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NEVER MISS A STORY.

**SVENSKA DAGBLADET**

CASE STUDY

**HOW A TRADITIONAL DAILY  
NEWSPAPER REINVENTED ITSELF ON  
SOCIAL**

CASE SVENSKA DAGBLADET



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SVENSKA DAGBLADET



**+152%**

GROWTH IN SOCIAL MEDIA ENGAGEMENT



**+74K**

GROWTH IN FANS ON FACEBOOK PAGE \*



**+268K**

NEW MONTHLY PAGE ENGAGEMENT AND SHARES

\* Within 12 months



“ Before EzyInsights it was much harder to motivate people when they couldn't see how their stories were doing in real-time. EzyInsights has given a motivation boost for everyone, including all our journalists. ”

HANNA ÖSTERBERG  
SOCIAL MEDIA MANAGER

**SVD, SCHIBSTED**

company

## BACKGROUND

Svenska Dagbladet grew their tiny social presence to become the number one morning news publication in Sweden. From a print mindset with a disconnect between the editorial and social teams, to a fully data integrated news team. Over a 2 year period, they increased their daily on-post engagement from under 1k per day to an average of over 3.5k.



INDUSTRY:  
Daily  
Newspaper



LOCATION:  
Stockholm,  
Sweden



COMPANY SIZE:  
220 People



EZYINSIGHTS  
USERS:  
68 People



## challenge

### OVERCOMING THE CONSERVATIVE THINKING

Established in 1884, SvD was a very traditional daily newspaper struggling in 2014 with their social presence. Their key challenges were overcoming the conservative, print and website only way of thinking, reacting more quickly to the social news cycle and being able to present news items more effectively on social platforms.

**A final key challenge for SvD was to understand the difference in behaviour between their website and social audiences.**

Before implementing EzyInsights:  
A daily snapshot of SvD's daily engagement vs rival Dagens Nyheter

ACTIVITY LEVELS  
(LIKES + COMMENTS + SHARES)

SUNDAY 12 JULY

DN.se  
**2.4k**

-11.9%

vs.

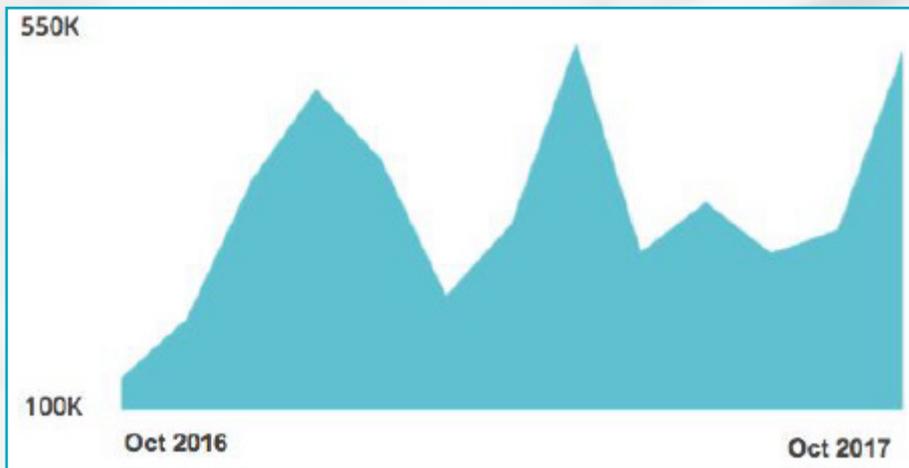
SvD  
**968**

24.3%

catching up with their  
**MAIN COMPETITOR**

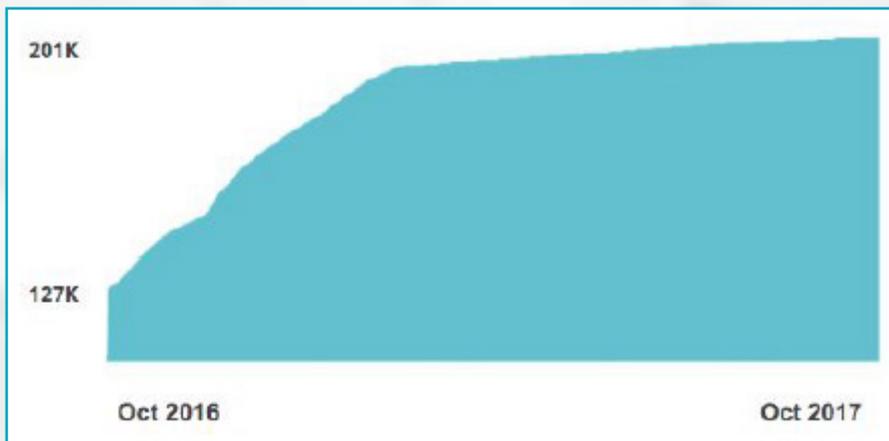
During the last 2 years, SvD has founded and grown a further 10 Facebook pages, each in different industry segments. Together they command over an average of 134 000 weekly engagements (combines on-post and web shares). They caught up with their main rival, the Bonnier publication Dagens Nyheter, in terms of Facebook engagement, and are regularly the number one morning newspaper in Sweden.

**MONTHLY FACEBOOK TOTAL ENGAGEMENT GROWTH**  
OCTOBER 2016 - OCTOBER 2017



Fan size grew dramatically in late 2016, and carried momentum organically throughout 2017. Greater engagement is directly related to higher reach, allowing SvD to access a bigger audience directly on Facebook.

**FACEBOOK FAN SIZE GROWTH**  
OCTOBER 2016 - OCTOBER 2017





## Immediate and long term

### GOALS

For SvD, their initial need was triggered by seeing close rival Dagens Nyheter achieving higher levels of engagement on Facebook. In the longer term, SvD understood that their strong web presence was not being reflected by the relatively small size of their Facebook audience.

After catching up with their main competitor, SvD's longer term aim was to create a data-informed culture that included the entire newsroom. Within a traditional newspaper this is a significant hurdle to overcome. SvD had two key advantages here: a motivated and knowledgeable social team, and being under the umbrella of Schibsted, one of the most forward thinking and innovative publishing houses in the world.

SvD's social team, led by Hanna Österberg, was instrumental in growing the adoption of the tool amongst traditional print journalists. Under her watch, SvD grew the number of tool users to over 65, well beyond the social team.

Over 2017, SvD achieved 6.1 million Facebook engagements in total, against Dagens Nyheter's 3.6 million.

## ABOUT THIS CASE STUDY

THIS STUDY HAS BEEN CONDUCTED BY EZYINSIGHTS – THE FASTEST NEWS GATHERING TOOL FOR NEWSROOMS AND JOURNALISTS.

**WE HELP PUBLISHERS IMPROVE THEIR EDITORIAL WORKFLOW**

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