

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

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**SOCIAL "ONLY"**

## FAKTA

### Här är hela listan

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

1. Nyheter24, poäng (1)
2. **Metro (9)**
3. Dagens Nyheter (2)
4. TV4 Nyhetsmorgon (4)
5. ETC (6)
6. Aftonbladet (10)
7. TV8 Nyheter (3)
8. ETC (6)
9. Svenska Dagbladet (10)
10. SVT Nyheter (-).

Källa: Eljester/Medievärlden

# 2015

# 2016

**Nu är Metro BÄST i sociala medier**

## THE CONDITIONS

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



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

## 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?

The screenshot displays the Ezy Realtime dashboard, which provides a real-time overview of trending social media content. At the top, it shows the current time (2 Hours), the fastest stories (IT Fastest), and a custom filter. A search bar and navigation options (Company, Me) are also visible. The main content area is titled "Fastest stories, last 2 hours, from Sweden, in 4 categories - 104 found" and features a grid of story cards. Each card includes the source name, a timestamp, a headline, a thumbnail image, and engagement metrics (views, likes, shares). The stories are as follows:

Source	Time Ago	Headline	Views	Likes	Shares
Al Kompis	35 minutes and 30 seconds ago	عن أزمة الحكومة السويدية؟ أنا كميل دي بكترا أو سفيان تريك... تيمما فضل لرتاسة الحكومة السويدية	55.70	1986	N/A
Expressen	an hour and 39 minutes ago	- Skolan är i fritt fall, pensionärerna får oduglig mat, förr... Bert Karlsson kan göra politisk comeback med nytt par...	15.41	726	1000
Expressen	44 minutes and 59 seconds ago	Per Gessle ska turnera igen. Det är hans första scoturn... Per Gessle ger sig ut på Sverige-turné - här kan du se...	7.49	122	215
SvD SvD Ledare	34 minutes and 12 seconds ago	Samma islamiströrelse som förbjöds i Tyskland får bdr... I Sverige ger vi samisterna bidrag	6.93	109	161
Aftonbladet	an hour and 10 minutes ago	Eller det drag under galoschema igen? Bert Karlsson kan göra comeback i politiken			
H.P. Hallandsposten	45 minutes and 28 seconds ago	Gyllene Tider, Roxette och solch tsen... sommar tar P... Per Gessle åker på sommarturné med hela sin låtskat			
Al Kompis	about 50 seconds ago	... من منبتي المتركولم وأمسلا، فيما لا زال التحقيق حول ما المرشح جاريا... - الشرطة السويدية تحلّي منزل شاب مشبه به المتحضر لعل برعاني...			
Di Dagens industri	24 minutes and 55 seconds ago	"Det blir ett uppror utan dess like", säger Bert Karlsson... Bert Karlsson ska göra politisk comeback med ett nytt...			

## 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.

**THINK**

**FEEL**

**LEARN**



**Saga**  
Vem är du på fest? Är du den som dansar loss, flörtar, eller hänger på toan?

**Fråga Mig - Zara Larsson**

MetroSverige  
Prenumerans 16.077

962 392 visningar

Lägg till Dala Mer

**Metro Sverige TV**

100% varaktig

**Allt på sin plats**

**Viralgranskaren**

INNAN DU DELAR

**Metro Mode**

Prenumerans gratis!

**Metrojobb**

Det ska vara roligt att jobba!

**Ah-Ha!**

VI SAMLAR NÄTETS BÄSTA

FÖLJ OSS



**Metro Sport**

Gratis till SM-guldet, Malin Elfvén!

**Metro Debat**

Dina åsikter räknas!

Kontakta oss: debat@metro.se





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