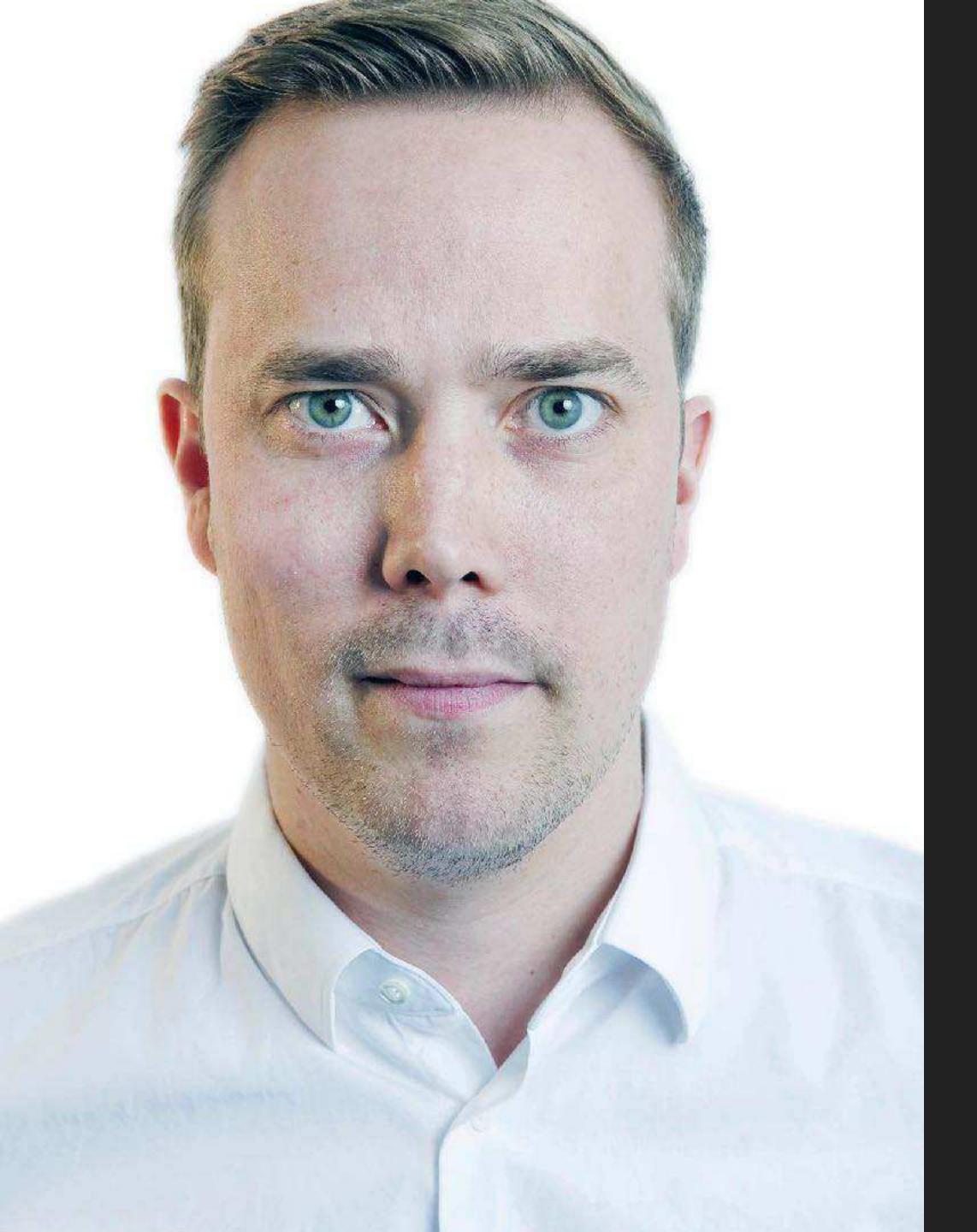












## PONTUS TENGBY

PR-STRATEGIST
SWEDISH GREEN PARTY

FORMER HEAD OF SOCIAL METRO SWEDEN

pontustengby.com