

Social Media platforms, alignment and testing

November 2009



Overall Approach to Social Media

Social media sites and networks are an effective way to get content distributed off your site in order to:

- Drive more people back
- Allow people to advocate for your content or brand
- Deepen brand engagement and relationship

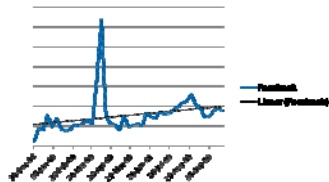
When determining your company's approach to social media, it is important to define your current audience, determine your objectives, and outline goals prior to setting up any accounts. Based on WPD's goals, we have focused on:

- Facebook
- Twitter
- YouTube/video
- Save/share



Focus on highest potential channels: Facebook

- We have grown from 3K to 30K fans in the past six months through consolidation of accounts and proactively reaching out to existing audience
- Facebook is currently the #7 referrer to our site (including search engines), up from #14 at the beginning of the year
- Daily content updates from editorial and marketing—articles, photo, video and event invitations
- Strong cross-promotion of pages and usage of best practices



Other Facebook pages



Twitter

- Currently have over 35K followers
- Focus on mixture of editorial links and commentary
- Also developing best practices for top columnists, consistent branded background



Other Twitter accounts



YouTube

- Up to almost 2,000 subscribers
- Identifying content that can be easily packaged into Shows for more efficient viral distribution (Twits is the first)



Testing and measurement

- Already executed against Facebook and Twitter
- Testing different number of posts, different types of content and determining what works best to drive traffic back to the site

Example—Facebook Posting Test Plan

| Calendar Week | Monday | Tuesday | Wednesday | Thursday | Friday |
|---------------|------------------------|------------------------|------------------------|------------------------|----------------------------|
| 23 | - | - | 1 - 2 articles | 1 - 2 articles | 1 - 2 articles |
| 24 | 3 - 5 articles | 3 - 5 articles | 3 - 5 articles | 1. Measurement | Arts and Living & Politics |
| 25 | Opinions & Sports | Metro & Nation | Mix of others | Mix of others | Mix of others |
| 26 | 2. Measurement | Mix of the best result | Mix of the best result | Mix of the best result | Mix of the best result |
| 27 | Mix of the best result | Mix of the best result | 3. Measurement | | |

Testing and measurement

- Results indicated that through a thorough testing plan and focused approach, we could probably increase referrals from Facebook over time
- Spikes could be attributed to particular stories/posts, and replicated where possible
- Isolated areas for further testing