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NEVER MISS A STORY.

WHITE PAPER

TOOLS IN THE NEWSROOM: WHICH ONES ARE POPULAR AND HOW ARE THEY USED?



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Introducing the professionals



"Finding tools that are easy to use is important, but getting people to actually use them is a big hurdle. However, sometimes you need to change people's behaviour."

Wesley Scholte

Journalist



"I love statistics and numbers. There are a lot of tools out there, but I have found out that the fewer the better. It's easy to get too crowded."

Joris Dirckx

Social media manager



"The usage of different tools is evolving in the newsroom all the time. Our video team now checks for engaging topics and videos in Instagram, which is something that didn't happen a year ago."

Immy Verdonschot

Social media manager



Digitalisation in newsrooms has led to an avalanche of tools and technologies for journalists.

We talked in depth with publishers across The Netherlands to understand which tools have really gained traction within their newsrooms. Find out how they are used on a daily basis and who really uses them.

I Quick takeaways

Many successful Newsrooms use both EzyInsights and CrowdTangle:

“First I thought they were similar but they are actually different and complementary.”



Wesley Scholte



On getting people to use tools:

“Big Screen all the time. That is my number one tip. There will always be people who don’t use the tools available, for whatever reason, but we have important data up on screen and they will frequently ask about it.”



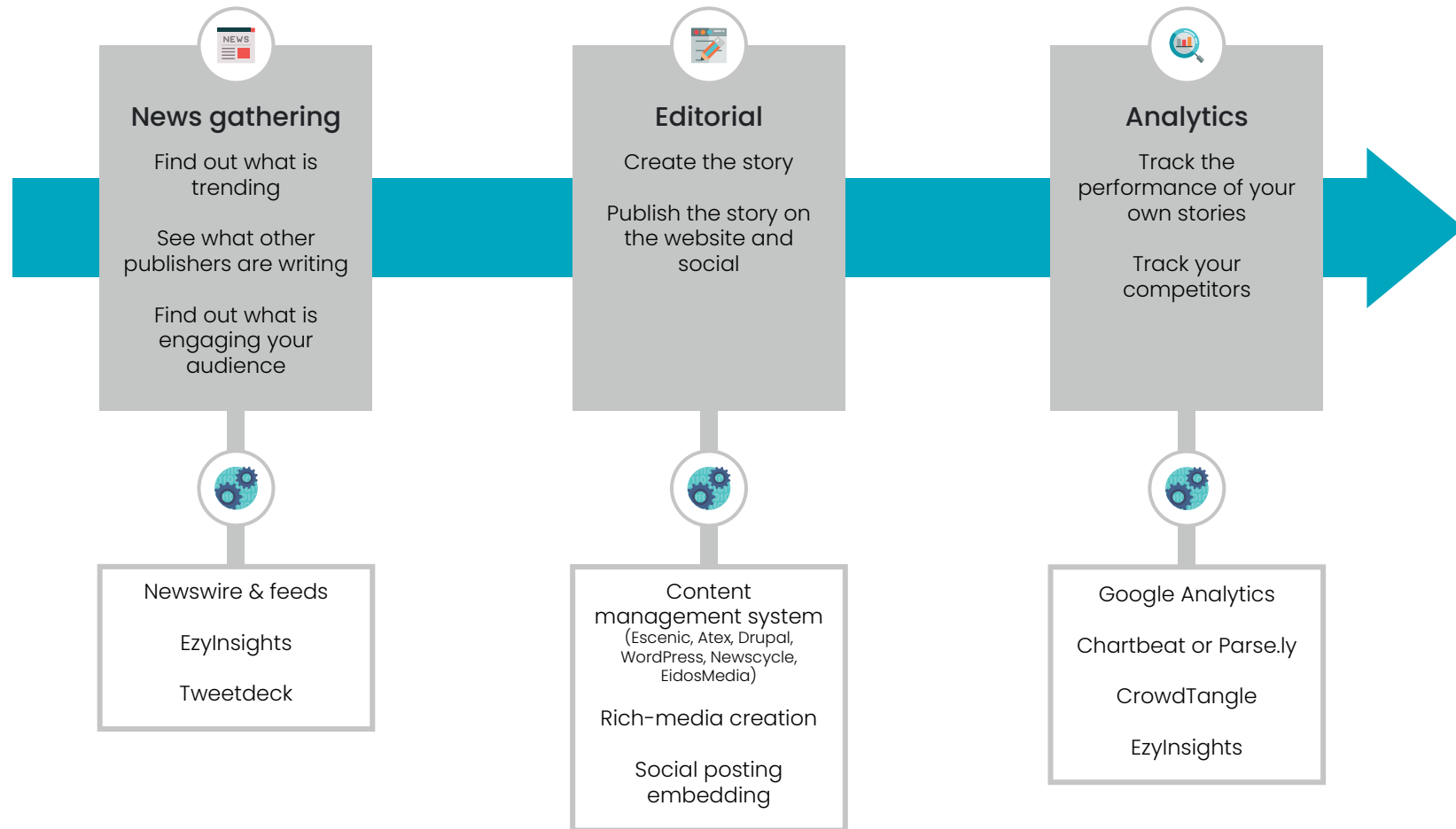
Joris Dirckx



On taking advantage of available technology:

“I will usually look outside our borders to see how other countries are covering similar stories to see if there’s anything I can learn.”

Mapping the most important tools to the editorial workflow



"We check EzyInsights every morning, to keep up to date with what competitors are doing."

"We mostly look at what's trending in the Netherlands."

"With EzyInsights, it's interesting to see where we are heading in the long run."

"The list of publishers' leaderboard is the main thing we use in CrowdTangle."

"We are using Chartbeat but only one of us really uses it, to keep track of the numbers."

| Tool round-up

NEWS GATHERING

What used to be a manual and time consuming process, has completely changed thanks to readily available technology.



TweetDeck

TweetDeck is your personal browser for staying in touch with what's happening now on Twitter. Originally an independent app, TweetDeck was subsequently acquired by Twitter Inc. and integrated into Twitter's interface.



Efficient news gathering. Journalists, editors and social media teams at newsrooms use EzyInsights to consistently find trending stories to cover. EzyInsights tracks tens of thousands of websites and major social media platforms (Facebook, Instagram, Twitter and Pinterest) in real-time.

NEWSWIRE & NEWS FEEDS

News agencies provide a steady stream on breaking news. These feeds are valuable sources for newsrooms.

EDITORIAL

Create and publish your stories on the website and on social.



CONTENT MANAGEMENT SYSTEMS

Every newsroom uses one or more content management systems (CMS) to author and publish stories. There are both commercial (Atex, Escenic, Newscycle, Arc, etc) and open source (WordPress, Drupal) solutions.



RICH-MEDIA CREATION

Publishers enrich their stories with photos, videos, interactive graphics, virtual reality renderings and more. This puts additional requirements on technologies and tools newsrooms use. Some of these require stand-alone applications and some are being developed into CMS'.



SOCIAL EMBEDDINGS

Some of the CMS's provide features for embedding social media posts directly into your articles.

ANALYTICS

Track the performance of your own and your competitors' stories.

PERFORMANCE OF YOUR WEBSITE



Track the performance of your website and how your audience and readers behave and use your content. Google Analytics is a free and an industry-standard tool for monitoring website performance. GA is limited to tracking only your own content.

PERFORMANCE OF YOUR OWN CONTENT. USE ONE OF THE TWO.



Track the performance of your own content on social media and on your website. Chartbeat has introduced a real paradigm shift to metrics and added time spent metrics alongside page views/clicks. Fairly expensive but also a valuable and widely used tool.



Track the performance of your own content on social media and on your website.

DISCOVER SEARCH TRENDS LOCALLY AND GLOBALLY



Newsrooms track all trending news across huge amount of websites. Enriching this data with social media engagement gives journalists an idea of what is trending in real time and what people find interesting right now. Google Trends and Search data is also an important indicator of what readers finding interesting.

TRACK YOUR OWN AND YOUR COMPETITORS' PERFORMANCE. USE BOTH.



Historical data analytics with EzyInsights Intelligence. Track the performance of your own content and compare your performance with up to 15 competitors. Breakdown your (and your competitors') content strategy, posting sequence and create winning strategies based on facts and data.

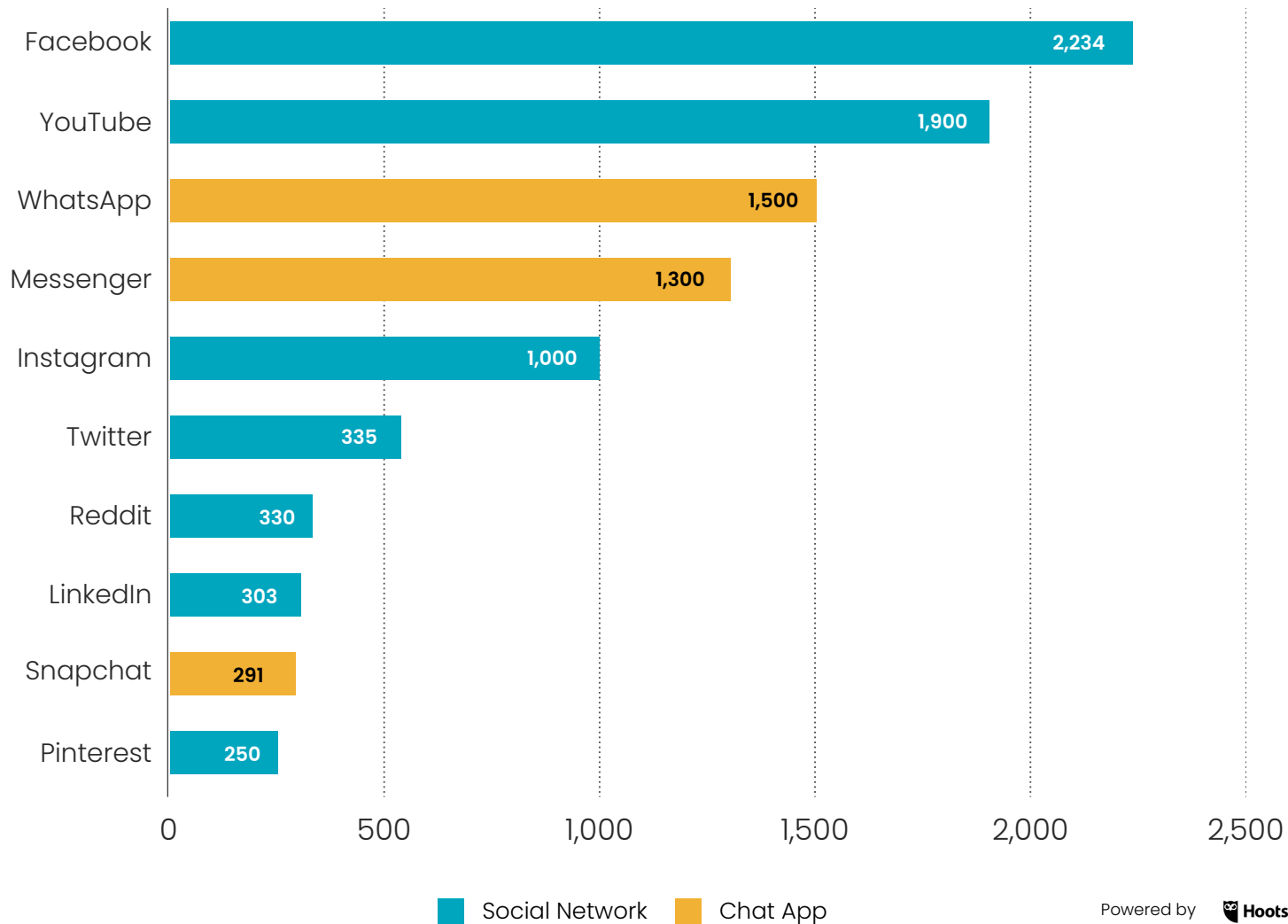


Analytics tool for monitoring lists of known publishers on social media. Free and widely used. Owned and controlled by Facebook since Dec 2016. Typically used by analysts for performance tracking and competitor performance reviews. Data exporting and reporting functionalities are praised by many users.

Unlike making the choice between Chartbeat and Parse.ly, both CrowdTangle and EzyInsights are complementary and used together in many newsrooms

| Social Platforms: Active Global Accounts

Based on the most recently published monthly active users, user accounts, or unique visitors for each platform, in millions



Powered by  Hootsuite

ezy insights®

SUMMARY

- » Most newsrooms need only a handful of tools to be successful.
- » Map the editorial workflow first and pick tools to fit the process.
- » Even the simplest tools need to overcome a cultural hurdle.
- » Many successful newsrooms use both CrowdTangle and EzyInsights.
- » Facebook is still the most important source of social traffic but Instagram continues to grow.
- » Tracking websites is still important for newsrooms.

ABOUT

THE FASTEST NEWS
GATHERING TOOL FOR
NEWSROOMS AND
JOURNALISTS

HOW IS EZYINSIGHTS DIFFERENT AND UNIQUE?

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- 01** EZYINSIGHTS IS THE FASTEST AND EASIEST TOOL TO USE – JOURNALISTS AND EDITORS USE EZYINSIGHTS THROUGH OUT THE DAY.
- 02** EZYINSIGHTS TRACKS MAJOR SOCIAL MEDIA PLATFORMS AND WEBSITES.
- 03** EZYINSIGHTS INTEGRATES WITH CMS – THE HEART OF THE TECHNOLOGY STACK AT NEWSROOMS.
- 04** EZYINSIGHTS MONITORS NEWSWIRES (UPCOMING EZYINSIGHTS FOR NEWSWIRE).





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