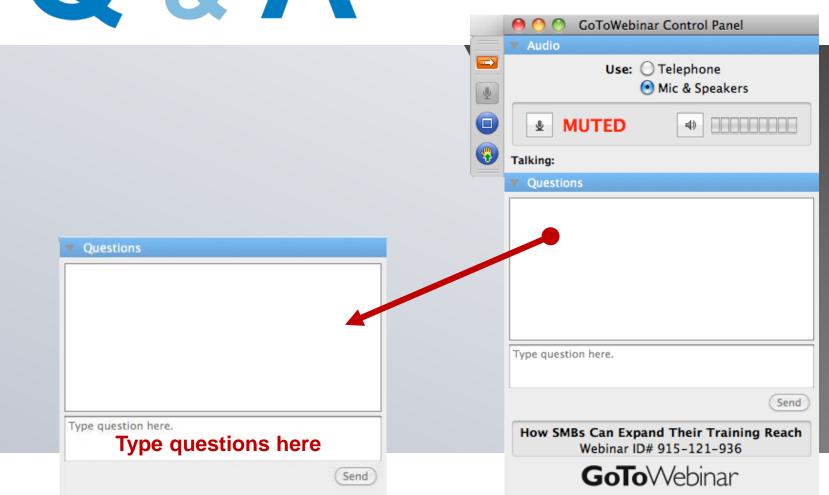Knight
DIGITAL MEDIA
Center

Raising visibility, awareness and reach for your online project
March 6, 2013

Susan Mernit
Knight Circuit Rider,
Oakland Local
Editor/Publisher

Q & A

Knight
DIGITAL MEDIA
Center

Type questions here

GoToWebinar Control Panel

Audio

Use: ○ Telephone
● Mic & Speakers

MUTED

Talking:

Questions

Type question here.

Send

How SMBs Can Expand Their Training Reach
Webinar ID# 915-121-936

GoToWebinar

Linked in

Susan Mernit

Digital Media & Community Marketing entrepreneur

San Francisco Bay Area | Internet

Current **Founder/CEO/ED** at **Oakland Local (oaklandlocal.com)**
Circuit Rider, Knight Community Information Challenge at **John S. and James L. Knight Foundation**
Consultant at **susanmernit.com**

Past Web strategist & community development consultant at **Center for Investigative Reporting**
Consulting Program Manager a

Susan Mernit, Linked In:
http://www.linkedin.com/in/susanmernit
Twitter: @susanmernit
Facebook: Facebook.com/susanmernit

DIGITAL MEDIA
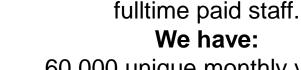
Oakland Local has high visibility, slim resources:
2012 operating budget: $152,000, no fulltime paid staff.
We have:
60,000 unique monthly visitors
126,000 page views
Partnerships with public media (KQED), local newspaper (SFGate), others.
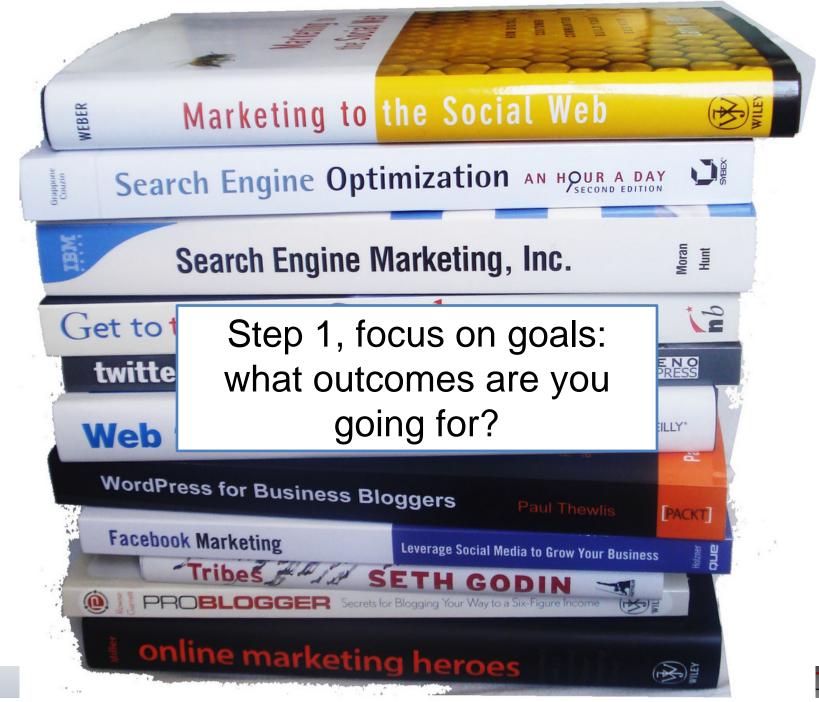
Social media is huge:
9,000 Twitter followers @oaklandlocal
8, 399 Facebook (/oaklocal)

DIGITAL MEDIA

Social Media Landscape 2012

With limited resources, how can you give your project the greatest online reach and impact?
---That's what we're going to talk about.

The latest version of the Social Media Landscape

Step 1, focus on goals: what outcomes are you going for?
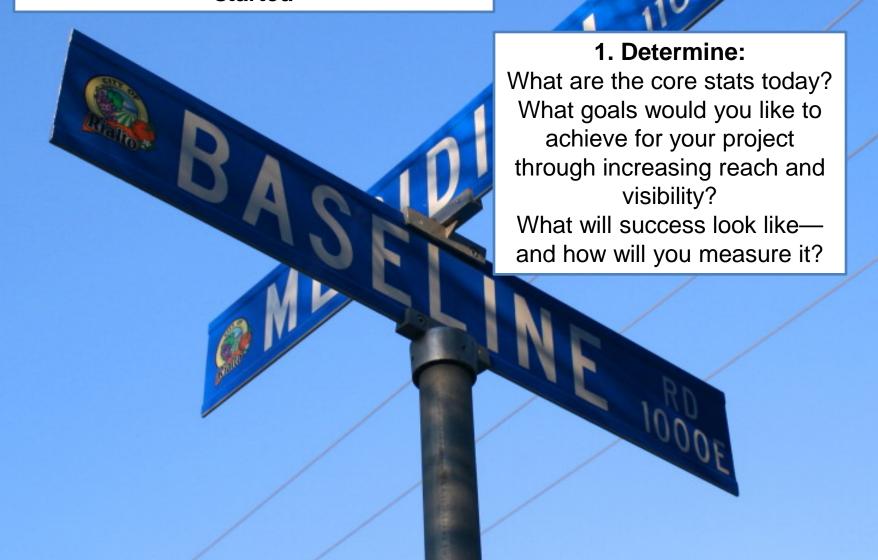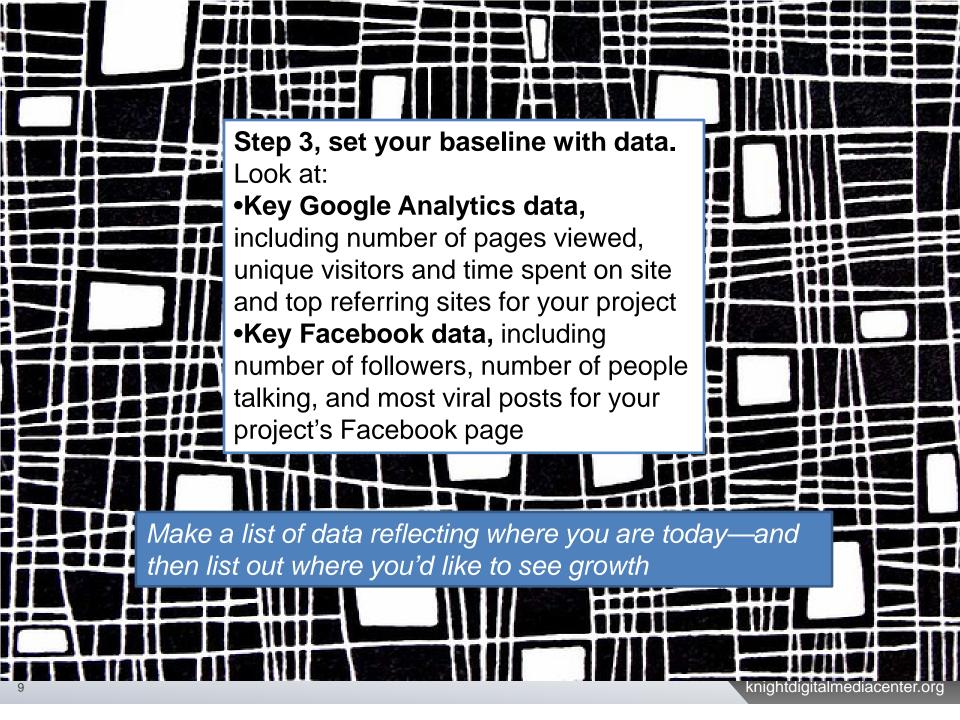
Step 2: Set a baseline of data to get started

1. Determine:
What are the core stats today?
What goals would you like to achieve for your project through increasing reach and visibility?
What will success look like—and how will you measure it?

Step 3, set your baseline with data.
Look at:

- **Key Google Analytics data,** including number of pages viewed, unique visitors and time spent on site and top referring sites for your project
- **Key Facebook data,** including number of followers, number of people talking, and most viral posts for your project's Facebook page

Make a list of data reflecting where you are today—and then list out where you'd like to see growth

Set 4, set measurable outcomes-- your goals

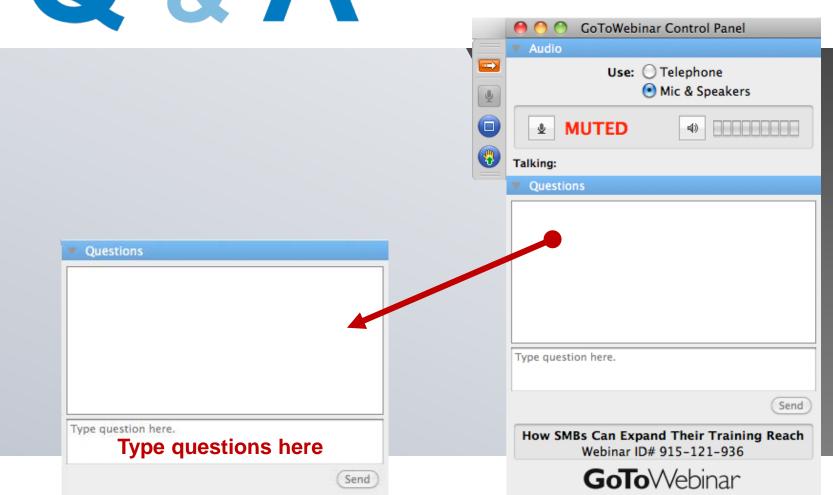**Create a set of quantative measurements** for how you'd like to increase reach and visibility, such as
- Increasing unique visitors to web site
- Increasing referral traffic from third-party web sites
- Increasing newsletter sign-ups
- Increasing comments
- Increasing returning visitors

Use these goals—and your baseline data—to chart your strategy with 4 key tools

Q & A

Type questions here

Use these 4 critical tools for building reach & visibility
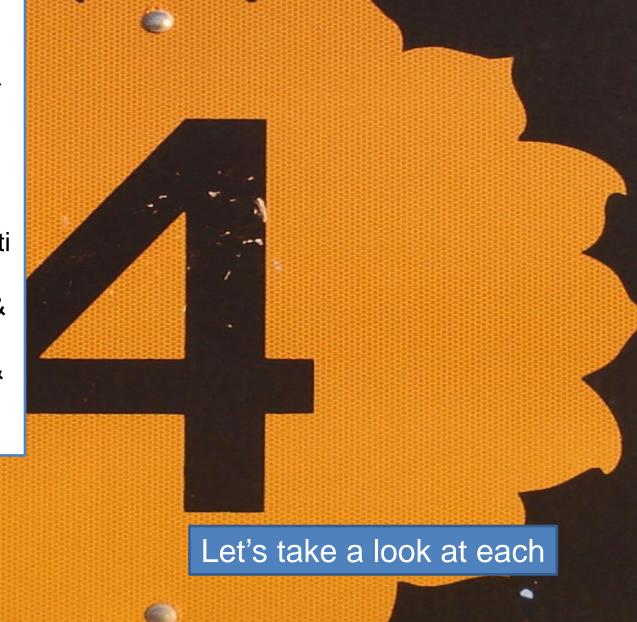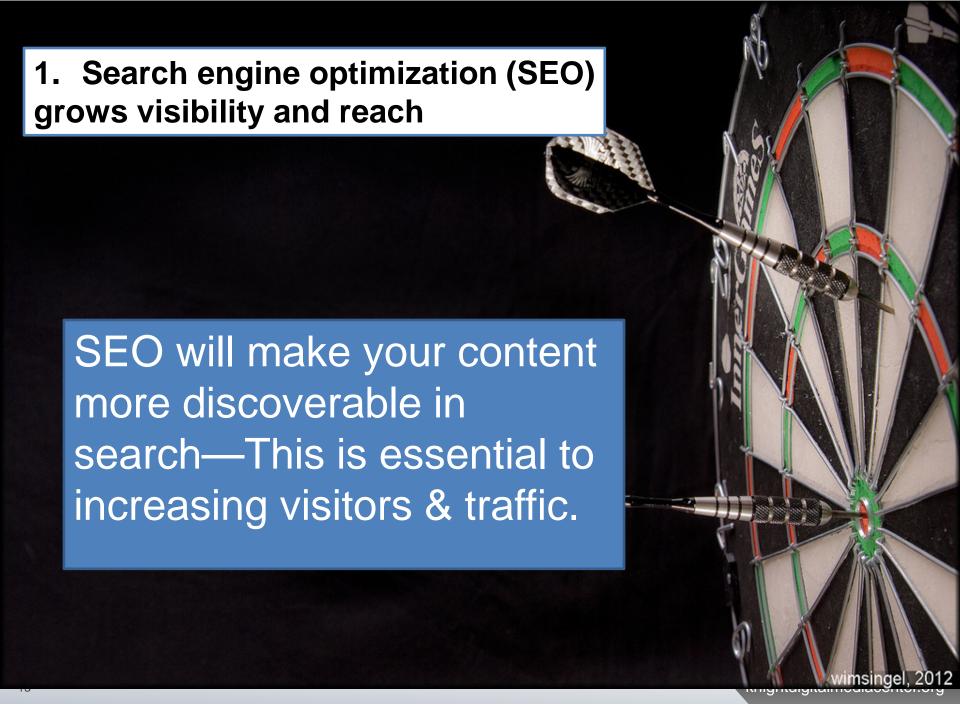
1. Search engine optimization (SEO)
2. Syndication/distributi on
3. Social media tags & virality
4. Google Analytics & Facebook Insights

Let's take a look at each

1. Search engine optimization (SEO) grows visibility and reach

SEO will make your content more discoverable in search—This is essential to increasing visitors & traffic.
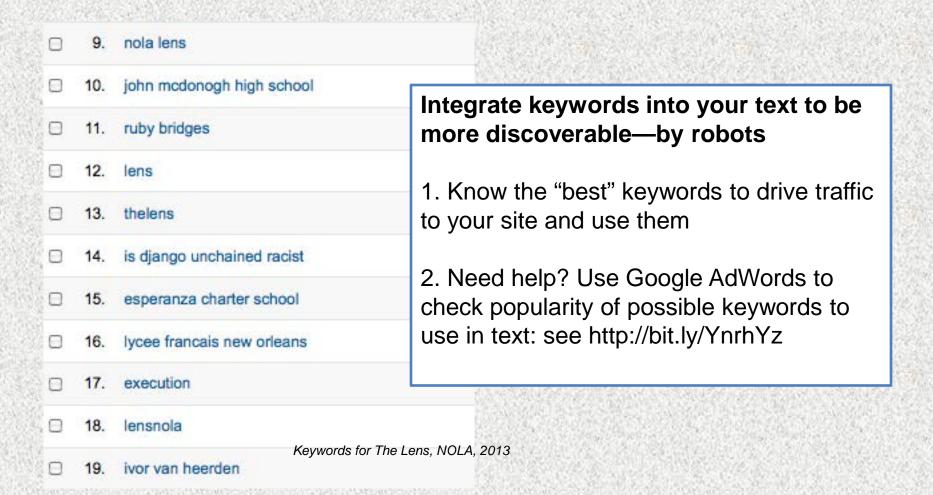
Key SEO best practices you need

TECHNICAL
1. SEO friendly CMS: Word Press is highly SEO-optimized.
Drupal and Joomla are other SEO friendly options.
Note that tumblr, typepad, and blogger/blogspot are less
optimized).

2. Google SEO tools: Install and use Google Webmaster tools
(google.com/webmasters) and Google analytics
(google.com/analytics).

3. Robots visibility: Build a sitemap for Google.com robots so
they can index your site.

4. RSS feeds/XML outputs: Use free tool Feedburner or simple
RSS to make sure you have feeds to export.

Use keywords in your headlines & content

☐	9.	nola lens
☐	10.	john mcdonogh high school
☐	11.	ruby bridges
☐	12.	lens
☐	13.	thelens
☐	14.	is django unchained racist
☐	15.	esperanza charter school
☐	16.	lycee francais new orleans
☐	17.	execution
☐	18.	lensnola
☐	19.	ivor van heerden

Keywords for The Lens, NOLA, 2013

Integrate keywords into your text to be more discoverable—by robots

1. Know the "best" keywords to drive traffic to your site and use them

2. Need help? Use Google AdWords to check popularity of possible keywords to use in text: see http://bit.ly/YnrhYz

Check keyword searches in Google Analytics under Traffic Sources Overview to see what previous queries have been.

Use your keywords in your headlines—repeatedly..

Government

Pensions, infrastructure key Berkeley budget liabilities

February 20, 2013 1:15 pm by Lance Knobel

Crime

Crime narratives from the Berkeley Police, Feb. 10-16

February 21, 2013 9:00 am by Berkeleyside Editors

Real estate

Berkeley aims to bolster housing fund with fee discount

February 21, 2013 4:20 pm by Emilie Raguso

Readers know Berkeleyside is in Berkeley, CA—but robots need to be told

Examples: Berkeleyside.com

Google | Berkeley, CA news

Good use of SEO results in high search rankings & more discoverability

About 7,880,000 results (0.52 seconds)

Berkeley News - Topix
www.topix.com/city/**berkeley-ca**
1 hour ago – Local **news** for **Berkeley**, **CA** continually updated from thousands of sources on the web.
Berkeley Daily Planet - Contra Costa Times - Examiner.com - Real-Time News

The Daily Californian - **Berkeley's Newspaper**
www.dailycal.org/
Independent student **newspaper** for the University of **California**, **Berkeley**.
Sports - News - Opinion - About

Local **News** and Opinion from The **Berkeley** Daily Planet
www.**berkeley**dailyplanet.com/
Local daily community **newspaper** with **news** and information.
The Nose on Berkeley's Yes ... - Previous Issue - Opinion - Full Text

Berkeleyside | **Berkeley**, **CA's** independent **news** site
www.**berkeley**side.com/
3 hours ago – Nosh Talk is a regular Q&A with an East Bay chef, restaurateur or food artisan, published on **Berkeleyside** Nosh, in which we snoop for inside ...

Repetition of location increases SEO

2.Distribution & Syndication are critical tools for increasing visibility and reach

Content-sharing relationships increase reach, visibility and bring new visitors

Partners distribute their content

CLIMATE DESK

Atlantic grist the **guardian** Mother Jones know Slate WIRED

	Source
1.	philly.com
2.	facebook.com
3.	t.co
4.	m.facebook.com
5.	google.com
6.	newsworks.org
7.	pft.org
8.	news.google.com

For Philly's The Notebook (thenotebook.org,), local partners drive traffic through content partnerships, syndication & distribution

Track impact of content distribution through third-party referral data on Google Analytics

KQED

PUBLIC MEDIA FOR
NORTHERN CALIFORNIA

npr PBS

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Radio | TV | News | Arts | Food | Science | Education | Support KQED | About

American **GRADUATE**
Let's make it happen

cpb
Corporation
for Public
Broadcasting

Tag Archives: *KQED American Graduate*

Oakland Voices: Oakland Teacher Alison Ball Breathes Life into Math & Science

February 22, 2013, 4:59 pm · Posted by Yo Ann Martinez

Add your comment   Facebook   Twitter   Share   Email

February 22, 2013 By Debora Gordon After early teaching stints in far flung locales from Ecuador and Chi New York and Sunnyvale, 4th year middle school teacher Alison Ball, 29, came to Urban Promise Acade (UPA), where she is … Continue reading »

Filed under: Local
Tagged: KQED, KQED American Graduate, Oakland, Oakland Local, Teachers

organizations to help students stay on the path to a high school diploma.

For more information about the national project go to American Graduate, Let's Make It Happen.

Jeff Duncan-Andrade, Ph.D, Associate Professor of Raza Studies, Education Administration and Interdisciplinary Studies at SFSU

February 20, 2013, 12:27 pm · Posted by Yo Ann Martinez

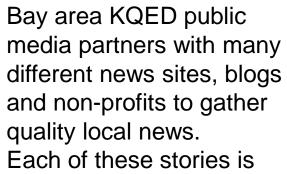Add your comment   Facebook   Twitter   Share   Email

February 20, 2013 By Lisa Hewitt "We could go out right now and pull 5 random people and ask them is there a difference between public schools in this country that serve poor children and public schools in this nation … Continue reading »

Filed under: Local
Tagged: KQED, KQED American Graduate, Oakland

Categories

Select Category

Recent Posts

Oakland Voices: Oakland Teacher Alison Ball Breathes Life into Math & Science

Jeff Duncan-Andrade, Ph.D, Associate Professor of Raza Studies, Education Administration and Interdisciplinary Studies at SFSU

Register for the 2013 Summer Math and Science Honors (SMASH) Academy

180 Days: A Year In An American School

The 2012 YES Conference

Register for the 2013 Summer Math and Science Honors (SMASH) Academy

February 14, 2013, 3:44 pm · Posted by Yo Ann Martinez

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Subscribe to American Graduate and you'll never miss a post!

Get the RSS feed

Bay area KQED public media partners with many different news sites, blogs and non-profits to gather quality local news.
Each of these stories is from a different partner.

Who are good prospects to syndicate to?

Look for:
- Local media (newspapers, radio, web)
- Local government (city, county)
- Bloggers & hyperlocal sites (news sites, individual sites)
- Local and regional mobile apps & directories
- Portal sites with regional or niche content (Yahoo! News, Google News, Huffington Post, Patch)
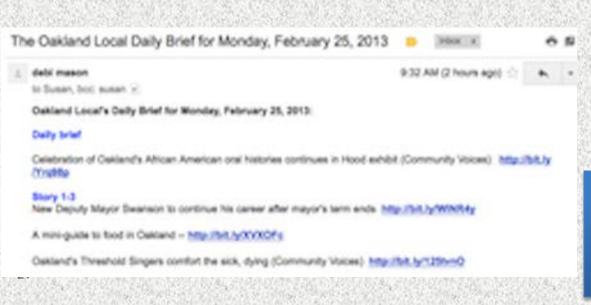
☐	1.	ctcapitolreport.com
☐	2.	westportnow.com
☐	3.	facebook.com
☐	4.	t.co
☐	5.	ctmirror.com
☐	6.	m.facebook.com
☐	7.	ctnewsjunkie.com
☐	8.	google.com
☐	9.	jonathanpelto.com
☐	10.	newhavenindependent.org

Connecticut Mirror has a large number of partners, including the NY Times

Tools for getting partners!

Materials for reaching out:
- Description of your organization
- Information about your content
- Content samples
- Information on RSS/XML feed
- Information on photo licensing/right
- Daily or weekly news budget email

The Oakland Local Daily Brief for Monday, February 25, 2013

	Source
☐ 1.	facebook.com
☐ 2.	t.co
☐ 3.	thenation.com
☐ 4.	m.facebook.com
☐ 5.	alternet.org
☐ 6.	truth-out.org
☐ 7.	google.com
☐ 8.	motherjones.com
☐ 9.	cjr.org

Economic Hardship Reporting Project has a model that focuses on content distribution

Once you're syndicating/distributing

Content distribution (posting on a partner site)

- Post consistently
- Use photos
- Increase posting on sites with most click-through to you
- Send news budget to staff
- Push the specials
- Keep adding partners

Check stats on Google Analytics/Traffic Sources

- **Content syndication: Sharing through feeds**

- **Regularly check indexing is working**
- **Build new feeds for specific partner requirements**
- **Keep adding new partners**

3. Social media: Critical tool to build visibility for your project via virality, sharing

The next frontier is viral sharing—getting people to click and pass on what they like.
Here are some tips on how to do that…

Social Media Landscape 2012

The latest version of the Social Media Landscape

Use social media platforms
to increase users,
drive interaction & engagement
And reach more diverse audiences

Think about VIRAL SHARING as a new goal

Are you using share buttons on your site?
Do you encourage sharing interactions?

UPWORTHY SHARE BETTER

Oct 2 2012

Bully Calls News Anchor Fat, News Anchor Destroys Him On Live TV

NEWSFLASH: Being a je...
bad idea when a) you h...
you choose to target so...
break down your crap o...
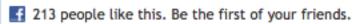
To build visibility, add visible share buttons to your site for key social networks
****Make it EASY to share****

f **Share On Facebook**   **Twitter**

Note buttons for Reddit,
Stumbleupon,
Google +, Linked In,--
where
are your people?

Tweet | f Like | g+1 | in Share | Share | Print

Like   f 213 people like this. Be the first of your friends.

Tools of the new sharing

The real reason you WANT to eat this pie

OCCUPY OAKLAND
What is the $%&$& truth about Occupy?

CAPTIONS ON ON PHOTOS
Good content
Photos w/ captions posted to Facebook
& Twitter
Copy with the captioned photos that engages deep curiosity—and doesn't give much away

If Facebook is your top referrer, focus on that—and use crafted headlines
& captioned photos

(Hat tip: Upworthy.com)

Oakland Local caption/headline test on Facebook

The real reason you WANT to eat this pie

Methodology:
Took 5 stories and build captioned photos
Posted photos & new headlines on Facebook
Compared results to previous promotions

Results
Pie photo: Feb 24: 14 hours after posting: 1,187 people saw this post; Feb 17 (no caption), 300
Occupy photo: Feb 24: 14 hours after posting: 1,037 people saw this post
Feb 21: 502 saw this post

What is the $%&$& truth about Occupy?

And don't forget the power of the hashtag

Remember the 2012 Olympics & the #NBCFail hashtag?

Thousands of people used the tag.

At the 2013 Oscars, #hathawaynipples went viral due to a Prada dress
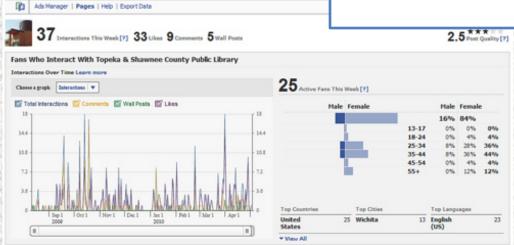
Create hashtags for your events, coverage and issues
--and see if they catch on

4. Using metrics data

Do you know the value of a visit?
Google Analytics & Facebook
Insights help you see what's
Working—and what's not

What is a visitor worth? What strategies deliver?
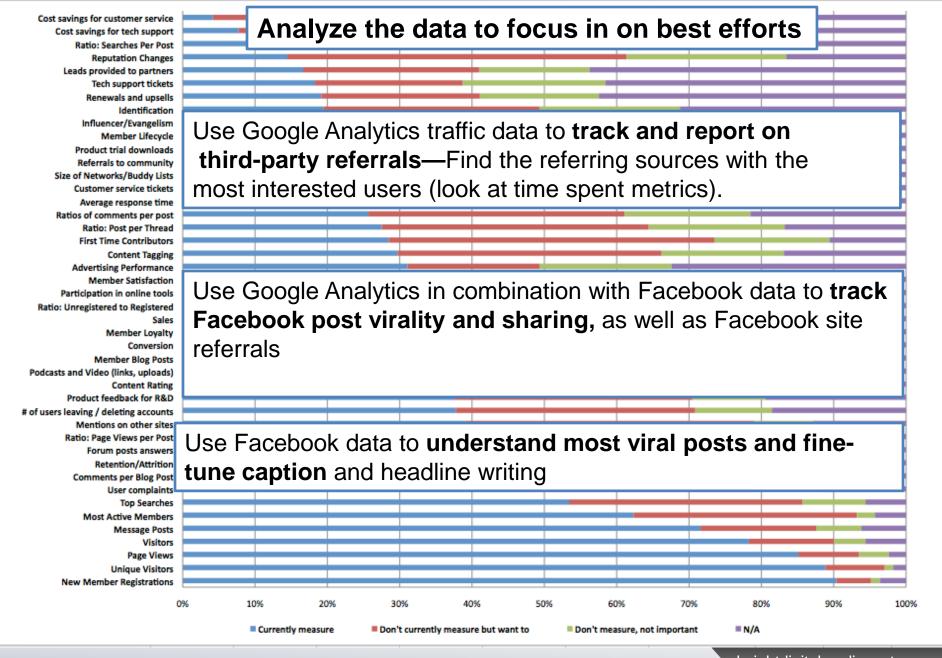
Making good use of metrics means putting data points together and making inferences:

Top referrals + time spend on site from each referral source=quality of user/attention

Demographic location data on GA + demographic location data from FB=reasonable scan of where your audience is located, gender, age

Top quality referrers for Oakland Local: sfgate.com blog & Google Search

Visits	↓	Pages / Visit	Avg. Visit Duration
22,439		1.67	00:01:39
12,341		1.78	00:02:07
11,222		1.41	00:01:54
5,221		1.42	00:01:04
1,809		1.38	00:01:49
1,017		1.40	00:01:44
1,007		1.58	00:01:14
828		1.59	00:01:14
713		2.01	00:02:31
691		1.39	00:01:26

2. (direct) / (none)
3. facebook.com / referral
4. yahoo.com / referral
5. t.co / referral
6. news.yahoo.com / referral
7. yahoo / organic
8. bing / organic
9. blog.sfgate.com / referral
10. google.com / referral

Analyze the data to focus in on best efforts

Use Google Analytics traffic data to **track and report on third-party referrals**—Find the referring sources with the most interested users (look at time spent metrics).

Use Google Analytics in combination with Facebook data to **track Facebook post virality and sharing,** as well as Facebook site referrals

Use Facebook data to **understand most viral posts and fine-tune caption** and headline writing

Chart categories (top to bottom):
Cost savings for customer service, Cost savings for tech support, Ratio: Searches Per Post, Reputation Changes, Leads provided to partners, Tech support tickets, Renewals and upsells, Identification, Influencer/Evangelism, Member Lifecycle, Product trial downloads, Referrals to community, Size of Networks/Buddy Lists, Customer service tickets, Average response time, Ratios of comments per post, Ratio: Post per Thread, First Time Contributors, Content Tagging, Advertising Performance, Member Satisfaction, Participation in online tools, Ratio: Unregistered to Registered, Sales, Member Loyalty, Conversion, Member Blog Posts, Podcasts and Video (links, uploads), Content Rating, Product feedback for R&D, # of users leaving / deleting accounts, Mentions on other sites, Ratio: Page Views per Post, Forum posts answers, Retention/Attrition, Comments per Blog Post, User complaints, Top Searches, Most Active Members, Message Posts, Visitors, Page Views, Unique Visitors, New Member Registrations

Axis: 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100%

Legend:
■ Currently measure ■ Don't currently measure but want to ■ Don't measure, not important ■ N/A

knightdigitalmediacenter.org

What the plan looks like

Start:

– Understand where you are

– Decide where to grow

– Develop a strategy

– Execute

Finish

– Measure results

– Assess costs/value

– Fine-tune

– Repeat

Pick 1-2 areas to address at a time and make sure you are able to track results and assess value

Great resources for building skills

BASIC TOOLS
•Google Webmaster tools (google.com/webmasters)
•Google analytics (google.com/analytics).
•Build a sitemap for Google.com robots (Creating a News Sitemap - Webmaster Tools Help http://bit.ly/YBiep2)

SEO
•Google AdWords: Keyword Tool http://bit.ly/YnrhYz
•SEO tips by Google's Matt Cutts http://bit.ly/13hO2AJ).
•Beginner's Guide to SEO: http://www.seomoz.org/beginners-guide-to-seo/keyword-research
•Check your link authority a http://www.opensiteexplorer.org/

SOCIAL MEDIA & VIRALITY
•The rise of digital influence by Brian Solis, Altimeter, http://www.slideshare.net/Altimeter/the-rise-of-digital-influence
•Upworthy: 10 Ways To Win The Internets http://slidesha.re/15faQUs
•Upworthy: How To Make That One Thing Go Viral http://slidesha.re/15faVrd

ANALYTICS AND METRICS
•Jan 11 2013 learning lab 2013 show me the metrics http://slidesha.re/15fOdjC
•Measuring The Networked Nonprofit | Beth's Blog http://bit.ly/ZwiGGd

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Sean McEntee, change | Flickr - Photo Sharing! http://bit.ly/X7I2tA

Tom Magliery, 4 | Flickr - Photo Sharing! http://bit.ly/ZtUUdT

flickroll666, http://www.flickr.com/photos/39496275@N00/49627440/ (pattern)

Mal McCarthy,://www.flickr.com/photos/37570710@N02/6988872191/in/photostream

Winsingek, http://www.flickr.com/photos/8390411@N02/6891296261/

Media Bistro, http://www.mediabistro.com/alltwitter/files/2012/11/social-community.jpg

Every 60 seconds in social media infographic: http://www.jasonchan.com/strategy/wp-content/uploads/2011/06/60seconds_440px.jpg

Hands image, http://mashable.com/2012/01/17/business-social-media-progress/

Fred Cavazza, http://www.fredcavazza.net/2012/02/22/social-media-landscape-2012/
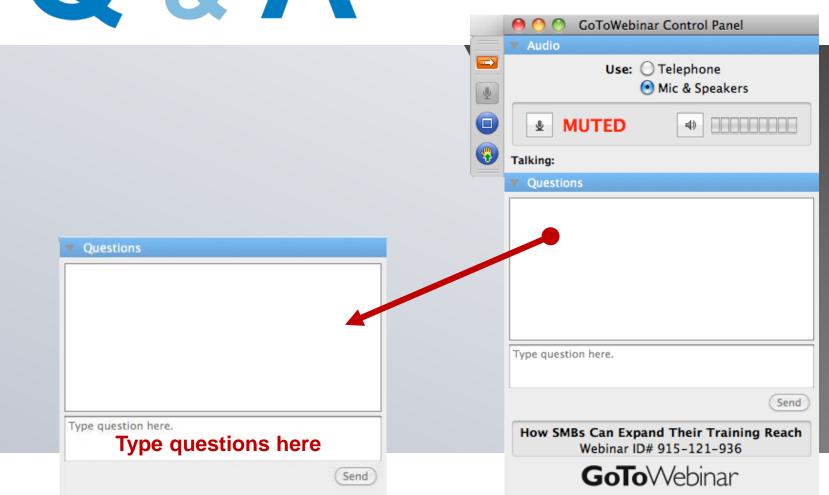
Upworthy, http://allthingsd.com/files/2012/10/Upworthy.png

NBC fail tag, http://www.wtsp.com/images/640/360/2/assetpool/images/120730102339_nbcfail.JPG

Red Plastic, Online community metrics, http://www.flickr.com/photos/redplastic/3878614398/
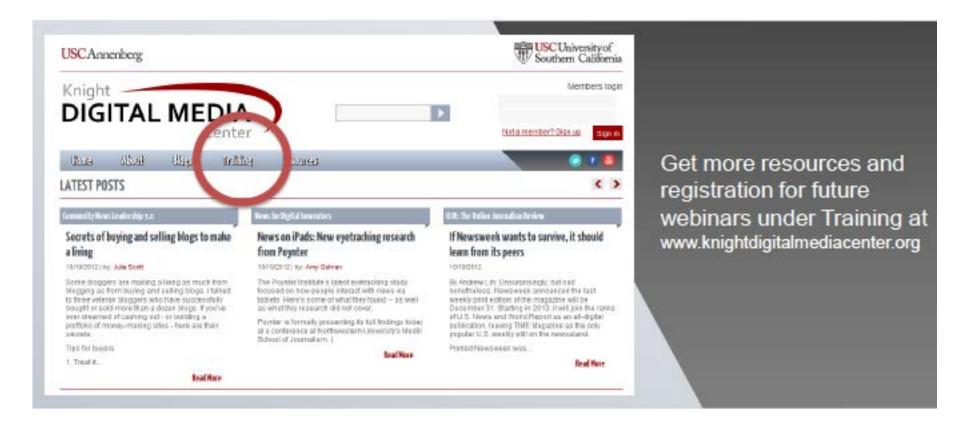
THANKS!

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@susanmernit
http://oaklandlocal.com

Susan Mernit
Knight Circuit Rider,
Oakland Local
Editor/Publisher

Future webinars and resources: www.knightdigitalmediacenter.org

Get more resources and registration for future webinars under Training at www.knightdigitalmediacenter.org

Virtual Class: Raising Visibility | Starts on April 15, 2013
Go to bit.ly/raising-visibility for more information and to find out how to apply.