



NEW YORK

CASE STUDY

NEW YORK MEDIA USES SOCIALFLOW TOOLS TO PUBLISH ON ALL OF ITS SOCIAL HANDLES, INCLUDING @NYMAG, @VULTURE, AND @THECUT.



OBJECTIVE

As a news organization, New York Magazine publishes content across different social channels at all times of day. Their goal was to publish more content and resurface that content across their Twitter and Facebook accounts; not only for @NYMag but also for @Vulture and @TheCut.



CHALLENGE

Having a small team, they were looking for a solution that was both efficient and effective. They needed presence all hours of the day, without an around the clock staff. Also, with social media driving the most growth of visitors to New York Media content, it was important to have a strategic solution to maximize social growth and engagement.



THE SOLUTION

New York Magazine found that SocialFlow's scheduling and optimization tool was the best way to achieve their goal. Ken Sheldon, Executive Director of Audience Development at New York Media said, "To be able to schedule so we're populating the social feeds at nights and weekends and the optimization on top of that has been really helpful so it's great tool for our team."

Once scheduling was set, the team wanted to expand the amount of social contributors, and the ability to see who was working and posting what content.

SUCCESS

In addition to the ease of the workflow, the New York Magazine team also values the ability to see Click Through Rate (CTR) and Engagement data side by side in the reporting. This view is crucial for them to learn about their audience and the type of content that resonated. Not only did this feature help the social teams, but it also helped the editorial team see what topics were successful.

Tara Abell, New York Magazine's Social Media Editor said, "A big benefit of using SocialFlow is the ease of adding new accounts and new admins. We can have multiple people in our SocialFlow account at any given time doing different projects. This is possible because of the intuitive user interface and how easy it is to use. Not only does our social media team use the tool, but also our audience development director, some members of our ad sales and business development teams."

"THE ABILITY TO, VERY SEAMLESSLY, MOVE FROM ACCOUNT TO ACCOUNT WAS SOMETHING I HAVEN'T SEEN WITH OTHER PLATFORMS. IT'S INCREDIBLY USER FRIENDLY AND ALSO FAST, IN A WAY THAT OTHER PROGRAMS ARE NOT,"

Tara Abell,
Social Media Editor,
New York Magazine

RESULTS

Since signing on with SocialFlow in October 2013, the amount of posts that they were able to publish per day, per week, per month increased significantly. Some months the average climbed to 950 posts.

40%

Higher engagement year over year

48%

Increase in published posts

OVER 75%

Of the posts optimized

147%

Increase in likes

142%

Increase in shares

120%

Increase in comments year over year



ABOUT NEW YORK MEDIA:

New York Media is the parent company of the groundbreaking magazine New York; the up-to-the-minute news and service website nymag.com; the Grub Street food site; the entertainment and culture news site Vulture; the fashion and lifestyle site the Cut; Science of Us, a window into the latest science on human behavior; and New York Weddings and New York Design Hunting magazines.