Best practices for social article & video packaging

with Sukee Bennett, senior digital editor, NOVA I PBS
NOVA’S SOCIAL STRATEGY

- 20-24 longform documentaries a year
  - 8.4M views on digital
  - Repurpose doc. excerpts on social
- >80 short-form videos a year
  - Posted to site, FB, TW, YT*, IG*
  - >27M views a year
- >100 articles a year
  - Posted to FB and TW
  - 3.4M readers a year
- >1.5M followers on social
- 240K email subscribers
WHERE DO YOU DISCOVER CONTENT?

- SEARCH
- SOCIAL
- REFERRAL
- INTERNET/DIRECT
- EMAIL/NEWSLETTERS
NOVA’S SOCIAL STRATEGY CONT.

- Define our audience
- Be anywhere our audience is
- Understand different platforms have different audiences, algorithms, and serve different needs

**Answer this:**
- How can we effectively *grow* our audience while becoming more *inclusive* and *representative*?
- Can social media help followers engage more with—and ultimately *learn from*—topics and issues in STEM?
SOCIAL & DISTRIBUTION

- Where are you posting?
  - FB, IG, TW: Articles and 4x5 video
  - YT: 16x9 video
- Thumbnails, titling, and description
  - Important on all platforms, but on YouTube most of all
- Posting strategy:
  - What day of the week and time is optimal?
  - When should you repost?
  - What is your crossposting/sharing strategy?
    - Develop collaborative relationships with like-minded brands
    - NOVA fills in content gaps with stories from external publications
  - When should you consider paid ads?
• **Accuracy, grammar, and spelling are key**
  ○ *Builds credibility* and therefore *trust* among your audience members
  ○ Includes using the most straightforward and *easy-to-understand* prose

• **Remove (or define) jargon**
  ○ Example: Early on in the pandemic, many media groups did a fantastic job of defining SARS-CoV-2 in social posts rather than risk having it stand alone w/o context
  ○ Question: Is a specific species more searchable/likely to resonate with your audience, or is the group of animal it belongs to more likely

• **Have fun with posts**
  ○ When the *subject matter warrants it*
    ■ Use gifs and emoji
What's orange and white and silver all over? This elusive cat-sized deer relative, of course. (from 2019)

**Feast your eyes on the first-ever photos of a silver-backed chevrotain in the wild**

The images confirm the species, which has been “lost” to science for 29 years, is alive and well in its native Vietnam.
WHAT SOCIAL VIDEO LOOKS LIKE

- Key NOVA social platforms:
  - Facebook
  - YouTube
  - Twitter
  - Instagram
  - Reddit
PACKAGING (AND THE FIRST SECONDS) MATTERS

Surviving the next BIG ONE

The Pacific Northwest is due for a Major Earthquake
1,317,311 views • Jun 30, 2021

NOVA PBS Official
271K subscribers

An 8.0 magnitude-plus earthquake hasn't rumbled beneath the Pacific Northwest since the 1700s. Now, the region is due for the next "big one" and a subsequent tsunami. Coastal Indigenous communities could be severely affected. (Already, the Shoelwater Bay Tribe is constructing a tsunami tower to give their residents a better shot at survival in the face of this kind of natural disaster.)

Clues from the past—paired with modern-day science—can help us better understand why this area is at risk and how to best mitigate an earthquake and tsunami's effects.
American Indians have the highest Covid vaccination rate in the US

According to CDC data, Indigenous people are getting vaccinated quicker than any other group. Here are the successes—and challenges—of getting vaccines to urban Native American communities.
CASE STUDY:

Saw a tweet

Allyah Chavez @AllyahJChavez · May 12
Native Americans and Alaska Natives are leading the way in vaccination efforts in the U.S., a feat tribal leaders have been reporting for weeks.

CDC data shows 30 percent of Native Americans and Alaska Natives have been fully vaccinated.

CDC gov @CDCgov · May 11
CDC’s COVID Data Tracker now displays vaccination progress in the U.S. by race and ethnicity. See the percentage of people in each racial/ethnic group who have received at least one dose of a #COVID19 vaccine and how many are fully vaccinated. More: bit.ly/CDTvaxdemo.

Did some fact checking

Percent of People Receiving COVID-19 Vaccine by Race/Ethnicity and Date Reported to CDC, United States

December 14, 2020 – August 20, 2021

At Least One Dose
- At Least One Dose
  - American Indian/Alaska Native, NH
  - Asian, NH
  - Black, NH
  - Hispanic/Latino
  - NHPI, NH
  - White, NH

Fully Vaccinated
- Fully Vaccinated
  - American Indian/Alaska Native, NH
  - Asian, NH
  - Black, NH
  - Hispanic/Latino
  - NHPI, NH
  - White, NH

Percent/At Least One Dose

Fully Vaccinated

Available on COVID Data Tracker
Find the latest data on CDC’s COVID Data Tracker

December 14, 2020 – May 9, 2021
CASE STUDY:

Hed: American Indians have the highest COVID vaccination rate in the U.S.
Dek: According to CDC data, Indigenous people are getting vaccinated quicker than any other group. Here are the successes—and challenges—of getting vaccines to urban Native American communities.
Slug: native-americans-highest-covid-vaccination-rate-us
Social:

Option 1: According to CDC data, American Indians and Alaska Natives have the highest vaccination rate in the country, with 45.5% having received at least one dose of a COVID-19 vaccine and 39.1% fully vaccinated.

Option 2: Try desk above

Option 3: Being so disproportionately affected by COVID-19 led to a sense of urgency toward vaccination among American Indians and Alaska Natives, says Francys Crevier, chief executive officer of the National Council of Urban Indian Health. Read more about how American Indians garnered the highest vaccination rate in the U.S. here:

Before getting vaccinated against COVID-19 was an option, Francys Crevier was afraid to leave her Maryland home.

She ordered all of her groceries and limited her time outside, knowing that each venture would put both herself and her immunocompromised mother, with whom Crevier shares her home, at risk. Knowing she could provide for Mom was "a blessing, for sure," Crevier says. After all, American Indians and Alaska Natives were hospitalized and died from COVID-19 at a higher rate than any other racial group in America throughout the pandemic, says Crevier, who’s Algonquin.

“As a Native woman, I didn’t know if I was going to make it through this," she says.
CASE STUDY:

Implement Posting and Sharing Strategy

- Stage first post to FB and TW
- Develop paid media plan, if applicable
- Develop IG, Reddit, LinkedIn strategy
- Notify partner groups about content availability
- Monitor apps like Crowdtangle to check performance and trends
- Identify opportunities to reshare content on social
CASE STUDY:

Facebook Results:

According to CDC data, Indigenous people are getting vaccinated quicker than any other group. Here are the successes—and challenges—of getting vaccines to urban Native American communities.

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CASE STUDY:

Sharing on Twitter, Reddit, LinkedIn:

According to CDC data, Indigenous people are getting vaccinated quicker than any other group. Here are the successes—and challenges—of getting vaccines to urban Native American communities. (From @novapbs)
THOUGHTS, QUESTIONS?
THANK YOU!