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INSIGHT

**TRENDS** SPECIAL REPORT

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MAGAZINE MEDIA ◀◀

REVENUE ◀◀

# SOCIAL MEDIA TRENDS

# GLOBAL SOCIAL MEDIA TRENDS 2015



## Welcome to our second FIPP World Media Trends special report.

The second FIPP Insight and World Newsmedia Network in-depth special World Media Trends report focuses on social media opportunities and strategies.

Each report is packed with data charts, commentary on trends and practical, usable case studies.

Through 2015, FIPP Insight and WNMN will release six such special reports (alongside other FIPP Insight reports), all of them free to [FIPP.com](http://FIPP.com) users.

Contact André Glazier at FIPP ([Andre@fipp.com](mailto:Andre@fipp.com)) for unique commercial opportunities in the FIPP Insight reports.

## Topics for the year are:

1. Video
2. Social media and messaging apps
3. Mobile (smartphones, tablets and feature phones)
4. Content
5. Revenue
6. Magazine media (i.e. multi-platform brands)

To compile the reports, WNMN sources evidence-based data from sources around the world, analyses the data and provides commentary on top trends identified, trends you should be considering in your business today.

This report, on video, includes case studies from Meredith Corporation in the USA and Burda Media in Germany. We also look at what is happening elsewhere with for example BBC.co.uk, Kyoda News in Japan and a look at what newspapers are doing in this field, given lines have become so blurred and media brands today have to compete 24/7 for the attention of the audience.

## There will be much more to come this year.

Visit [FIPP.com/Insight](http://FIPP.com/Insight) for news on upcoming reports and for any queries about this report and ones to follow. Contact FIPP's Head of Insight, Helen Bland at [Helen@fipp.com](mailto:Helen@fipp.com) or +44 7404 4169.



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FIPP exists so that its members develop better strategies and build better media businesses by identifying and communicating emerging trends, sharing knowledge, and improving skills worldwide.

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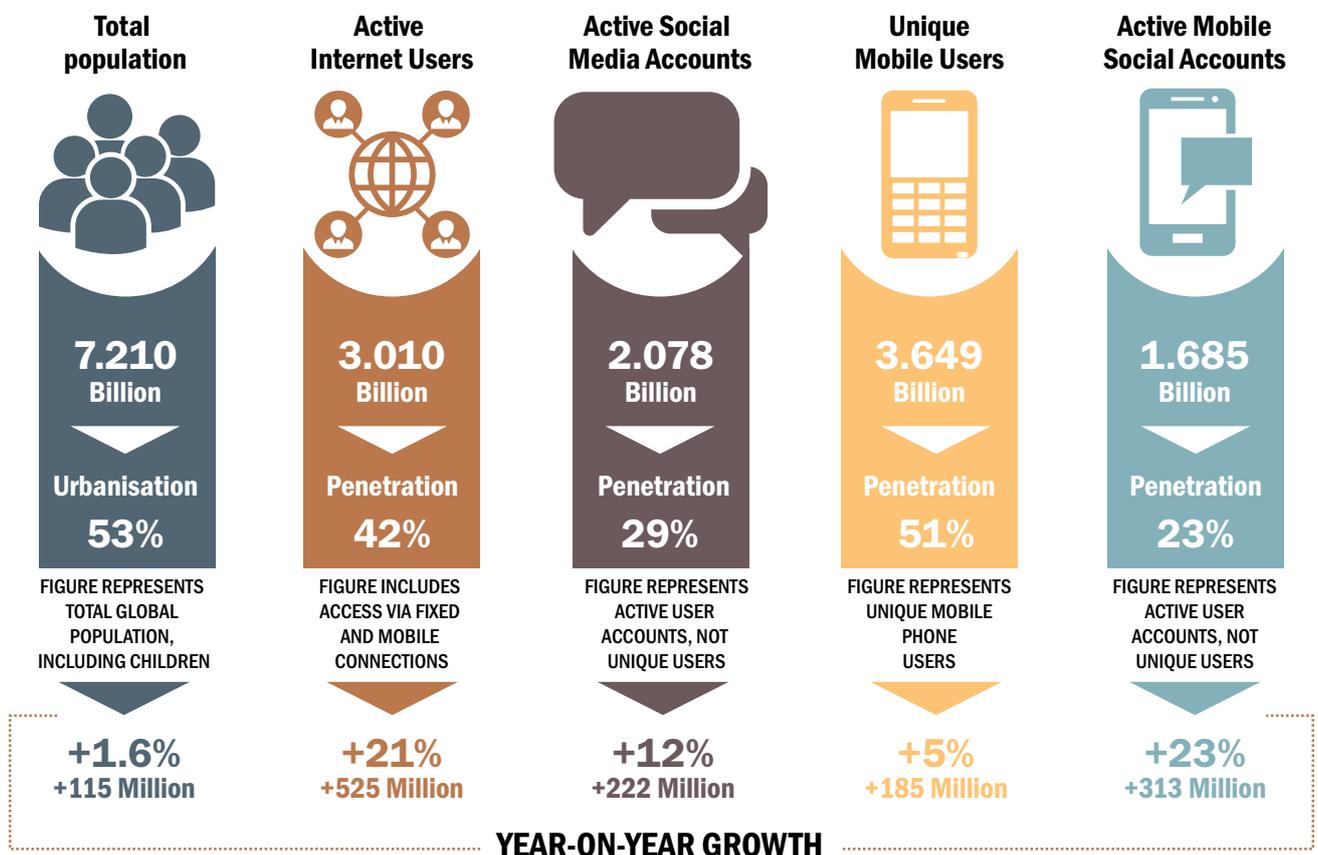


# GLOBAL SOCIAL MEDIA TRENDS

Social media is one of the fastest growing categories of media, and is quickly becoming the most important way to expose publishers' brands and content to both active readers and potential readers.

## Global digital landscape and year-on-year growth

In total user numbers, percentage of penetration and growth, by category



Source: We Are Social, 2015

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Connecting with audiences through social media is imperative, as 2.078 billion user accounts exist across all social media platforms, according to We Are Social's annual report on the state of social media around the world. These user accounts represent 29 percent of the world's total population of 7.21 billion, as well as two-thirds of all Internet users globally. Social media penetration grew by 222 million from 2014 to 2015 – a 12 percent year-over-year increase, according to the report, published in Jan. 2015.

Publishers of magazines and newspapers are tapping into this unbridled growth and, in turn, are experiencing double-digit growth in social media referral traffic to their websites.

**The significant growth of social media referral traffic is a result of two overarching trends:**

- Profound changes in the way social media users interact with content on social media sites, particularly their greater likelihood to share content they trust or are interested in
- More aggressive actions on the part of publishers to share content on social media platforms and to optimise this content for sharing by preparing headlines, photos, video and body copy specifically tailored for each social media network, including Facebook, Twitter, Instagram, Snapchat, Reddit and more.

Publishers are recognising it is no longer enough for them to simply maintain Facebook pages, Twitter handles and Instagram accounts. Media companies must actively invest in social media strategies to drive traffic to their content and brands, in order to drive growing revenues.

Referral traffic studies and individual publisher reports corroborate that publisher content referrals from social media are outpacing the incumbent leader in referrals – search engines.

For publishers, social media optimisation (SMO) is a powerful and necessary marketing strategy for the future. Further, partnerships with global social networks to achieve greater exposure and revenue share may be a smart option for publishers in the short term, however, proceed with caution. Partnerships with the likes of Facebook and Snapchat may be riddled with potential competitive dangers for the future.

**SMO vs. SEO**

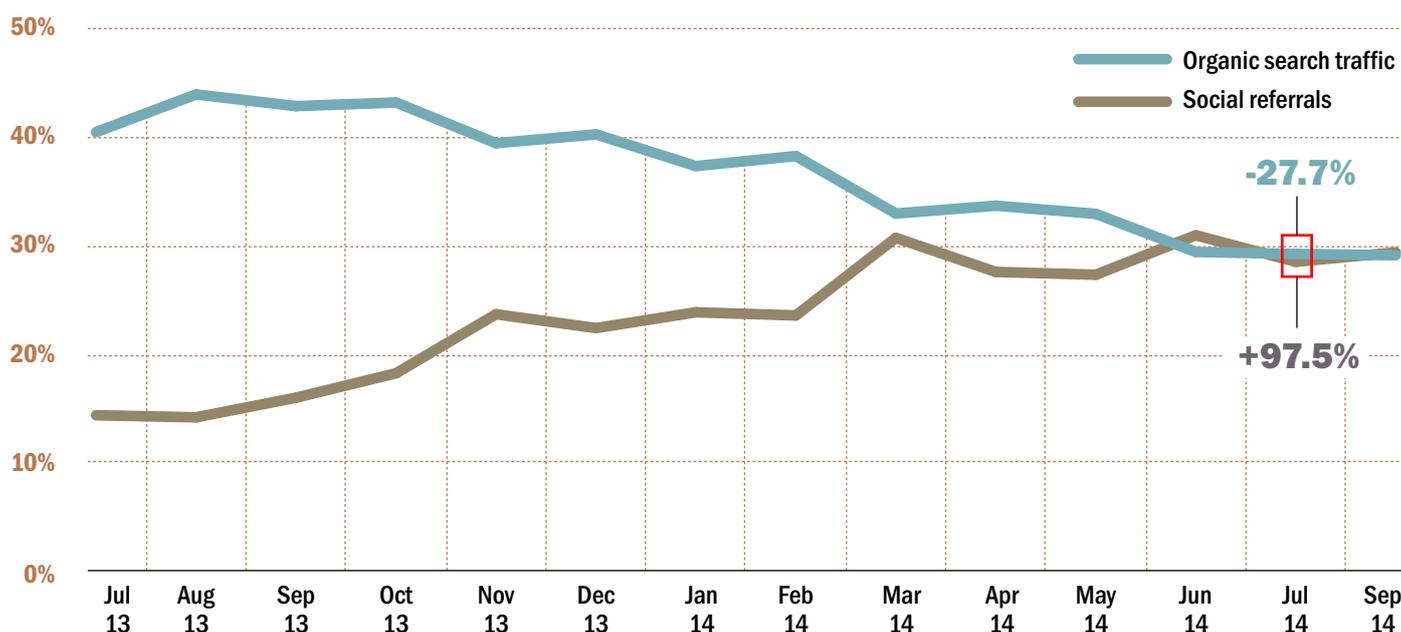
The days of readers going directly to a news outlet's home page are over. Most magazine and newspaper publishers are finding that less than 10 percent of their traffic comes directly to their home pages. Meanwhile, the double-digit and triple-digit growth of social media referrals may have reached a tipping point with search engine referrals as a marketing method to drive traffic to magazine and newspaper media content in 2014, according to Shareaholic's ongoing research.

For these reasons, publishers must beef up their social media optimisation (SMO) operations, whilst continuing their search engine optimisation (SEO) campaigns.

Social media is locked in a seesaw battle for dominance with search. Social media drives an average of one-third (31.7 percent) of publishing sites' traffic, according to a Dec. 2014 study by Shareaholic, compared to 22.7 percent in Dec. 2013. Social referrals to publisher websites edged ahead of search referrals

**Search vs. social media referrals to publisher websites**

Percentage of referrals received from 360,000 publishers in Shareaholic's network, representing 420 million unique website visits



August 14 unavailable

in June 2014 (30.9 percent vs. 29.4 percent) and Sept. 2014 (29.4 percent vs. 29.1 percent), with referrals drawn from 360,000 websites and 420 million unique website visits.

Anecdotally, publishers are reporting that the percentage of referral traffic from social networks is much higher: BuzzFeed reports 80 percent of its Web traffic is driven by social media, while Quartz reports 70 percent is “side door” (non-home page) traffic from social. Facebook alone accounts for more than half of Hearst magazines’ referral traffic.

Meanwhile De Persgroep, a newspaper and magazine publisher in Belgium, the Netherlands and Denmark, reports that 30 percent of its traffic came from social media referrals in 2014, while 22 percent came from search, 23 percent directly to apps and 14 percent directly to the site. Social media referrals are up 179 percent from 2013, leapfrogging search-driven referrals.

Parse.ly, an analytics technology company whose publisher clients include Condé Nast magazines, Reuters, Dallas Morning News, Fox News, Advance Digital, The Telegraph, Slate, the Atlantic and Mashable, analyses 10 billion page views and 400 page views total each month to determine its clients’ referral traffic. Parse.ly reports that Facebook gained 10 percentage points in referral traffic in 2014 to reach 22 percent, while Google sites have remained stable at 35 percent referral traffic to these sites.

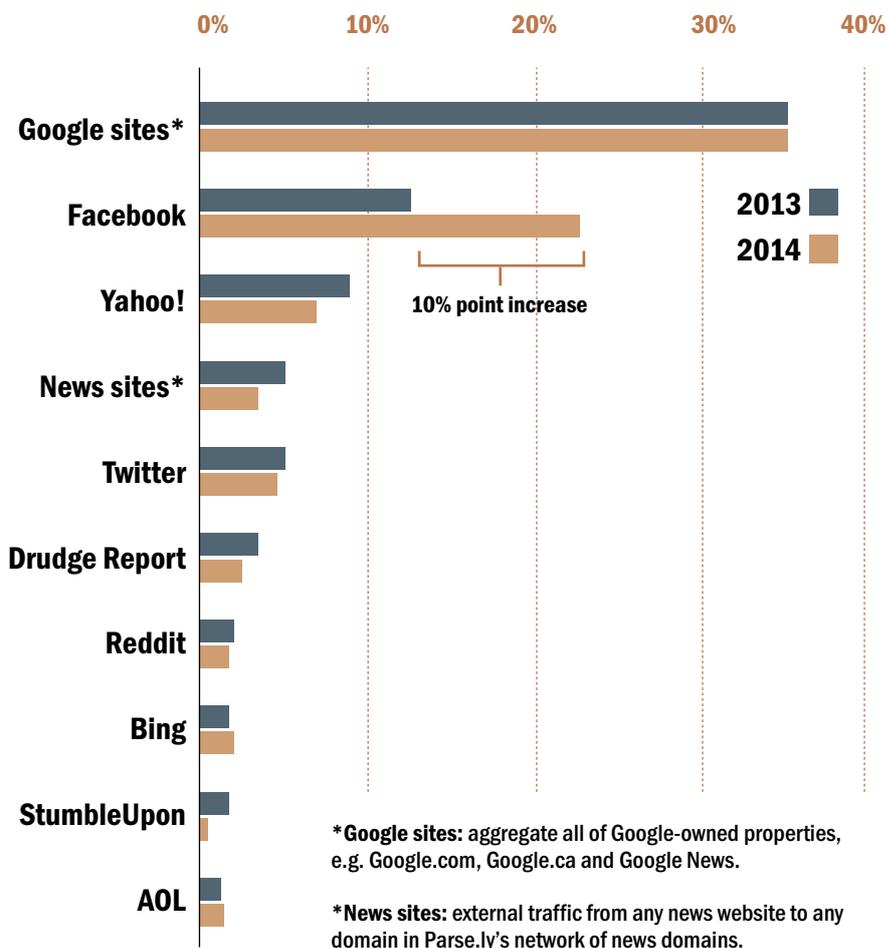
The main reasons for the boost in traffic coming from Facebook and other social media sites are that publishers are posting more content on social media, hiring more staff to identify and place trending stories across social media, and working with social media outlets to optimise traffic, with programmes such as Facebook’s “Content to share” feature, which prioritises publisher content, superseding its algorithm that targets content to Facebook’s 1.4 billion users. Publishers are also meeting directly with Facebook and other social media partnership representatives to learn how to optimise their referral traffic.

The trend has led to the “unbundling” of newspapers and magazines into individual stories, photos and videos, much like the music industry experienced with the online consumer trend to buy individual songs, rather than entire CDs.

Greg Marra, a Facebook software engineer, leads the team that designs and maintains Facebook’s news feed algorithm, launched in Feb. 2014. Marra called the news feed a “personalised newspaper.” The New York Times reported, as each Facebook user’s news feed reflects specific content interests

## Top traffic referral sources, 2013 vs. 2014

Percentage of Parse.ly publisher network traffic coming from social media and search sites



Source: Parse.ly, “Authority Report 06,” 2014

© World Newsmedia Network 2015

expressed through their reading behaviours. The Facebook algorithm has contributed to elevated traffic for premium publishers and has diminished traffic for aggregators such as Upworthy and Distractify, according to the article.

In the United States in Jan. 2015, publishers accounted for 635 million total social media actions such as sharing, retweeting, favouriting, commenting and liking, with 422 million share actions on Facebook, 182 million on Instagram, and 31 million on Twitter, representing a 15 percent growth of social engagement compared to Dec. 2014. The growth was mostly driven by a 16 percent increase in Facebook activity and a 12 percent growth in Instagram activity, according to Sharablee, a social media analytics and consulting firm.

By far the most prolific recipient of social media referrals is National Geographic. The magazine’s brand strategy has been to post video, photography and world culture narrative to drive referrals through social media sites, particularly Instagram, where it has captured 48 percent of all engaged actions, according to Sharablee. Other highly popular publishers include BuzzFeed, Hollywood Life, The Huffington Post, Bleacher Report, J-14 magazine, People, Playbox, Billboard and Country Living Magazine.

## Facebook and Snapchat deals with publishers

2015 is the year of media companies partnering with social media networks.

This seismic change in the media landscape began in 2014, the year media companies started to produce native content for each social media platform and to leverage audience metrics in order to understand how social media is driving referral traffic to publishers' websites.

"The social media marketplace saw huge shifts in 2014, with many brands moving towards measuring audience impressions, clicks, and thinking cross-platform," Shareablee CEO and founder Tania Yuki said. "Video is the biggest opportunity, growing 147 percent in 2014, with Twitter Video in particular showing massive engagement growth at 963 percent. We also saw huge enthusiasm for social click-throughs this past year with some social native publishers seeing up to 425 percent growth in referral traffic."

In an effort to capitalise on these game-changing usage patterns, social media networks Facebook and Snapchat are reaching out to media companies for content and revenue-share partnerships. It is a matter of time before other social media networks do the same. The networks have a lot to gain: Good content drives the lion's share of traffic to the social platforms.

### What do media companies have to gain, and what do they risk losing?



In 2015, Facebook has been exploring partnership deals with dozens of media companies including The New York Times, BuzzFeed, Quartz, National Geographic, the Guardian and the Huffington Post. The discussions are reportedly

about improving the visibility of the publishers' content to Facebook's 1.4 billion users in exchange for content that drives more traffic to Facebook. There are also reportedly talks on revenue sharing with publishers. One example of revenue sharing with Facebook is with the hugely popular U.S. National Football League sharing 50-50 profits for a Verizon telecom company advertising campaign featuring NFL video clips.

While revenue sharing is desirable, analysts speculate future deals will not include Facebook sharing its usage data on publishers' content. The usage data is a gold mine for publishers, and not having access to these data is akin to the infamous deal between

Apple's iTunes and publishers. This deal left publishers with a small revenue share on their own content, sold via Apple's content marketplace, and no user data to understand who was accessing their content, at what time, from which device or for how long.

"I have one bit of advice: Don't do it without the data, people. It's a damned fine idea to go to the readers rather than make them come to you — BuzzFeed does it; so does Vox; so does Reported.ly. It's wonderful to get more audience and branding on Facebook. It'd be super peachy to get a share of revenue from Facebook at last. All that is great," said Jeff Jarvis, media analyst and blogger on Buzzmachine.com.

"But keep in mind where the real value is: in the relationship, in knowing what people — individuals and communities, not a faceless, anonymous mass — need and want and know so you can give them relevance and value and so they will give you greater usage, engagement, attention, loyalty and advertising value in return."

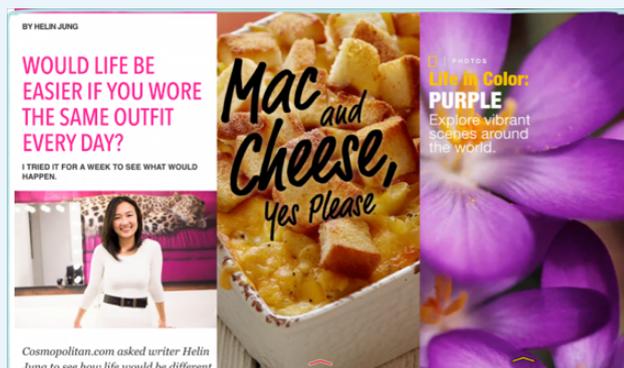
### Snapchat's Discover



Meanwhile, mobile-social app Snapchat is luring publishers to become partners with the promise of advertising revenue share and increased traffic in its "Discover" programme. Snapchat, a fast growing social media messaging app with more than 100 million monthly, mostly young, users, is partnering with CNN, National Geographic, Cosmopolitan, Daily Mail, Vice and others.

Discover resembles a TV channel on mobile. Publishers are creating exclusive text, photos, videos and interactive content exclusively for the app, in hopes of reaching Millennials and teens with their quality content from well-known TV, newspaper and magazine brands. The content is immersive, featuring videos and interactive graphics in short- and long-form, and in the vertical format for mobile viewing.

"CNN's Discover channel lives natively within the app—built from the ground up, exclusively for Snapchat," Samantha Barry, CNN's head of social news, told the Columbia Journalism Review in January. Other publishers are echoing this sentiment; they, too, are developing "native" content specifically for Facebook and Snapchat in order to reach and engage with individual audiences.



A McDonald's advertisement between Cosmopolitan's and National Geographic's content on Snapchat, January 2015.

According to re/code, publishers set their own ad rates and provide a guaranteed view count to ad buyers based on previous weeks' traffic patterns. Publishers are earning between US\$50,000 to \$100,000 per day based on an estimated 10 cents per view for their ads. The revenue split with Snapchat varies depending on who sells the ad. If the publisher sells, they fetch 70 percent; if Snapchat sells the ad, the revenue is split evenly, re/code reported.

Publishers experimenting with Snapchat are remaining mum about the details of the deals and about the specific performance of the content and advertising; however some publishers are describing the experience as "incredible" and "astounding."

## Spotlight on Cosmopolitan



World Newsmedia Network interviewed Cosmopolitan magazine editor-in-chief Joanna Coles, responsible for leading the charge on an aggressive social media strategy, especially on Facebook, Twitter and now, Snapchat.

Cosmo's social media team posts between 50 and 100 items per day on the social networks, which drives about 35 million page views from the networks to the mobile and desktop websites.

"Our social media strategy is to take Cosmo to where the reader is, to have a young woman's voice in whatever conversation is going on. If you're a monthly magazine, you only publish 12 times a year. What social media allows us to be is in a conversation whenever there is a conversation, and a way to give people a connection to the brand," Coles said.

Cosmo in print in the United States has a 2.5 million

circulation, plus 600,000 to 700,000 newsstand sales per month. Readership is 15 million in the United States and 120 million worldwide. The title's social media efforts are driving hundreds of millions of page views every month.

In March, Cosmo entered the top 10 social media publishers in the U.S. for the first time, according to Shareable. Cosmo achieved a 76 percent growth in social engagement since February, largely due to a surge in Facebook actions. Cosmo also saw a huge increase of social engagement with social video, publishing 154 percent more video in March compared to February.

"The two best performing posts were videos that reached viral status, receiving 27.3 million and 17.8 million video views, respectively. The most socially engaged post, a video featuring a young man making an important point about body image, captured 1.3 million total actions including 294,442 shares; and the second best performing video post with a little boy promoting his GoFundMe page received over 1 million total actions including 440,093 shares, four times more shares than what the average media publisher received in March," the Shareable article stated.

Snapchat is the latest social platform on which Cosmo reaches young women on topics important to them, ranging from fashion, to makeup, to social change, to politics.

Since Cosmo's Discover launch in January, editors have been experimenting with publishing long and short pieces on Snapchat, including an interview with Facebook COO Sheryl Sandberg about why she got married at 24 and divorced at 25, images from a Paris fashion show and tips about makeup application.

"If you go on [Snapchat], it's really fun, really great. There's no question our readers spend a lot of time on Snapchat for shortform and longform journalism. This gives us an opportunity to do both," Coles said.

As for the metrics for content usage and advertising revenue so far, Coles declined to give specific numbers. Among the advertisers creating native advertising for Snapchat on Cosmo's platform are Victoria's Secret, Sperry and Verizon.

"We keep the advertising numbers private because [Snapchat has] asked us to. The numbers are fantastic, and other media brands are desperate to get in on it," she said. "We can't share the content figures yet, but the figures we have seen so far, the numbers are incredibly encouraging."

## Highest ranking U.S. publishers among social media networks

Publishers receiving the most traffic from social media networks

January 2015

Rank	Publisher	Parent company	Total actions I*	Total content II	Actions per post III	Fans/followers IV*
			  	  	  	  
1	National Geographic	National Geographic Society	93,920	1,031	272,140	54,483
2	BuzzFeed	BuzzFeed, Inc.	10,899	2,449	17,492	6,448
3	Hollywood Life	PMC	10,683	3,316	10,578	2,629
4	The Huffington Post	AOL	10,677	5,827	11,048	10,222
5	Bleacher Report	Turner Sports	10,505	2,178	21,103	4,677
6	J-14 Magazine	Bauer Publishing	8,856	1,182	24,683	5,314
7	People.com	Time Inc.	7,520	3,382	10,813	11,814
8	Playboy	Playboy Enterprises	6,826	1,164	38,958	19,376
9	Billboard	Prometheus Global Media	5,874	3,159	13,005	7,163
10	Country Living Magazine	Hearst Corporation	5,861	979	10,878	2,215

\*(000)

I Total actions metric includes the total volume of post-level likes, shares, favourites, retweets and comments.

II Total content includes all posts, tweets and media posted by each brand across platforms.

III Actions per post metric notes the average number of actions garnered by each brand.

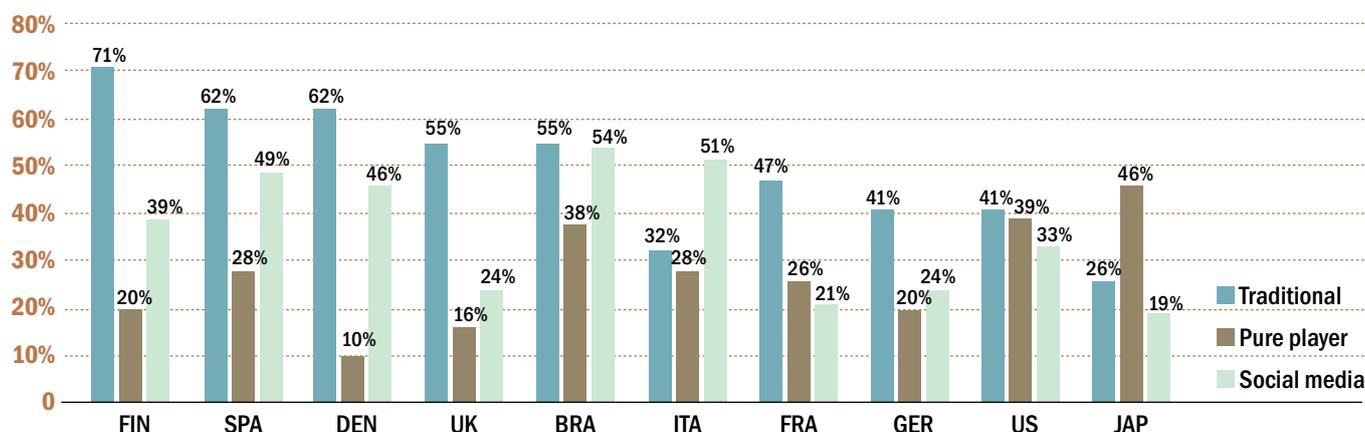
IV Total fans/followers includes fans/followers for all properties under each brand as of January 31, 2015.

Source: Shareablee, 2014

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## News users' access points

Percentage of those accessing news from traditional media, pure players online or on social media in the last week



Base: All markets 2014 - UK=2082, Germany=2063, Spain=2017, Italy=2010, France=1946, Denmark=2036, Finland=1520, US=2197, Urban Brazil=1015, Japan=1973

Source: Reuters Institute, "Digital News Report 2014"

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## Trends in global social media usage

Only five years ago, bookmarking and direct-to-homepage visits were by far the means by which readers accessed newspaper and magazine websites. Now social media and search are the predominant access points for these sites.

However, users in each country drive regional trends. In Europe in particular, access to traditional media still rules, followed by social media access for news and, to a lesser degree, pure play offerings like Google News and MSN News. Meanwhile, social media-accessed news dominates in Japan and to a lesser degree, Brazil and Italy, according to the 2014 edition of Reuters Institute's annual Digital Study.

It follows that Brazil and Italy are among the most prolific content sharers via email or social networks, with 54 percent of Brazilians and 44 percent of Italians sharing content via social networks or email every week. Other countries where users are also prolific sharers are Spain, 40 percent; the United States, 35 percent; Finland, 24 percent; Denmark, 23 percent; and France, 21 percent.

Social media users share actions like links, posts and comments with friends, colleagues and family on the social platforms that resonate with them. Facebook commanded an 82 percent share of all articles shared, according to Buzzsumo and Fractl's 2014 report, "Which Publishers are Winning in Social Engagement." The report studied 2.6 billion shares of 1

## Top news-sharing nations

Percentage of respondents who shared news content via email or social network weekly

Rank	Country	%	Rank	Country	%
1	Brazil	54%	6	Denmark	23%
2	Italy	44%	7	France	21%
3	Spain	40%	8	Germany	19%
4	U.S.	35%	9	UK	16%
5	Finland	24%	10	Japan	10%

Source: Reuters Institute, "Digital News Report 2014"  
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million articles from 90 global publishers on five social platforms in the first half of 2014. Other social networks trailed behind significantly, with Twitter driving 8.6 percent of shares; Google+, 4.3 percent; Pinterest, 3 percent; and LinkedIn, 2.2 percent.

When broken down by social platform, different publishers emerge as top recipients of referral traffic, underscoring the importance of publishers promoting content tailored for each platform. For example, Forbes' and Mashable's business content are tailor-made for LinkedIn, while The Kitchn's and Better Homes and Garden's content are appropriate for Pinterest.

According to the report, BuzzFeed articles fare best on Facebook and Pinterest, while Mashable's articles are most popular on Twitter and LinkedIn. MSN drives the most article shares on Google+, followed by the Wall Street Journal, Mashable, Forbes and NBC. Meanwhile, popular outlets driving traffic across various social media platforms include the Huffington Post, CNN, The New York Times, the Daily Mail, the BBC, Women's Health, The Kitchn, Greatist, Better Homes and Gardens and Inc.

## Popularity and virality on social media

What drives the popularity of social media posts and what circumstances lead to posts going viral? While it is impossible to plan for social media posts to become popular or viral, there are some documented trends about what works. According to

Buzzsumo and Fractl's 2014 research on 2.6 billion shares of 1 million articles, knowledge-based verbs, positive adjectives and headlines with action words drive referrals.

For example:

- Use knowledge based verbs such as understand, know, think, prove and believe
- Use positive adjectives such as hilarious, happiest, cutest, greatest and adorable
- Use headlines with action words such as focused, shaped, investigated, targeted, guided, investigated and visualised
- Add photos and videos to posts. Users are more likely to click on content posted with a photo

The study also revealed that each social media platform has resounding content themes that drive post popularity:

- Facebook has become a favourite social media network for news sites because its content genres are many: entertainment, news and commercial
- Twitter: Pop culture
- Google+: World and industry news
- Pinterest: Food, home, health, and beauty
- LinkedIn: Professional development and business

The study also explored the distribution of articles shared and to what degree across social media, by publisher, including The New York Times, Daily Mail, The Mirror, The Telegraph, The Guardian, Vice, Huffington Post and BuzzFeed. While half or more of the articles from the New York Times, Daily Mail and Mirror appear to go unnoticed, the 12 percent of BuzzFeed do so. "Unnoticed" is defined as an article receiving fewer than 100 shares.

Meanwhile, some publishers are more successful at driving social media referrals for articles to become popular or even viral. According to the study, 24 percent of Buzzfeed articles have become popular, that is, have been shared 2,000 to 10,000 times, compared to 11 percent each for the Huffington Post and the Daily Mirror. Fewer than 10 percent of The New York Times, Daily Mirror, Telegraph, Guardian and Vice articles have become popular or viral during the survey period.

## Highest ranking publishers among social media referrals

Publishers receiving the most traffic from social media networks

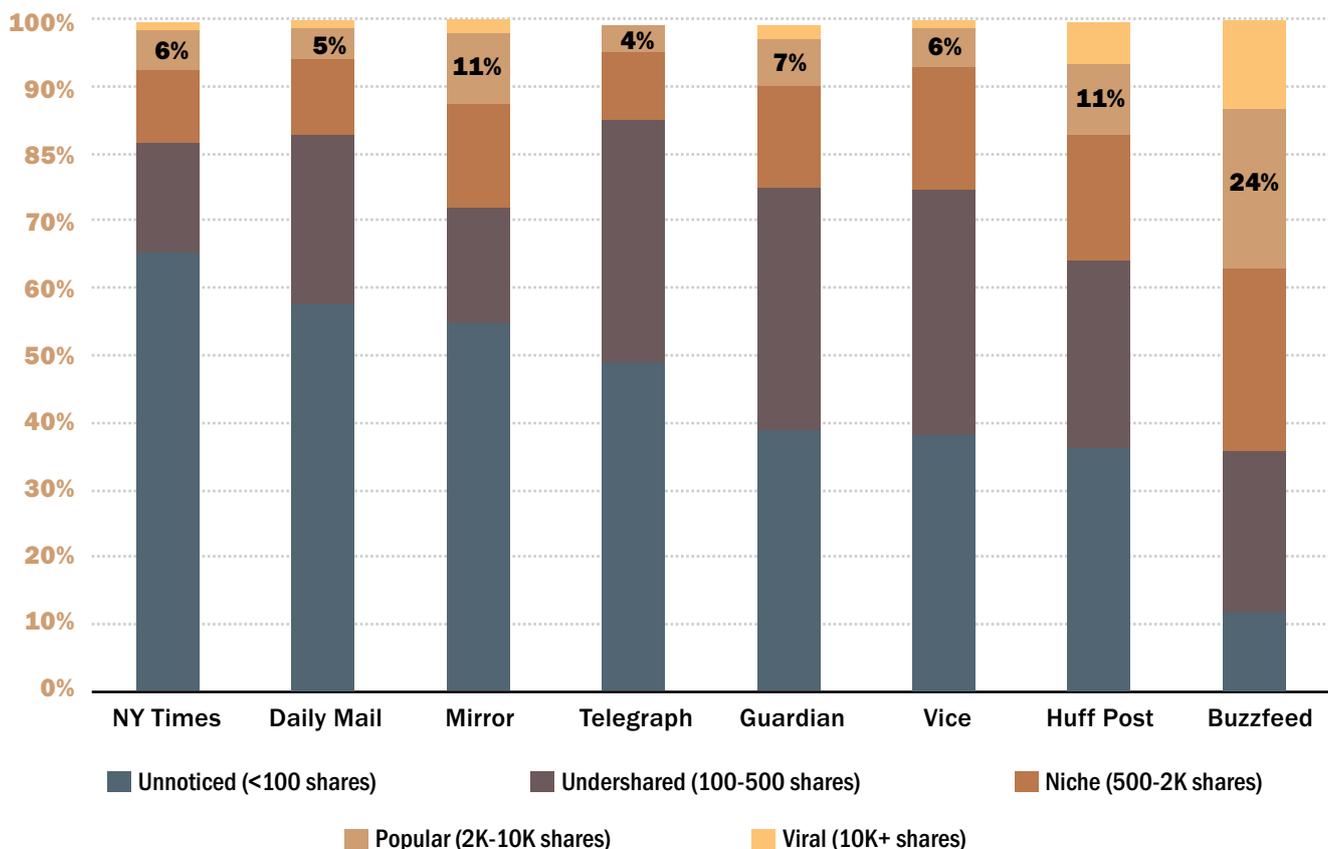
Rank	Facebook	Twitter	Google+	Pinterest	LinkedIn
1	BuzzFeed	Mashable	MSN	BuzzFeed	Mashable
2	Huffington Post	BBC	Wall Street Journal	Women's Health	LinkedIn
3	CNN	NYTimes	Mashable	The Kitchn	Forbes
4	NYTimes	Forbes	Forbes	Greatist	Inc.
5	Daily Mail	CNN	NBC	Better Homes and Gardens	NYTimes

Source: Buzzsumo and Fractl, "Which Publishers are Winning at Social Engagement?", 2014

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## Distribution of articles shared on social media, by publisher

In percentage of articles distributed



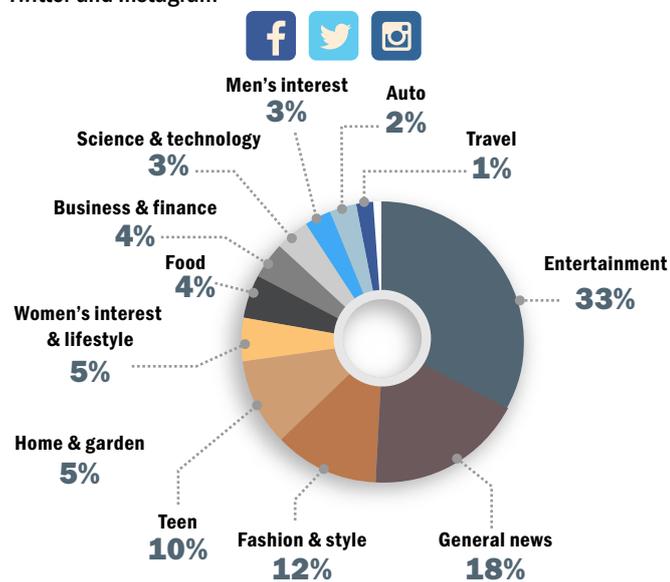
Source: Buzzsumo

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According to a U.S. study by Shareablee, some genres of content are more popular with users who share content on Facebook, Twitter and Instagram. Leading the genres of

### Top U.S. content categories for shareable content

Percentage of content shares for each category from Facebook, Twitter and Instagram



Source: Shareablee, 2014

© World Newsmedia Network 2015

popular, shareable content on those three sites are entertainment, 33 percent; general news, 18 percent; fashion and style, 12 percent; teens, 10 percent; home and garden, 5 percent; women's interest and lifestyle, 5 percent; business and finance, 4 percent; science and technology, 3 percent; men's interest, 3 percent; auto, 2 percent; and travel, 1 percent.

### Top social media networks

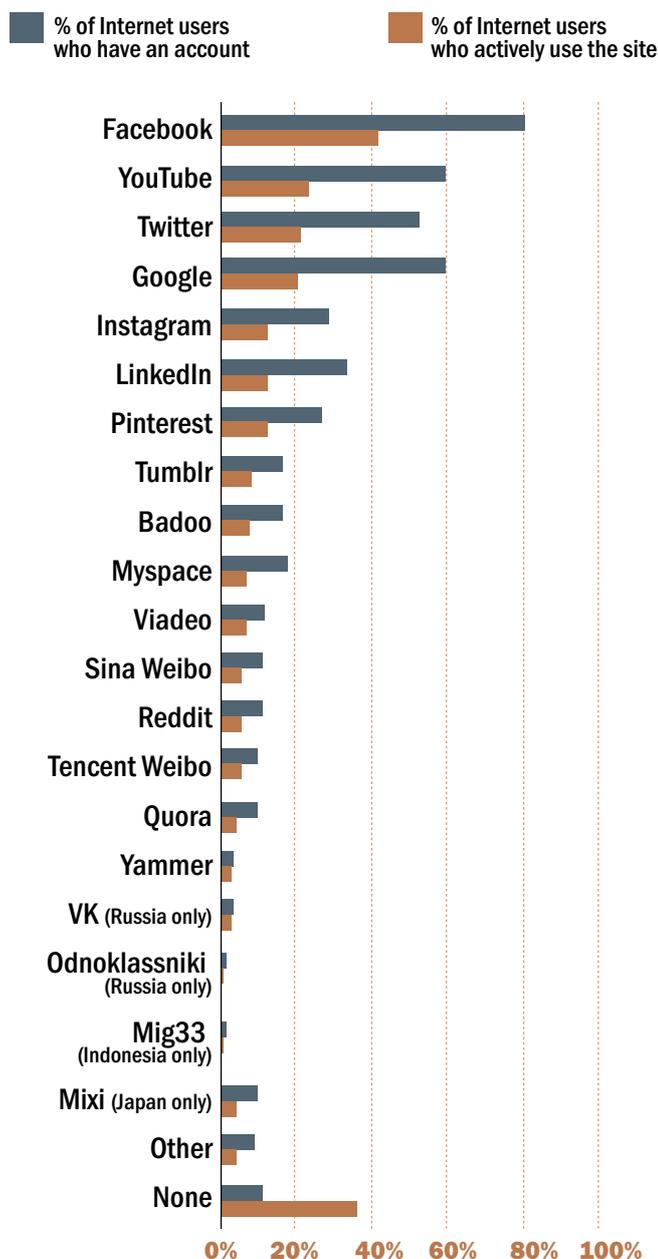
Facebook is by far the most popular social network in the world, reaching more than 80 percent of the world's Internet users, and with half its users actively using their accounts at least once per month, according to data released by Global-WebIndex in 2014. Facebook is followed by YouTube, which reaches 60 percent of global Internet users, half of whom use the video site at least once per month.

Twitter, Google+, Instagram, LinkedIn, Pinterest and Tumblr follow the top two social media sites with comparatively small audiences. Meanwhile, some countries draw large numbers of users to their own social networks, such as Badoo, Sina Weibo and Tencent Weibo in China; Mixi in Japan; and VK in Russia.

There are significant differences in user frequency among members, visitors and active users for the four top social networks. Facebook has the highest concentration of members, or 81 percent of the Internet population, compared to YouTube and Google+ at 60 percent each; and Twitter at 53 percent.

## Global top social networks

In average number of accounts and active usership



Note: The definition of active users are online users who have accounts and say they have used or contributed to the social network in the last month via any device.

Source: GlobalWebIndex, 2014

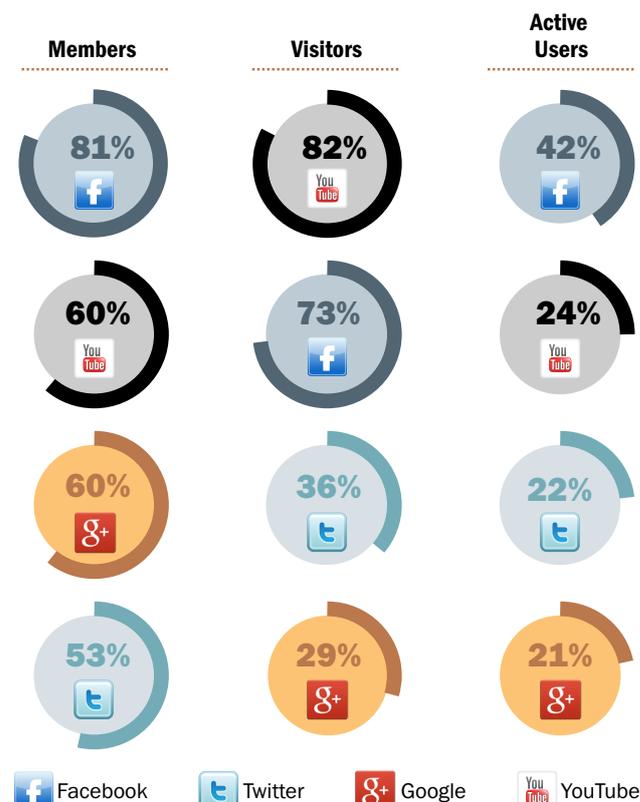
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Meanwhile, the number of visitors to YouTube exceeds members, at 82 percent, while visitors to Facebook are at 73 percent; Twitter, 36 percent; and Google+, 29 percent. Active usership for Facebook users is at 42 percent, nearly double YouTube's active usership, at 24 percent; Twitter, 22 percent; and Google+, 21 percent.

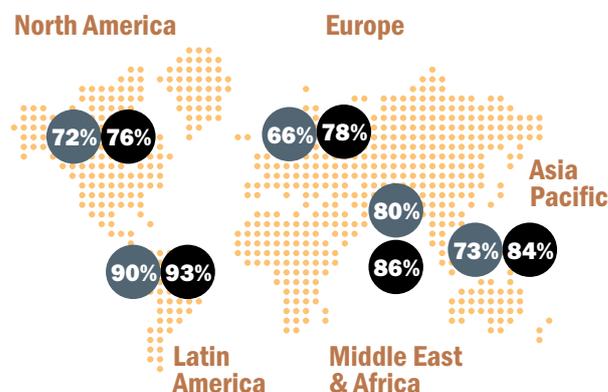
The region of the world drives the degree to which users spend time on Facebook and YouTube and other social media. People in Latin America and the Middle East are the most prolific social media users in the world, followed by those in the Asia Pacific region, according to GWI. About 90 percent of those online in Latin America are the most active, engaging in social

## Top 4 global social networks

In members, visitors and active users as a percentage of online users



### Facebook vs. YouTube visitors, by region



Note: The definition of active users are online users who have accounts and say they have used or contributed to the social network in the last month via any device.

Source: GlobalWebIndex, 2014

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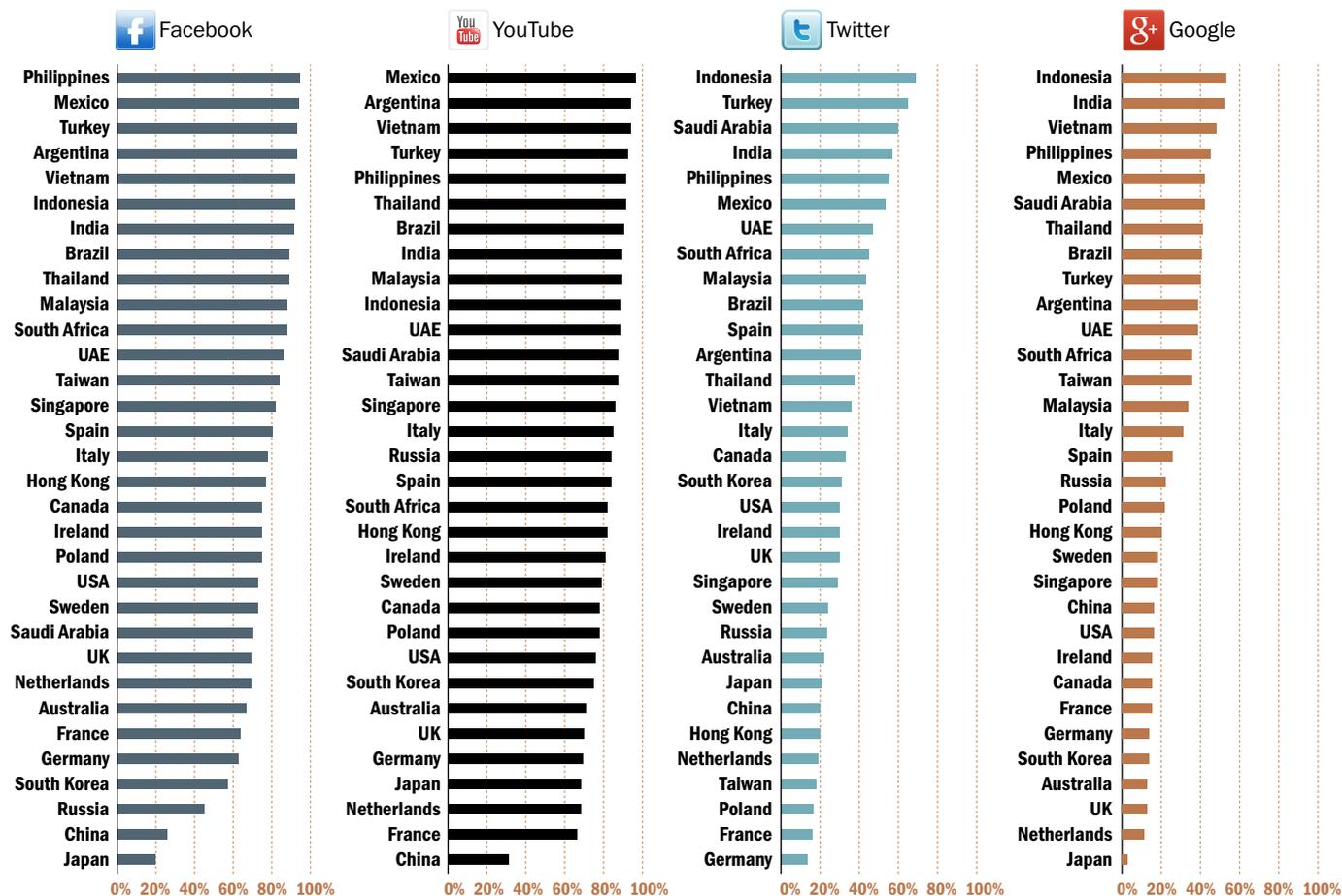
at least once per month.

Active social media usership, defined as using social media at least once a month, is significantly different in each country, according to the 2014 GWI study. Those countries with a 90 percent or more penetration of active usership for Facebook include the Philippines, Mexico, Turkey, Argentina, Vietnam, Indonesia and India. Those countries with a 90 percent or more active usership in YouTube include Mexico, Argentina, Vietnam and Turkey.

Meanwhile those countries with a 60 percent or more penetration of active usership on Twitter are Indonesia, Turkey and

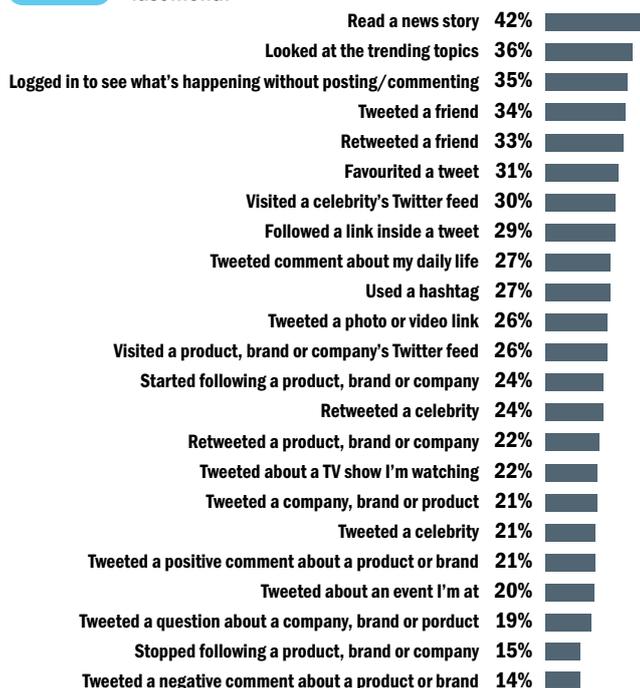
## Top social network platforms, by country

Percentage of online users who have visited each network last month



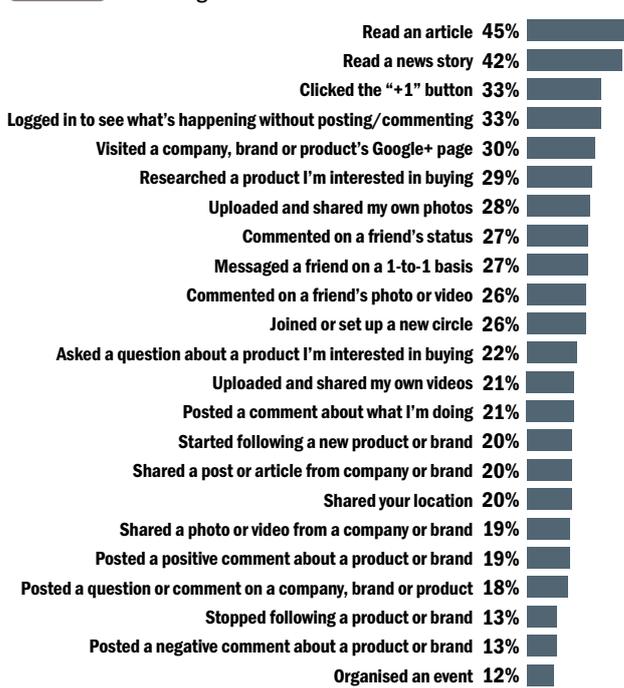
### Top Twitter activities

Percentage of active Twitter users who did the following last month



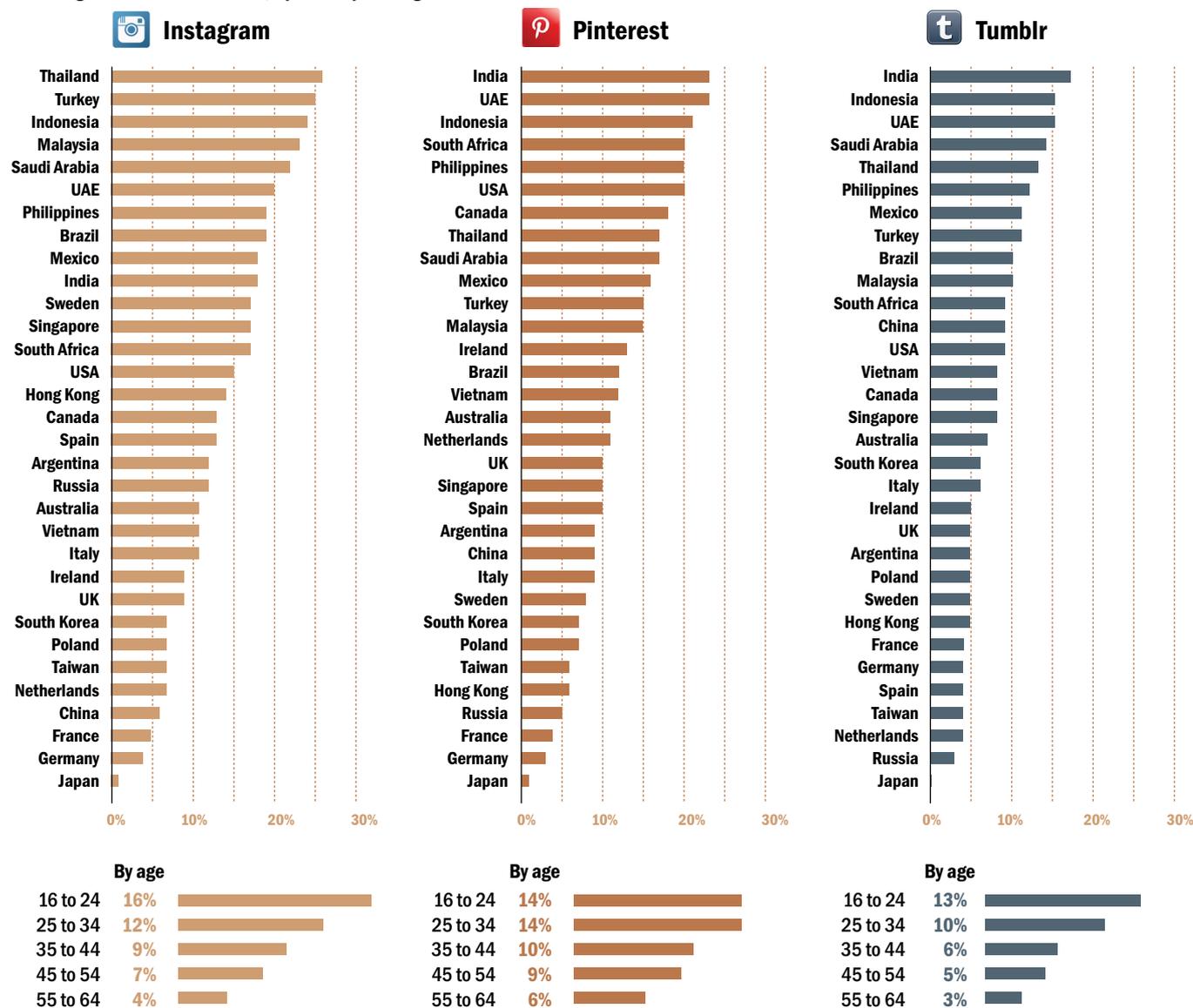
### Top Google+ activities

Percentage of active Google+ users who did the following last month



## Active usage on fastest-growing social networks

Percentage of total online users, by country and age



Note: The definition of active users are online users who have accounts and say they have used or contributed to the social network in the last month via any device.

Source: GlobalWebIndex, 2014

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Saudi Arabia; while those countries with a 40 percent or more penetration of Google+ are Indonesia, India, Vietnam, the Philippines, Mexico, Saudi Arabia, Thailand and Brazil.

Among the most active and fastest growing social networks are Instagram, Tumblr and Pinterest, especially among the young, and with users from Asia and Africa. One-fourth or more of those online in Thailand, Turkey and Indonesia are active users of Instagram, especially those 16-to 34-years-old.

Twenty percent or more of those from India, the United Arab Emirates, Indonesia, South Africa, the Philippines and the United States are active users of Pinterest, especially those 16-to 34-years-old. Meanwhile, 15 percent or more of those from India, Indonesia and the UAE, especially those ages 16 to 24, are the most engaged users of Tumblr, according to GWI.

The top activity by Twitter users is reading news stories, with

38 percent of Twitter's active users saying they read a news story in the last month, according to GWI research. This represents an opportunity for news publishers to beef up their Twitter feeds on news topics.

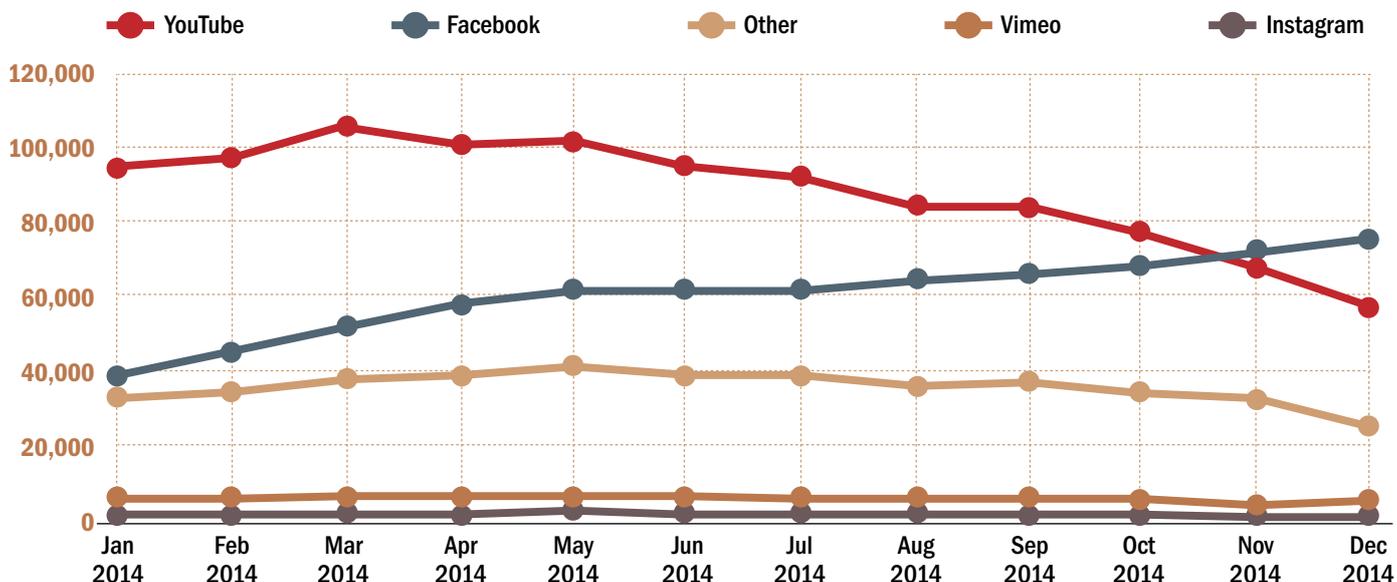
Other popular activities include looking at trending topics, 36 percent; logged in to see what's happening, 35 percent; tweeted a friend, 34 percent; retweeted a friend, 33 percent; favoured a tweet, 31 percent; and visited a celebrity's Twitter feed, 30 percent.

The top two most popular activities for Google+ users should be music to the ears of magazine and news publishers: 45 percent of active Google+ users read an article and 42 percent read a news story in the last month, according to GlobalWebIndex.

Other popular activities include clicked the +1 button, 33

## Facebook-based video posts

Number of video posts on Facebook from major publishing, broadcast and online sites

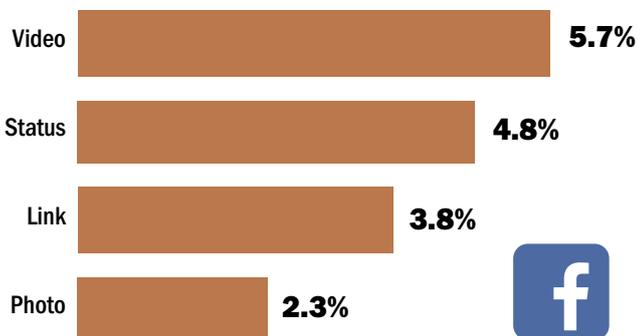


Source: Socialbakers, February 2015

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## Average Facebook fan reach

Types of Facebook activities and their audience reach among 4,445 brand pages and 670,000 posts



Date range: October 1, 2014 to February 4, 2015

Data: The sample consisted of 4,445 brand pages and more than 670,000 posts

Source: Socialbakers, October 2014 to February 2015

© World Newsmedia Network 2015

percent; logged in to see what's happening, 33 percent; visited a brand's page, 30 percent; researched a product, 29 percent; uploaded or shared photos, 28 percent; commented on a friend's status, 27 percent; and messaged a friend one-to-one, 27 percent.

The Top 10 publisher/broadcast brands, based on their number of Facebook fans, are National Geographic Channel, 53.7 million fans; MTV, 52 million; Disney, 50.3 million; National Geographic, 35.3 million; Discovery Channel, 33.4 million; Cartoon Network, 29.7 million; Nickelodeon, 26.9 million; HISTORY, 22 million; National Geographic Magazine, 18.3 million; and Animal Planet, 18.2 million, according to a Feb. 2015 report by Socialbakers.

## Top 10 Facebook global media brands

By number of fans

RANK	CHANNEL	Fans
1	National Geographic Channel	53,692,769
2	MTV	52,041,428
3	Disney	50,342,638
4	National Geographic	35,289,363
5	Discovery	33,442,569
6	Cartoon Network	29,666,625
7	Nickelodeon	26,928,442
8	HISTORY	22,020,163
9	National Geographic Magazine	18,342,379
10	Animal Planet	18,171,873

Note: Date range is Feb. 1, 2015 to Feb. 28, 2015

Source: Socialbakers, February 2015

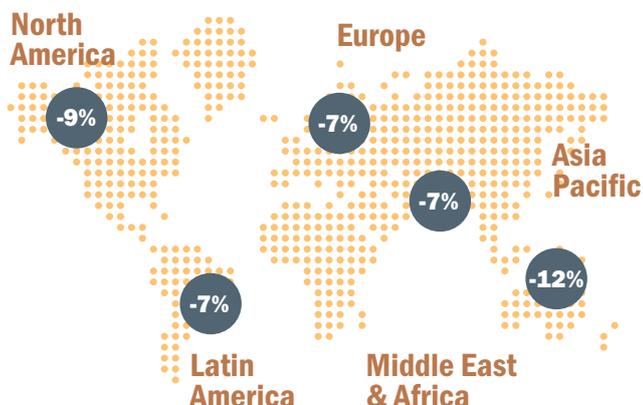
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## Spotlight on Facebook

By far, the most popular activity on Facebook, the world's most popular social network, is clicking the "like" button on friends' posts. More than 70 percent of all Facebook users and to a slightly greater degree, teenagers, click the like button.

## Facebook usage decline by active users, by country

Percentage of usage decline, 2013 to 2014



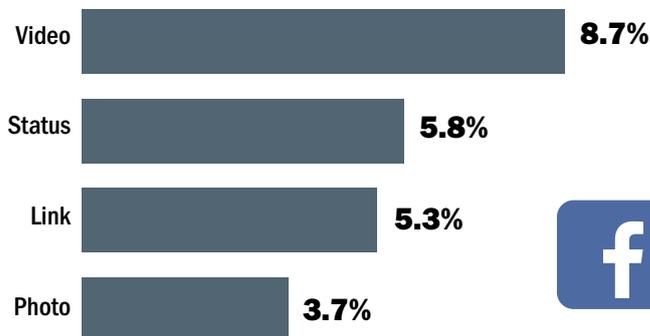
Note: The definition of active users are online users who have accounts and say they have used or contributed to the social network in the last month via any device.

Source: GlobalWebIndex, 2014

© World Newsmedia Network 2015

## Average Facebook organic reach

Types of Facebook activities and their organic reach among 4,445 brand pages and 670,000 posts



Note: Organic reach refers to how many people you can reach for free on Facebook by posting to your page

Date range: October 1, 2014 to February 4, 2015

Data: The sample consisted of 4,445 brand pages and more than 670,000 posts

Source: Socialbakers, October 2014 to February 2015

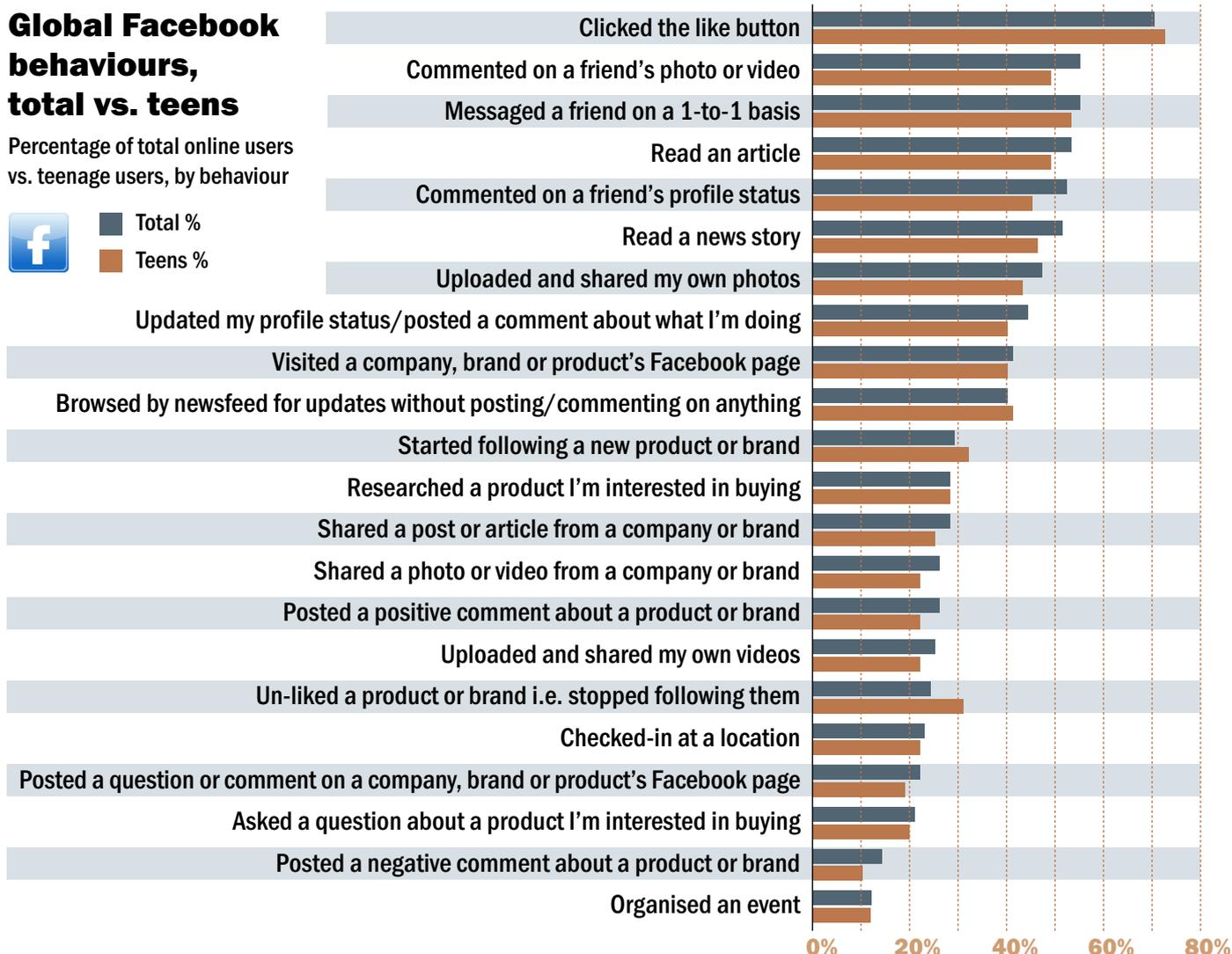
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## Global Facebook behaviours, total vs. teens

Percentage of total online users vs. teenage users, by behaviour



■ Total %  
■ Teens %



Source: GlobalWebIndex, 2014

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Other important activities on Facebook include commenting on a friend's photo or video, messaging a friend on Facebook Messenger, reading an article, commenting on a friend's post, reading a news story, uploading and sharing photos, updating a profile status, visiting a brand's Facebook page and browsing the news feed for updates. All of these activities were done by 40 percent of active users, according to GlobalWebIndex.

Despite Facebook's reign as the No. 1 social network in the world, the percentage of usage by active users declined in each region of the world from 2013 to 2014. The decline in active usage was greatest in the Asia Pacific, down 12 percent; followed by North America, down 9 percent; and Europe, Latin America and the Middle East and Africa, each down 7 percent, according to GWI.

The introduction of Facebook's video autoplay feature for ads in Dec. 2013 and for user content in May 2014 has doubled the number of video posts on the social media site from Jan. 2014 to Dec. 2014, according to Socialbakers. The technology, which enables the automatic play of videos in the news feed without users clicking on it, has been the catalyst for Facebook video views surpassing the incumbent, YouTube, in Nov. 2014.

Video also is the No. 1 activity on Facebook fan pages compared to other activities. Video on brands' Facebook pages draw a 5.7 percent audience reach of each fan base, while status updates draw 4.8 percent reach; links, 3.8 percent; and 2.3 percent for photos.

Average Facebook fan reach on brand pages, based on 4,445 brand pages and 670,000 posts, found that video drove 8.7 percent reach; status updates, 5.8 percent; links, 5.3 percent; and photos, 3.7 percent.

## Time spent on social media

Frequency of visits is another important measure of each social media network, according to GWI. Facebook users are the most addicted to visiting more than once per day, with 56 percent of the users doing so. Meanwhile, the next four most popular social network only garner about half of the daily repeat visits as Facebook, with YouTube at 31 percent; Twitter at 29 percent; Instagram at 28 percent and Google+ at 27 percent.

Fewer active users access the most popular social media sites on a weekly basis, while more visit the least popular social media platform more often on a weekly basis. More than twice as many users access Facebook once a day, 25 percent, versus once a week, 11 percent. Meanwhile, 23 percent of YouTube and Twitter users visit weekly; and 22 percent of Instagram and Google+ users visit weekly.

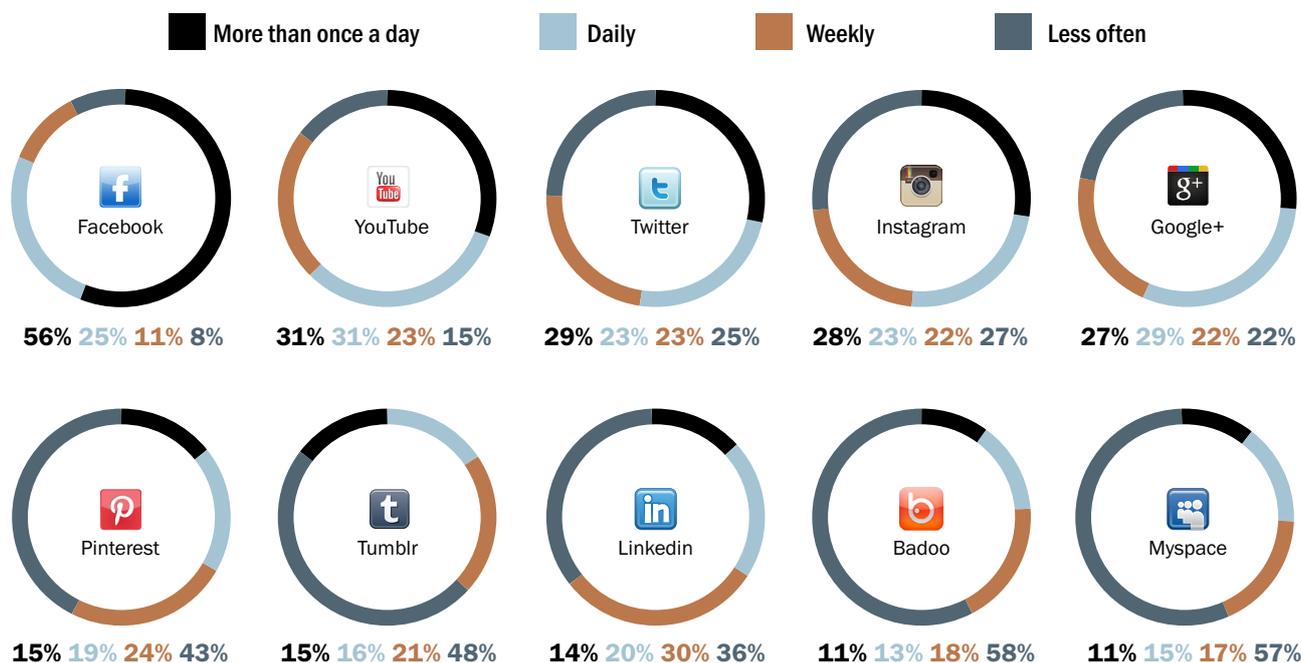
Comparatively, 24 percent of Pinterest visitors come once weekly compared to 19 percent for once-daily visitors. The once-daily vs. once-weekly visitors compare thusly: Tumblr, 16 percent vs. 21 percent; LinkedIn, 20 percent vs. 30 percent; Badoo, 13 percent vs. 18 percent; and MySpace, 15 percent vs. 17 percent.

A significant amount of time is spent on social media activities on average, across the world, according to GlobalWebIndex.

More than a half an hour per day is spent on blogging, or 5 percent, the same time spent with the traditional press. Six percent (.71 hours) is spent on online press. Meanwhile, 15 percent of the day, or 1.69 hours, are spent on social networking, and 7 percent, or .79 hours, are spent on microblogging, such as Twitter.

## Visit frequency to top social networks

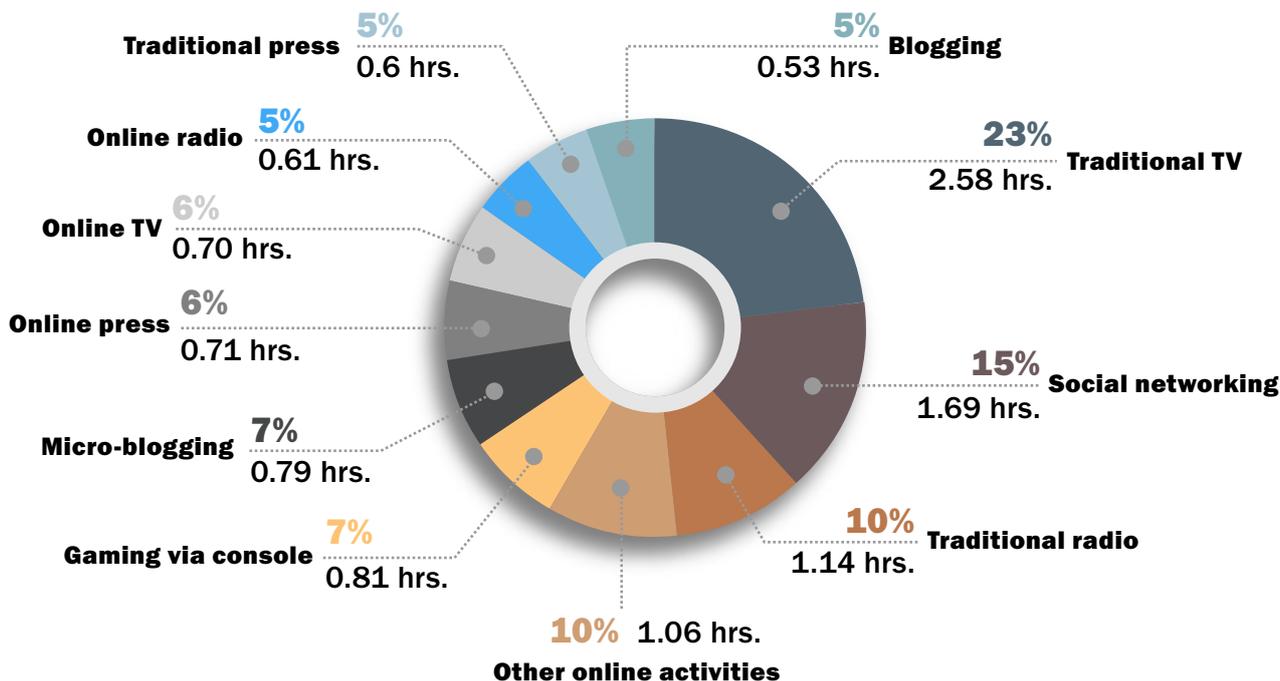
Percentage of daily and weekly usage, by network



Source: GlobalWebIndex, 2014

## Global time spent on media, by type

In amount and percentage of time spent



Source: GlobalWebIndex, 2014

© World Newsmedia Network 2015

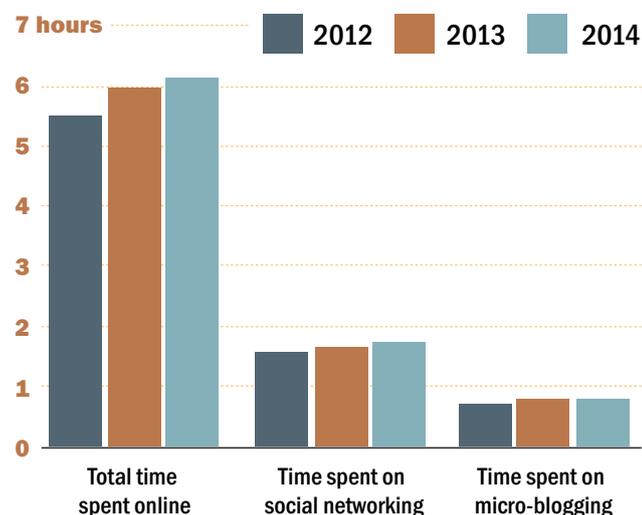
The largest chunk of time is still spent on watching traditional television, or 23 percent of the day (2.58 hours), according to GWI, while a growing amount of time is spent on online television, or 6 percent (.61 hours). Meanwhile, 10 percent of the media users' time is spent on radio, and another 5 percent (.61 hours) on online radio. and another 10 percent on non-social networking Internet.

Over time, the number of hours spent online, on social network and on micro-blogging sites like Twitter have increased.

In 2014, the average global user spent more than six hours online, compared to 5.5 hours in 2012. Almost two hours were spent on social networking and almost an hour was spent on micro-blogging in 2014, compared to just an hour and a half spent on social networking and less than an hour on micro-blogging in 2012. The steady growth of contributions from social media platforms is prominently driven by Facebook use, followed by YouTube, according to GWI. The mix of percentage of time spent on various online activities varies by country, according to the GWI study.

## Global time spent on social networks, 2012-2014

In average number of hours spent per day



Source: GlobalWebIndex, 2014

© World Newsmedia Network 2015

Social networking is the No. 1 activity online in every country, followed by either micro-blogging or online press. The most prolific social networking countries by percentage of time spent are Japan, the Netherlands, Germany, France, Ireland, Australia, Sweden, Poland, the United Kingdom, South Korea and Spain.

The most popular countries for micro-blogging, by percentage of online time spent, are the Netherlands, Poland, South Africa, India, Turkey, Brazil and Saudi Arabia. The most prolific users of online press are France, Sweden, the UK, South Korea, Singapore, Taiwan, the United States, Argentina, Turkey, Indonesia and the Philippines.

The number of hours spent on social media varies by country. Those users from Thailand, Saudi Arabia, Brazil, the Philippines, Indonesia, Malaysia, the United Arab Emirates,

Turkey, Mexico and Argentina are by far the biggest users of social networking. Those from Thailand, Saudi Arabia, Brazil, the Philippines, Indonesia, Malaysia, the United States, Mexico and Argentina are the most rabid users of micro-blogging, according to GWI.

Continued on page 25



Hulu.com

## National Geographic's focused social media strategy

by Lucy Hitz

Social media analytics company Shareablee ranked National Geographic as the most effective publisher in the U.S. social space in 2014, with 46.4 million engagements on Facebook, Twitter and Instagram. As of March 2015, National Geographic had an audience of 57.9 million and growing between Twitter, Facebook and Instagram.

The Washington, D.C.-based nonprofit owes its social success to a cohesive cross-network strategy designed to lead people directly to its website.

Any media company or nonprofit can learn from what this legacy brand — the National Geographic Society has been inspiring people to care about the planet since 1888 — is doing to make its brand and mission relevant in the contemporary social sphere.

We looked at a two-week time period, Aug. 25 to Sept. 8, 2014, in an effort to find out what National Geographic does in an average posting cycle and how its strategies differ depending on the network.

### On Twitter

@NatGeo has 7.24 million followers on Twitter [as of mid-2014. By April 2015 that number had risen to 8.74 million]. Its Twitter profile describes National Geographic like this: “Since 1888, we’ve traveled the Earth, sharing its amazing stories with new generations.” Despite being a revered, reliable source, the brand is anything but musty and old-fashioned.

**Fewer than 5 percent of National Geographic’s 206 Tweets were photos.**

While National Geographic led with photos on Facebook and Instagram (more on that later), most of their Tweets — 194 out of 206, to be exact — were links back to content on NationalGeographic.com.

Clearly, National Geographic’s current Twitter strategy is focused on pointing people back to its site as much as possible. They don’t want to give away their gorgeous, high-quality visual content — they prefer to have folks explore their content at NationalGeographic.com.

### **But when National Geographic does post photos on Twitter, the outlet sees serious engagement.**

Seven out of 10 of National Geographic’s top posts on Twitter during this time period were photos — and National Geographic only tweeted 10 photos during that timeframe. This means that, when National Geographic does offer up the photographic journalism they’re known for directly to social, they hit the mark just right. Rich content doesn’t necessarily equal high engagement.

National Geographic’s weekly Friday Facts posts do well. They see surprisingly strong engagement for including no photo content, no video content — not even a link back to the National Geographic site.

**National Geographic**    Follow

Friday Fact: Koalas stay awake for only four hours a day.

← Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS	FAVORITES
406	373

5:55 PM - 5 Sep 2014

The learning here is twofold. Because National Geographic is a known, respected news source, they have the public's trust. This makes a factoid post like the one above uber successful, while a greener brand with a less solid reputation might not see the same response.

The second lesson here is that a brand's tweet doesn't need a lot of glitz and glam to be successful. It just needs to offer some new and surprising value to followers.

## On Facebook

National Geographic has 30.9 million fans on Facebook. During my two-week sample time period, they posted roughly half (57 percent) the amount that they posted on Twitter — but retained over four times the audience. Similar to its activity on Twitter, National Geographic used Facebook almost entirely for links. The brand drove the most engagement from photos, but only posted four photos out of the 117 posts during this time period.

### One-hundred percent of link posts feature images or video integration.

This gave National Geographic the high engagement levels of a photo or video post, while also driving traffic to their website.

It's a one-two punch, and a powerful posting strategy for any media company looking to drive site traffic while simultaneously seeing in-network engagement.

On Twitter, National Geographic's strategy is posting few images and videos, while on Facebook most links have image or videos. This tells us that National Geographic sees Twitter as less of a visual network and more of a place to attract folks with informational tidbits and news items, while it sees Facebook as a more "magazine-like" network with which to give users a feel and preview for what their website offers.

## On Instagram

@natgeo has 7.1 million followers on Instagram. Instagram was home to National Geographic's most engaging post on any network during this time period, passing its second-most engaging post by 40,000 likes in just one day: a Hawaiian diver training underwater by running along the ocean floor carrying a 50-pound boulder.

That's because this is the perfect Instagram post. It is visually stunning and incredibly well-photographed, thus staying true to the National Geographic brand.



It displays a dramatic interaction between a human being and her natural environment, another hallmark of the National Geographic brand. It tags the photographer, the reporter, the photo subject, and itself for optimal discovery purposes. And most notably, it describes what is happening in an unusual scene, making the post a mini magazine story.

There's a lot to be learned from National Geographic's Instagram strategy, No. 1 being: To thine own self be true (but don't be afraid to update thyself for the 'Gram, either).

### NatGeo started experimenting with Hyperlapse early.

@natgeo posted five hyperlapse-tagged posts. These saw a healthy average of 110,139 engagements. A post showing two buffalo crossing the road at Yellowstone National Park saw the most engagement.



What I'd like to highlight here is that National Geographic isn't afraid to experiment with new apps and ways of looking at the natural beauty that sits at the heart of the brand, while also placing value on ecological learning, no matter the social medium.

*This article was reprinted with permission from SimplyMeasured.com*

## Don't try too hard to please Twitter – and other lessons from The New York Times' social media desk

by Michael Roston, senior staff editor for social media at The New York Times

The team that runs The Times' Twitter accounts looked back on what they learned – what worked, what didn't – from running @NYTimes in 2014.

The past year brought major changes to The New York Times. The social media desk's editors joined a new department, Audience Development. Our team gained new resources as we combined efforts with colleagues who previously ran The Times' Facebook page on the business side of the company, formalising a relationship that had been more casual. Our desk now works alongside teams focused on search engine optimisation, community management, newsroom analytics, and growth. We focus on setting standards for the distribution of Times journalism to broader audiences.

As much as we did last year, we paused at the end of 2014 to take a look back at some of the lessons we learned as well as the principles that helped guide how we ran @NYTimes on Twitter, which is nearing 15 million followers. We hope to share some ideas about what guides our use of Facebook in the near future.

### Don't try too hard to please Twitter

On The Times' social media desk, we work to maximise the impact of our journalism on Twitter. But we aren't alone in this work. Our colleagues on copy desks around the newsroom are excellent wordsmiths. And we can often rely on their judgments that what makes good headlines in print or on NYTimes.com will also be powerful on Twitter.

As one example, the story of a security guard's run-in with the Secret Service during a presidential visit went out over our Twitter feed one evening with a headline that was similar to what appeared in the paper. It was a strong performer.

The next day we tried sharing it from @NYTimes again with a guess at more Twitter-friendly language. While the tweet did well, the previous evening's tweet was much stronger by our measures of click-through (as recorded by SocialFlow, like much of the rest of the data referred to in this essay).

On a daily basis we publish many articles that need an alternative approach to attract readers that might come



to us from social media. But there are also a significant number of instances where we shouldn't try too hard to write a great tweet when other skilled journalists in our newsroom have already written one in the form of a headline. We've learned that lesson on our team, and also work to communicate it to desks around the newsroom that are more actively staffing their own Twitter accounts.

### How we used more images on @NYTimes

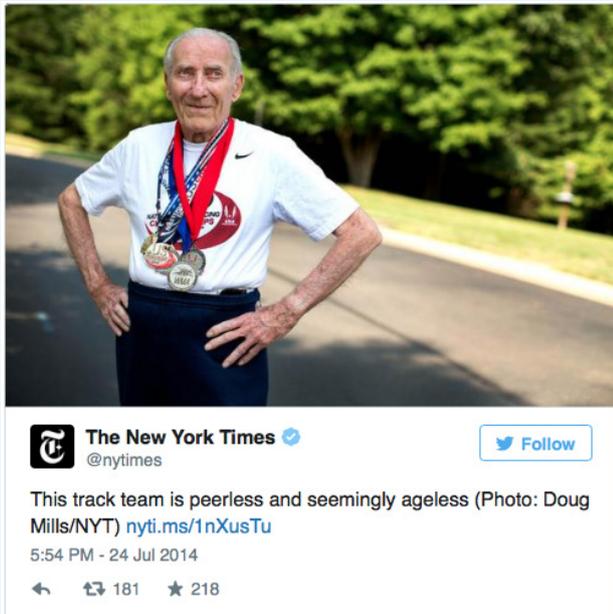
Photographs and other visuals all but took over Twitter's main feed in 2014. It became common to see news organisations and even some journalists embed a photo in nearly every tweet. We expanded our use of visuals on @NYTimes, but in a way that served Times journalism and continued to hold us to our high photojournalism standards.

Photos on Twitter are frequently distributed without any context. The 140 characters of space available in a tweet can make it difficult to credit a photographer or provide any information about what is depicted in the photo while also communicating the crux of a news article and including a link back to it. But that doesn't stop news organisations or Twitter users from casting photos into the void with their tweets, bargaining that the increased engagement that images yield on Twitter make it worthwhile.

At the Times, we have a different set of rules for photography on social media. The two that are most important: images directly uploaded to Twitter must credit the photographer, and not all images used on NYTimes.com can be uploaded to social media because of rights issues. Fortunately, Times staff photographers and contracted freelancers produce a steady supply of images on a daily basis that is paired with our reporting online and can help make our Twitter accounts more engaging.

For much of the year, we included credits for photographers in the text of tweets. The results worked in many cases. But it looked clumsy and the space required to

make room for the credit often made it difficult to write a better tweet. Moreover, the photos could be removed from the context of the tweet in which they were sent, and the source of the photo would thus be obscured:



We started working with our photo editors to watermark pictures with a photographer's credit. An early project that used this approach was "The Way North," a piece about Damien Cave and Todd Heisler's road trip up Interstate 35 to explore immigration's impact on middle America. The promo images credited Heisler's work, and also made clear that the tweets were part of a series:



The workflow of watermarking photos on a custom basis in photo editing software was inefficient. So our Interactive News developers built a watermarking tool that made

it easy to add photo credits to any image social media editors wanted to use on Twitter. After testing the tool during New York Fashion Week in September, it became a standard part of our team's editorial workflow. It preserved The Times' pedigree of photos, and the crediting of our photographers became more engaging. Not every good or successful tweet requires an embedded photo. We counsel Times editors and reporters that using photos on Twitter is subject to editorial discretion and shouldn't be resorted to reflexively. Sometimes the 22 characters taken up by a photo might be better used to write a more interesting tweet. And sometimes the additional engagement generated by adding a photo — retweets, likes, and replies — yields little additional click-through to our journalism on NYTimes.com, ultimately our primary goal.

### We can do it, but should we?

We have many means to help promote our journalism on Twitter. But the question we always come back to is whether deploying certain promotional media is worth the extra effort it sometimes takes.

One example where a judgment call had to be made was the use of video trailers in tweets. Our video and international desks collaborated on a story about a man who survived an Islamic State massacre in Iraq. The video department produced a short video trailer that was embedded in some tweets we sent about the documentary:



The tweet with the video trailer performed quite well. But other tweets that used a still image from the video — produced and uploaded with much less effort than the embedded trailer — substantially outperformed that tweet when click-through was measured. The difference in performance could possibly be explained by the trailer

dissuading potential viewers to click through to the full video.

There could be important journalistic reasons to use a video trailer, an animated gif, a specially produced image card, or other multimedia to promote a story on Twitter. Some of these methods may also be useful on other social media platforms like Facebook or Instagram. But sometimes a simpler, less labor-intensive approach yields a strong — or stronger — performance.

## Avoiding the urge to “peacock” our work

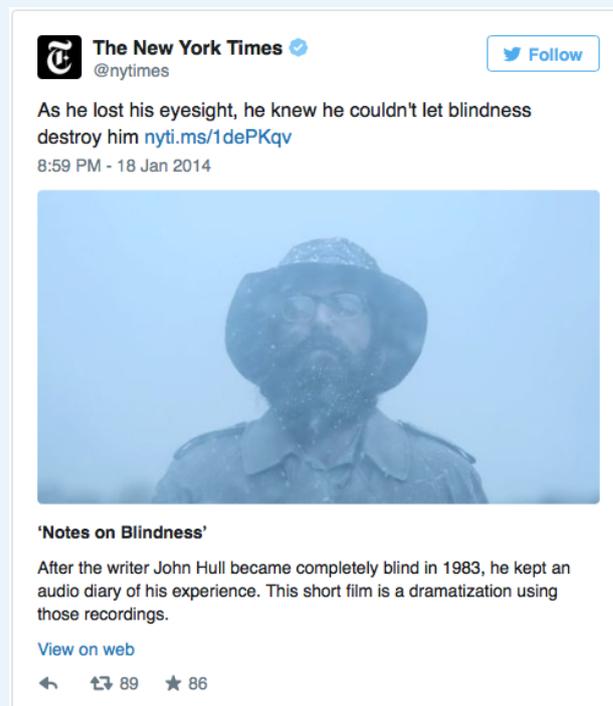
Times journalists take great pride in the work that they do to report the news and tell stories. In addition to the skilled journalism that goes into the work, there’s a prodigious vocabulary that goes into describing what is special and unique about the finished product. And sometimes all the effort to describe our hustle can get in the way of telling potential readers about the great story they’re about to be exposed to.

A powerful entry from the Times’s Op-Doc series about a man going blind was illustrative of this problem and its solution. The first impulse in tweeting about the story was to highlight the series it was a part of, and the power of the audio diaries that were the basis of the video:



As we “peacock” the story — displaying its fancy plumage — it underperformed on Twitter. So we tried another approach that focused on enticing readers with key details of the story. In this instance, we made no mention

of the multimedia or the series it was a part of:



The click-through to the documentary doubled. The story itself resonated more than its constituent parts. When we set out to promote other major works of journalism, we focus our efforts on the resonance of the story our journalists are telling, and not the ways in which they tell it.

## When users engage our brand to criticise our journalism

On a number of occasions this year, @NYTimes saw major spikes in engagement from Twitter users. But that wasn’t always good news. In some instances, consumers of Times journalism were angered by articles or columns written by our journalists. They often directed their ire more at the institution than they did at the individual journalists who had written the items that caused offense.

When other types of companies face a maelstrom of outrage on social media, they tend to use their social media platforms to respond to people who have been angered, seeing them in part as customers or potential customers. But as a news organisation, we expect @NYTimes to remain above the fray to a certain degree, delivering our journalism and not getting caught in the middle of how it is received.

It’s difficult to imagine The Times as an institution responding to individual Twitter users like an airline might respond to upset passengers. But finding a suitable way to recognise and engage sincere criticism of our journalism that reaches us via social media would be a suitable

use of such platforms. In 2015, we need to spend more time thinking about ways to be responsive to readership that comes to us from social media.

## The enduring primacy of news for our audience

For all of our efforts to plan ahead and maximise the audience around enterprise journalism, Twitter users continued to come to @NYTimes for our coverage of unfolding news events that we don't always anticipate. The shooting of Michael Brown in Ferguson and its aftermath; the rise of ISIS in Syria and Iraq; the deaths of Robin Williams, Joan Rivers, and Philip Seymour Hoffman; Michael Sam coming out; Ebola's spread through West African countries and beyond; and more. Large numbers of Twitter users who follow @NYTimes were ongoing and substantial audiences for tweets about these news events. The news we broke about an autopsy of Michael Brown was the most clicked on @NYTimes tweet we've recorded.



Our readiness to cover events as they emerge help maximise the impact of Times journalism on @NYTimes and across Twitter more broadly. But beyond @NYTimes, we found effective coverage of major news events to be one of the most important means of raising the follower counts for other Twitter accounts.

Several desks in the Times newsroom used Twitter to thoroughly cover anticipated news events like Hollywood's awards season, the World Cup in Brazil and the events leading up to and following the grand jury's decision on the Michael Brown case. In each instance, the Twitter accounts that provided wall-to-wall coverage of these events

gained followers at rates that could probably be matched only by buying them. It demonstrated around our newsroom that investing effort in using social media platforms to share news had a measurable impact in growing the audience for a desk's journalism.

## Finding the right moments to have fun

This essay has been pretty serious. But the Times social media desk tried to have some fun on @NYTimes and other accounts this year. Tweets we wrote that produce the "ZOMG!" moments aren't always our greatest hits in terms of click-through or engagement. But finding the right opportunities to veer away from our institutional voice helps leaven our daily coverage of news and creates different kinds of memorable moments that readers enjoy.

Any newspaper's copy chief or front page designer might tell you the same thing about the moments when they stick out their ink-stained necks. For that reason, I'll close with an example where we sought to strike that balance:



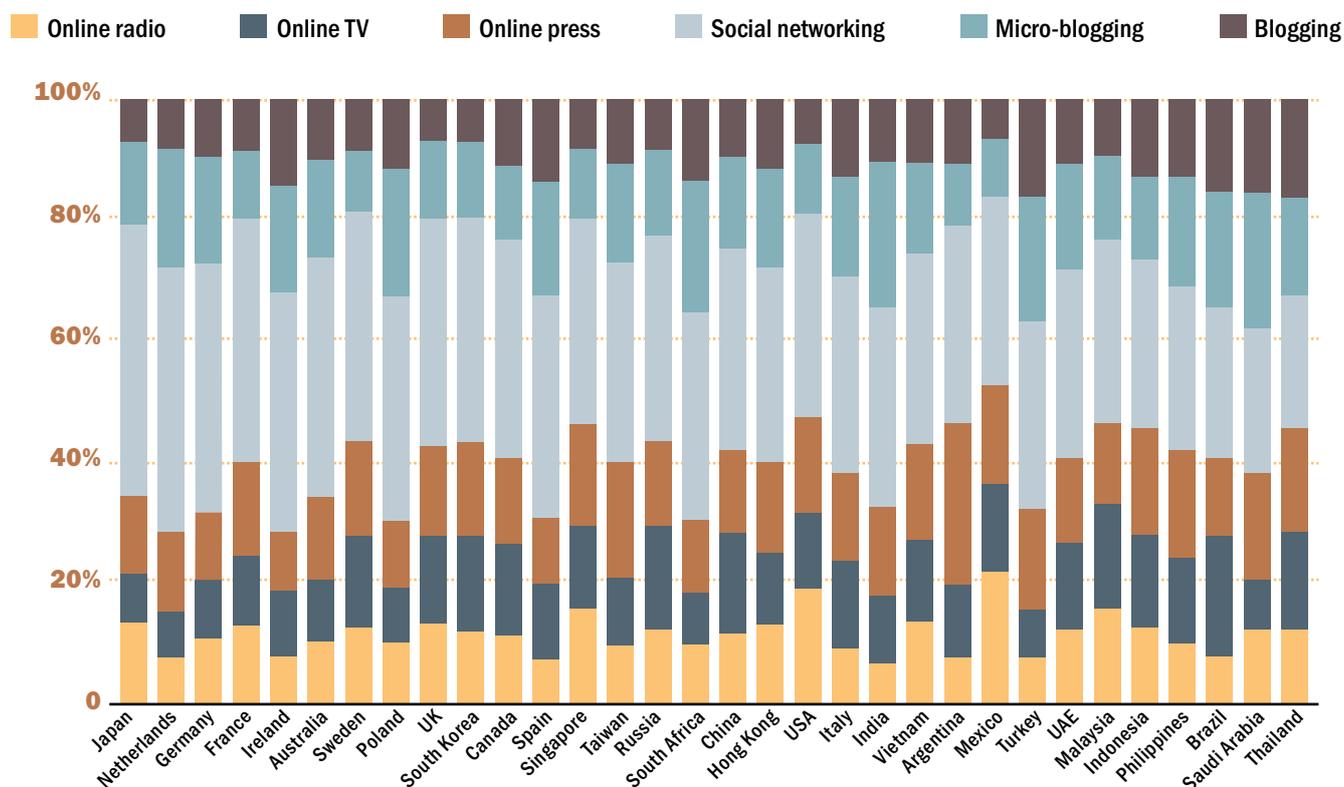
We hope that 2015 yields more memorable moments produced by the journalists who help run the Times' social media platforms.

*Reprinted with permission from Harvard and The New York Times. This article was originally published in Neiman Lab. It has been edited for this report.*



## Global online activities by share of time spent online

In percent of time spent on all online media activities

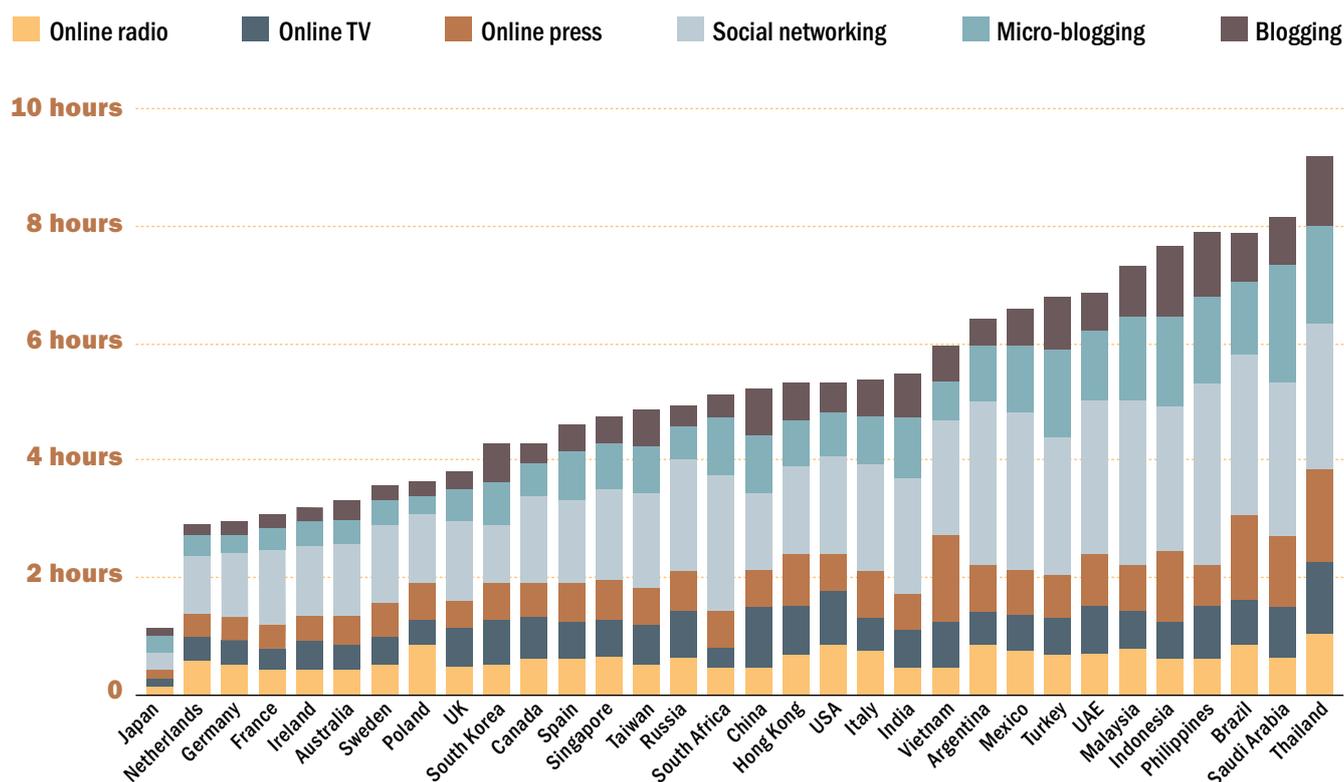


Source: GlobalWebIndex, 2014

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## Global online activities by time spent

In number of hours

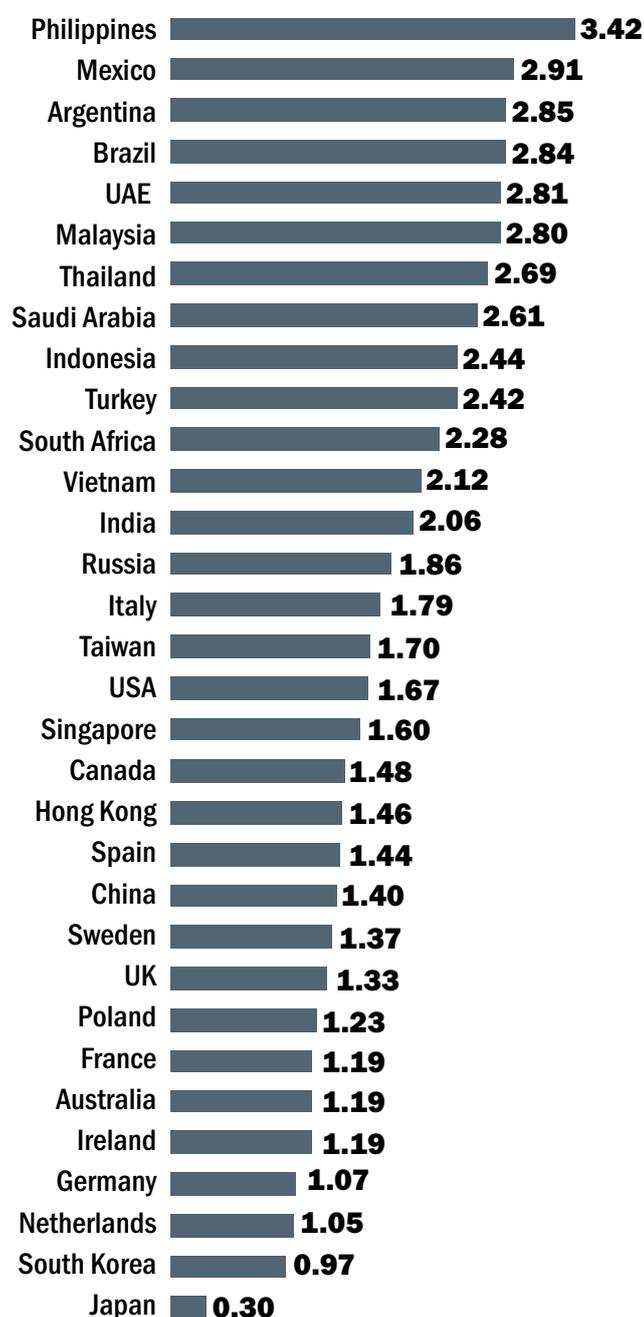


Source: GlobalWebIndex, 2014

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## Global time spent on social networks, by country

In average number of hours spent per day



Source: GlobalWebIndex, 2014

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## The daily responsibilities of a social media editor

The following interview with former social media editor of the Daily Mail Taylor Lorenz is reprinted with permission from CapitalNewYork.com. Lorenz recently left the Daily Mail to join Business Insider. It has been edited for this report.



Taylor Lorenz

**CAPITAL:** What are your major responsibilities as social media lead? What is your day-to-day like?

**LORENZ:** My responsibilities are pretty varied. My No. 1 goal is to promote and edit Daily Mail editorial content on established and emerging social platforms.

I define and manage our editorial approach to new social platforms, oversee a team of social media editors who curate and edit our stories for social media platforms (around the clock across multiple time zones), I identify digital trends and bring them to the attention of our publisher and product team and I develop strategies to foster and grow Mail Online community engagement and readership across social networks.

I also work closely with our tech team to develop innovative social integration across all platforms and devices. I provide editorial judgment on sharing mechanisms and work with a team of developers to improve social functionality of our internal systems and technologies (i.e. building a social dashboard into our analytics system, improving our content management system, adding the ability to embed media from social networks, adding social headline field, etc). I also offer points of view on social media related platform changes, API releases and broad trends in emerging technology.

**CAPITAL:** Did you start with the Mail in a managerial role? Did you ever run the feeds yourself?

**LORENZ:** No, I actually started at the Mail as the U.S. social media editor. They initially wanted someone to just edit their U.S. social feeds. So I ran the @DailyMailUS Twitter feed all day and managed to build it up from 450 to over 15,000 followers within a few months. I realised that there was no broadly defined social strategy within the company or cohesiveness to the way we approached social media and emerging networks. I soon took over managing all social media accounts, U.S. and global, until we

Time spent on social networks varies by country, but many countries average more than two hours per day per social media user, according to GWI. The most rabid users of social media include those from the Philippines, 3.42 hours per day; Mexico, 2.91; Argentina, 2.85; Brazil, 2.84; the United Arab Emirates, 2.81; Malaysia, 2.8; Thailand, 2.69; Saudi Arabia, 2.61; Indonesia, 2.44; Turkey, 2.42; South Africa, 2.28; Vietnam, 2.12; and India, 2.06. The average number of social media accounts varies by age group and by countries where the social media users live. The younger the person, the more likely it is that the person will have more accounts. According to GWI, those between ages 16 and 24 av-

brought on some social media editors to help. I still cover shifts and oversee the feeds very closely, but our team of social media editors does the majority of publishing (so I can sleep). I do dictate the majority of what goes out on our Facebook pages though. We have shared Google docs that I populate every morning with stories I think will do well on the platform and I manage it closely.

As my role grew I started to work on more tech and product stuff since it's where my interests lie. It's also important that there's someone thinking about everything as a whole. Social media isn't a silo; it affects every area of the site. You can't just hire a bunch of people to tweet in a corner and expect your social traffic to rise.

**CAPITAL:** When you ran the feeds, was it difficult to get into the voice of the Mail? Did you ever edit out American pop culture references that an English audience might not get?

**LORENZ:** The global nature of our audience is something we definitely think about regularly. The Daily Mail is the largest English-language newspaper site in the world, and we didn't get there by appealing only to a UK audience and no one else. I think it's important to maintain some of our British heritage on our global social channels (we spell things with 'U's on our main Facebook page), but we also try to tailor the stories to fit our audience depending on the platform and channel. We constantly sell the same stories four different ways depending on the channel we're publishing to and the audience there.

It's not as hard as you think though, most of the stories on Daily Mail are just great stories you may not have seen anywhere else, they appeal to anyone anywhere. I've found that people love good stories above all else, even if there are some weird/geo-specific pop culture references in there.

**CAPITAL:** Mail Online is obviously hugely popular around the world. Do you get the sense that a lot of Americans know what it is? Do you feel like there's an opportunity to shape that perception?

**LORENZ:** The thing is, the Daily Mail is huge in America. We're the second biggest news site in the U.S. We recorded 32.3 million visits in the U.S. in April 2014,

more than ABC News, USA Today, the Washington Post, the LA Times and the Wall Street Journal. That being said, there is huge opportunity for growth in the States. We opened New York and LA offices in the past couple years and currently there are over 100 editorial staff members in our [New York City] newsroom.

I don't get the sense that a lot of Americans don't know what the Daily Mail is, but I do think there's an opportunity to shape their perception, especially with a younger audience. This is something I'm heavily focused on. I try to find out what networks and platforms younger readers are using, research how they're using technology and social media, and try to introduce them to the Daily Mail.

**CAPITAL:** You've previously worked in corporate public relations and marketing, as well as social media strategy. Did you always intend to get into journalism eventually?

**LORENZ:** I've had a lot of jobs: I dressed Kanye West as a public relations assistant at Ferragamo, I helped manage communications for John Kerry's presidential campaign, I've tweeted for a condiment brand, sold window replacements door-to-door and wrote copy on brochures for a chemotherapy drug. I believe all of these jobs have helped me in my job today. There are a lot of thirsty NYU journalism majors out there who have resumés stacked with media internships (I was an editorial intern at Harper's Bazaar, so I'm sort of guilty), but these internships don't give you perspective on the world. I think that—especially in journalism—the more people you can relate to and understand the better.

I've always been really passionate about the news and fascinated with the way people consume it. If I had had more confidence in my writing early on I would have tried to become a reporter. And to be honest, I've started writing more articles for the site recently and I really, really love it. I was scared to put my name on things for a while because I thought everything I wrote was awful. I think that's why I gravitated toward strategy and copywriting earlier in my career. Eventually I realised everyone is awful starting out, 90 percent of the Internet is awful, and the only way to get better is to try. I feel like I've found a home in journalism/news now and I can't imagine ever leaving it.

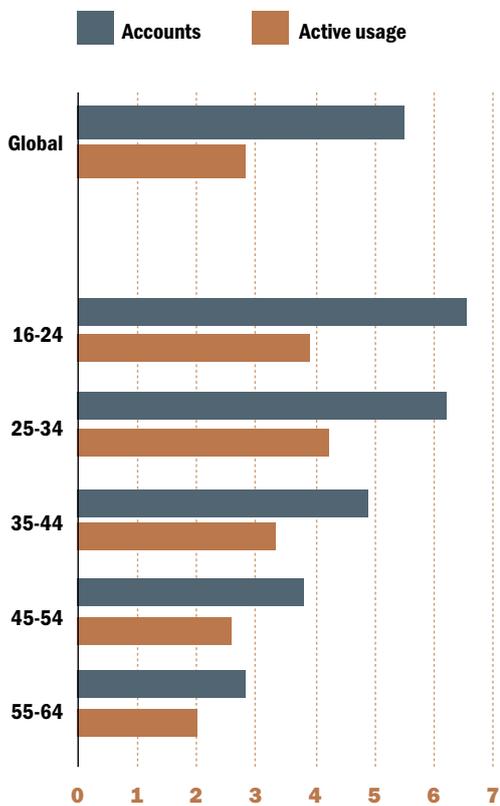
average more than six accounts, while those between 35 and 54 average four or five accounts. Those 55 and over average about three accounts.

Internet users in China, India and Indonesia average more than seven accounts, while those from the United Arab Emirates, the Philippines, Thailand, Saudi Arabia, Mexico, Turkey, and South Africa average six or more accounts, according to GWI.

Users in East Asia, including China, Japan and South Korea, represent the highest number active social media accounts, by region, according to a We Are Social report, published in Jan. 2015. East Asia accounts for 690 million active social media accounts, compared to North America, 206 million; South-east Asia, 199 million; South America, 197 million; Western Europe, 197 million; Eastern Europe, 190 million; South Asia, 157 million; and Africa, 103 million.

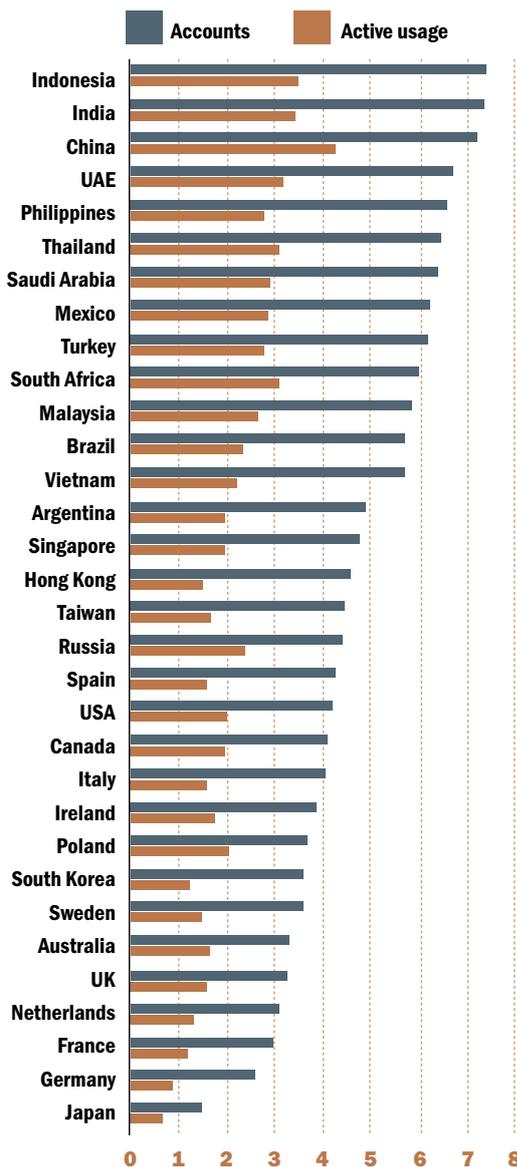
## Average number of social media accounts, by country

In average number of accounts and active usage



Note: The definition of active users are online users who have accounts and say they have used or contributed to the social network in the last month via any device.

Source: GlobalWebIndex, 2014



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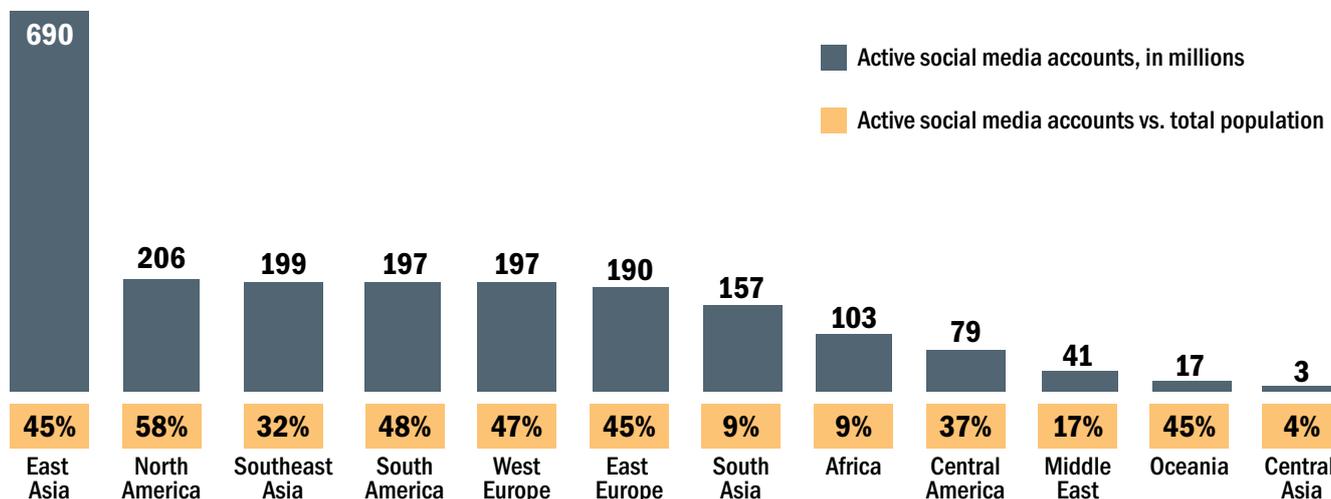
While sheer numbers drive East Asia's dominance of active social media accounts, penetrations of these users, by country, tell a different story. Highest penetrations include North America, 58 percent; South America, 48 percent; Western Europe, 47 percent; Eastern Europe, 45 percent; Oceania, 45 percent; and East Asia, 45 percent. The lowest penetrations are in Central Asia, 4 percent; South Asia, 9 percent; and Africa, 9 percent. Southeast Asia is considered Thailand, Malaysia and Indonesia. South Asia is considered India, Pakistan and Afghanistan. Oceania is considered Australia and New Zealand.

## Time spent on social media, by age

Why do Internet users engage with social media? The most popular reasons are to "stay in touch with what my friends are doing," to "fill spare time," and because "a lot of my friends are on it," according to a GWI study. Beyond the social part of social media, users are also interested in reading news, sharing photos and videos, networking with others, and finding entertaining content.

## Active social media accounts, by region

In millions of active social accounts, and as a percentage of total population



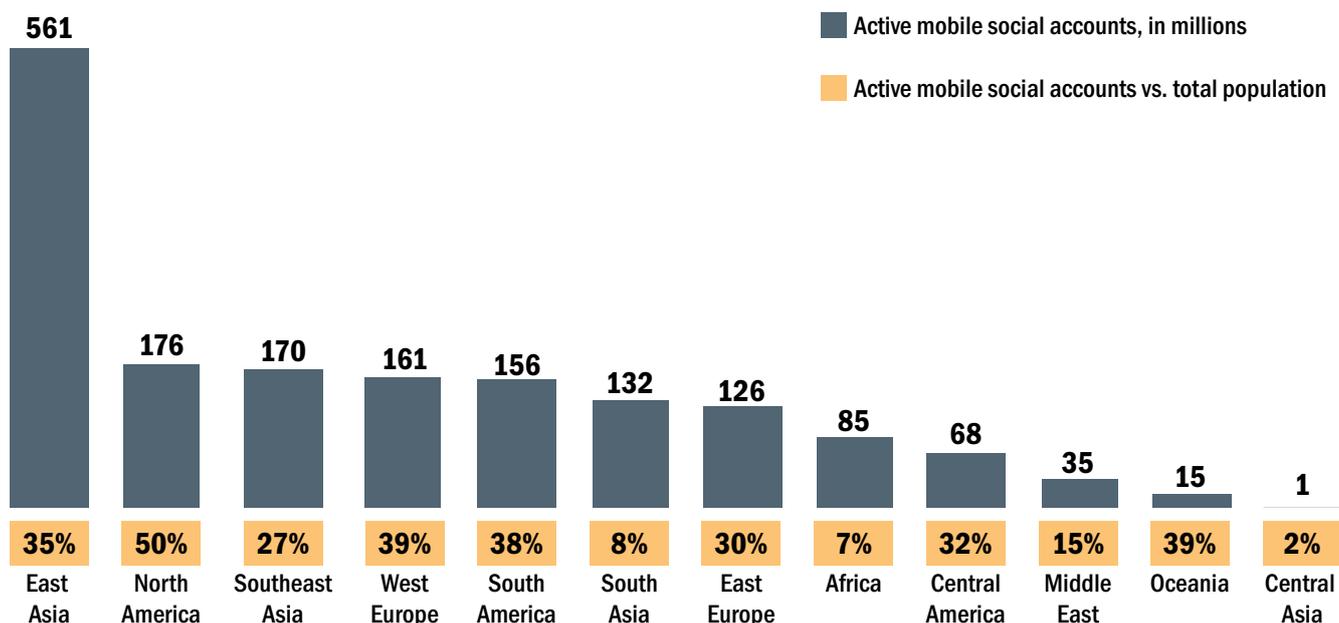
The definition of active users are online users who have accounts and say they have used or contributed to the social network in the last month via any device.

Source: We Are Social, 2015

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## Global active mobile accounts on top social networks

In millions of active mobile social accounts, and as a percentage of total population



The definition of active users are online users who have accounts and say they have used or contributed to the social network in the last month via any device.

Source: We Are Social, 2015

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Age plays a role in the degree to which users care about these topics. The younger respondents tend to be far more engaged in social media in general, and also desire the social element of social networking to a far greater degree, compared to older respondents.

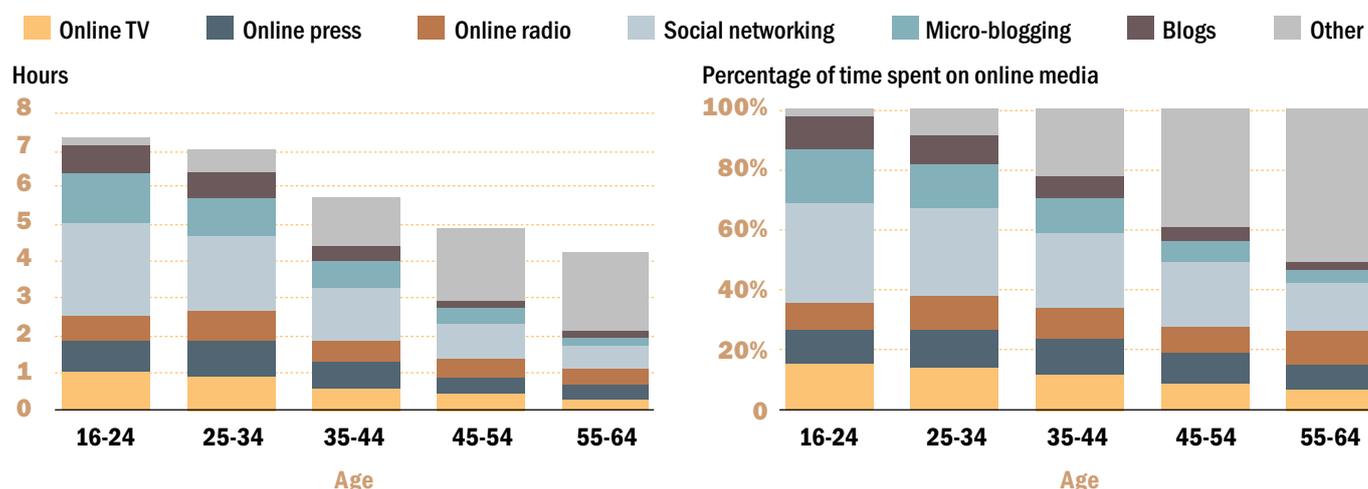
According to GlobalWebIndex, younger respondents spend far more hours and a higher percentage of each day on social media and micro-blogging than their older constituents. The GWI study tallied the number of hours and the percentage of time spent on online media in 2014, and determined that those between ages 16 and 24 spent 2.5 hours on social networking each day, compared to less than one hour for those

ages 55 to 64. Further, those in the youngest age group spent one-fourth of their online media time on social networking, while those 55 and over spent about one-sixth of their time online on social networking.

The Millennials, ages 17 to 31, are the most prolific users of social media. The No. 1 reason more than half of them access the Internet is to stay connected to friends. In addition to maintaining social connections, fewer than half also want to use the Internet for education, to research how to do things, to research for work, to research and find products to buy, to stay on top of news and events, to network for work, and for entertainment purposes, according to GWI.

## Global online media consumption, by age

In number of hours and percentage of time per day spent on online media activities

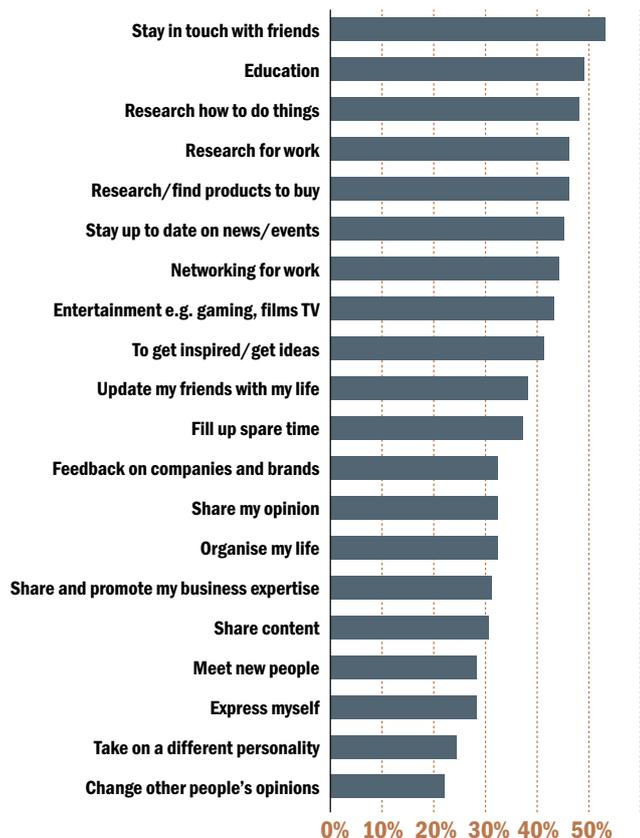


Source: GlobalWebIndex, 2014

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## Reasons for Millennials using Internet

In percentage of global online users, ages 17 to 31

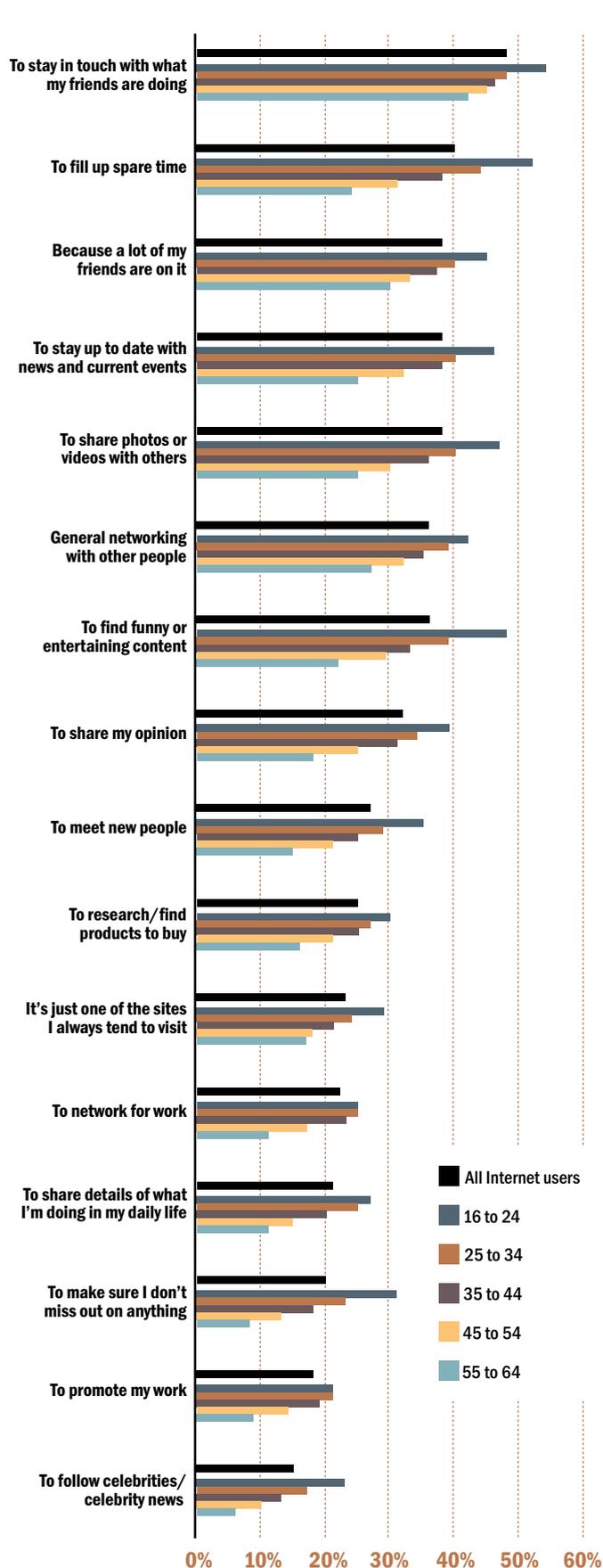


Source: GlobalWebIndex, 2015

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## Global social network use motivations

Percentage of total online users, by age



Source: GlobalWebIndex, 2014

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Some social media networks grew by triple digits from 2013 to 2014, especially among certain age groups, while the most established networks are lost shares of active usage to the upstarts. Tumblr, the multimedia microblogging and social media site, saw the most growth among those ages 25 to 64. Between 2013 and 2014, usage by those ages 55 to 64 surged 420 percent, while it grew 175 percent for those between 45 and 54, and by more than 100 percent for both the 35-to 44-year-old age group and the 25-to 34-year-old age group.

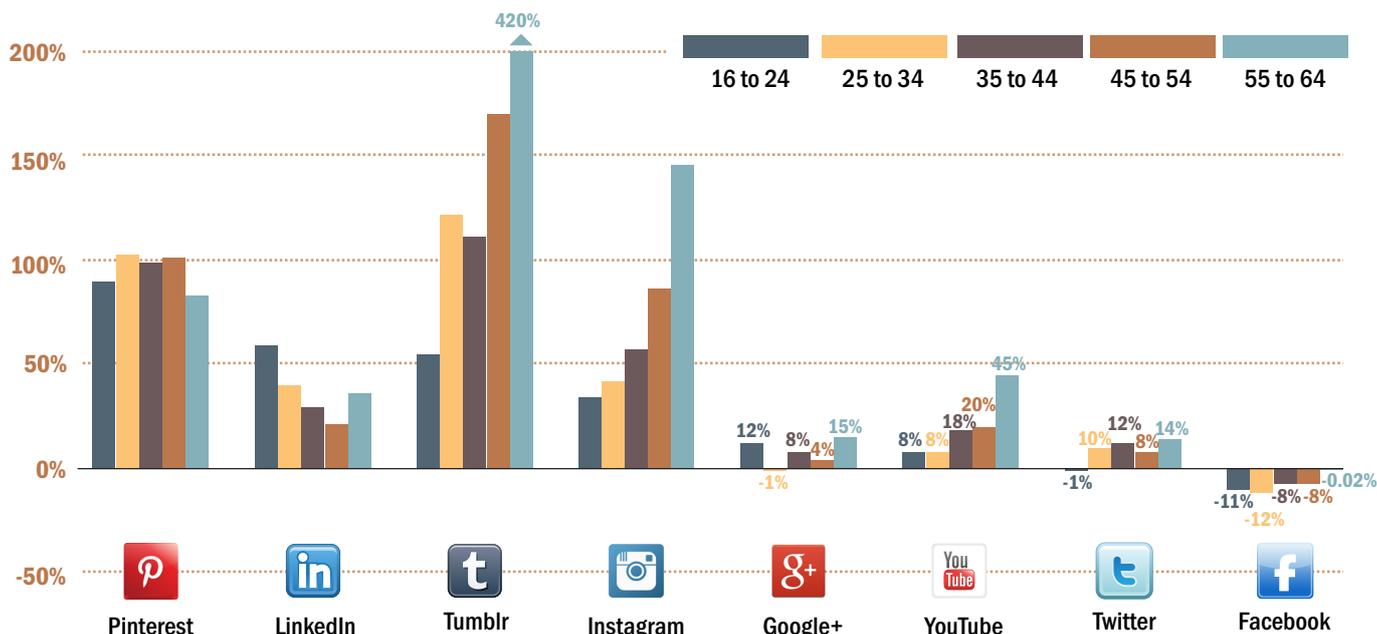
Meanwhile, active use doubled for most age groups on Pinterest, the social media and sharing site for projects and interests like do-it-yourself projects and health and beauty tips. Instagram active usage also grew in double digits, especially for the older crowd. Active use almost doubled for those ages 45 to 54, while it grew almost 150 percent for those 55 to 64, GWI reported.

The growth of these niche social networking sites have diminished growth of active usage on the most popular social networking sites like YouTube and Twitter, and especially on Facebook, which actually moved into negative growth territory across the age spectrum.

Millennials are the most prolific users of mobile and social networking. The time spent per day on mobile phones has grown from two hours to three hours, with social networking use as the No. 1 activity, with half of all global Internet users

## Change in active use of social platforms

In 2014, by age



Source: GlobalWebIndex, 2014

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saying they do so, 2015 research from GWI shows. Other popular mobile Internet activities among Millennials include checking the weather, checking information about music and entertainment, updating photos, watching video clips, managing their social media profiles, using email, using instant messenger, searching for products or services to buy, and using Internet banking.

genres, especially among the young. By far the most popular is Facebook Messenger, followed by WeChat and WhatsApp among global users. WeChat is mostly used in China, where it became an instant hit mostly because other social platforms such as Facebook and Twitter are not allowed officially.

## Social messenger apps

Social messenger apps, or Chat apps, installed on mobile phones and PCs are one of the fastest growing social media

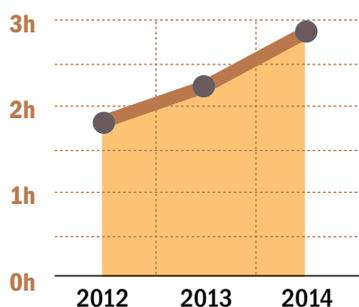
Those who use social messaging apps behave much like they do on other social platforms, only they may send their messages to one person in their network, or perhaps a small group.

WhatsApp reportedly averages 600 million users per month,

## Global mobile Internet behaviours

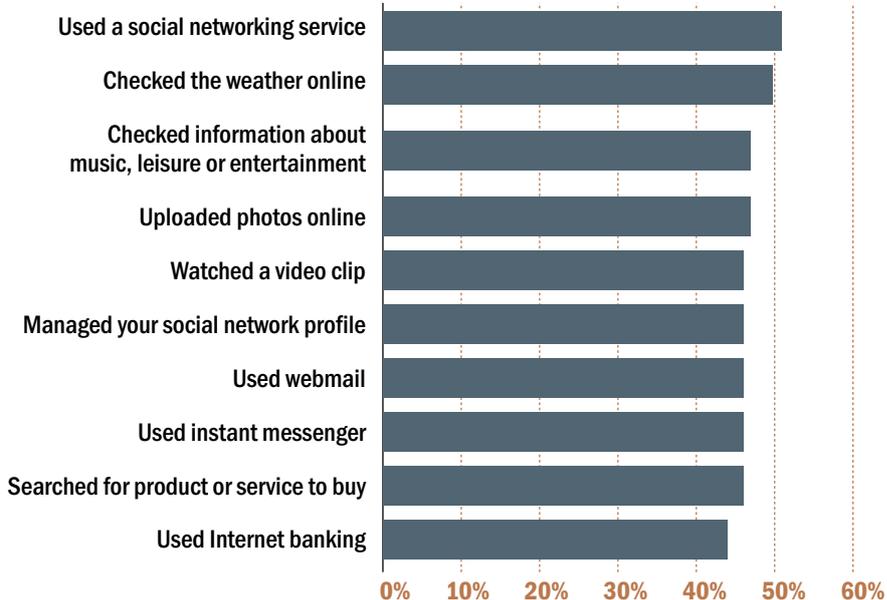
In hours spent each day, and in percentage of global online users, ages 17 to 31

### Time spent on mobile each day



Source: GlobalWebIndex, 2015

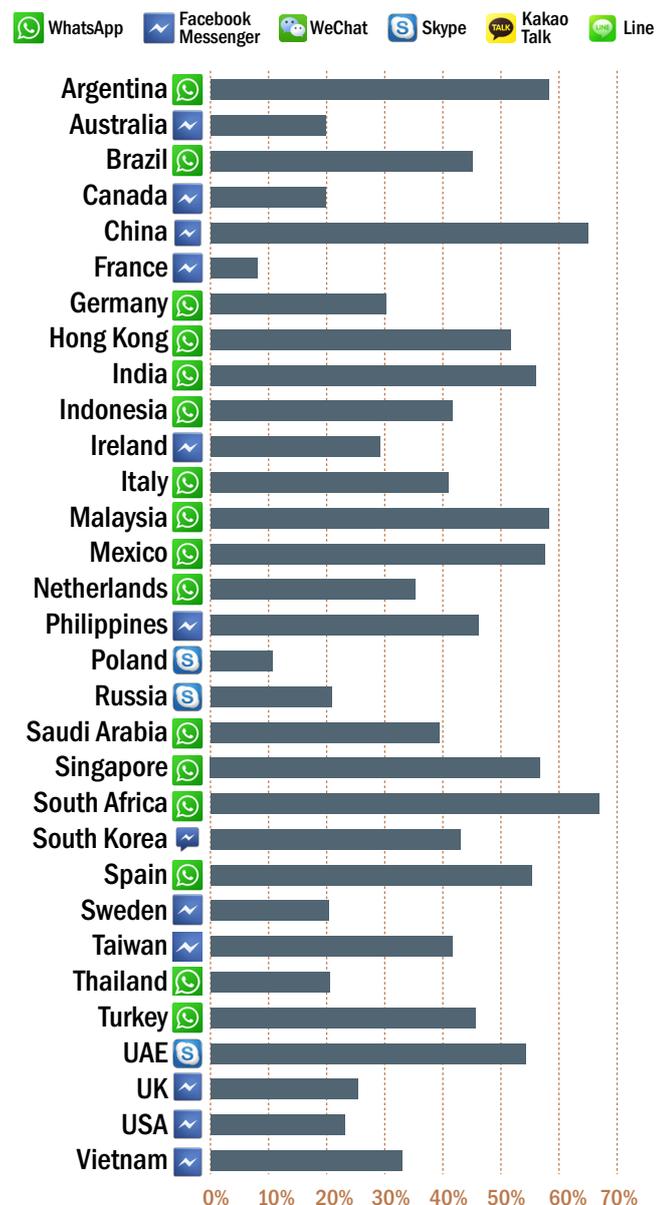
### Top mobile activity



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## Top messaging apps, by country

Percentage of total online users, by country



Source: GlobalWebIndex, 2014

© World Newsmedia Network 2015

while WeChat and Line each register about 500 million users. Comparatively, Twitter averages 300 million users per month. These users generate billions of messages per month, according to digital content firm Digiday.

For magazine and newspaper publishers, chat apps represent an opportunity and a challenge. On one hand, adding chat app share buttons on articles is an easy way to capture potentially significant traffic. On the other hand, chat apps fall into the category of “dark social,” which means while chat apps will send traffic to publishers’ sites, the referral traffic cannot be measured. However, major chat apps are trying to fix this problem in the coming year.

Buzzfeed and USA Today started using WhatsApp in mid-2014 as a means for users to share content. WhatsApp has quickly become an essential tool for referral traffic; it currently represents 18 percent of Football This Week’s (FTW) website for USA Today, while it represents 10 percent of BuzzFeed’s total sharing traffic, according to Digiday.

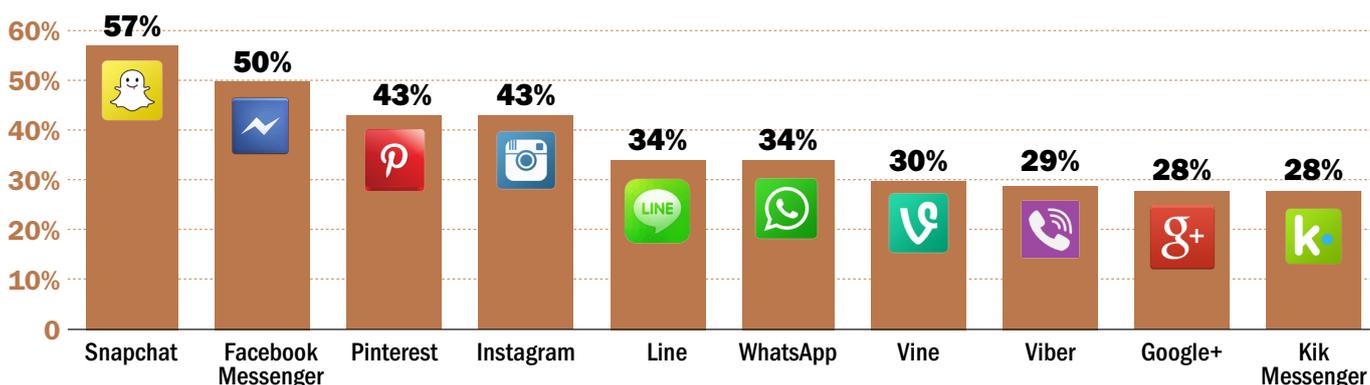
WhatsApp is the most popular chat app in many countries, including Brazil, Germany, Indonesia, Italy, the Netherlands, Indonesia, Saudi Arabia, Thailand and Turkey, and especially in Argentina, Hong Kong, India, Malaysia, Mexico, Singapore, South Africa and Spain, where the penetration of users exceeds 50 percent.

Facebook Messenger rules in Australia, Canada, France, Ireland, the Philippines, South Korea, Sweden, Taiwan, the United Kingdom, the United States and Vietnam, and especially China, where usage exceeds 65 percent. Skype rules in Poland, Russia and the United Arab Emirates, according to GWI.

Teenagers are the biggest users of social messaging apps, especially messaging on YouTube, Facebook Messenger, WhatsApp and Twitter. The fastest growing social app in 2014 among teens was Snapchat, which almost quadrupled its percentage of active users to about 16 percent. For every social messaging app, teens’ usage outpaced the rest of the Internet population in 2014.

## 10 fastest growing messaging apps in 2014

Percentage of online users who used the apps in the past month

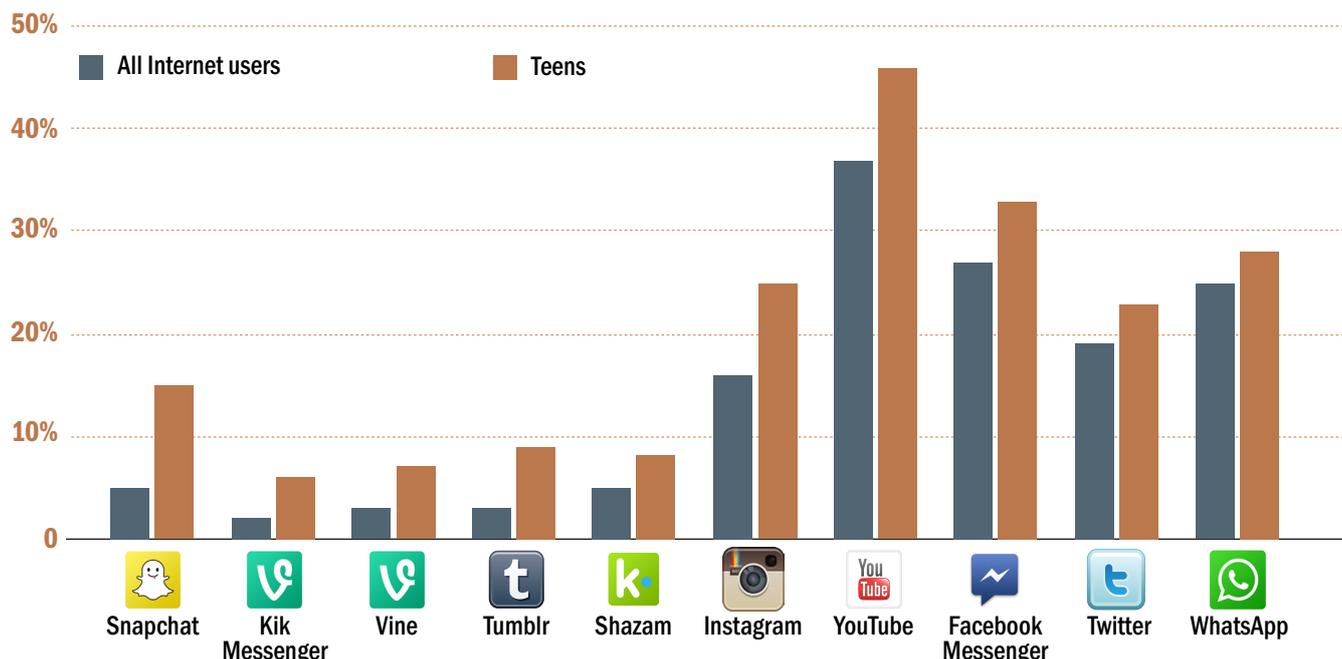


Source: GlobalWebIndex, 2014

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## Global teen use of social, messaging apps

Percentage of total online users and teens



Source: GlobalWebIndex, 2014

© World Newsmedia Network 2015

Social messaging apps are hugely popular among Millennials around the world. Facebook Messenger reaches 35 percent of Millennials, compared to 32 percent for WhatsApp and 25 percent for Skype.

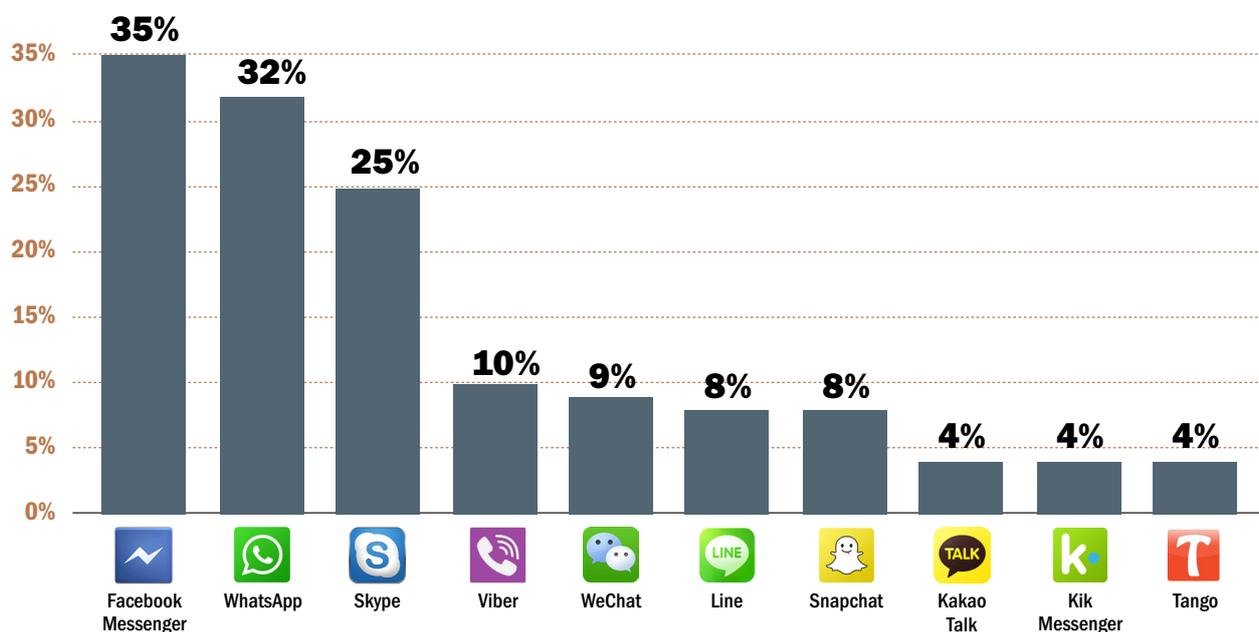
Ten percent or fewer of the world's Millennials use Viber, WeChat, Line, Snapchat, Kakao Talk, Kik Messenger and Tango. GWI excluded the significant usage by Chinese Millennials, which would have boosted all chat app brands, particularly

WeChat, which counts 470 monthly users across age groups in China.

Snapchat is a fast-growing social chat app among Millennials. The most prolific users of Snapchat are Millennials from Ireland, 25 percent; United Kingdom, 18 percent; United States, 16 percent; Canada, 16 percent; Australia, 15 percent; Sweden, 14 percent; and India, 11 percent.

## Global social app usage by Millennials

In percentage of global online users using a social app last month, excluding China, ages 17 to 31



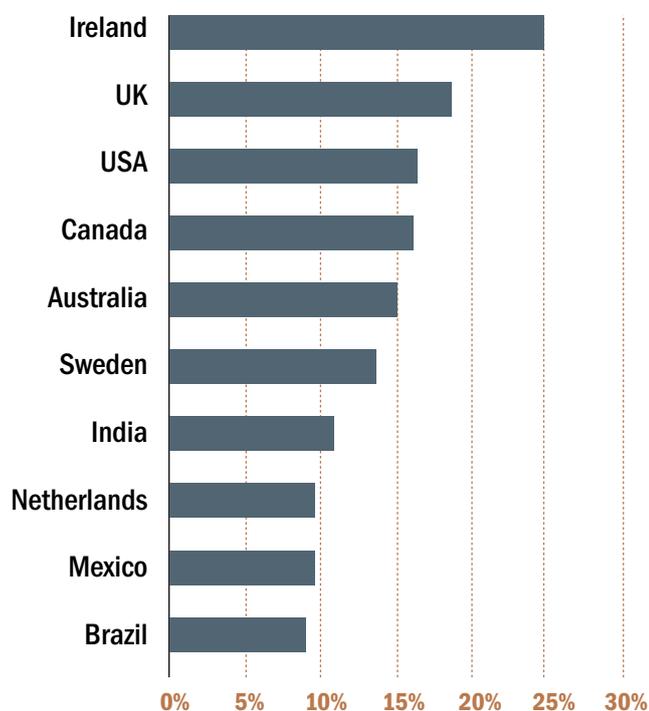
Source: GlobalWebIndex, 2015

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## Top 10 Snapchat markets among Millennials

In percentage of global online users, ages 17 to 31



Source: GlobalWebIndex, 2015

© World Newsmedia Network 2015

What is attracting young people to adopt Snapchat so quickly, quadrupling its usage in 2014? The No. 1 reason is that it's fun to use, according to 69 percent of teens, ages 16 to 19. Further, 62 percent said lots of their friends are using it; 54 percent said one of the reasons they use it is because it's free; 37 percent said it's convenient and easy to use; 31 percent said it's quicker than social networks or text messages; 31 percent said it allows them to message people on a one-to-one basis; and 30 percent said it's a more private way to chat than social networks.

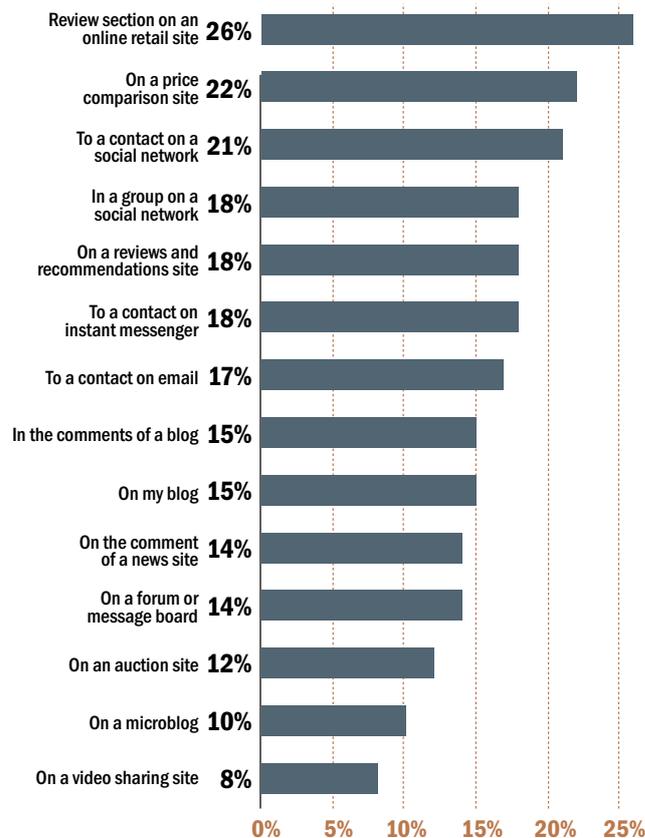
Among the most popular activities for Millennials who use the Internet is to write reviews. Among the most popular places to post reviews are on social networks and social messenger apps, according to a 2015 study by GWI. While the most popular place to post a review is on a retail site, done by 26 percent of Millennials online worldwide, also popular are posting reviews to a price comparison site (22 percent), an individual on a social network (21 percent) or a group on a social network (18 percent), or on a reviews and recommendations site or a contact on an instant messenger (18 percent each).

## Social media consumption, by device

Accessing social media sites is the second most popular activity after accessing search engines among active Internet users around the world. By far, laptops and desktop computers rule as the No. 1 devices to access any activity online, although that is changing. The top social network, Facebook, reports that more than half of its traffic now comes from mobiles, not desktops. The mobile usage trend is exploding across all categories of Internet activities. Micro-blogging also rates among

## Where Millennials have posted reviews

In percentage of global online users, ages 17 to 31



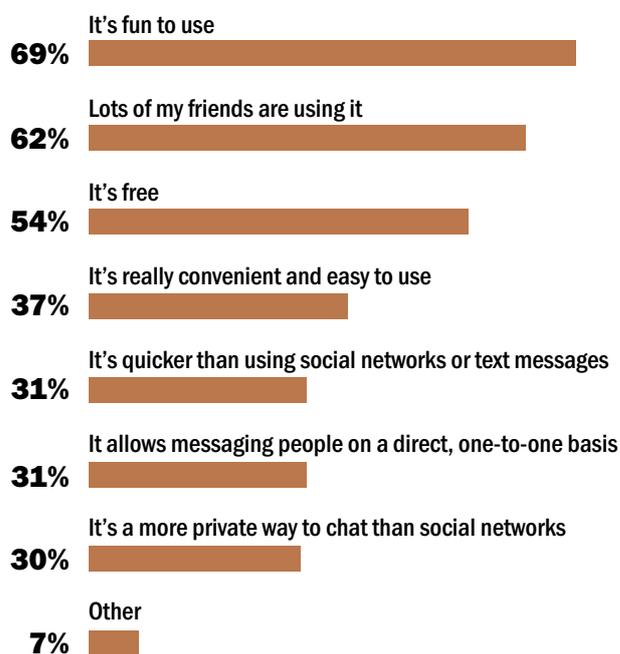
Source: GlobalWebIndex, 2015

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## Why teens use Snapchat

Percentage of those ages 16 to 19 who give the following reasons to use the platform on mobile phone or tablet



Source: GlobalWebIndex, 2014

© World Newsmedia Network 2015

the top activities online, led by desktop use and followed closely by mobile access, according to GWI.

When comparing social networking and micro-blogging across platforms from 2012 to 2014, it is clear that PC use is in decline and mobile use is in its ascendancy. Mobile appears to be headed to a tipping point with PC use in the foreseeable future. Meanwhile, tablet access of social media and micro-blogging has been steadily moving upward from 2012 to 2014, according to GWI.

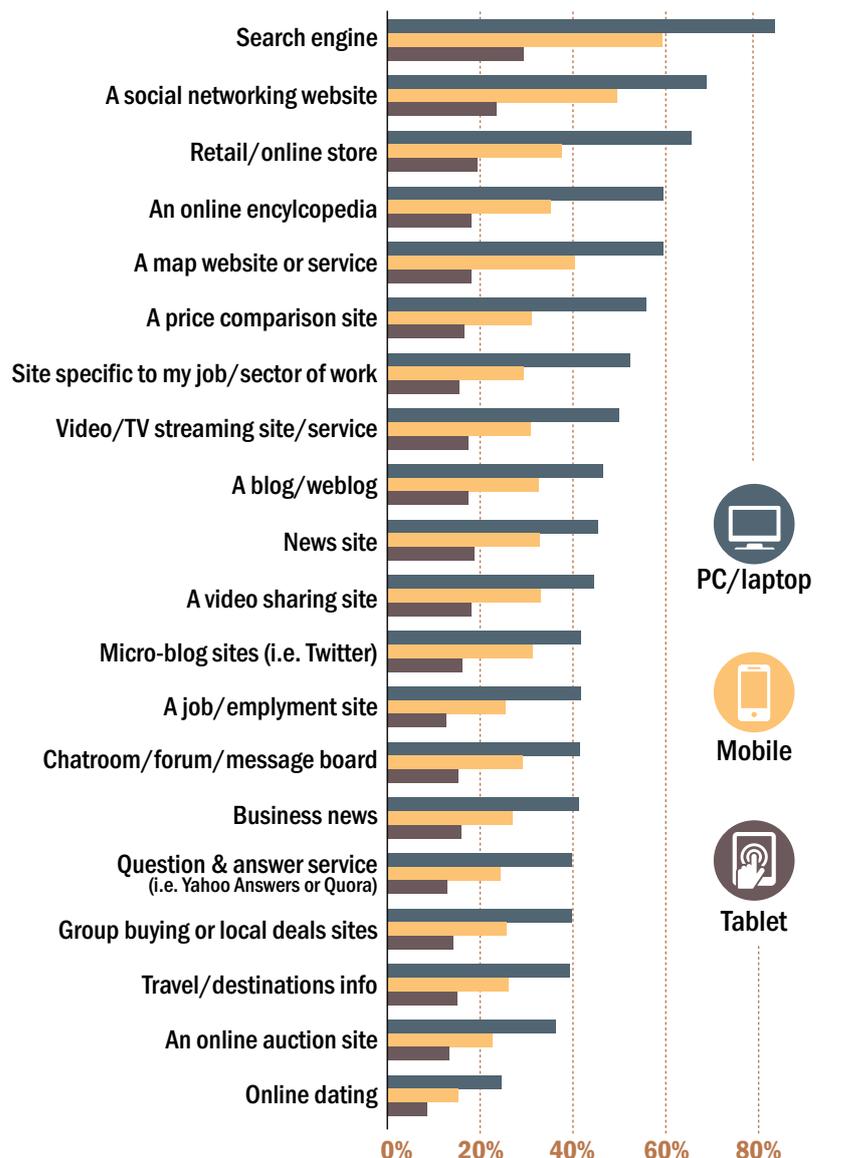
The most rabid users of social media on mobile are from Latin America, the Middle East and Africa, and the Asia Pacific region, where about half of the Internet population actively uses social media on mobile devices.

The most active mobile-social using countries are Mexico, with 65 percent of the Internet population accessing social networks via their mobiles, followed by Argentina, 62 percent; Turkey, 61 percent; South Africa, 59 percent; India, 56 percent; Malaysia and Indonesia, 55 percent each; Vietnam and China, 52 percent each; and the United Arab Emirates and Spain, 51 percent each.

Publishing companies can prepare for this inevitable tipping point of mobile-led social media use by developing mobile apps and content to meet the user demand.

### Top global website genres accessed

In percentage of all online users, by device

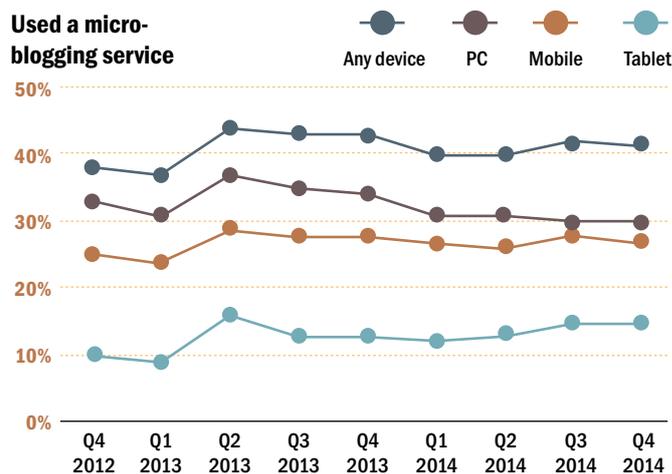
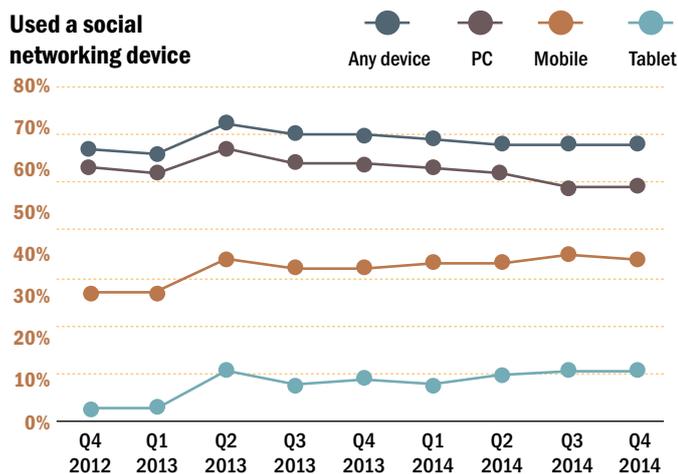


Source: GlobalWebIndex, 2014

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### Global social network and micro-blogging, by device

In percentage of online users, Q4 2012 to Q4 2014



Source: GlobalWebIndex, 2014

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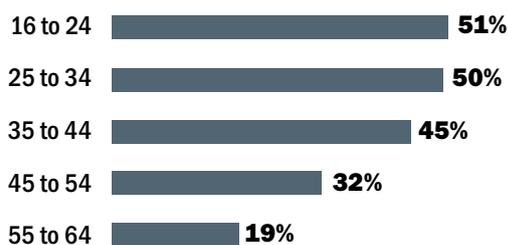
## Global mobile social networker profiles

In percentage of online users using social networks on mobiles, by country, gender and age in the past month

### Gender



### Age



### Income group

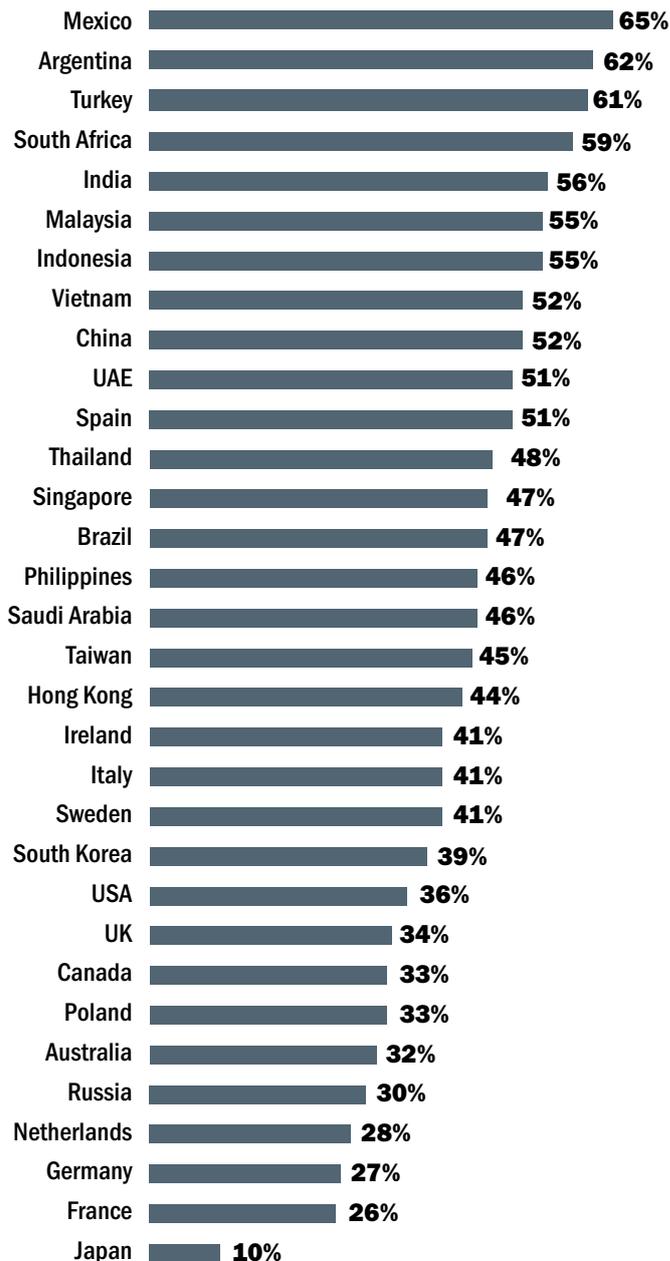


### Region



Source: GlobalWebIndex, 2014

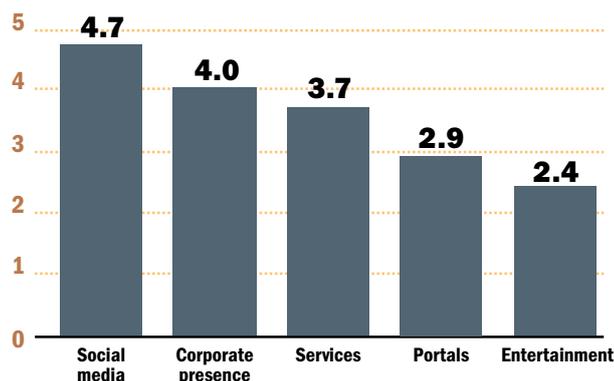
### Country



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## Mexico time spent on online media, by type

In number of hours spent



Source: comScore, 2014

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## Spotlight on Mexico



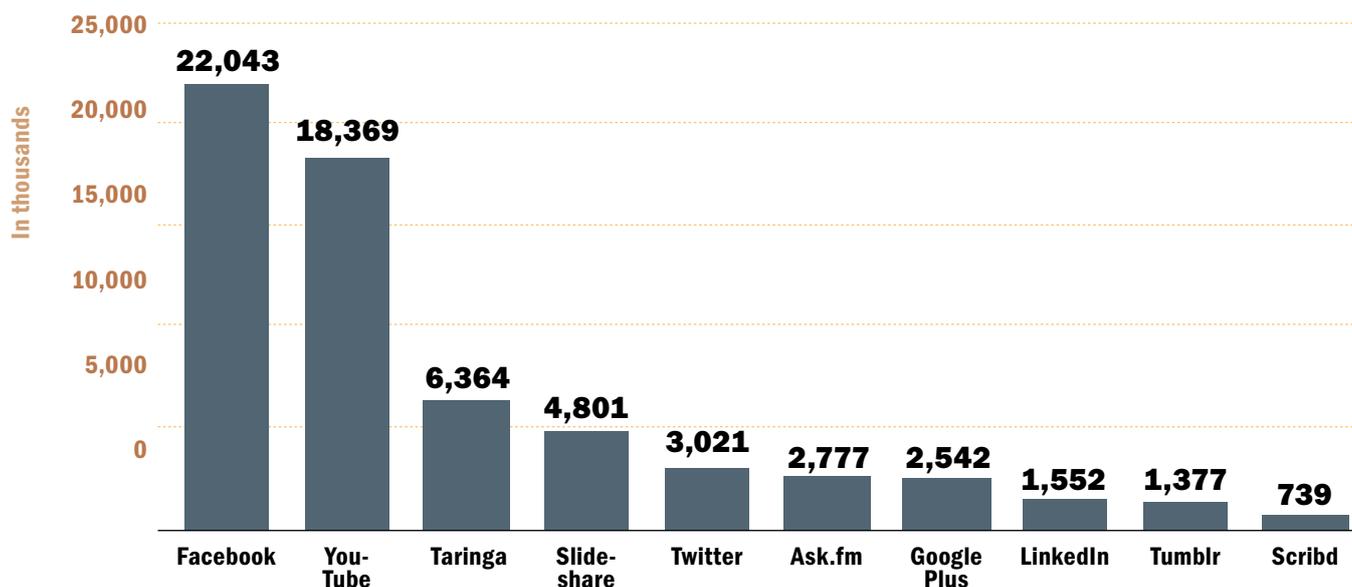
Mexico is one of the most active countries on social media, and the No. 2 most active country on Facebook after the Philippines, according to GlobalWebIndex data for 2014.

Mexicans who are online spend an average of 4.7 hours per month on social media, 4 hours on corporate websites, 3.7 hours on services, 2.9 hours on portals, and 2.4 hours on entertainment, according to comScore in 2014.

Facebook is the No. 1 social media network in Mexico, with more than 22 million active users, followed by YouTube with 18.4 million users. Taringa, a Mexican social media site, is No. 3, with 6.4 million active users, according to comScore data for 2014.

## Top social networks in Mexico

In total number of visitors

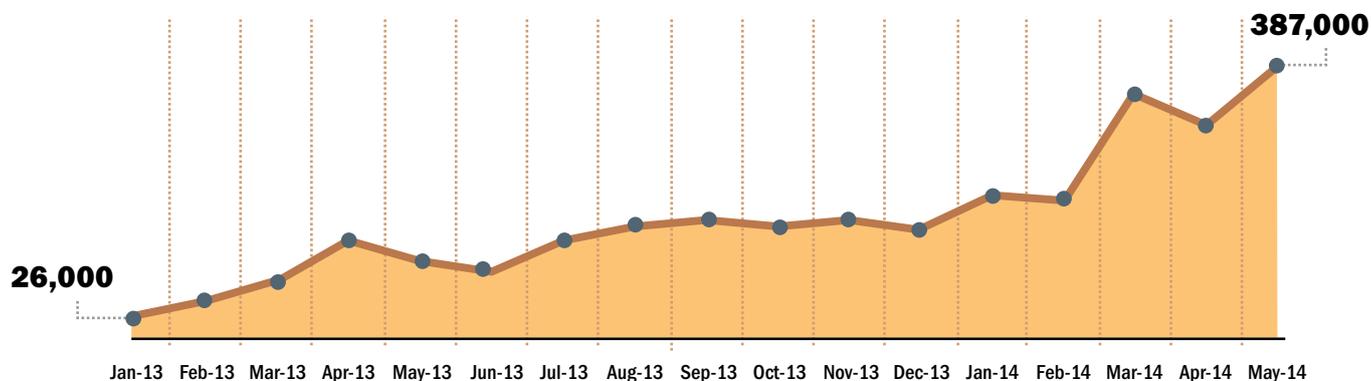


Source: comScore, 2014

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## Growth of Instagram in Mexico

In total number of pages from January 2013 to May 2014



Source: comScore, 2014

© World Newsmedia Network 2015

Instagram is a growing phenomenon in Mexico, surging from 26,000 users in January 2013 to 387,000 in May 2014, according to comScore. Other social media network are taking off in Mexico to accommodate the insatiable habit of social media networking in Mexico.

networks. Second, government regulations preclude Chinese users from accessing Facebook and Twitter. Some Chinese users circumvent this problem by subscribing to a virtual private network (VPN) for about US\$1 per month, allowing their Facebook and Twitter IP addresses to be hidden from Chinese authorities.

## Spotlight on China

China is home to the highest number of social media networkers in the world, according to GWI. The top 6 social networks in China are native to the country, and only three of the top ten are non-Chinese: Facebook, Twitter and Google+. There are two main reasons for this: First is language. Most Chinese people do not speak English, the lingua franca of most social

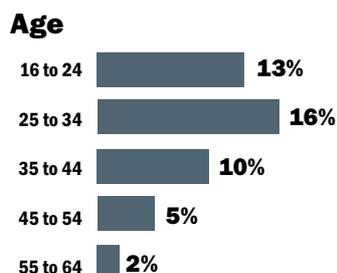


China's top three social networks have high penetrations, reaching or exceeding 70 percent of the Internet population: Sina Weibo, Qzone and Tencent Weibo. Following the top three are Youku, Tudou, RenRen, Google+, Facebook, Kaixin and Twitter.

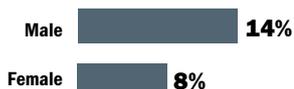
More than 166 million Internet users around the world access the Web through VPNs, especially in Asia, which gives users access to sites restricted mostly by their governments.

### Virtual private networks to access restricted sites

Percentage of Web users who use VPNs to access sites, by country



### Gender



### Income group



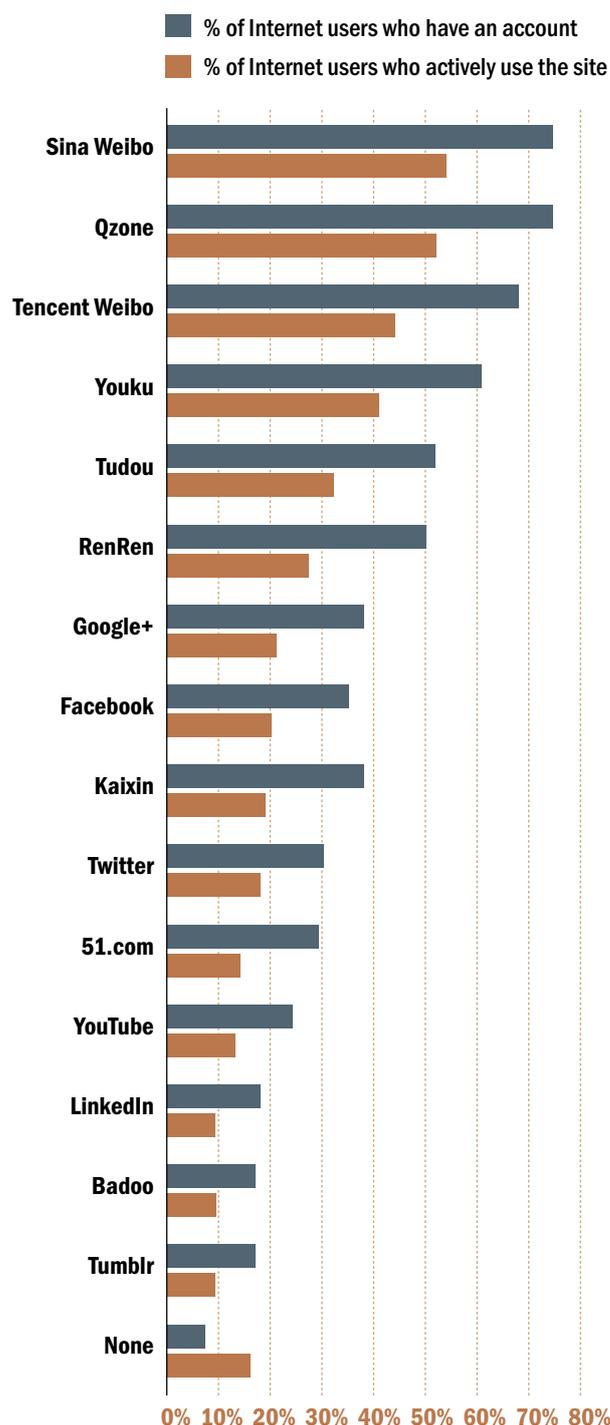
Country	Percentage	Millions
Global	11%	166
Indonesia	23%	6.21
Turkey	22%	5.22
Vietnam	20%	5.83
Thailand	19%	2.70
China	19%	85.7
India	14%	16.9
UAE	13%	0.88
Saudi Arabia	12%	1.41
Taiwan	12%	1.68
Malaysia	12%	1.53
Hong Kong	11%	0.44
Brazil	10%	7.35
South Korea	10%	3.02
Mexico	10%	3.20
Philippines	9%	2.30
South Africa	9%	1.37
Argentina	7%	1.21
Singapore	7%	0.21
Russia	6%	3.94
Germany	5%	2.32
Italy	5%	1.13
Sweden	5%	0.25
Spain	4%	0.84
France	4%	1.24
Australia	3%	0.42
Poland	3%	0.60
USA	3%	5.50
UK	3%	1.08
Canada	3%	0.59
Ireland	3%	0.06
Netherlands	2%	0.25
Japan	1%	0.83

Source: GlobalWebIndex, 2014

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### Top social platforms in China

Account holders and active users, as a percent of Web users



Note: The definition of active users are online users who have accounts and say they have used or contributed to the social network in the last month via any device.

Source: GlobalWebIndex, 2014

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The largest demographic groups to use VPNs are male, younger, especially between the ages of 25 and 34, and in the top 25 percent of income in their countries. The countries with the most VPN usage are Indonesia, Turkey, Vietnam, Thailand, China and India, according to GlobalWebIndex.

# Planbook for social media strategies

## *Recommendations for media companies as they execute their social media strategies:*

- Create a social media strategy that includes short-term and long-term objectives with partnership, technology, staffing, training, workflow, data analytics, audience development and leadership components
- Take note of what works and what doesn't. Communicate wins to colleagues and perpetuate successes. Communicate challenges to colleagues and find workarounds to avoid obstacles in the future
- Build a social media team with the purpose of leveraging each social network for its unique content propositions
- Enable strong working relationships among social media, audience development, newsroom and technology teams
- Publish more compelling video and photos on social networks, as they drive infinitely more referral traffic than just text
- Include linkbacks to social media posts, as much as possible
- Work directly with social media network executives to ensure greater success with their individual algorithms
- Proceed with caution on partnerships with social media networks. Don't be dazzled by the immediate gain of revenue. Look at the long-term picture. Make sure the deal also includes access and ownership of audience data
- A/B test headlines and copy of social media posts to drive the most referral traffic possible
- Experiment, fail, succeed, repeat

