



SOCIAL NEWS DESK™

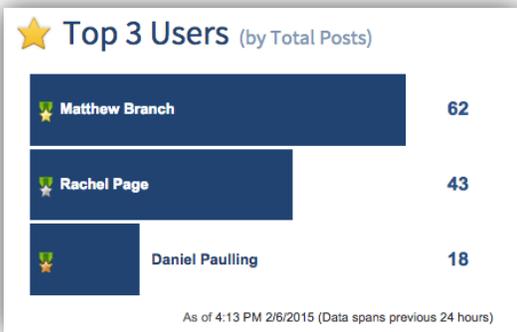
Morris Publishing Group is getting more eyes on digital content

Social Media is a huge and growing driver of website traffic. Morris Publishing Group operates 11 daily newspapers serving multiple markets with its digital and print media products. The company has prioritized its social media strategy and is focused on harnessing Facebook, Twitter and G+ to expand its reader base. **By using SocialNewsDesk, Morris has been able to set goals, enforce best practices and measure the impact of its social media strategy across its many markets.**



Putting everyone on the same page: The Morris publications were looking for a way to step up their social strategy. Each newspaper had multiple social media pages and a large staff. Morris needed a way to set goals, measure results and keep it all straight. Immediately, SocialNewsDesk helped educate the newsrooms on today's social media best practices for newspapers. Then, the team at SocialNewsDesk trained each Morris newsroom on how to use the SND dashboard to curate social content and post engaging stories that drive traffic to the websites.

Speed it up: While newsroom staffs aren't as big as they used to be, expectations are higher in a digital age and reaching multiple channels at once is vital. Morris needed to make the process of posting to social media more efficient. With its newsroom-focused workflow, SND has become that essential tool for Morris.



“The team is great, and their ongoing training and support has been extraordinarily valuable.”
-Heather Nagel, Chief Digital Marketing Officer

More engagement means more traffic: The corporate team at Morris is using SND to set goals and hold each paper accountable. Each newspaper receives the SND SocialNewsReport daily. This report gives managers at-a-glance analytics so they can easily see what's working best. Morris Chief Digital Marketing Officer, Heather

Nagel says “We're just digging into the apps and contesting and view these additional functions as yet another great way to engage with our audiences and build additional revenue streams.”

Lock it up: Morris is getting serious about security. Each person in the Morris Publishing Group has an individual login to the SND Dashboard which means no more password sharing. And managers can keep track of who's posting what.

Why it works: More than 70% of Americans consume news online, and social media is now responsible for more total referrals than SEO. Today, Morris is harnessing that power and sending more traffic from social media to their digital properties thanks to the SocialNewsDesk toolset designed by journalists, for journalists.

