

Las redes sociales como herramienta de gestión

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- 1 Cómo hemos llegado hasta aquí: de la Web 1.0 a la Web 2.0
- 2 La foto fija actual de internet y las redes sociales
- 3 Las redes y los medios de comunicación
- 4 Guía básica de supervivencia en las redes sociales

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Cómo hemos llegado hasta aquí: de la Web 1.0 a la Web 2.0

WEB 1.0:

- 1991-2003
- Web de lectura
- Web de sólo ida
- “El contenido es el rey”

1

WEB 2.0:

- 2003-????
- Web como **plataforma**
- El **usuario** es el gran protagonista: pasa de ser mero espectador y consumidor de lo que le ofrece internet a convertirse en creador y generador de contenidos y servicios
- Lectura + creación
- Web de ida y vuelta
- “El usuario es el rey”
- Nuevos protagonistas: **Facebook, Twitter, YouTube, Flickr, TripAdvisor, LinkedIn, WordPress, Blogger...**

1

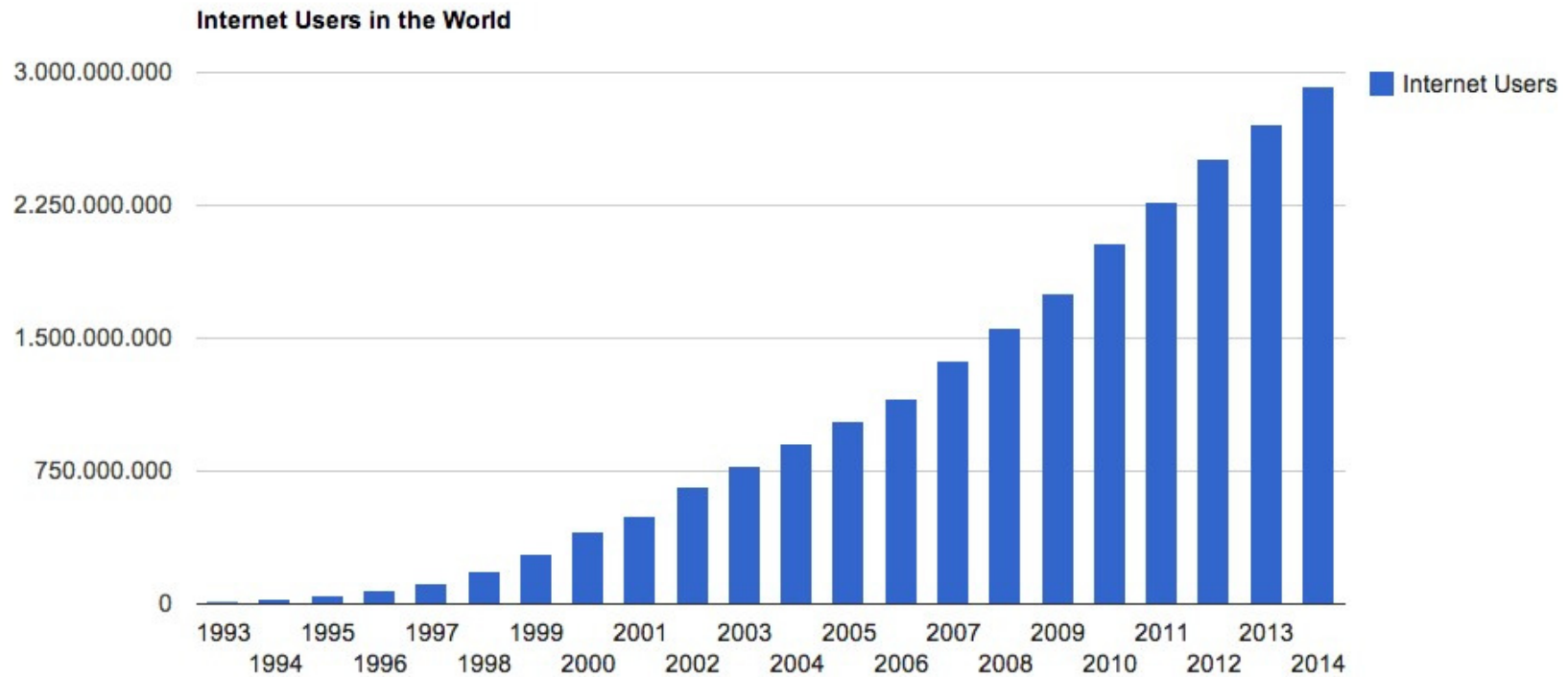
Revista TIME: Personaje del año 2006



2

La foto fija actual de internet y las redes sociales

- Acercándonos a los 3.000 millones de usuarios en todo el mundo



Fuente: <http://www.internetlivestats.com/internet-users/>

- 40% de la población está conectada

Year (July 1)	Internet Users	Users Growth	World Population	Population Growth	Penetration (% of Pop. with Internet)
2014*	2,925,249,355	7.9%	7,243,784,121	1.14%	40.4%
2013	2,712,239,573	8.0%	7,162,119,430	1.16%	37.9%
2012	2,511,615,523	10.5%	7,080,072,420	1.17%	35.5%
2011	2,272,463,038	11.7%	6,997,998,760	1.18%	32.5%
2010	2,034,259,368	16.1%	6,916,183,480	1.19%	29.4%
2009	1,752,333,178	12.2%	6,834,721,930	1.20%	25.6%
2008	1,562,067,594	13.8%	6,753,649,230	1.21%	23.1%
2007	1,373,040,542	18.6%	6,673,105,940	1.21%	20.6%
2006	1,157,500,065	12.4%	6,593,227,980	1.21%	17.6%
2005	1,029,717,906	13.1%	6,514,094,610	1.22%	15.8%
2004	910,060,180	16.9%	6,435,705,600	1.22%	14.1%
2003	778,555,680	17.5%	6,357,991,750	1.23%	12.2%
2002	662,663,600	32.4%	6,280,853,820	1.24%	10.6%
2001	500,609,240	21.1%	6,204,147,030	1.25%	8.1%
2000	413,425,190	47.2%	6,127,700,430	1.26%	6.7%

2

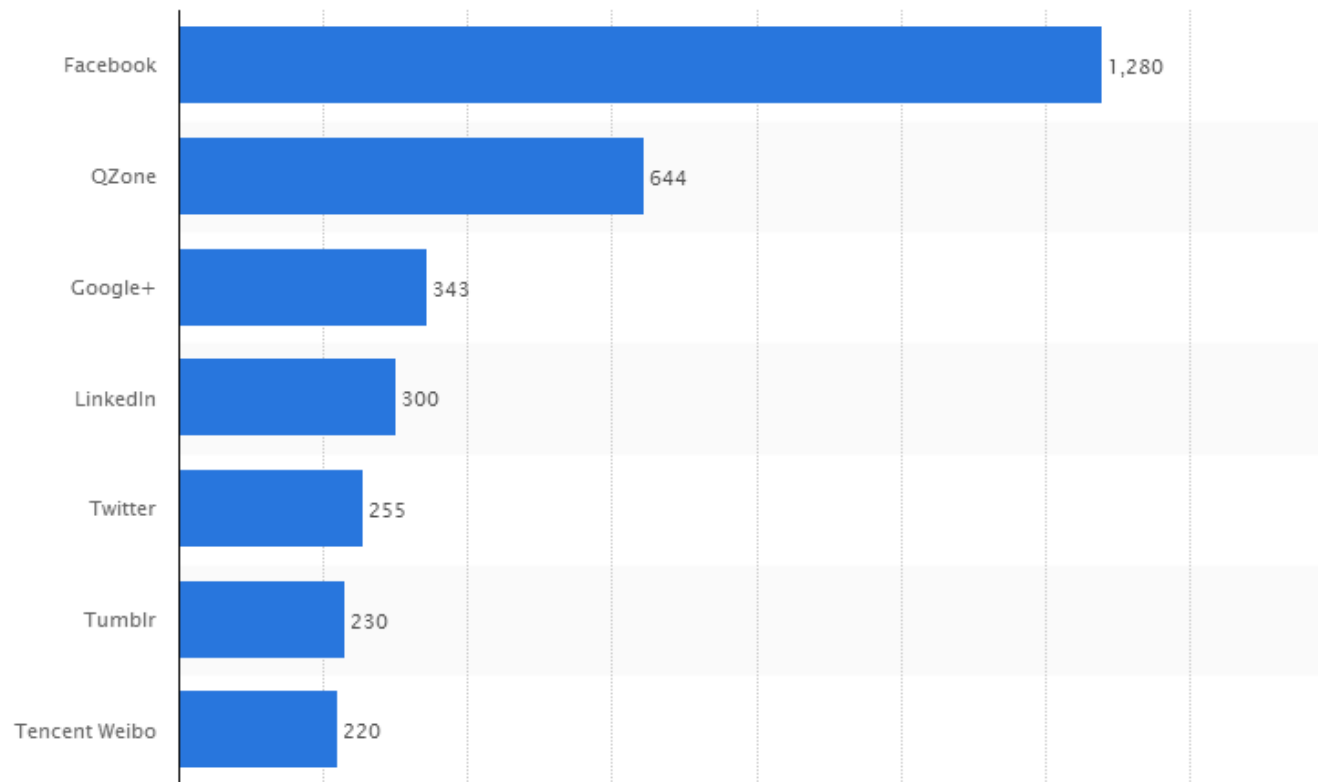
- Las redes sociales, principal actividad de los usuarios en internet



Fuente: Experian Marketing Services (<http://press.experian.com/united-states/press-release/experian-marketing-services-reveals-27-percent-of-time-spent-online-is-on-social-networking.aspx>)

- Usuarios mensuales de las principales redes sociales

Leading social networks worldwide as of June 2014, ranked by number of active users (in millions)



Additional Information
Worldwide; We Are Social; June 2014

Sources:
Facebook; Renren; We Are Social; WhatsApp; Twitter; Tumblr; LinkedIn;
Google
© Statista 2014

- Usuarios de redes sociales

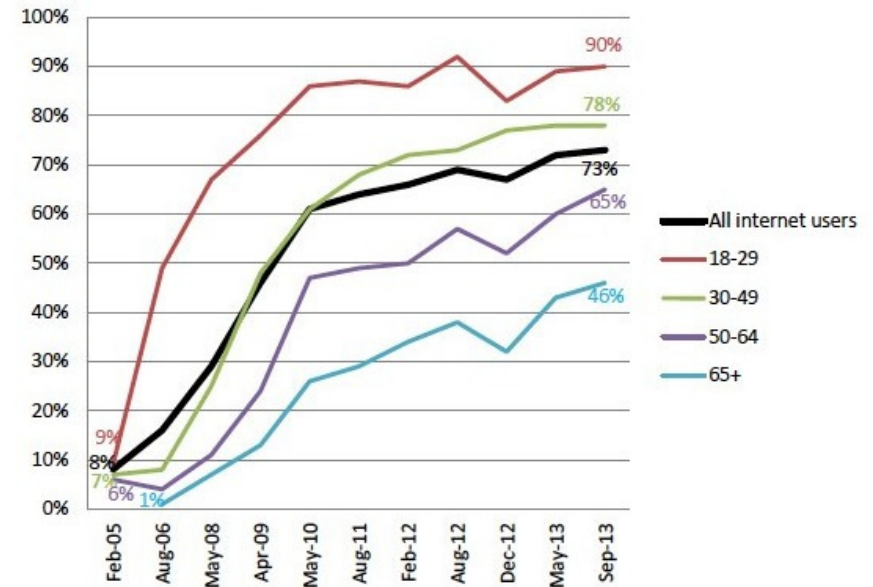


Fuente: <http://www.jeffbullas.com/2014/01/17/20-social-media-facts-and-statistics-you-should-know-in-2014/>

• Usuarios de redes sociales por grupos de edad



Social networking site use by age group, 2005-2013
% of internet users in each age group who use social networking sites, over time



Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.

Fuente: <http://www.jeffbullas.com/2014/01/17/20-social-media-facts-and-statistics-you-should-know-in-2014/>

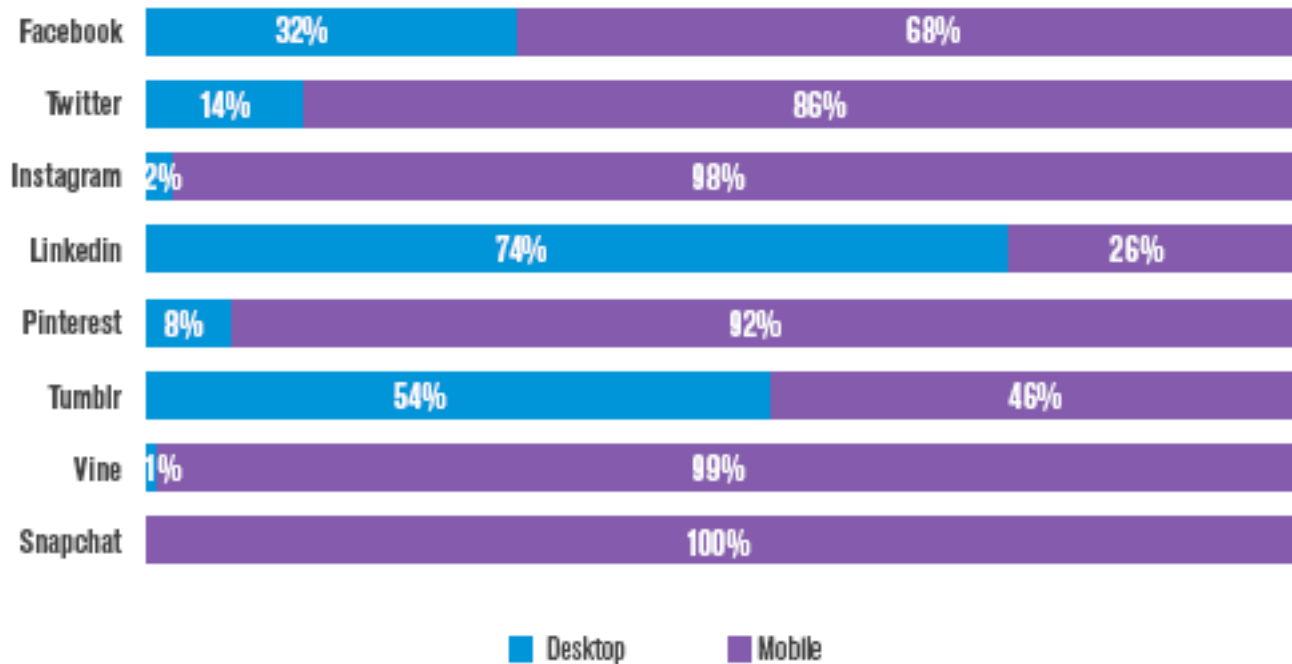
Fuente: <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

2

- % en redes sociales según plataforma

U.S. Share of Time Spent on Social Networks Between Platforms

comScore MMX Multi-Platform, U.S., Age 18+, December 2013



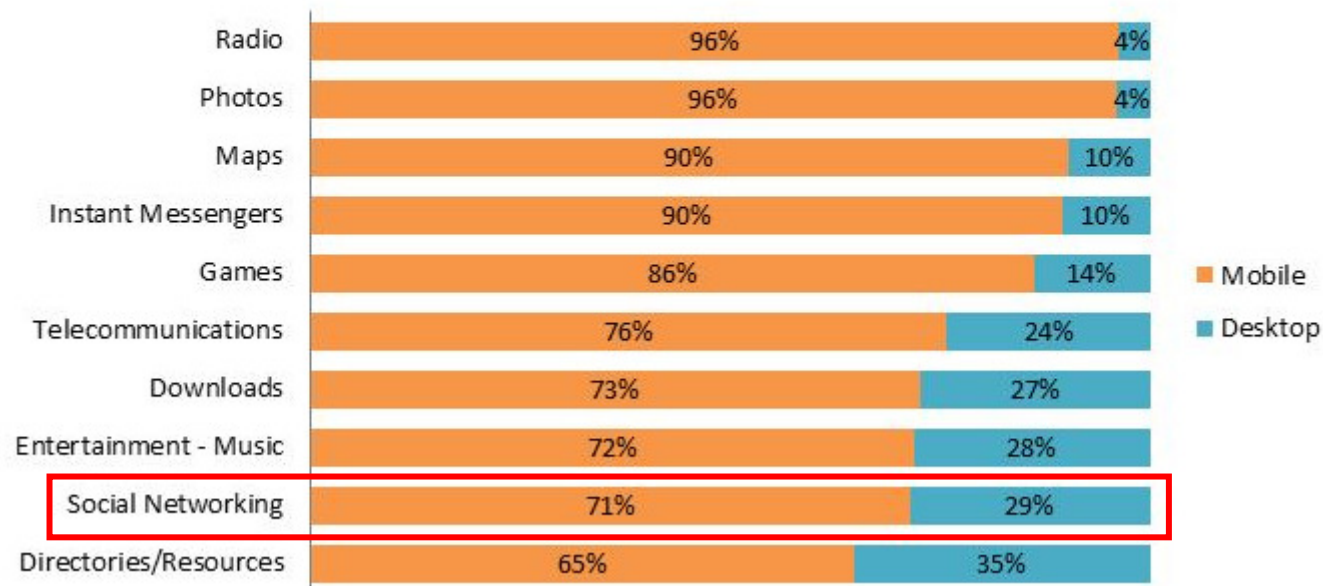
Fuente: <http://www.comscoredatamine.com/2014/04/users-engage-with-major-social-networks-predominantly-via-mobile/>

2

- Tiempo por plataforma según la actividad

Share of Time Spent by Platform Among Selected Leading Content Categories

Source: comScore Media Metrix Multi-Platform, U.S., May 2014



Fuente: comScore Media Metrix Multi-Platform, U.S., May 2014

3

Las redes y los medios de comunicación



<https://twitter.com/jkrums/status/1121915133>



<http://twitpic.com/135xa>

3

Objetivos:

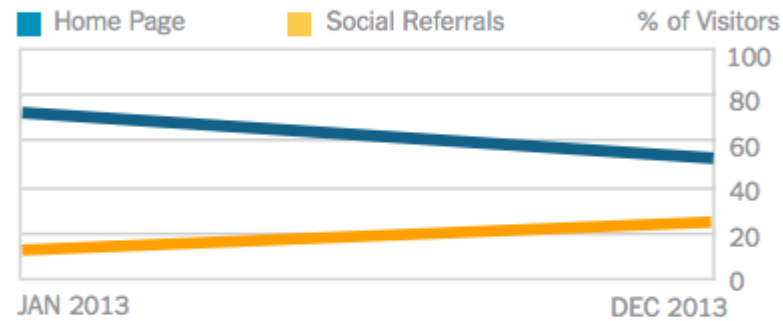
- Atraer usuarios
- Generación de contenidos
- Conversación, presencia de la marca

3

Atraer usuarios

SOCIAL POWER

It's not just The Times. The entire digital media industry is seeing a big shift in behavior. Reader visits to home pages are declining while traffic from social media is rising. (Source: BuzzFeed)



Total Internet traffic by type of site.

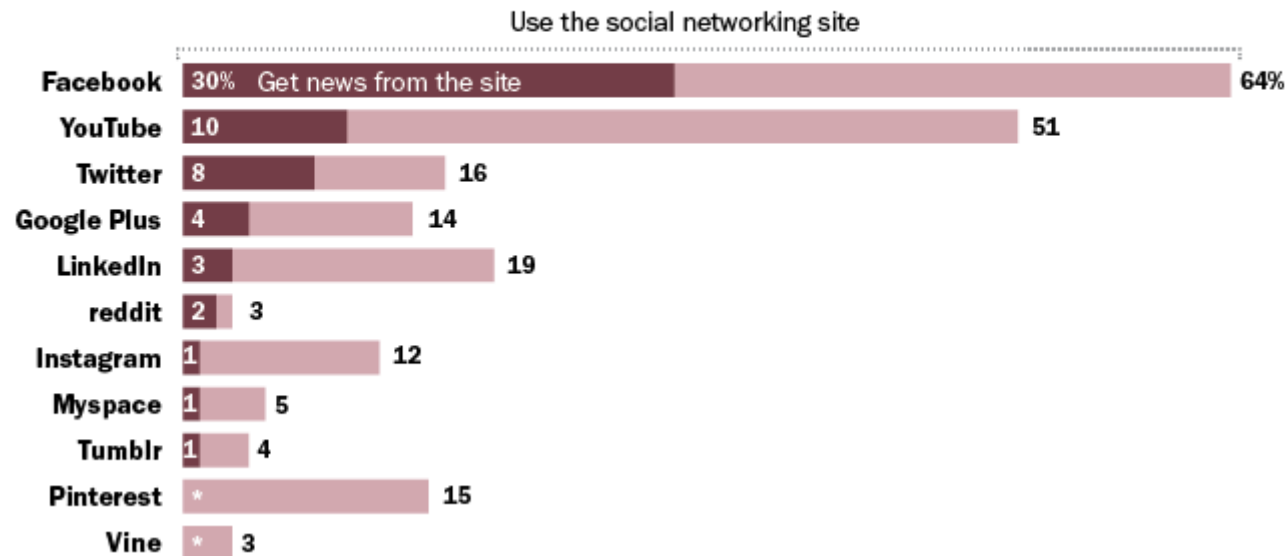
- Portals
- Search
- News Sites (1.5%)
- Social
- Facebook
- Other



Fuente: Innovation Report - The New York Times

Atraer usuarios

Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site



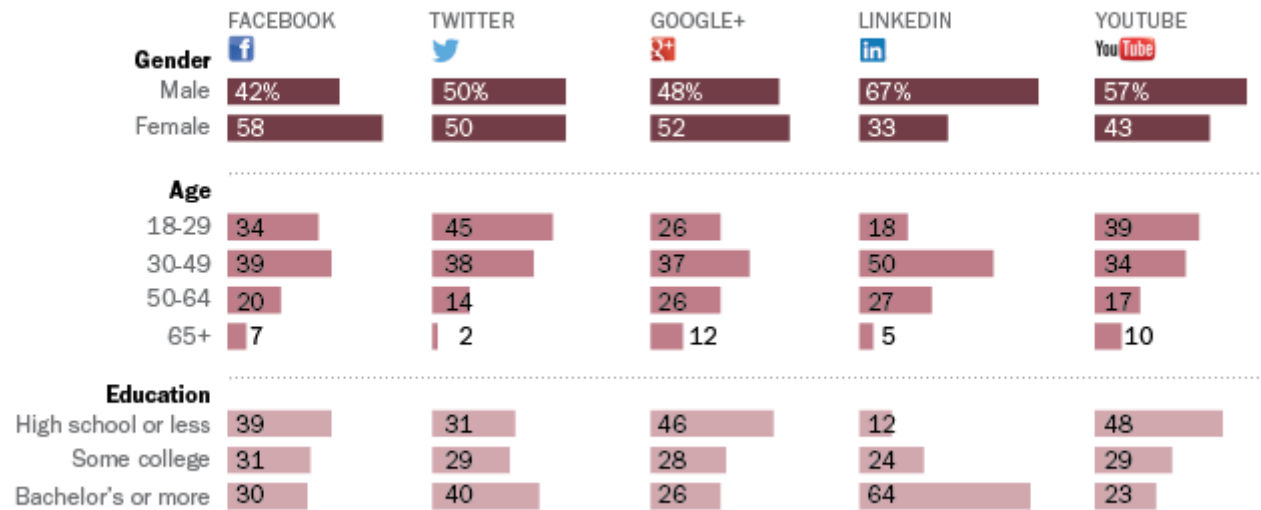
Fuente: State of the News Media 2014

<http://www.journalism.org/2014/03/26/8-key-takeaways-about-social-media-and-news/>

3

Atraer usuarios

Percent of news consumers for each site



Fuente: State of the News Media 2014

<http://www.journalism.org/2014/03/26/8-key-takeaways-about-social-media-and-news/>

3

Atraer usuarios

Average monthly...

MINUTES PER VISIT

PAGES PER VISITOR

VISITS PER VISITOR



Visitors who...

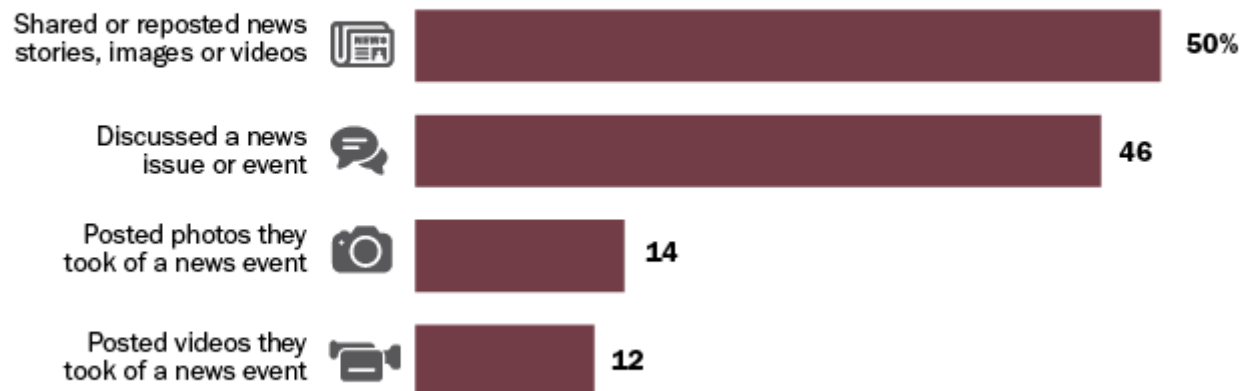
	MINUTES PER VISIT	PAGES PER VISITOR	VISITS PER VISITOR
Arrive Directly	4 MINUTES 36 SECONDS	24.8 PAGES	10.9 VISITS
Arrive From Facebook	1:41	4.2	2.9
Arrive Using Search	1:42	4.9	3.1

Fuente: State of the News Media 2014

<http://www.journalism.org/2014/03/26/8-key-takeaways-about-social-media-and-news/>

Generación de contenidos

Percent of social networking site users who have...



Fuente: State of the News Media 2014

<http://www.journalism.org/2014/03/26/8-key-takeaways-about-social-media-and-news/>

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Conversación, presencia de marca

- Coberturas informativas
- Uso de #hashtags
- Retuits, respuestas



The New York Times

The Times Reaches A Vast Print And Digital Audience....

30M

Web readers in U.S.
per month

20M

Mobile readers in
U.S. per month

13.5M

News Alerts audience

11.3M

Twitter followers

6.5M

E-Mail Newsletters
Subscribers

5.7M

Facebook followers

1.25M

Print Subscribers

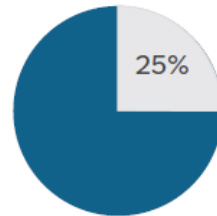
760K

Digital Subscribers

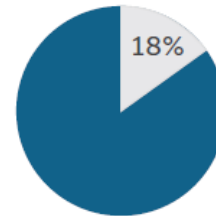
The New York Times

MOST REVENUE STILL COMES FROM PRINT...

digital print

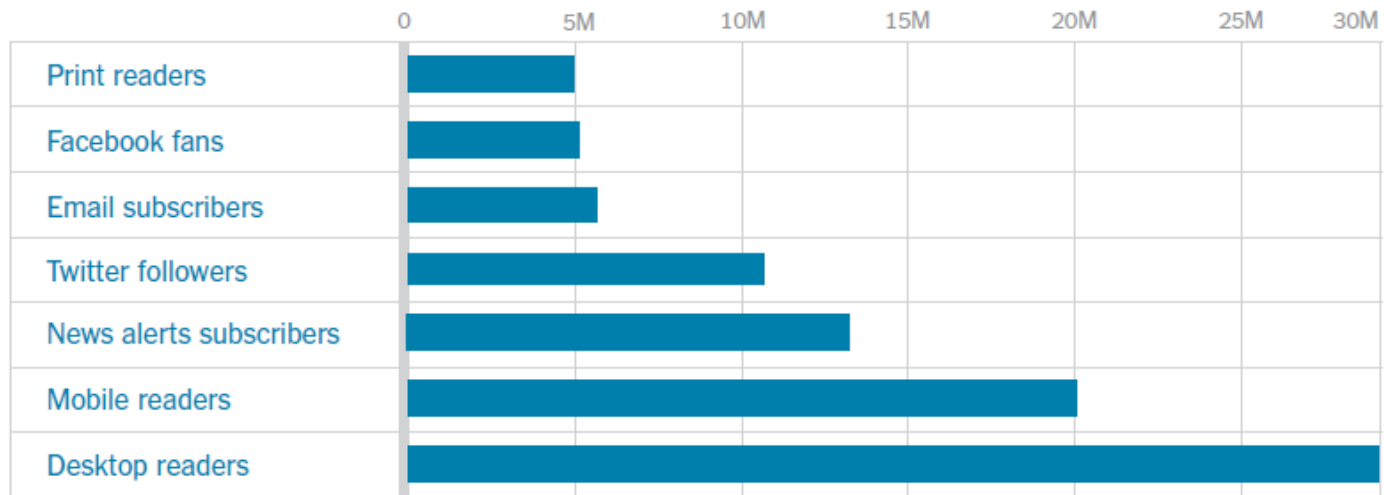


Advertising accounts for \$667M, of which \$170M is digital and \$497M is print.



Circulation accounts for \$824M, of which \$150M is digital and \$674M is print.

...BUT PRINT ACCOUNTS FOR A SMALL PERCENTAGE OF OUR READERS

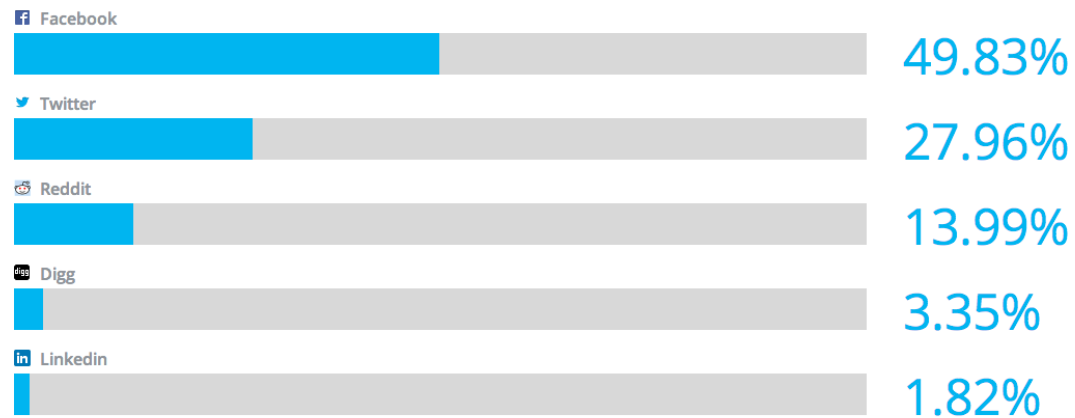
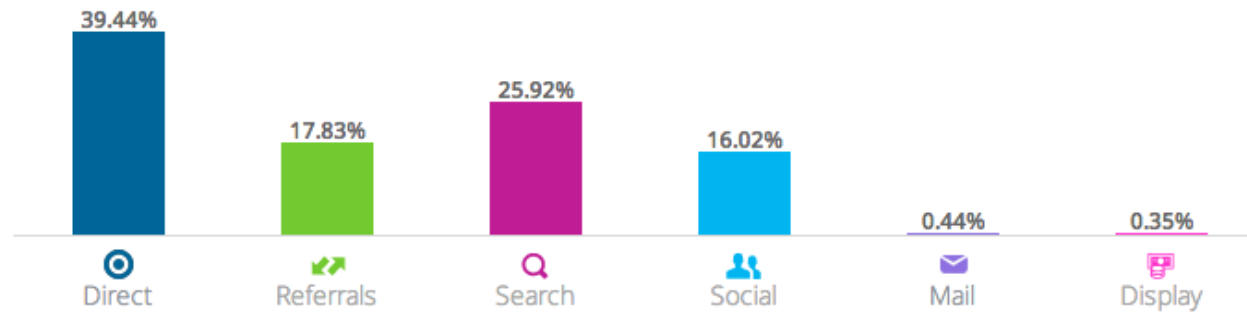


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[Nytimes.com](#) | Find breaking news, multimedia, reviews & opinion on washington, business, sports, mo...

Traffic Sources ?

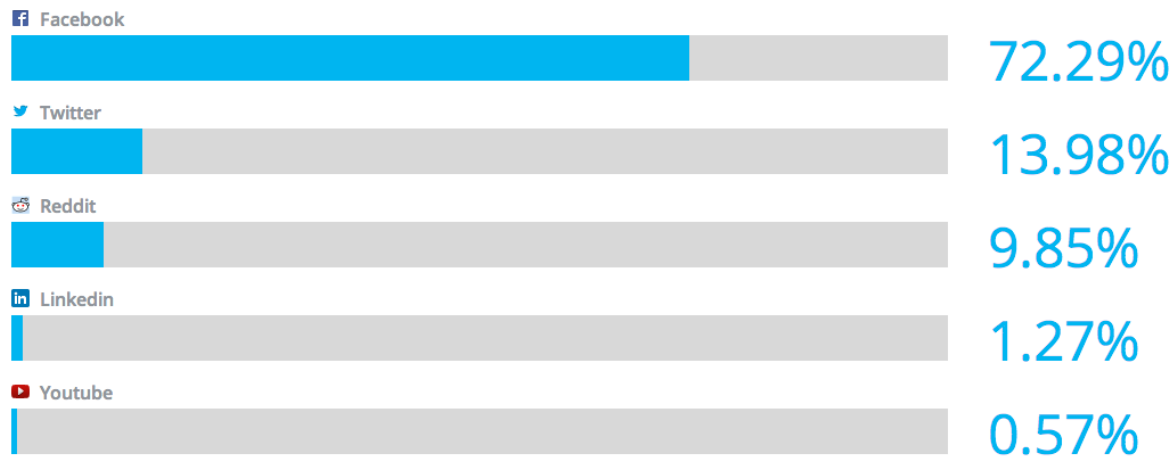
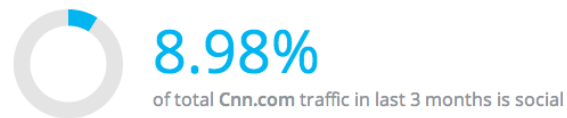
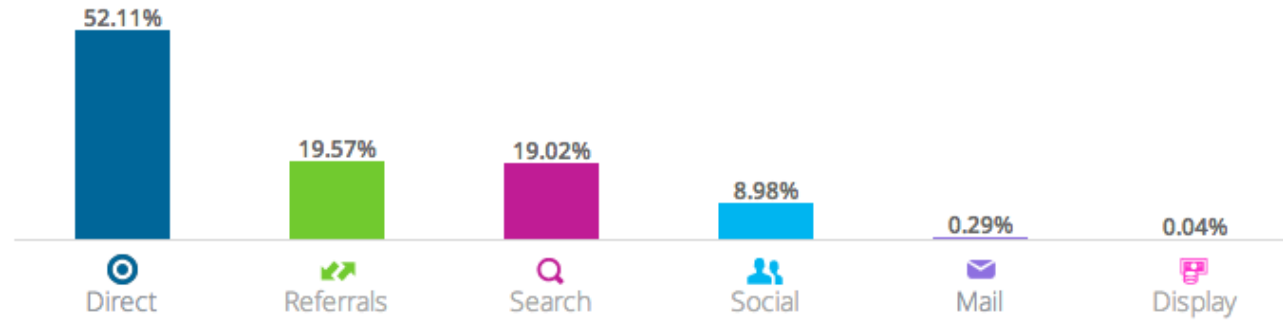
in last 3 months



Fuente: SimilarWeb

Traffic Sources ?

in last 3 months



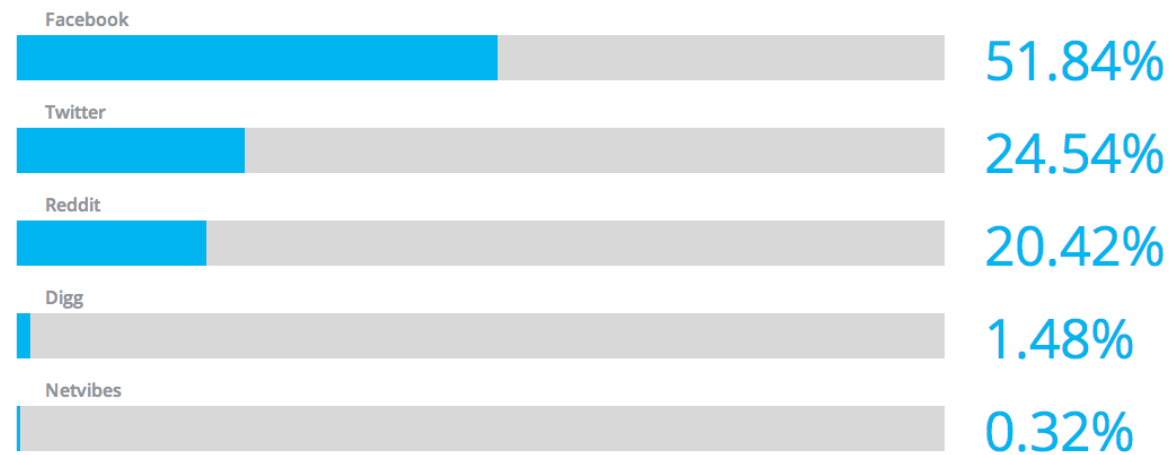
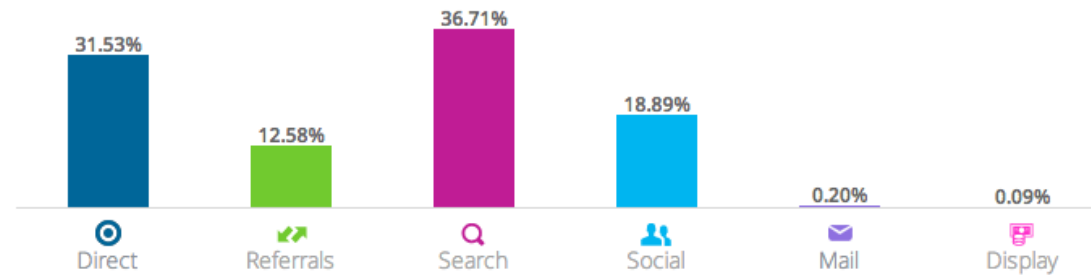
Fuente: SimilarWeb

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Theguardian.com | Latest news, world news, sports, business, comment, analysis and reviews from the gua...

Traffic Sources ?

in last 3 months



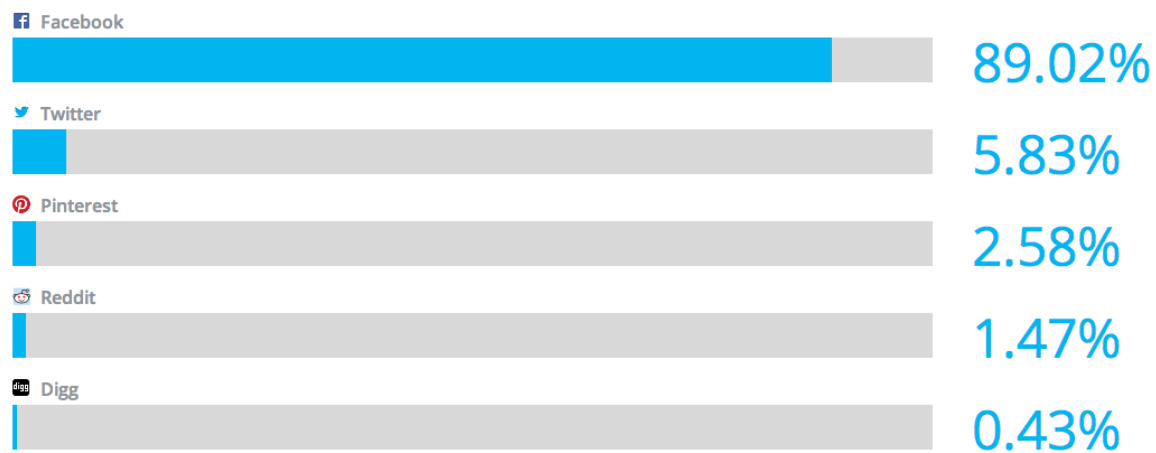
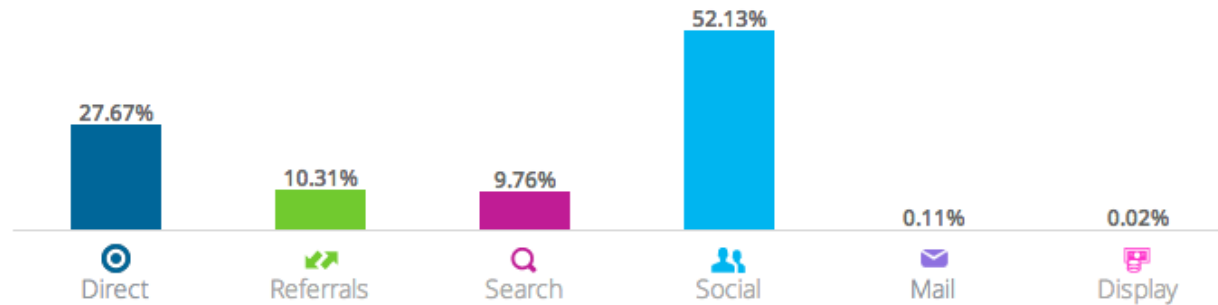
Fuente: SimilarWeb

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Buzzfeed.com | BuzzFeed has the hottest, most social content on the web. we feature breaking buzz and...

Traffic Sources ?

in last 3 months



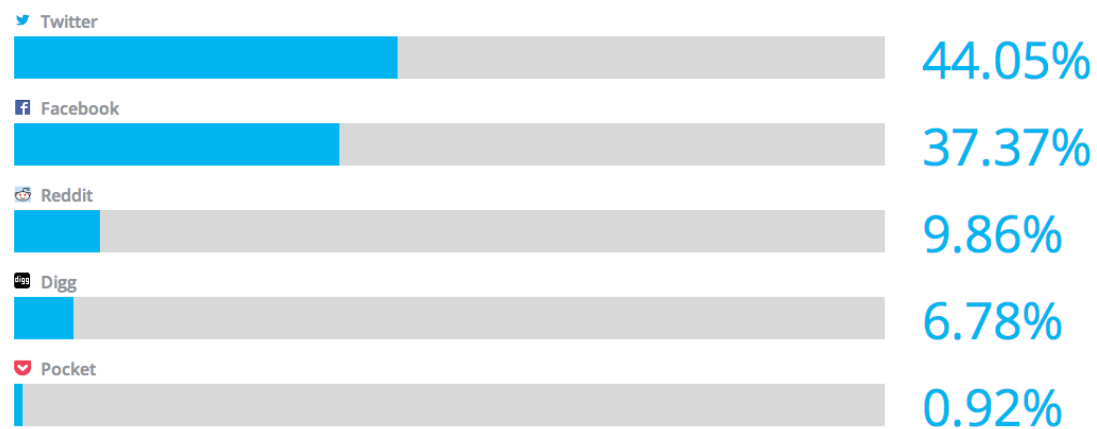
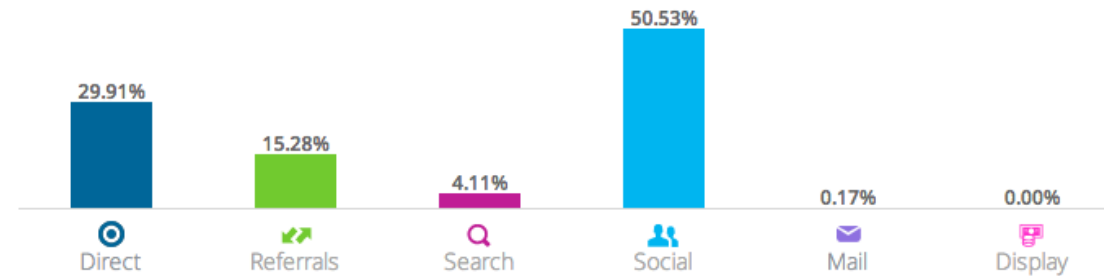
Fuente: SimilarWeb

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Vox.com | Vox is a general interest news site for the 21st century. its mission is simple: explain the...

Traffic Sources

in last 3 months



Fuente: SimilarWeb

Social Media Editor

The Washington Post



The Washington Post's Digital Audience team is seeking a social media editor, a central role in our newsroom. Social Media touches every point along the chain of our operations — from news gathering to community building to discovery — and the editor works at the tip of the spear for those efforts.

The ideal candidate should be a master in the art of headline writing. This person should have the skill to identify potential stories emerging on various social platforms and be comfortable pitching those ideas to reporters and editors for different beats and sections around the room. Strong news judgement and a quick metabolism for processing information are vital. Representing the voice of The Washington Post on social media requires a unique pairing of quick twitch smarts and measured actions. You should know when and how to amplify something and when to let a story play out by itself. You should have a deep knowledge of how to optimize both content and technology for each individual social platform. In addition, we want you to be comfortable sorting through emerging best practices, passing fads, and calcifying conventional wisdom.

We require experience using analytics to track audience growth and engagement across social platforms. You should be knowledgeable about trends in online news and simultaneously curious about the little things that might work for Washington Post content. We'll look for you to take initiative and oversee long-term projects and breaking news alike. You will bring social voice to our daily stories and infuse top flight internet research skills and community outreach in our enterprise reporting.

Requirements

- 5+ years of journalism experience. Reporting/blogging/writing experience is required.
- Experience working on social media for a news organization.
- Experience building audience through social networks (Twitter, Facebook and beyond) through branded (non-personal) accounts.
- Experience on alternate social networks like Pinterest, StumbleUpon, etc.
- Working knowledge of HTML and, quite simply, how the Internet works.
- Experience reading and using analytics to help you make decisions.
- Ability to investigate and verify claims on social media.

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Guía básica de supervivencia en las redes sociales

- Ser prácticos y realistas
- Sentido común
- Primero, observar
- Personal dedicado (estrategia, creación y análisis)
- Relación con los usuarios: el ‘engagement’, más importante que los números totales.
- Acotar el terreno de juego: público al que nos dirigimos, temas que tratamos

4

Guía básica de supervivencia en las redes sociales

- Producir contenido interesante
- Actualizaciones frecuentes... pero mejor calidad que cantidad
- Identificar a los ‘influencers’ en nuestro ámbito
- Dar a conocer nuestra presencia en las redes
- Cuidar el perfil
- Mensajes adaptados a cada red social