

Worldnow Case Study

Growing Social Media

WTHR - Indianapolis, IN

Business Challenge

- Station was resistant to change
- WTHR needed a new newsroom focus on engagement with their community via web and social outlets

Solution

- Organized a strategic, digital retreat with the goal of dominating and evolving the WTHR newsroom
 - Outlined an overall digital strategic planning process to change the culture of the newsroom
 - Trained WTHR's staff on leveraging social media tools and engaging in digital news publishing

Benefits

- 1100% increase in number of Facebook fans (2010-2011)
- 267% increase in page views (2010-2011)
- 133% increase in UVs (2010-2011)
- 220% increase in time on site (2010-2011)
- HH Share gains of 27% 5-6am, moving from the #2 spot to #1 with a 25% advantage
- HH Share gain of 31% 6-7am. A 65% advantage over the #2 station
- Increasing the lead of its dominant 6 p.m. newscast, which now doubles that of its closest competitor and has a 22% advantage over the competition combined
- Increasing late news share by 8% and moving into the top position with a 9% ratings advantage
- Social media community outreach led to a WTHR 9/11 fund drive promoted online and on-air that raised \$38,000 in 15 hours
- Formation of the "Super Cure Project" launched in association with the 2012 Indianapolis Super Bowl Host Committee -- The project was inspired by the station's coverage of a local community breast cancer tissue bank and its remarkable once-in-a-lifetime research opportunity encouraging local community members to volunteer cell samples