

# Increasing Reach with Google Plus, tumblr Reddit

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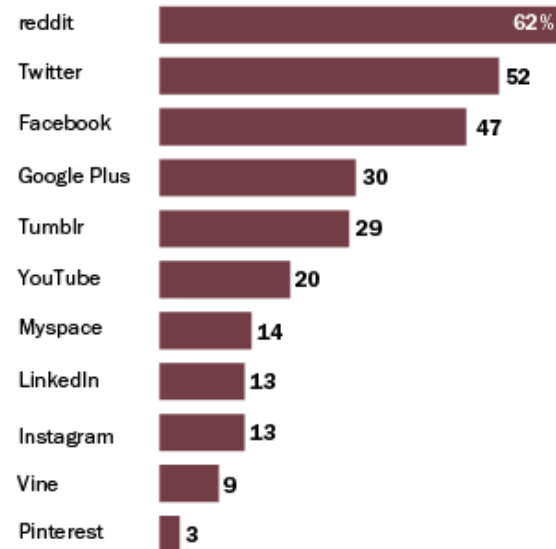


# News Consumption

News travels on every network, are you using the right one?

## News Consumption Varies Widely Across Social Networking Sites

*Percent of each social networking website's users who ever get news on the site*



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PEW RESEARCH CENTER



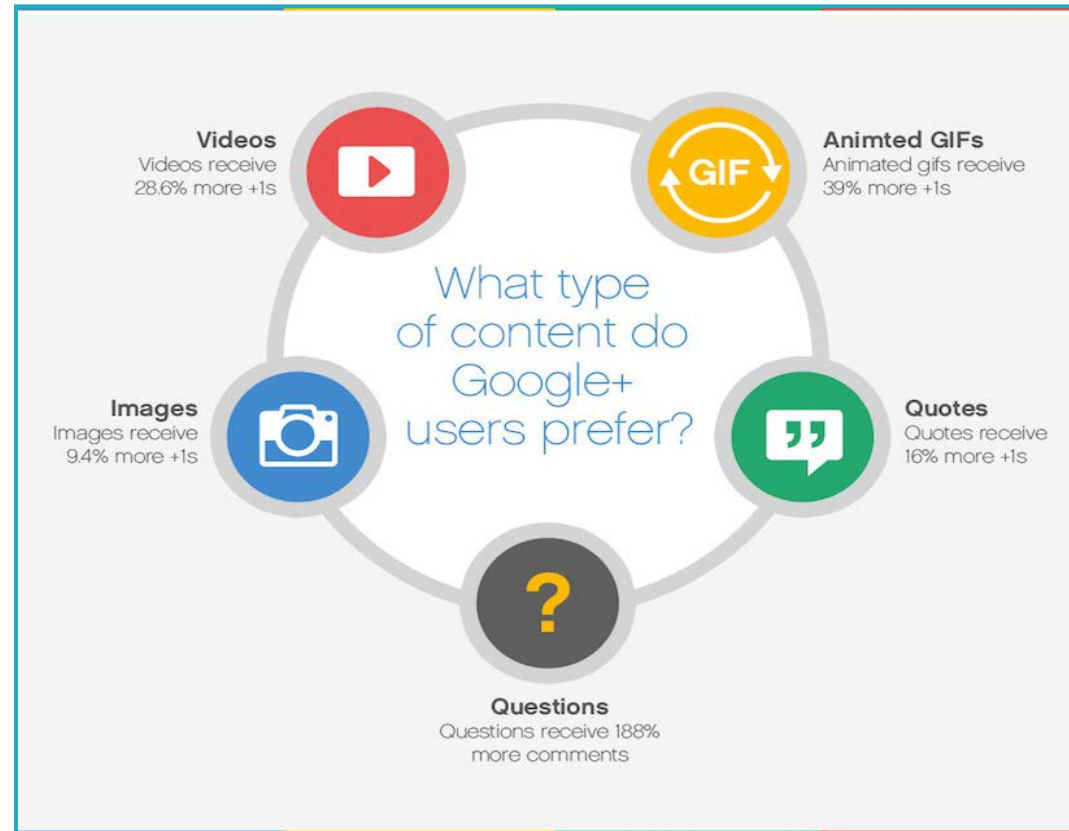
# Behind the Numbers

Google	Reddit	tumblr
1.15B registered users globally	112M registered users globally	187.1M blogs
540M active users	2.9M active users	300M active users (est)
1.5B images/gif uploaded weekly	56B page views in 2013	91.6B posts
26% women/24% men	6% of online US adults	54% women/46% men
56% increase in 45-54 users	15% men 18-29	66% under 35; 39% under 25



# Google Plus (G+)

- Google's social network
- Tied to YouTube
- Affects SEO
- "Verifies reputation"
- Real names only
- Circles
- Hangouts



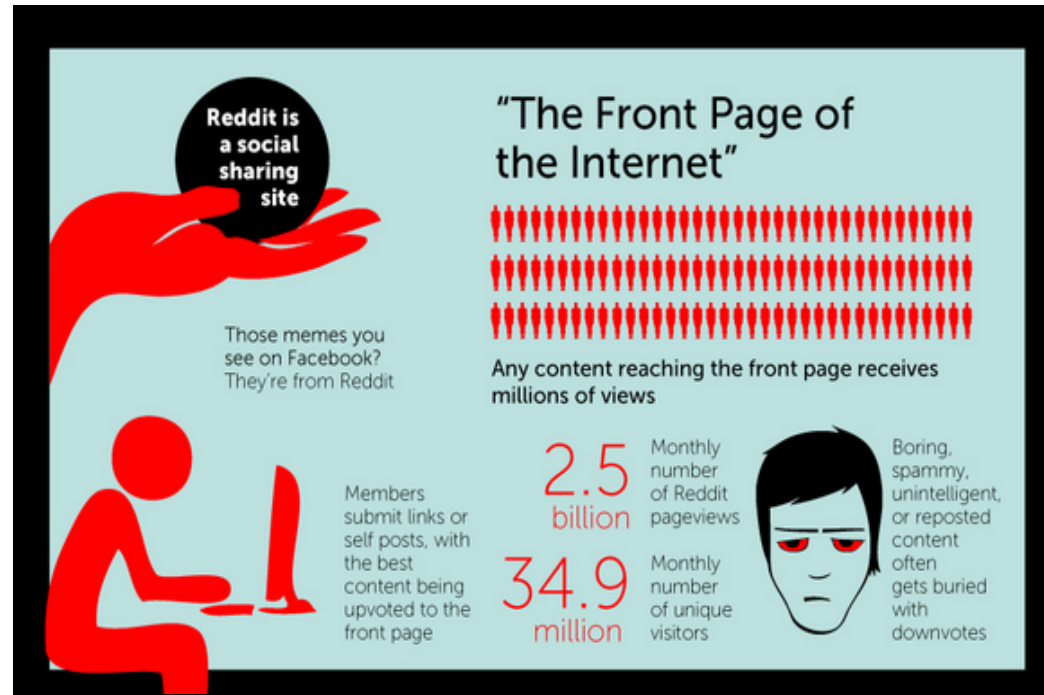
# Best Practices: G+

- Profile and Authorship
- Create/share via circles
  - Email smaller circles
- Use communities
- Longer format
- Be compelling!
- Include multimedia
- Include formatting
- Tag people
- Cross promote
- Use hashtags
- Engage!



# Reddit

- Explosion of information
- Central discussion hub
- Front page rules!
- No one uses real names
  - Dangerous (Sunil Tripathi)
- Drives traffic
- AMAs = unique opp
- Earned platform
- Inexpensive advertising

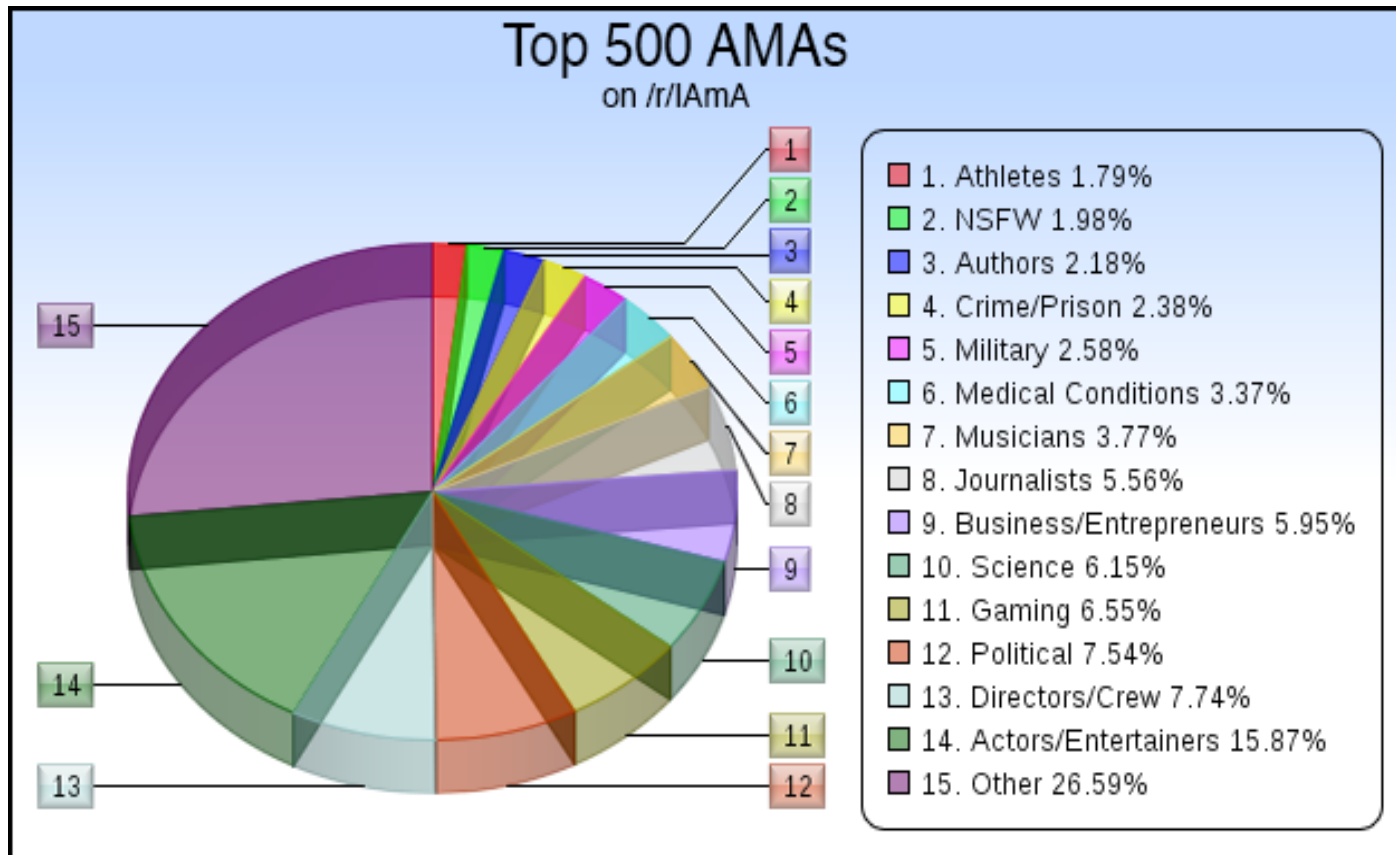


# Best Practices: Reddit

- Sign up with alias
- Use search function to find relevant groups/sub-groups
- Read group rules
- Share a link/post
  - Be interesting
  - Use a great title
  - Be passionate
- 100 up-votes in 1st hour



# What About AMAs?





# How to Run an AMA

- Establish goal
- Determine topic/>30 word headline/speaker/subreddit
- [Promote \(w/images\)!](#)
- Come prepared
  - [Pre-crafted messages](#) or [ad lib?](#)
  - ["Would you rather fight 100 duck-sized horses or one horse-sized duck?"](#)
- Do not take this lightly



HIGH TIMES @HIGH\_TIMES\_Mag · Mar 28  
.@TacoBell President Asks: "But seriously what is 4/20" @reddit\_AMA—  
ht 420.com/1f0ZqKK ... pic.twitter.com/2nkDOrtigx

Reply Retweet Favorite Buffer HootSuite Flag media

[ - ] bordss 2106 points 4 hours ago (2862|756)  
Only to America? When is this coming to Canada?  
permalink source save report give gold save-RES reply hide child comments

[ - ] RealTacoBell [+2][S] 4855 points 4 hours ago (19148|14293)  
When you take Justin Bieber back.  
permalink source save parent report save-RES give gold reply

[ - ] Valhalla\_Awaits 3771 points 4 hours ago (8015|4244)  
OH SHIT. I'm used to a different kind of Taco bell burn.  
permalink source save parent report save-RES give gold reply



# tumblr

- Creative, freestyle
- Online magazine
- VERY image based
- Skews younger
- Blog alternative
  - Turn on SEO option

A screenshot of the Tumblr website. The top section features a large, colorful, abstract illustration with a central circular logo that reads "FOLLOW THE WORLD'S CREATORS" and "tumblr." Below the illustration, there are three statistics: "187.4 Million blogs", "83.1 Billion posts", and "253 Employees". A navigation menu on the right includes links for "About", "Apps", "Tips", "Logo", "Business", "Buttons", "Press Info", "Jobs", and "Developers". At the bottom, there are icons for text formatting (Aa), image upload, quote, link, hi!, audio, and video.

Photo by: justmyko

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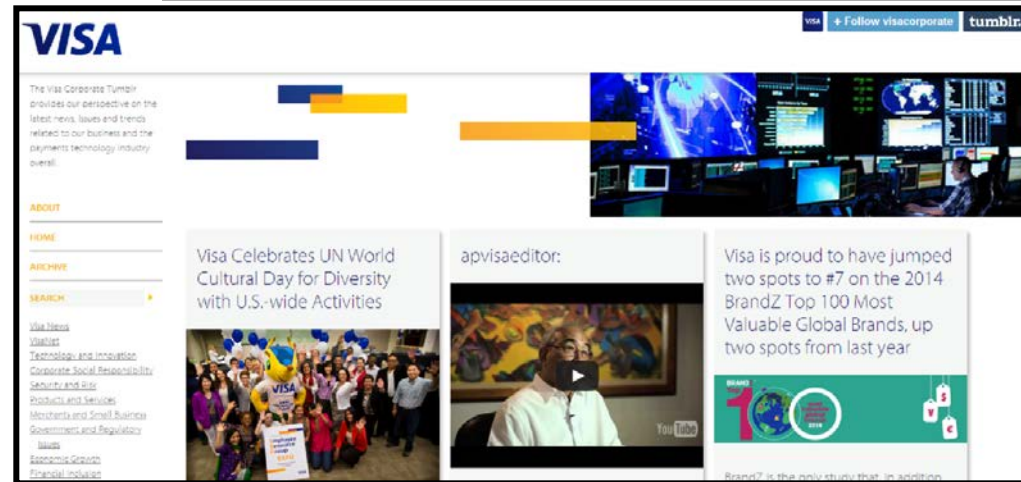
Developers

**Aa**      



# Tumblr: Best Practices

- Use hashtags
- Queue up content!
- Q&A box = engagement
- Reblog
- Reach out
- Promote
- Use tools
  - Share booklets
  - Email
  - Phone it in!



# Best Time of Day to Post

## Google Plus

- 9 – 11 AM EST

## Reddit

- 7-8 AM EST
- 7 PM EST (Mon)
- Mon + Tues

## tumblr

- 5 PM – 1 AM
- 10 PM Wed
- 4 PM SUN

## Welcome to Timing+

**Timing is important.** You might spend hours curating a post for Google+ only to be left should release it as soon as you have finished or wait until a time that you believe is best for your audience.

Timing+ helps you decide when it is the best time to post. By analyzing your historical posts, it shows you when you have had the most impact with your posts. This in turn will hopefully give you better access to your audience.

## REDDITLATER

*Save it here now, post to Reddit later.*

### WHEN SHOULD I POST?

Enter the subreddit you want to post to here to see a graph of when the most popular posts were posted.

Subreddit

/r/redditlater

Analyse Subreddit Traffic

## The Times of Tumblr

We analyzed **6 billion** Tumblr activities from May and June. Here's what we found (all times Eastern).



**Nights**  
42% of all activity happens from 5pm to 1am.  
10pm on Wednesday sees the most notes.

**Weekends**  
Saturday and Sunday are the most active days.  
4pm on Sunday sees most original posts.



# 10 Key Takeaways

1. Create a strategy, goals and “crisis plan” before you start
2. Listen, listen, listen and use existing memes or success patterns
3. Take advantage of existing “how to” guides
4. Interesting headline is 90% of the battle
5. Write for each platform’ s varied audience.
6. Use multimedia
7. Think long term
8. Test and modify programs
9. Consider paid ads to increase impact

**Every platform is different, listen and learn before you begin.**

