Cincinnati MAGAZINE

Social Media Guide

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Table of Contents

Why is social media important?

Social media is used everyday but also changes everyday and for this reason it can be difficult to know how to use it. Cincinnati Magazine posts content on the following platforms: Facebook, Twitter, Instagram & Pinterest. All of these platforms are a major contribution to the magazine's brand, which includes its voice, interaction with readers and content produced. When social media is used well it can increase engagement, readers and profit. A post by Ritters Communication illustrates the importance of social media, *"simply reposting every article you publish and hoping for the best does not constitute a sound social strategy. Instead, publishers need to consider the types of interactions that matter most to their online audience—and use that to fuel their decisions around what and where to share"* (Brown).

This social media guide has been created by extensive research, experimentation and analysis for the purpose of using Cincinnati Magazine's social media platforms to increase engagement with readers and build upon the magazine's brand.

Twitter

Twitter Algorithm

There are three sections that you will see when you go to your home feed:

1. Ranked Tweets: tweets with highest relevance score are put at the top of timeline, typically in reverse-chronological order with exceptions
   - These ranked tweets receive relevance based off of the following factors:
     1. The content of the tweet, what words are used
     2. Recency: when was this posted?
     3. Presence of media: image or video
     4. Overall engagement: retweets, likes, clicks, favorites and time spent reading it
     5. Author: who posted the tweet and what your past interaction with them was

2. "In case you missed it"
   - *"Depending on the number of candidate Tweets we have available for you and the amount of time since your last visit, we may choose to also show you a dedicated "In case you missed it" module…..The intent is to let you see the best Tweets at a glance first before delving into the lengthier time-ordered sections" (Hutchinson)*
   - Shows the tweets you may be interested in that happened while you were not on Twitter

3. Remaining tweets in reverse-chronological order
   - You will see tweets from accounts you follow
   - You may see retweets, promoted tweets and suggested accounts to follow
   - Might see events from the top of the timeline labeled, "happening now" in mobile app

How to benefit from the algorithm

- <u>Liking and retweeting your own content</u> - *Twitter uses likes and re-tweets as indicators of popularity in the algorithm, you can actually increase your exposure by liking and retweeting your own content (Hutchinson)*
- <u>Engaging with responses to your tweets and mentions</u> - *positive actions can boost exposure - the algorithm's working to show users more of what they might like, so if you like a tweet, there's a higher chance it gets shown to more users (Hutchinson)*

Tips & Tricks

- Re-use your top posts: but don't re-use them all
  - Steps:
    1. You can use a tool called Buffer (https://buffer.com/) to effectively re-use your posts
    2. Go to buffer dashboard and select "Most Popular" under "posts" tab to choose preferred time frame
    3. Then hit "Re-buffer"
    4. Find top tweets in Twitter analytics and re-publish manually

- Find your best posting time
  - *instead of tweeting 10-20 tweets at random time of the day, it's best to find the best time to tweet and get maximum exposure (Ankit)*
  - 7 am to 8 pm tweets have 30% higher chance of interaction
  - Weekend tweets have 17% higher engagement
  - Tools:
    - **Tweriod:** a tool that shows you the best time to post based on your past Twitter engagement
      - You register with your Twitter account and it will analyze your tweets and give you insight on when to post (days and times)
    - **Followerwonk:** another free tool that analyzes your followers and when they engage with your tweets
      - Go to website and login using your Twitter account (it's free)
      - Click on Analyze and add Twitter profile
      - Select option [Analyze their followers]
      - It takes time but will give you a graph of the statistics

- Use hashtags strategically
  - Using an effective hashtag can double engagement
  - Hashtags should be relevant, specific and short
  - Only use 1-2 hashtags
  - Track which hashtags are trending to boost your posts
    - Join a popular conversation by using the trending hashtag
  - TOOLS:
    - Trendsmap: a navigational tool that allows you to look up the trending hashtags by location (this tool gives you a 1 week trial but then costs $)
      - You can add Cincinnati as your location and see the most popular hashtags being used

- Ex: in the image below #nationalwineday, #tbt and #starwars40th are all trending and can be added to an article related to these tags. You can also use them for older articles to increase more engagement.
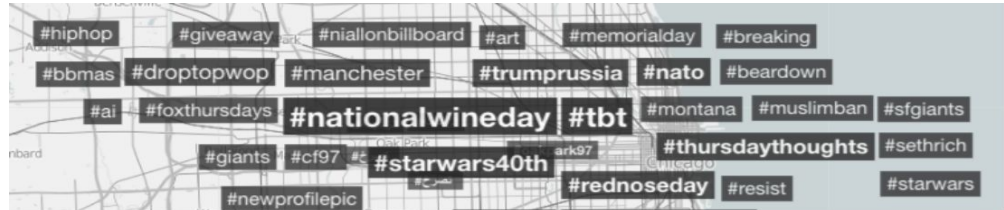

- <u>RiteTag:</u> provides a list of trending hashtags in real time
  - It is an extension that is added on your Twitter (mobile & desktop)
  - When you type a tweet it gives you hashtag suggestions in a list form that you can use
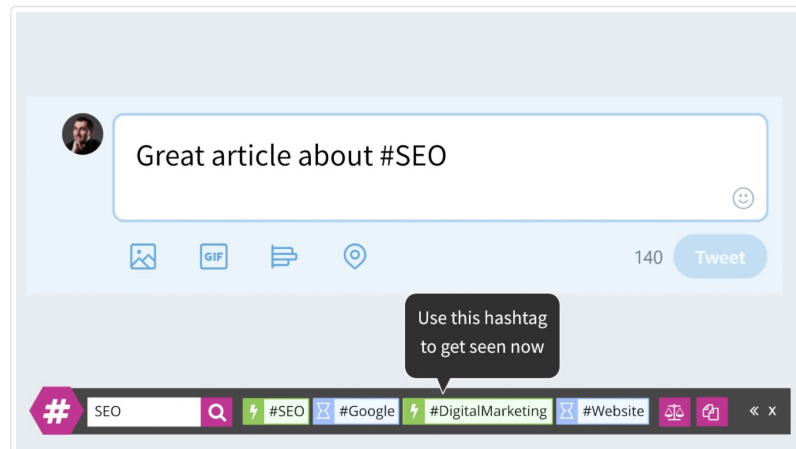
- <u>#tagdef:</u> a site that lists popular hashtags by time frame, including current, weekly and all-time top hashtags
  - It lists popular hashtags that are trending
  - You can also search hashtags you are going to use

- <u>Hashtagify:</u> a hashtag finder to search for hashtags related to your article. You can search hashtags and see how popular they are
  - Ex: if you want to highlight a burger shop and type in #bestburger you will get the following results→ it also gives you related hashtags that are more popular
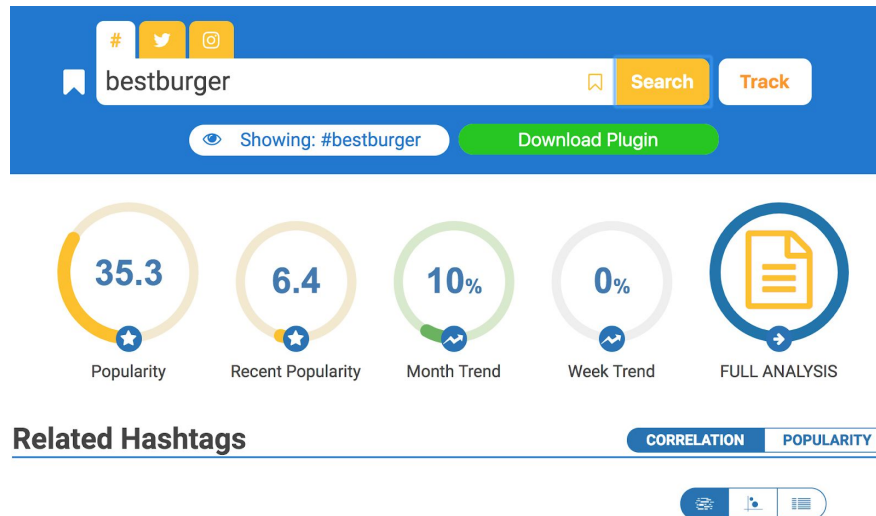
- Reply to any comments or mentions
    - This makes an impression on your audience
    - Engaging with your audience will result in them engaging with your content
    - Replies should match Cincinnati Magazine's brand and voice
    - Reply to:
        - Questions
        - Comments
        - Concerns

- Keep tweets 110 characters or less
    - 17% higher engagement than tweets that are longer
    - Copy should be concise and to the point but still tell the story
    - Leave room for an @mention for those who want to tag someone in a retweet

- Add shortened article links to tweet
    - So that there will be a link to the content when retweeted
    - Before posting a tweet shorten the URL to the article using https://bitly.com/
        - Paste longer URL and press shorten

- - ■ Copy and paste the link into the tweet
  - ● Add a short quote
    - ○ Tweets with quotes are 30% more likely to be retweeted
  - ● Use strong calls to action in captions
    - ○ Ask audience to engage/ do something
      - ■ *"please retweet", "help", "follow", "how to"* and "check out"
    - ○ Avoid using words from Dan Zarella's 20 least engaging words on Twitter
      - ■ Ex: *work, home, watching, tired* and *tomorrow*
        - ● Link to list: http://danzarrella.com/the-20-least-retweetable-words/
        - ● Use Zarella's http://www.retweetability.com/ tool to test your likelihood of getting retweets
          - ● Link to find out more about retweetability tool: http://danzarrella.com/introducing-the-retweetability-index/

Most ReTweetable Words & Phrases		Least ReTweetable Words	
1. you	11. please retweet	1. game	11. well
2. twitter	12. great	2. going	12. sleep
3. please	13. social media	3. haha	13. gonna
4. retweet	14. 10	4. lol	14. hey
5. post	15. follow	5. but	15. tomorrow
6. blog	16. how to	6. watching	16. tired
7. social	17. top	7. work	17. some
8. free	18. blog post	8. home	18. back
9. media	19. check out	9. night	19. bored
10. help	20. new blog post	10. bed	20. listening

Examples and How-to's

We, you, your, us, our, etc brings the reader in and is inclusive. It also makes you sound more like a person and less like a business.

Tweets with one or more hashtags are 55% more likely to get retweeted.

Cincinnati Magazine ✔
@CincinnatiMag
Following

Can we say #sandwichgoals? Check out the best new sandwich shops in Cincinnati

NEW SANDWICH JOINTS

Best New Sandwich Joints
The Queen City is experiencing something of a sandwich renaissance, with small-batch, homegrown, and handcrafted creations in the spotlight.
cincinnatimagazine.com

12:05 PM - 28 Feb 2018

2 Likes

"Check out" is in the Top 20 most retweetable words and phrases and is a call to action.

"Best" and "New" are two of the most popular words in viral headlines, but social media captions function as headlines as well for tweets.

Cincinnati is your location and is a part of your brand. This reinforces your brand and peaks your audience's interest.

"You" is the #1 most retweeted word. Use it whenever possible.

Cincinnati Magazine ✔
@CincinnatiMag
Following

What would you do with a rooftop deck?

We're Peachy Keen on this Northside Victorian
Lisa Meeks didn't buy this 1885 Northside house because it was cute. She didn't buy it because she saw potential in it, either.
cincinnatimagazine.com

9:36 AM - 1 Mar 2018

6 Likes

Questions stimulate engagement because posing a question invites readers to provide answers. They are also conversational.

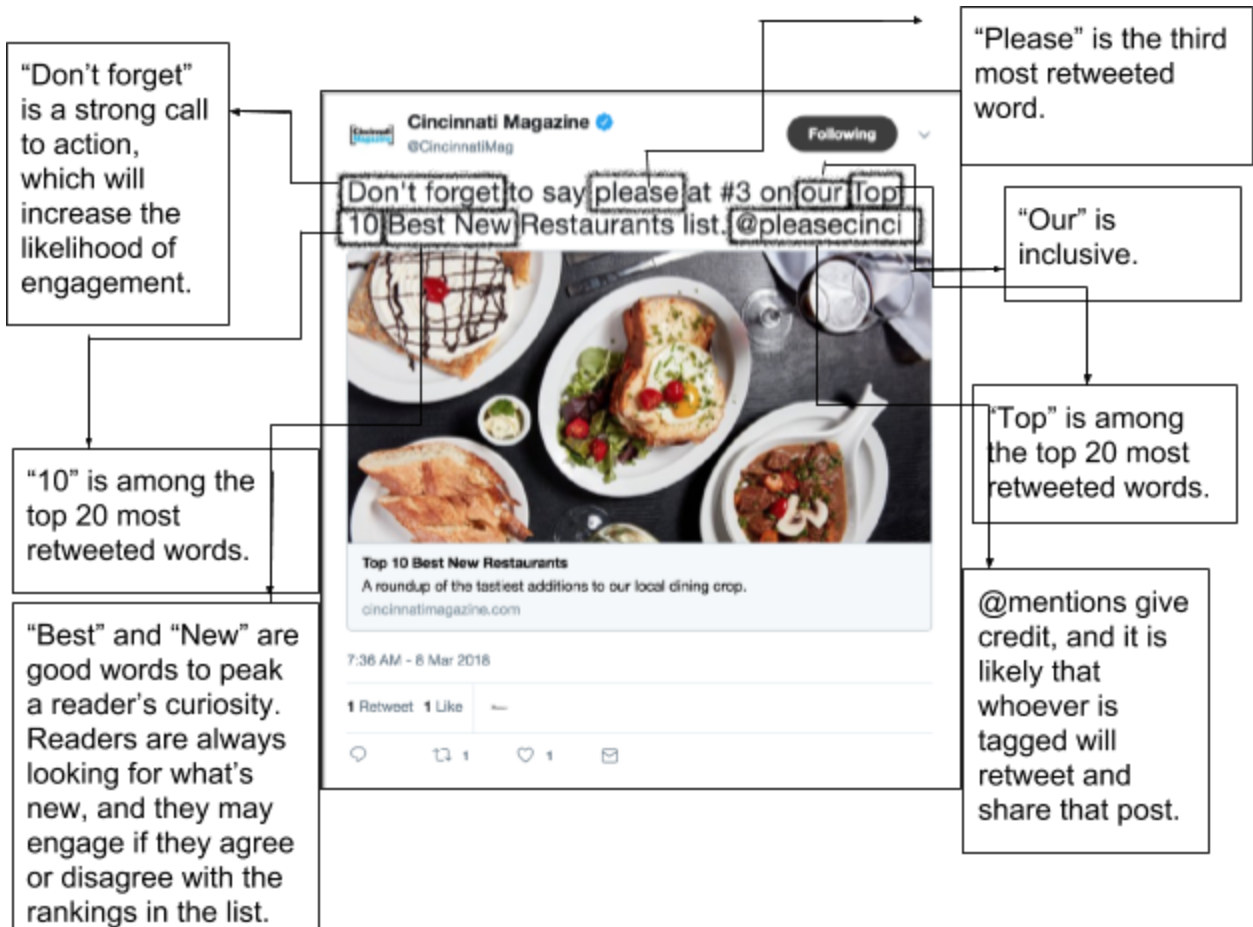"You" is the #1 most retweeted word. Use it whenever you can.

Cincinnati Magazine ✔
@CincinnatiMag

Following

Cranley plans to "grow the economic pie" so you can have a slice.

Tweets with a quote are 30% more likely to be retweeted.

Mayor John Cranley Enters His Final Term with Pervasive Optimism
We are increasingly on the map now, and there's a real vibe and positivity about Cincinnati. But the biggest shift I've noticed in my life is that we believe it now. Y...
cincinnatimagazine.com

7:36 AM - 1 Mar 2018

"You" is the most retweeted word.

Cincinnati Magazine ✔
@CincinnatiMag

Following

Are you still registered to #vote?

Tweets with a hashtag are 55% more likely to be retweeted, and using a question is more likely to stimulate engagement.

What Impact Will Hamilton County Have on the 2018 Elections?
You can make a strong case that Ohio's biggest cities will determine the outcome of this fall's midterm election. But the real story isn't the amount of political power
cincinnatimagazine.com

9:36 AM - 28 Feb 2018

"Don't forget" is a strong call to action, which will increase the likelihood of engagement.

"10" is among the top 20 most retweeted words.

"Best" and "New" are good words to peak a reader's curiosity. Readers are always looking for what's new, and they may engage if they agree or disagree with the rankings in the list.

"Please" is the third most retweeted word.

"Our" is inclusive.

"Top" is among the top 20 most retweeted words.

@mentions give credit, and it is likely that whoever is tagged will retweet and share that post.

Cincinnati Magazine
@CincinnatiMag
Following

Don't forget to say please at #3 on our Top 10 Best New Restaurants list. @pleasecinci

Top 10 Best New Restaurants
A roundup of the tastiest additions to our local dining crop.
cincinnatimagazine.com

7:36 AM - 8 Mar 2018

1 Retweet 1 Like

1   1

Questions foster engagement because they encourage readers to respond.

Tweets with images have a 150% increase in retweets.

A shortened link leads to 86% more retweets.

Cincinnati Magazine
@CincinnatiMag
Following

What does an Italian chef in America dream of cooking? buff.ly/2pkSofa

7:36 AM - 16 Apr 2018

2 Likes

2

"Try" is a strong call to action word.

"The Our Burger" is Mark Wahlberg's favorite burger on the menu.

"Our city" is an inclusive way to remind readers why they should care about your content. It also refers back to your brand as Cincinnati Magazine or "their city's" magazine.

@mentions give credit and those who are tagged are more likely to retweet the post.

Research

- All the research we did on Twitter was conducted over 2 weeks where we looked at the first 100 posts and analyzed the content, engagement and target audience. After looking at all the posts we did a SWOT analysis and found the top strengths and weaknesses of the magazine's Twitter.

- Twitter Content
    - *calculated based on the content of the first 100 tweets
    - Crime/Law: 21%
    - Restaurants: 18%
    - Things to Do: 15%
    - Other: 11%
    - Events: 10%
    - Historical: 9%
    - Wedding & Fashion: 6%
    - Real Estate: 5%
    - CM Podcast: 4%
    - Sports: 1%

- Audience
  - *calculated by totaling likes and retweets of the first 100 tweets
  - Over ½ of engagement comes from women
  - Over ¼ comes from men
  - Less than a quarter comes from businesses
  - Women are more likely to like than retweet
  - Men and Businesses are more likely to retweet than like
  - 38.6k followers on Twitter with only an average of 0.69 likes on each post, 0.39 retweets and 0.02 comments per post

Strengths & Weaknesses

Strengths

- Bio: "We're a monthly magazine bringing you the stories you care about: lifestyle, and what's happening in Cincinnati"
  - The content shared on the Twitter matches the bio, which helps with branding and consumer trust
- Posts are frequent and consistent

- Content
  - The content is diverse and therefore can appeal to audiences outside of Cincinnati all the while maintaining local charm
  - All content has pictures and links that take the viewer directly to the website if clicked on in a new tab so as not to take them off of Twitter
  - Covers other local restaurants and businesses thus building relationships with the business community as well as with readers who like those places or might be looking for new places to explore.

Weaknesses

-Captions

- Often brief summaries of a story with very few tags and no hashtags
  - Ex: https://twitter.com/CincinnatiMag/status/959118176251498496
- Lack of creativity
- Rarely encourage readers to read more, like or share the post
  - Ex: https://twitter.com/CincinnatiMag/status/958393392853082112
- No call to action
  - Ex: https://twitter.com/CincinnatiMag/status/958474155002908672

- No shortened links, which means the link to article are not in the tweet
  - Ex: https://twitter.com/CincinnatiMag/status/958376885683216384

-Lack of Engagement from Audience:
  - 27% of posts have only one like or one retweet but not both
  - 23% of posts have no likes, comments or retweets
    -This means that 50% of posts have engagement with one person or less

-Lack of Engagement with Audience:
  - 82% of posts had no @
  - 88% of posts had no #'s
  - 0% of posts were retweets from other sources
  - 0% of comments were responded to
  - Examples where it could have made a big difference:
    - https://twitter.com/CincinnatiMag/status/959783279091224578
    - https://twitter.com/CincinnatiMag/status/959561317085523968
    - https://twitter.com/CincinnatiMag/status/959240207165001728

Instagram

Instagram Algorithm

<u>How it works:</u> Instagram evaluates the engagement metrics in order to see what valuable content is. So when you upload a new post this is what happens:

1. Your post is seen by a small percentage of your total audience
2. Then it measures how fast and how often that percentage engages with your post (likes, comments, shares, saves)
3. Then it compares the engagement on this post with that of your previous posts, on similar days and times
4. If it is getting less engagement than those posts then it is shown to a smaller percentage of your total audience (less people see it)
5. If it is getting more engagement than those posts it is shown to a larger percentage and is seen higher on people's home pages and has a higher likelihood of being seen on the Explore page

How to benefit from the algorithm

1. Post at times that your audience is most active
   a. If you post at random times then "your content is less likely to be engaged-with early on and the algorithm is more likely to downgrade you"
   b. TOOL: Instagram Insights
2. Maximize visual content
   a. The better it looks the more engagement. People look at how great your content is but also how relevant it is to them, *"To increase the engagement your posts receive, which will rank you higher in the algorithm, you should always post GREAT photos and create content that gives your audience value. Every audience and account is unique so what's valuable will be different for everyone"* (Morales)

Tips & Tricks

- Colors & Filters
  - Filters go a long way with pictures, not only does it make an Instagram more inviting and aesthetically pleasing but it also increases engagement
  - [60% of the top brands](#) on Instagram use the same filter for every post
  - A group of four people conducted a study on "Why We Filter Our Photos and How it Impacts Engagement (http://comp.social.gatech.edu/papers/icwsm15.why.bakhshi.pdf) the conclusion is this: *'"Our second contribution is an empirical study on 7.6 million*

*mobile uploaded photos to analyze the effect of filters on viewers' engagement.
We find that filtered photos are more likely to be viewed and commented on"*

- ○ There are many free tools to use to edit photos and you can even add a filter to them in Instagram, here are some editing tools:
  - ■ VSCO: An IOS application that is easy to use and has an array of free filters and tools to edit a photo
  - ■ Adobe Photoshop: a program that is apart of the Adobe software and costs money, this is harder to use but you have more control on the photo itself
  - ■ Afterlight: an IOS application similar to VSCO and has a large selection of filters
- ○ Example: this is an example of three photos from Cincinnati Magazine's Instagram that show what they looked like before and after adding a filter
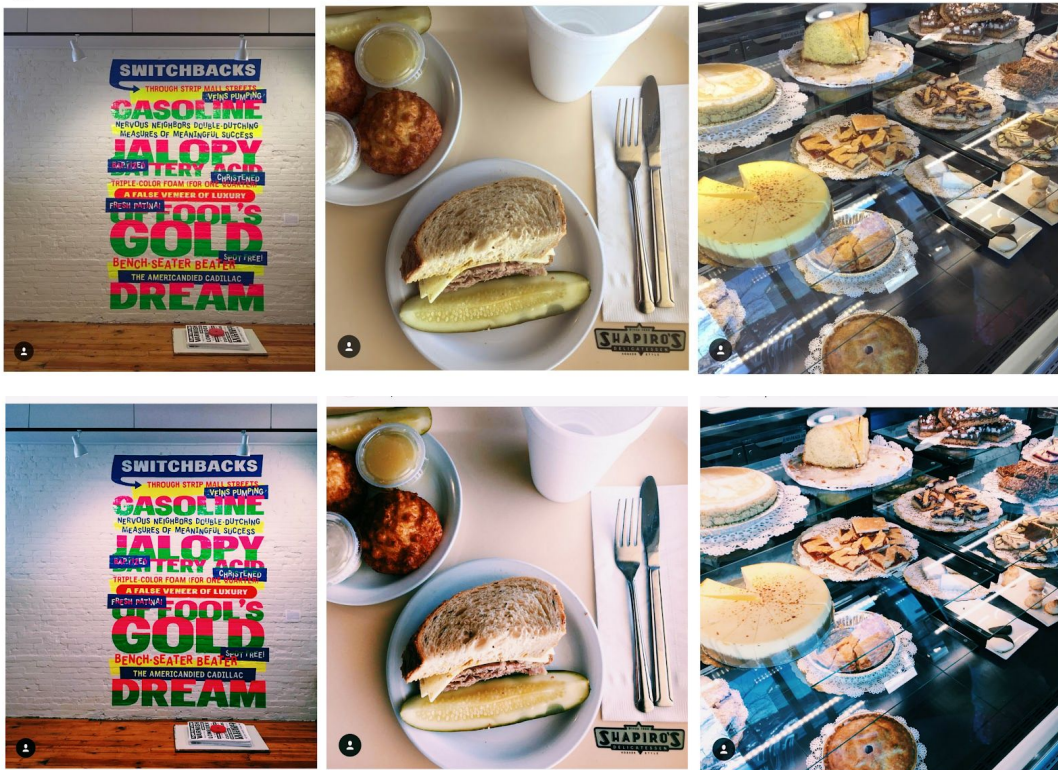
- ● Hashtags
  - ○ Instagram posts with at least one hashtag average 12.6% more engagement than those without
  - ○ *"Instagram recently rolled out the ability to follow hashtags which means that instead of a user having to search for an Instagram hashtag and scroll through an endless feed to (hopefully) land on your content, your posts could now show up automatically in the feeds of potential new followers"* (Gilbert)
  - ○ Avoid gimmicky hashtags, they need to be relevant

- ○ You can track hashtags in Instagram insights to see how your hashtag is engaging with others and how popular it is

Examples and How-to's

Copy
- Captions should be short but tell a story and give detail, use tags and #'s to make a point and emphasize certain things.
- Your audience needs context in order to understand the bigger picture
- No emojis
- Voice should stick to Cincinnati Magazine's brand of being the "helpful friend who provides suggestions on where to eat, where to go and the latest news in Cincinnati"
- Should have a throw or a call to action to the audience
- Examples of copy before and after:

Before: https://www.instagram.com/p/Bd8AWhwDT6C/?taken-by=cincinnatimagazine

After: there is context, detail, no emojis and a throw to the audience at the end

Before: https://www.instagram.com/p/BhWsdlrDRJ3/?taken-by=cincinnatimagazine

After:

Filters
- Filters make the pictures more appealing to the eye and therefore more likely to get a like, comment or share
- An app that is easy to use and is consistent is VSCO
- Simply choose one filter that works for all photos and then apply it-- you can also make small changes to the exposure, contrast and tint
- Here are some examples of how your feed could look like with filters
- I used C1 in VSCO and tweaked the exposure and contrast on each to bring out all the elements of each photo
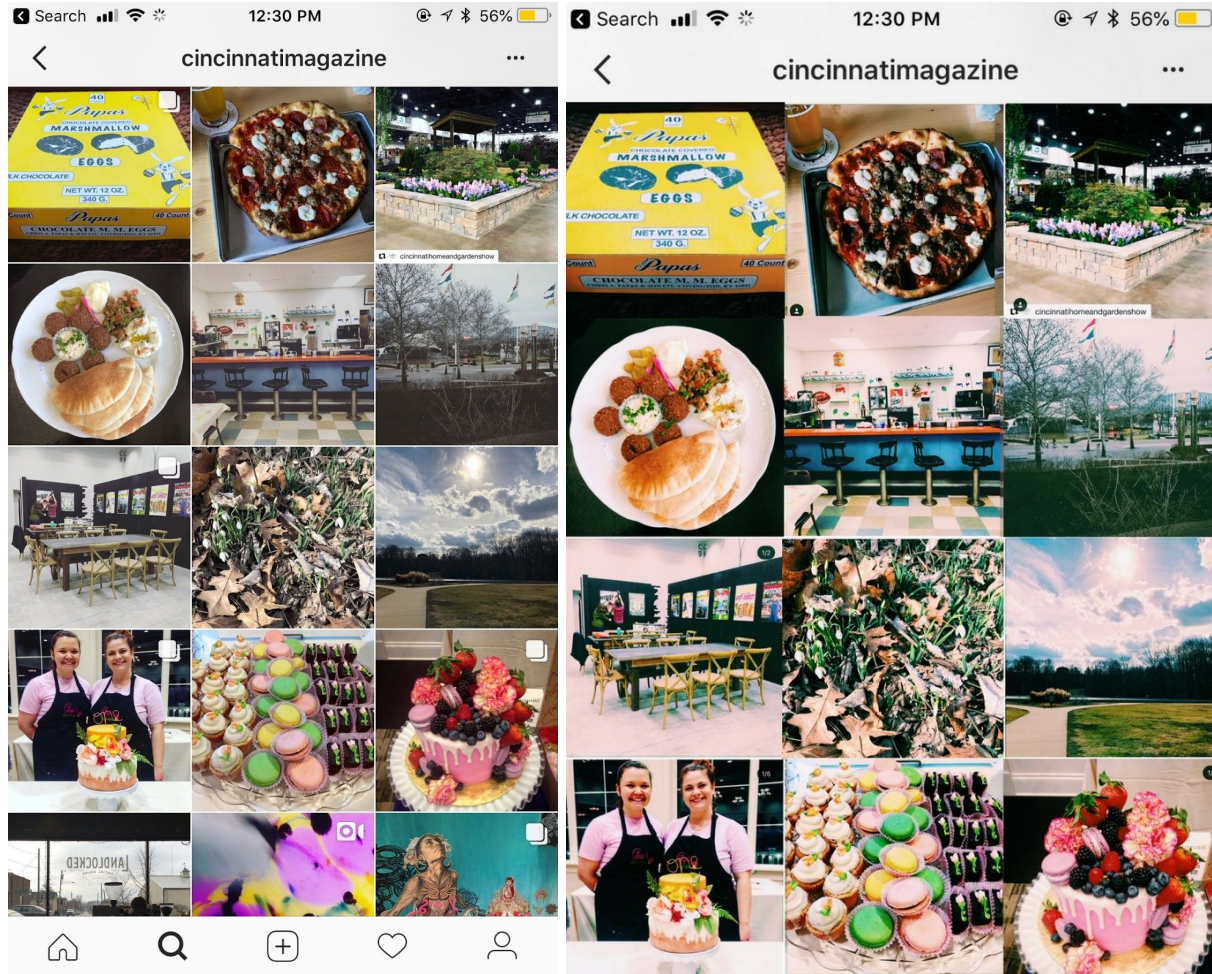
Stories

- Stories are quick images, videos, or gifs on Instagram that you can use in various way s
- You can use it to promote an event, special offer, etc.
- You can use it to highlight certain things that happen at an event, or a new restaurant
- This gives users more of a behind the scenes look at the magazine
- You can use hashtags, @mentions, locations

Research

- Since Instagram is a platform based on pictures we decided to look at not only Cincinnati Magazine's captions and engagement but their pictures as well. The criteria we looked for was, "does this tell a story?" We did this by looking at the first 100 posts on their Instagram and analyzing their content, audience and engagement.

- **Content**
  - ○ *These percentages are based off the first 100 photos

- Restaurants/Food: 31%
- Cincinnati Places: 27%
- Random: 17%
- Behind the Scenes: 12%
- Events: 7%
- Marketing: 6%

- **Engagement**
  - Each post gets an average of 75 likes
  - Out of the first 100 posts the 5 posts with the most likes are:
    - https://www.instagram.com/p/BXL4dEzArV1/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/BX_rdXTgsj0/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/BYE0-9vARmB/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/BbP0N9dD7Gl/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/Bbuo7qUDFIZ/?taken-by=cincinnatimagazine
  - Each post gets an average of 0-3 comments
  - Out of the first 100 posts the 5 posts with the most comments are:
    - https://www.instagram.com/p/BZjjmhKgTbz/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/BaIIbG1DifU/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/BauHNIFj_Bw/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/BbP0N9dD7Gl/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/BcSYCuIjsmU/?taken-by=cincinnatimagazine

- **Audience**
  - *calculated by looking @ who comments out of first 100 posts
  - Female: 35%
  - Male: 13%
  - Businesses: 52%

- 24.9k followers on Instagram with only an average of 75-100 likes on each post and very few comments

Strengths & Weaknesses

Strengths
- Bio: "Your guide to the best things to eat, do, and experience in Cincinnati"
  - Content accurately represents this bio as 31% of posts are about restaurants/food and 27% of posts are about places in Cincinnati
  - This is a strength because followers know exactly what to expect. Also it supports Cincinnati Magazine's brand
- Behind the scenes photos
  - While this doesn't necessarily follow under the category of "things to eat, do and experience in Cincinnati" it does support the magazine's brand and gives followers unique content they can't get from the Facebook or the magazine itself
  - By tagging employees of the magazine in these photos it directs followers to their account-- this is a strength because it delivers a human element to the magazine

Weaknesses
- Captions
  - Captions are dull and undescriptive
  - They provide little context to the photo---context is important in telling the story to the audience
  - Here are some examples:
    - https://www.instagram.com/p/Bd8AWhwDT6C/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/Bc8mT3YjQBp/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/BcDiFNaDBN_/?taken-by=cincinnatimagazine
    - https://www.instagram.com/p/BcQXyYDDom-/?taken-by=cincinnatimagazine
- Quality of photos
  - Good lighting isn't consistent
  - Occasional blurred photos
  - Photos don't say "we are a City Magazine Instagram"
  - Here are some examples:

- https://www.instagram.com/p/BeihJ3tg6Ws/?taken-by=cincinnatimagazine
- https://www.instagram.com/p/BcYUoT-jDDR/?taken-by=cincinnatimagazine
- https://www.instagram.com/p/BZ2MclWA03s/?taken-by=cincinnatimagazine
- https://www.instagram.com/p/BYTTbWkAJ4K/?taken-by=cincinnatimagazine
- Audience not engaged
  - Very few captions with a call to action

Facebook

Facebook Algorithm
- The Facebook algorithm has changed countless times since it was created in 2004, however, it's most recent update has drastically changed and "improved" the way users see content, specifically news content
- As a team we spent a month researching the new Facebook algorithm and ways to use it to your advantage, here's what we found:

Incorporate video- *"Facebook themselves note that video content drives higher engagement and interactions from users compared to any other type of content on the platform" (Barnhart)*
- Video is a great tool for starting conversations and getting users to share which will get more eyes on your content
- Videos can be short and simple--these are shared the most
- Ex: roundup videos, introducing a trendy restaurant, highlighting an event, etc.
- *"The platform also urges creators to embrace Facebook Live to create compelling, real-time content for their audiences. The fact that Live videos produce notifications that ping your fans and followers is an added bonus for helping your videos stand out too" (Barnhart)*

Start a discussion-engage users by asking questions and opinions, this will increase likes and shares and the post is more likely to be seen by others not following Cincinnati Magazine
- Ask users for their opinion on top 5 restaurants
- Ask users what they want to see in the next issue of the magazine
- *"The more you're able to get people talking, the more likely the Facebook algorithm is to feature your content organically" (Barnhart)*

Make each post unique-posting the same content a few times during the week is normal for a monthly magazine, however, there are some ways to make each post different
- *crafting unique descriptions for your posts in order to reintroduce them to your followers without becoming repetitive. Where you might have used a quote the first time, you could switch things up with a tag or question the second or third time (Barnhart)*
- Read more about this under the 4 Week Plan

Facebook Examples

If a famous or well-known person is involved in your story, make sure you name them. This will attract people to your content.

Tag a name or franchise in the caption if applicable. This will increase the likelihood of likes and shares.

Cincinnati Magazine
March 7 · 🌐

When Mark Wahlberg dropped by Wahlburgers to promote the new franchise, fans were there wahl to wahl.

Mark Wahlberg Gets Saucy
Actor/entrepreneur offers burger advice during Cincinnati's Wahlburgers appearance.

CINCINNATIMAGAZINE.COM

👍 Like   💬 Comment   ↗ Share

👍 7

2 Shares

Be creative and use puns if the subject matter is not too serious. This makes your post appear more entertaining, and it makes you sound more like a friend and less like a business.

"You" will address your audience directly and let them know that the content is relevant to them.

Cincinnati Magazine
March 12 · 🌐

Have you registered for the primaries yet? Are you even still registered to vote? Are you sure?

ℹ About this article

What Impact Will Hamilton County Have on the 2018 Elections?
You can make a strong case that Ohio's biggest cities will determine the outcome of this fall's midterm election. But the real story isn't the amount of political power...

CINCINNATIMAGAZINE.COM

👍 Like   💬 Comment   ↗ Share

👍 1

Posing questions will increase engagement because your audience may want to find or provide the answers.

"Your" lets the reader know that the content relates to them.

"We've" is inclusive and portrays the staff as human beings and not just as a business.

Readers always want to know what is "best." They may also disagree or agree with your choices, which may lead to them engaging in the comment section.

Cincinnati is your brand. It's always good to remind readers that you are true and loyal to your brand.

Cincinnati Magazine
March 1 · 🌐

Your new favorite lunch spot just opened. We've rounded up some of the best new sandwich shops in Cincinnati, so check them out here.

Best New Sandwich Joints
The Queen City is experiencing something of a sandwich renaissance, with small-batch, homegrown, and handcrafted creations in the spotlight.

CINCINNATIMAGAZINE.COM

👍 Like   💬 Comment   ↪ Share

👍 3

2 Shares

"New" suggests that the reader has not seen this before and makes them want to.

"Check them out" is a strong call to action that will encourage engagement.

Cincinnati Magazine
March 1 · 🌐

Lisa Meeks knows how to refurbish a house, taking this Northside Victorian from a disheveled eyesore to an enviable estate. Now that's a transformation.

We're Peachy Keen on this Northside Victorian
Lisa Meeks didn't buy this 1885 Northside house because it was cute. She didn't buy it because she saw potential in it, either.

CINCINNATIMAGAZINE.COM

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☁️😮 23   Most Relevant ▾

1 Share

Cincinnati Magazine
March 4 · 🌐

Even the carousel ponies at Coney Island need a little time off their feet.

Where the Carousel Ponies Hibernate
Each winter, the ponies are hauled up to the second floor with a forklift. They make an eerie sight lined up on a cold winter's day, suspended from the Moonlite Gardens rafters.

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👍 Like   💬 Comment   ↷ Share

👍 3

2 Shares

Facebook Video

Part 1: Gather your materials. You want all of the photographs and music that you will use in one folder for convenience. I suggest choosing music with a beat so that you can set your transitions to it. The Youtube Audio library has lots of copyright free music that is available for commercial use.

Part 2: Open Premiere Pro and import all of your media. You will now be working entirely within Premiere Pro, as it gives you all of the tools that you will need.

Part 3: Create a sequence and set the parameters to fit a square facebook video. You will go to Sequence → Sequence Settings → Frame Size → Set the frame size to 1080 by 1080 and click okay. There will be a pop up. Click OK.
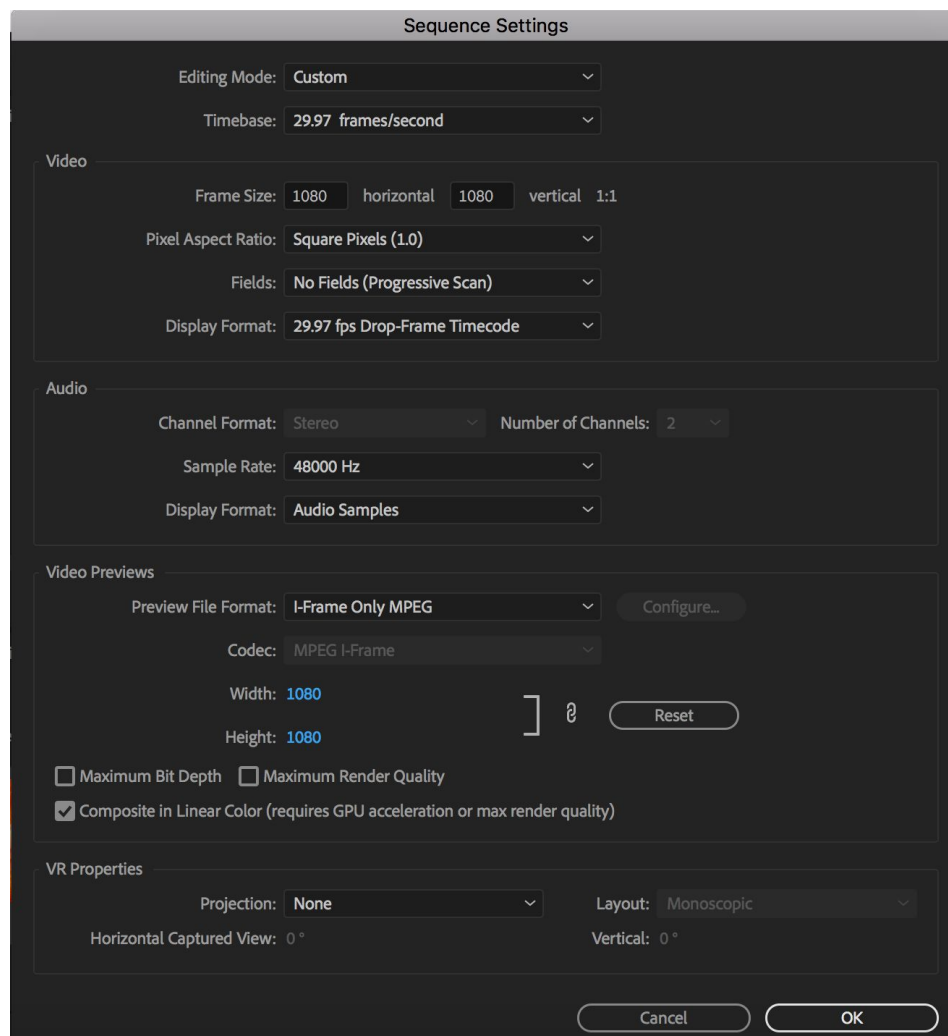
Part 4: Create your timeline. You will be placing each of your photos in a three second block, so if you know the order you are placing them in, do it now to save yourself time later.

Part 5: Your photos are not meant to be squares, but there are ways around this. What you are going to want to do, is to scale up each of the photos to fit the screen. Do this for each photo, to your satisfaction. To scale up a photo: Click the clip in your timeline → Go to Effect Controls in your editing deck (top left workspace) → Click motion → Increase the scale with the slider.
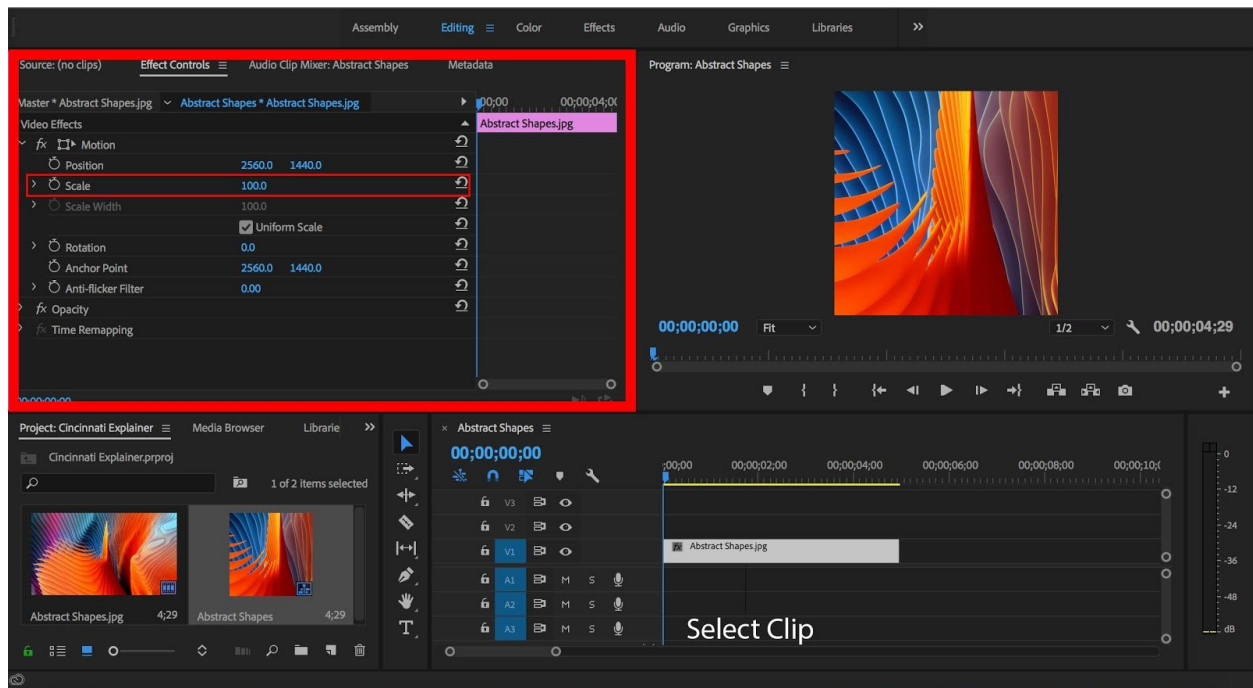
Part 6: Now it is time to add text. Select the text tool that is located to the left of your timeline and draw a box in your workspace. Start typing and your text should appear. You are going to position your text to your taste. If you are going to be using the same type of text repeatedly, you will want to duplicate the text with CTRL + C and CTRL + V. Make sure that you are moving the playhead on your timeline when you paste your text. See the video for a better visual example of how to complete this step.
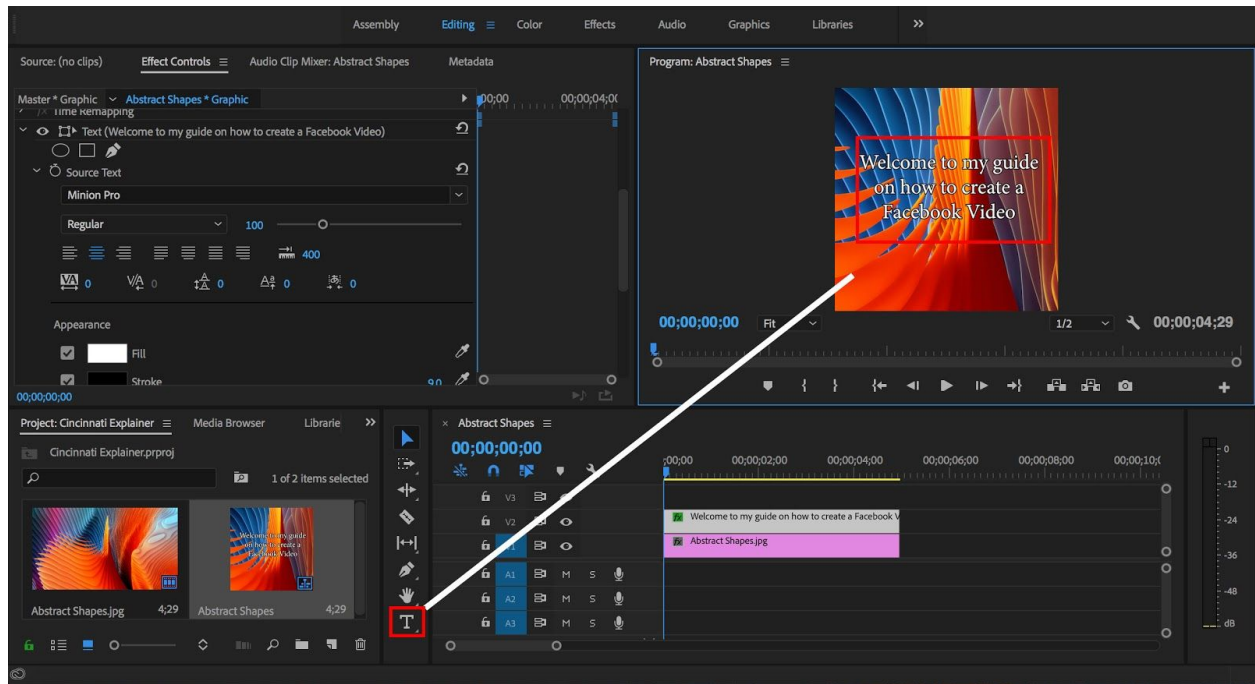
Part 7: Now is the time to fine tune. We will be adding motion to some of the text and images, and thus we will be using keyframes.

-**What are keyframes:** Keyframes are an item that sets an object in a time and a place. Typically, all items in Premiere start out static and without movement. Since there is no change in position, only time, there are no keyframes to begin with. By adding a keyframe, you are telling the program that the object is going to move from point A to Point B in a certain amount of time that you specify.

-**Where do I find keyframes:** Make sure you have the image or clip that you want to move selected and the playhead over the clip. Then, in effect controls in the motion tab that we used earlier, you will see that on the far left of each option (Position, Scale, Rotation, e.t.c) there is a little stopwatch. By clicking it, you are setting a keyframe.

-**How do I use keyframes:** It is now going to be important to pay attention to where your playhead is in the timeline. Place the playhead at the very beginning of your clip and tap the keyframe button. You have now told the program that at the very beginning of the clip, it is going to be in whatever position its set at. Now, move the playhead to the end of the clip and change the position. The program will automatically create a keyframe since it has detected that the image is going to move from its original location.
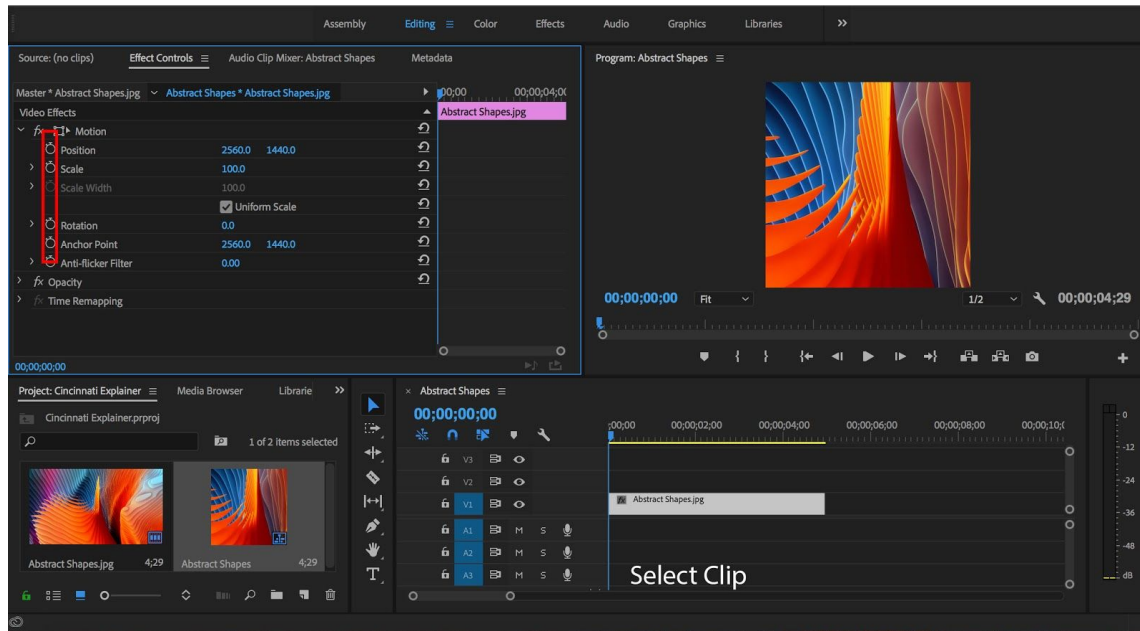
Part 8: Time to Export. Go to: File → Export → Media. For format, you want to select H.264. Leave the preset as it is. Then, under video, slide down to "Render at Maximum Depth". Select that and "Use Maximum Render Quality". The preset from before, under format, should now say "Custom". Make sure that the you have your full video selected and then export. You have now complete a Facebook Video!
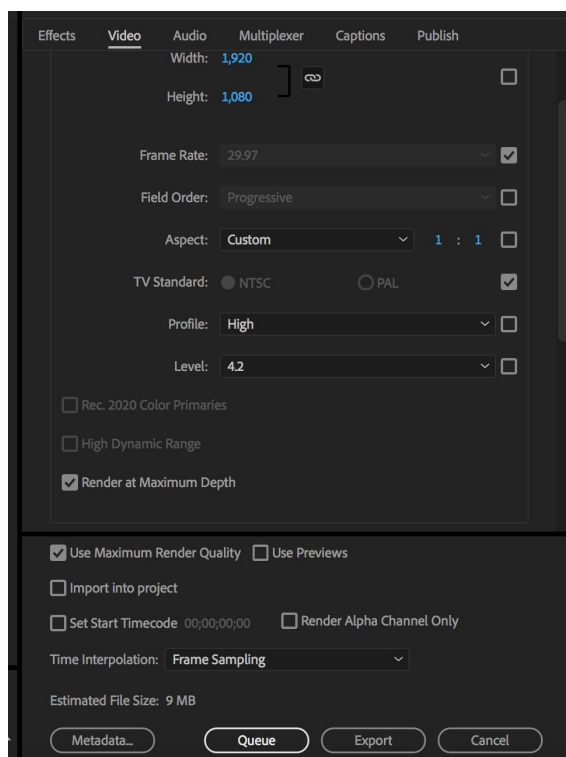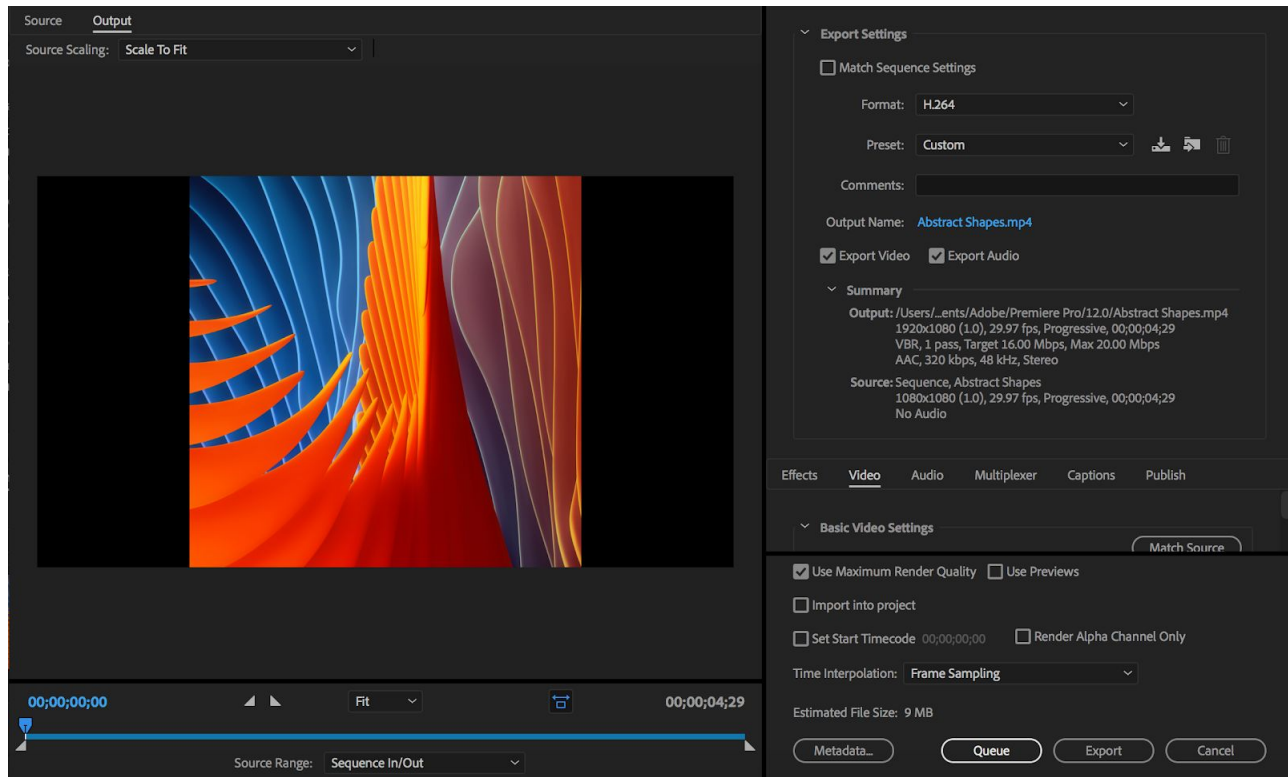
Research

- The research for Facebook was similar to that of Twitter and Instagram, however, we focused more on engagement because that is what matters most in the new Facebook algorithm. We analyzed the first 100 posts on Cincinnati Magazine's Facebook and looked at their captions, likes, shares, comments and audience. We also did a SWOT analysis for their Facebook page and highlighted some strengths and weaknesses.

- Cincinnati Magazine Facebook
    - 21,286 likes total
    - 21,071 followers

- **Content:**
  Food: 26%
  Civil Rights: 10%
  Places: 10%
  People: 20%
  Health: 7%
  Misc: 27%

- **Engagement:**

○ Average Likes: ~3 (Determined by 100 post analysis)

Most likes

- A Look Inside OTR's Newest Global Emporium *Place*

-The Devil She Knew *People/History*

-Music Hall's renovation Uncovered Pieces of Cincinnati's Lithographing Legacy *Place*

-Life After Jail –Joe Marshall *People*

-Downtown Café de Paris *Food/Establishment*

● **Audience:**

-This was harder to determine, given that people associated with a business are not always apparent. However, engagement was overwhelmingly skewed towards women.

o Men: 10-20%

o Women: 60-70%

o Business: 10%

Strengths & Weaknesses

Strengths:

o Strong articles

o The articles with comments on them indicated a high level of engagement with the story.

o Strong Photography

o In general, the photographs picked for the articles are consistently high quality. However, the photos chosen for the post are not always the strongest.

The content is good, overall, especially for a city magazine. It covers food, events, and historical figures in the Cincinnati area. It keeps itself hyperlocal. Frequent posts.

Weaknesses:

o Captions are boring

o The photographs are not always the strongest lead

o No indication of their brand in their posts.

o No questions, or hook.

o The exception was The Devil She Knew, which had 13 likes and the question: What happens when two young boys are the only ones made privy to a 112-year-old family secret? What a great lead

● **Points of confusion:** The website statistics indicate a much wider scale of sharing than the Facebook statistics. Upon testing, it is because the counter on the website activates on a click, not an actual share. It means that people may WANT to share the content, and actually click on the share button on the website to do so, but they almost never follow through.

4-Week Plan

       In our research we found that since the magazine only publishes new content once a month there is a fluctuation in engagement. In week 1 when new content is published there is an increase in engagement. However, by the end of week 2 that engagement decreases as the magazine's audience has already seen the content. Our goal was to test different ways to make content different and fresh by week 2, week 3 and even week 4. Below is a 4-5 week plan that illustrates how to plan out content in order to maintain high engagement.

WEEKLY PLANNER

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	New issue is published	- - - - - - - - -Post new content on all social platforms - - - - - - - -				
Week 2	- - - - Post (A) Content- - - - -			- - - -Post (B) Content- - - -		
Week 3	Use social media holiday cal--this week	- - - -Post (C) Content - - - -		- - - - - Begin working on Facebook video - - - -		
Week 4	Post FB video				Tease new issue	
Week 5	Tease new issue					

Week 1: This week will see the highest engagement because fresh content will be posted
- During this week you will post new content at consistent times during the week on all platforms
- Utilize the tips & tricks portion of the guide for each platform
- Highlights for the week:
    - Copy should be descriptive and give context and detail
    - There should be shortened links in Twitter posts
    - On Instagram photos should be edited and captions should tell a story

Week 2: This week's content will be split up into two categories in order to target your audience based on theme of content and time of week

- Content (A): This content is informational and newsworthy; It is posted in the beginning of the week because this is typically when your audience will be interested in this type of content→ Monday and Tuesday are heavy work days when people look on social media between breaks they want news and information
  - Examples of Content (A):

- **Content (B):** This content is lighthearted, fun and more about food, places to go, things to do over the weekend. Since this content is posted at the end of the week your audience is in the "weekend" mindset and will be more likely to click on a post or like a post because they are interested in doing something over the weekend. The captions for these posts will have a call to action and will tell less of a story.
  - ○ Examples of Content (B):

Cincinnati Magazine
April 17 at 5:14pm · 🌐

For anyone who has ever found French food pretentious or intimidating, Milford's Chez Renée French Bistrot is a lovely corrective.

Top 10 Best New Restaurants
A roundup of the tastiest additions to our local dining crop.
CINCINNATIMAGAZINE.COM

Cincinnati Magazine ✔ @CincinnatiMag · Apr 20

Our favorite is the Royal de Paris sandwich, with creamy melted Brie, turkey, ham, and rich sweet peppers on a crusty French baguette.

Take a Time Out at Downtown's Café de Paris
When Reda Ouahidy opened downtown's Café de Paris seven-odd years ago, he decided to create the kind of place where he'd like to go: Some...
cincinnatimagazine.com

Cincinnati Magazine
April 20 at 11:34am · 🌐

Don't forget a creamy whip visit this weekend. Or today. Or right now.

Let There Be Creamy Whips
Herewith: Our brief roundup of seasonal creamy whips (in no particular order). You're welcome.
CINCINNATIMAGAZINE.COM

Cincinnati Magazine
1 hr · 🌐

Looking to take date night to the next level? Head to the Story Inn, a former general store surrounded by meandering gardens. On the menu: comfort food classics cooked with plenty of big city panache. It's worth the drive.

Story Inn is a Hidden Gem - Cincinnati Magazine
Ready to take date night to the next level? We recommend the long, scenic drive to Brown County, Indiana, where you'll find the Story Inn.
CINCINNATIMAGAZINE.COM

Week 3: This week is the hardest week because content has already been posted twice and it is harder to engage your audience. Use this week to post and do the following:

- Social Media Holiday content: see if there are any specific holidays you could use to recycle older content and make it fresh. Use holiday hashtags and call to actions like "Want a pizza this?? Check out *insert restaurant* to celebrate the cheesiest holiday!! #NationalPizzaDay" OR "We are already falling in love with the first official day of Fall. What are you doing today to celebrate the new season? #HappyFall"

- Post Content (C): This content is anything that didn't see that much engagement. This week is a second chance to post content that maybe your audience didn't get a change

to see. It is also a time to experiment with shorter captions like "chill." or quotes from a story. Play around with different captions, hashtags and time of day of posting.

- <u>Work on Video:</u> Use this time to work on the Facebook video that will be posted the following week.

Week 4 | 5: Use this week to post the FB video(s) and tease the new issue

- Post the Facebook video *when you have multiple videos they can be posted this week
- Tease the issue on Facebook, Twitter and Instagram by posting the new cover and a few details from the issue with every post
    - This gives your audience a sneak peek at what is expected in the new issue

Social Media Holidays

- Capitalize on social media holidays and hashtags to post old/new content and foster engagement
- Use these when there is a lull in engagement or lack of new content
- For food holiday's: Can use those to post slideshows on Instagram of food places, top 5 list on Facebook/ Facebook video

January

1 New Year's Day #HappyNewYear #NewYear's Day

17 Ditch Your Resolution Day #DitchYourResolutionDay

19 Popcorn Day #PopcornDay

20 Cheese Lovers Day #CheeseLoversDay

23 National Pie Day #PieDay

February

9 Pizza Day #NationalPizzaDay

14 Valentine's Day #ValentinesDay

20 Love Your Pet Day #LoveYourPetDay

22 Margarita Day #NationalMargaritaDay

March

1 Peanut Butter Lovers Day #PeanutLoversDay

14 Potato Chip Day #NationalPotatoChipDay

14 Pi Day #PiDay

20 First Day of Spring #HappySpring

23 Puppy Day #NationalPuppyDay

April

1 April Fool's Day #AprilFoolsDay

7 Beer Day #BeerDay

11 National Pet Day #NationalPetDay

13 Make Lunch Count Day #NationalMakeLunchCountDay

23 Picnic Day #NationalPicnicDay

May

5 Cinco de Mayo #CincoDeMayo

8 Teacher Appreciation Day #ThankATeacher

11 Eat What You Want Day #EatWhatYouWantDay

13 Mother's Day #HappyMother'sDay

28 Hamburger Day #NationalHamburgerDay

June

1 Doughnut Day #NationalDonutDay

8 Best Friends Day #NationalBestFriendsDay

15 Nature Photography Day #NaturePhotographyDay

19 Martini Day #NationalMartiniDay

21 World Music Day #WorldMusicDay

July

4 Fourth of July #HappyFourthofJuly

7 World Chocolate Day #WorldChocolateDay

13 French Fry Day #NationalFrenchFryDay

30 International Friendship Day #DayOfFriendship

August

9 Book Lovers Day #NationalBookLoversDay

10 Lazy Day #NationalLazyDay

26 Dog Day #NationalDogDay

September

3 Labor Day #LaborDay

4 National Wildlife Day #NationalWildlifeDay

22 First Day of Fall #HappyFall

24 Family Day #FamilyDay

October

1 International Coffee Day #InternationalCoffeeDay

4 Taco Day #NationalTacoDay

14 National Dessert Day #DessertDay

26 National Pumpkin Day #NationalPumpkinDay

31 Halloween #HappyHalloween

November

3 National Sandwich Day #NationalSandwichDay

8 NationalCappuccino #CappuccinoDay

11 Veterans Day #VeteransDay

22 Thanksgiving Day #HappyThanksgiving

26 National Cake Day #NationalCakeDay

December

4 Cookie Day #NationalCookieDay

21 First Day of Winter #HappyWinter

31 New Years Eve #HappyNewYearsEve

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