

Mark your calendar

World Publishing
Expo 2013,
7-9 October, Berlin



www.wan-ifra.org/expo2013

Media Port

IFRA Expo & Conference
29-31 Oct, Messe Frankfurt, Germany

World
Publishing
Expo 2012

Session:

Social Media Best Cases

Title:

**Social Media Trends from the
XMA Awards 2012**

Speaker:

Nils von Heijne

Social Media Trends from the XMA Awards 2012

Nils von Heijne

Creative Director, Pronto Communication
Juror, XMA Cross Media Awards 2012



XMA Cross Media Awards 2012

Social Media Stars

Register now your entry
at:
www.wan-ifra.org/xma

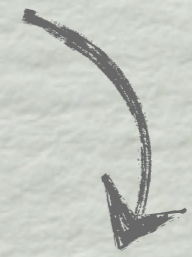


This year the XMA Cross Media Awards will honour News Publishers that:

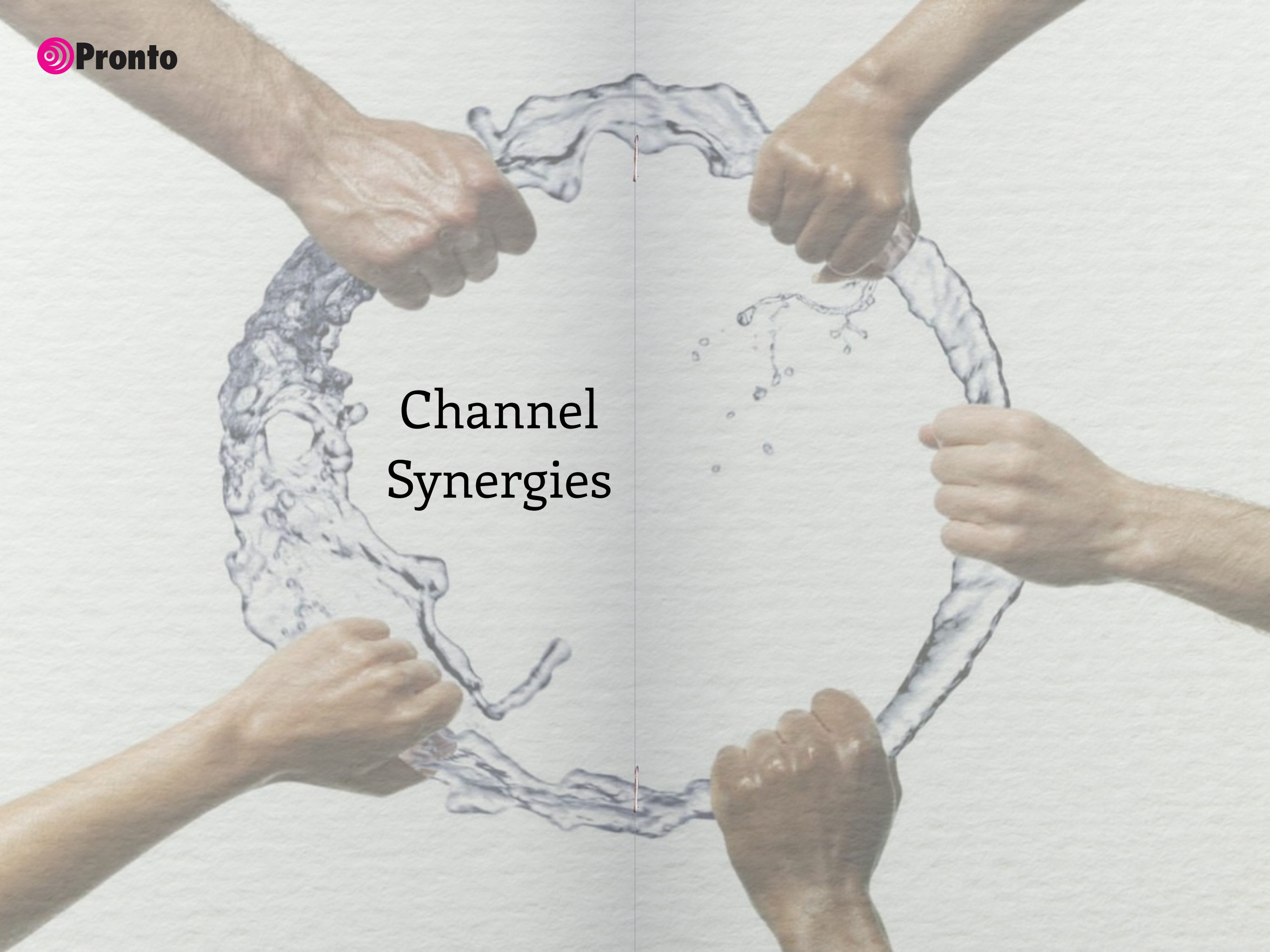
- successfully connect with their communities on the social web
- offer appealing social media content
- engage readers through word-of-mouth campaigns
- implement social media tools



87 entries
44 countries



Global trends in social media success

A conceptual image showing four hands, one in each quadrant, holding a circular splash of water. The water splash is a ring of water with a white center, and the hands are positioned as if they are supporting or holding the ring. The background is a plain, light-colored wall.

Channel Synergies

Combining multiple channels

Understanding the readers

Bringing content to the readers,
not vice versa

Content strategy & social curation





Engagement

Continuous engagement is key

Focusing on the right KPIs

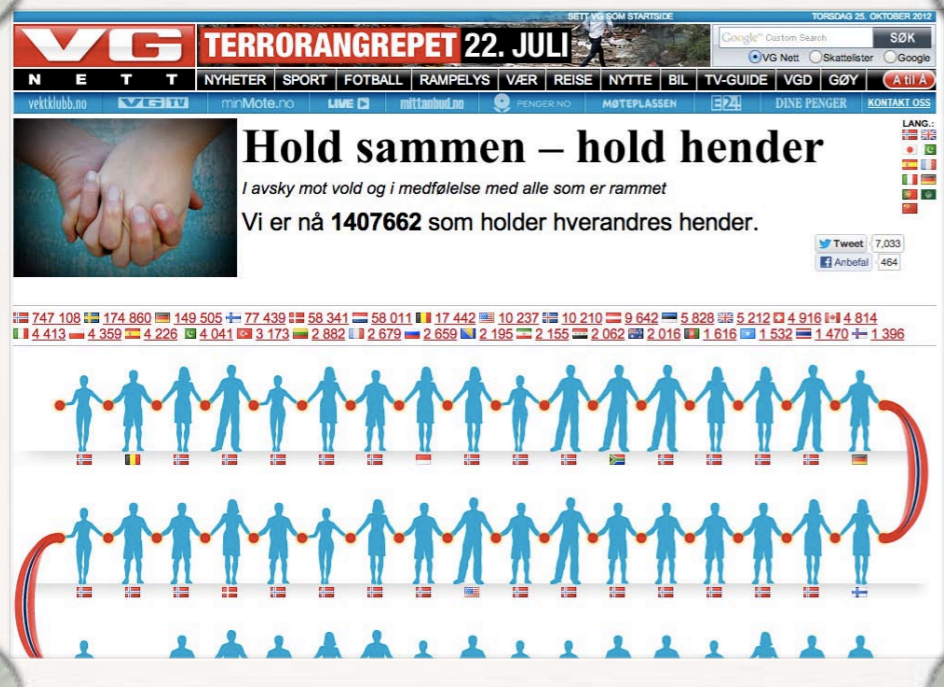
Putting resources behind social

Combining relevance & creativity

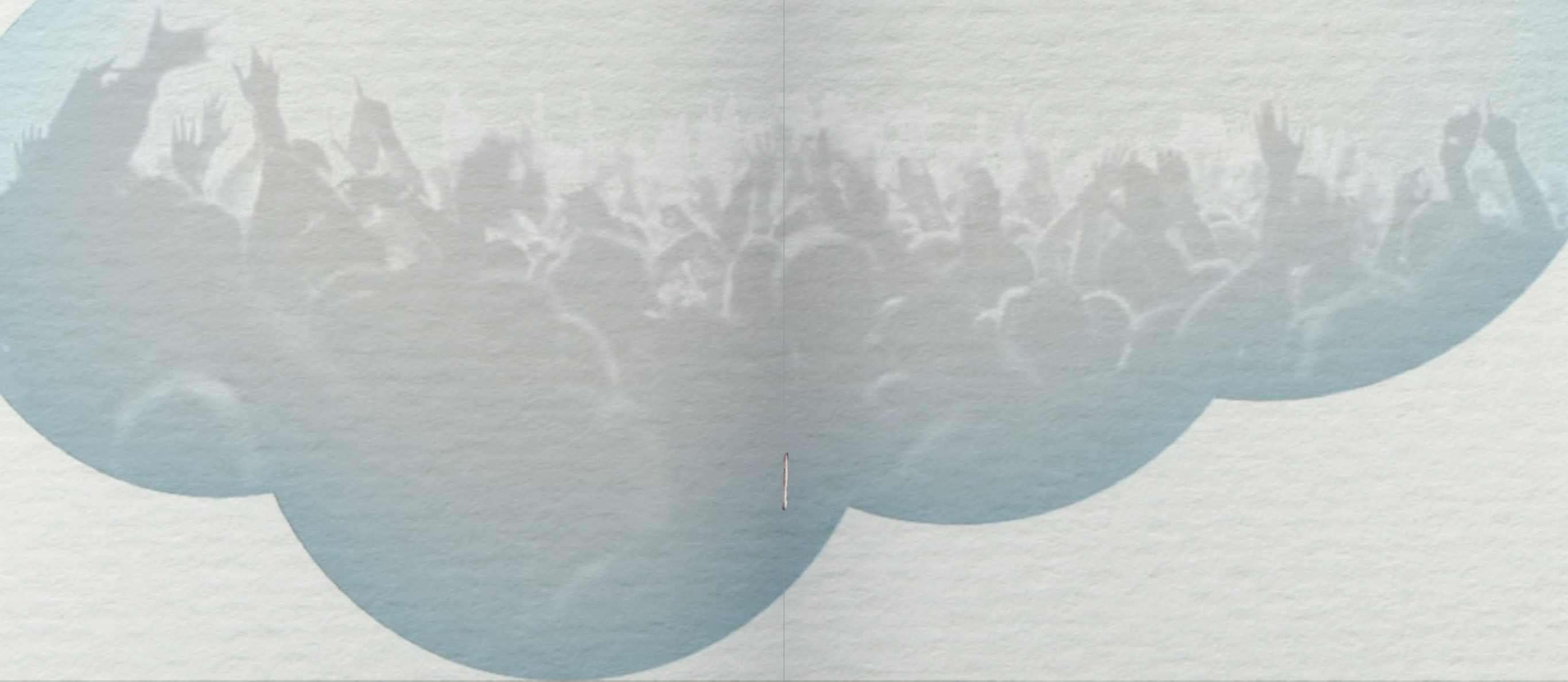
Channeling reader engagement



566,886 likes · 50,205 talking about this



Crowdsourcing



Understanding who has a story to tell

Creating a community platform

Training & support



Superbarrio + Tu Voz + Tu Zona



Monetization

Beyond driving traffic to your website

Beyond display ads

Adding relevance & engagement

Creating win-win for influencers

Cost savings





Visual

Visual is the new king of social



The screenshot shows the Skapa TV website interface. At the top, there's a navigation bar with "AFTONBLADET" and "SKAPA TV" logos. Below that, there are links for "Aftonbladet start", "Nyheter", "Sportbladet", "Nöjesbladet", "Webbtv", "Köp Plus!", "Logga in på Plus", and "Aftonbladet Shoppa". A search bar is present with the text "Sök program på SkapaTV".

The main content area features a "Välj dina klipp här" section with tabs for "Ljummet", "Varmt", and "Hett!". Below this, there are several video thumbnails with titles like "LIVE HICK PÖRNER" and "PRESENTERAR".

On the right side, there's a "Logga in på Skapa TV" button and a "Logga in" button. Below that, there are tabs for "Mest sedda", "Mest kommenterade", "Vänners program", and "Rösta i Rockbjörnen".

The "Mest sedda program" section lists several programs:

- ROCKBJÖRZEN TV**: Molly Sandén - Ett porträtt av Jesper Salberg (04:31) | 2 | 11576 visningar
- ROCKBJÖRZEN TV**: Tuffingarna i Dead By April i spökhuset! av Rockbjörnen Live (03:20) | 0 | 3155 visningar
- ROCKBJÖRZEN TV**: Linnea Henriksson sjunger fint! av Rockbjörnen Live (02:14) | 2 | 2849 visningar
- ROCKBJÖRZEN TV**: Linnea Henriksson dansar

At the bottom, there's a "SKAPA DITT EGET PROGRAM!" section with a television icon and a list of steps:

- 1 Dra minst tre klipp ner till ditt program.
- 2 Lägg till, ta bort och sortera dina klipp.
- 3 Döp ditt program och Skapa TV.

Below the steps, there are buttons for "LOL", "APPLÅD", and "GÅSHUD", and a "Klipp: 0" and "Total tid: 00:00" display.



The banner features a scenic view of a mountainous landscape with a large white pig in the foreground. The text "Innsbruck Land" is prominently displayed at the top. Below the pig, the text "Agrarmarketing Tirol" is visible. At the bottom, there's a red banner with the text "FOTOGEMINNSPEL" in white, stylized letters.



The image shows a large grid of many small portrait photos of various people, arranged in a grid pattern. The text "SLIK MINNES VI VÅRE KJÆRE" is written across the top of the grid in a serif font.

Next year?

Visual

Social commerce

Social SEO

Quantified self & life logging

Internet of things

Thank you!

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@nilsvonheijne

 **Pronto**