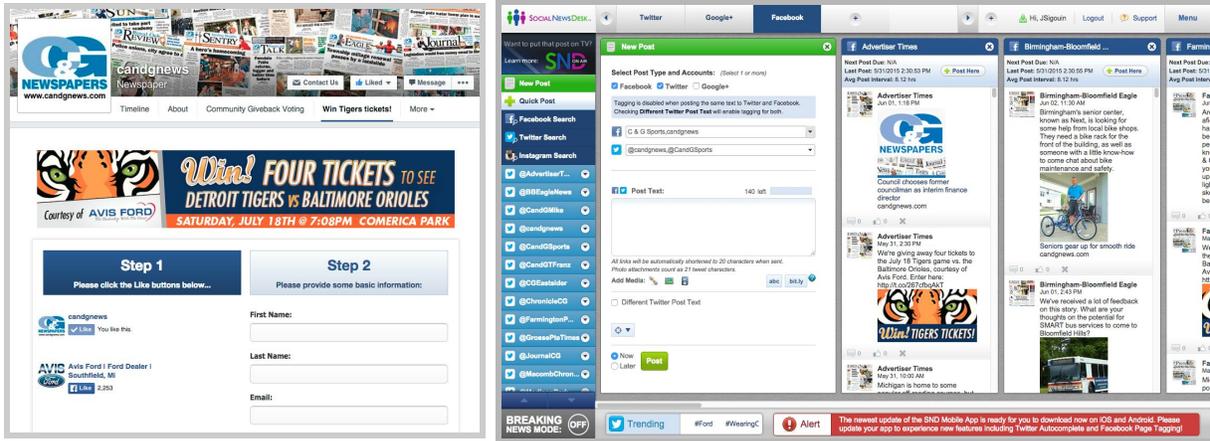


C&G Newspapers [Case Study]

How SND helped increase social media traffic by **193%** in **3 months**



Big Picture for 19 Small Papers

C&G Newspapers faced a serious challenge, how to cohesively manage social media for 19 small community papers with staff spread out across several regions. The end goal was to drive traffic to websites and turn their social **reach into revenue**. Online Coordinator Matt Pierscinski knew he needed a tool to oversee the process and make that happen. Today, he credits [SocialNewsDesk](#) with increasing **social media referrals** to their websites. “We are up **193%** in social media traffic from this point last year and about 113% from the previous 3 months before we added SocialNewsDesk,” Pierscinski says. The team diligently put SocialNewsDesk’s dashboard and contesting applications into action to achieve their goals.

Giveaways Right Away

Within days of signing on to SocialNewsDesk, C&G Newspapers began running giveaways and watched their fan count grow by 10% in just 3 months. “The promotions we've run (ticket giveaways, etc.) through SND have definitely contributed to the boost in followers,” page designer and social media coordinator Jennifer Sigouin says. C&G Newspapers’ staff plans to continue building their social media following through SocialNewsDesk contests and Pierscinski is excited about **additional digital revenue opportunities** for their properties.

Saving time, staying coordinated

Each of C&G's 19 papers comes with its own Facebook Page and Twitter account. Add in a brand page and several sports accounts, and the team juggles more than 40 social media accounts! "Coordinating social media is just one of a few different roles that I have here, so using SND has proven to be a **huge time-saver**, which is always good," says Sigouin.

Training the editorial staff was simple with support from SocialNewsDesk. "The training video that you provided was easy to understand and helped get everyone get started," Sigouin says, adding that many staff members jumped right in and began using SND right away. Reporters at C&G Newspapers also like having the ability to post to Facebook and Twitter at the same time, and customize their posts for each social platform.

Pierscinski loves SocialNewsDesk's interface. "It's **easy to use**, not intrusive, and it looks really good on all platforms," he says.

"You all have really added a lot more to our purpose and I am extremely happy that I inquired about your company a few months ago."

– Matt Pierscinski, C&G Newspapers Online Coordinator

More than Software

The partnership with SocialNewsDesk goes beyond software – Pierscinski emphasizes that SND's ongoing consultation and education is helpful as they adapt to a digital world. "It's awesome to get some ideas, as I know **SND understands our digital struggle in the newspaper world**," he says.

Ready to follow C&G Newspapers' lead and take your social media to the next level?

Or just have some social media questions we can answer? If so, we'd love to hear from you.

[Contact us today!](#)

