

# FOLLOW THAT LINK: INSIGHTS FOR BETTER CONTENT CURATION

Seth Bridges

Founder, Rival IQ





**ON-PLATFORM  
ENGAGEMENT**

**AMPLIFY  
OTHERS**

**DRIVE  
OFF PLATFORM**





# Webinar: Slam Dunk Social Strategy for College Sports

Join Patrick Dillon, Director of Marketing for **Xavier Athletics**, on **Wednesday, July 25th 10 am PT/ 1 pm ET** for the newest installment of The Data-Driven Marketer webinar series. Patrick will share how his team stays ahead of the competition and hits social out of the park. He'll be interviewed by Seth Bridges from Rival IQ.

Save your seat!


First name

Last name


Email

We're committed to your privacy. Rival IQ uses the information you provide to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [Privacy Policy](#).

REGISTER NOW




How do manage dozens of social profiles, satisfy internal stakeholders, collaborate across organizations, and create engaging content?  
Join [@seth\\_bridges](#) when he sits down with Patrick from [@XUAthletics](#) to talk about all this and more!




Slam Dunk Social Strategy for College Sports

Looking to dominate college sports social media? Help has arrived! Register for the webinar, 'Slam Dunk Social Strategy for College Sports' with Patrick Dillon from [get.rivaliq.com](#)

4:26 PM · 23 Jul 2018




Grabbed your seat yet for this week's Data-Driven Marketer webinar all about college sports and what it takes to juggle multiple social accounts?




Slam Dunk Social Strategy for College Sports

Looking to dominate college sports social media? Help has arrived!...




On Instagram, Sports Teams get more engagement than all industries except Higher Ed. So why not get the best of both worlds and learn from college sports marketing? Join us tomorrow to learn what Xavier is doing to engage their fans.



Slam Dunk Social Strategy for College Sports


Looking to dominate college sports social media? Help has arrived! Register for the webinar, 'Slam Dunk Social Strategy for College Sports' with Patrick Dillon from [get.rivaliq.com](#)



Published by Blair Feehan [?] · July 12 at 11:42 AM · 🌐

You ready for a social media slam dunk where you hit it out of the park, run a Hail Mary, get a hole in one, and bowl a turkey? (Did we nail our sports metaphors?) 🏀🏈🏉🏏🏒

Join us for our latest free Data-Driven Marketer webinar on July 25 where we'll talk all about college sports social media success (and so much more).



Slam Dunk Social Strategy for College Sports

Looking to dominate college sports social media? Help has arrived!...

DRIVE  
OFF PLATFORM

Rival  
IQ



Twitter - Posted URLs | Rival IQ

sethbridges.com

Secure

https://app.rivaliq.com/posted-urls/twitter

Apps

TODO

Rival IQ

WP

GA

GDPR Lists

HS

SF

collab

Github

uai /pc/

UAI --pc

ATS

bmarklets

»

Other Bookmarks

Rival IQ

LANDSCAPE

Media/News Compan...

+

HOME

LANDSCAPE

SOCIAL BENCHMARKING

Cross-Channel

Facebook

Instagram

Twitter

YouTube

Pinterest

Google+

MY COMPANY INSIGHTS

SOCIAL LISTENING

WEB / SEO / SEM

CUSTOM DASHBOARDS

REPORTS

ALERTS

Downloads

Twitter

clean

Last 90 Days

Social Posts

Posted URLs

Metrics

Landscape Comparison

Search by URL

http://

Post Type All...

URL Type All Content (248k)

RTs & Replies Exclude


Export

Analyzing 248k matching tweets with URLs


Boing Boing Key Insights

Export


HIGHLY POSTED URL

 **Hiru Gossip** shared [YouTube](#) 378 times! They usually share a URL once. [View URLs >](#)


HIGHLY POSTED URL

 **Fernanda Familiar** shared [Imagen Radio En Vivo | Imagen Radio 90.5](#) 320 times! They usually share a URL one or two times. [View URLs >](#)

POPULAR DOMAINS

 **Boing Boing** did not post any URLs from the 6 most popular domains. [View popular domains >](#)

OWNED VS. CURATED URLS

 **Boing Boing** curated 3% of their posted URLs from 3rd party websites, compared to the landscape average of 23%. [View comparison >](#)

URLs by Company

Export

YOUR UNIQUE URLS

2.35k

Landscape Avg: 1.16k

YOUR TOTAL TWEETS WITH URL

6.02k

Landscape Avg: 1.67k

YOUR AVG TWEETS / URL


2.56

Landscape Avg: 1.42

YOUR ENG RATE / TWEET

0.009%

Landscape Avg: 0.002%

Company	Uniq. URLs	Total Tweets	Avg. Posts / URL	Eng. Rate / Tweet
>  1. Tovimagr	11.0k	12.4k	1.13	<0.001%

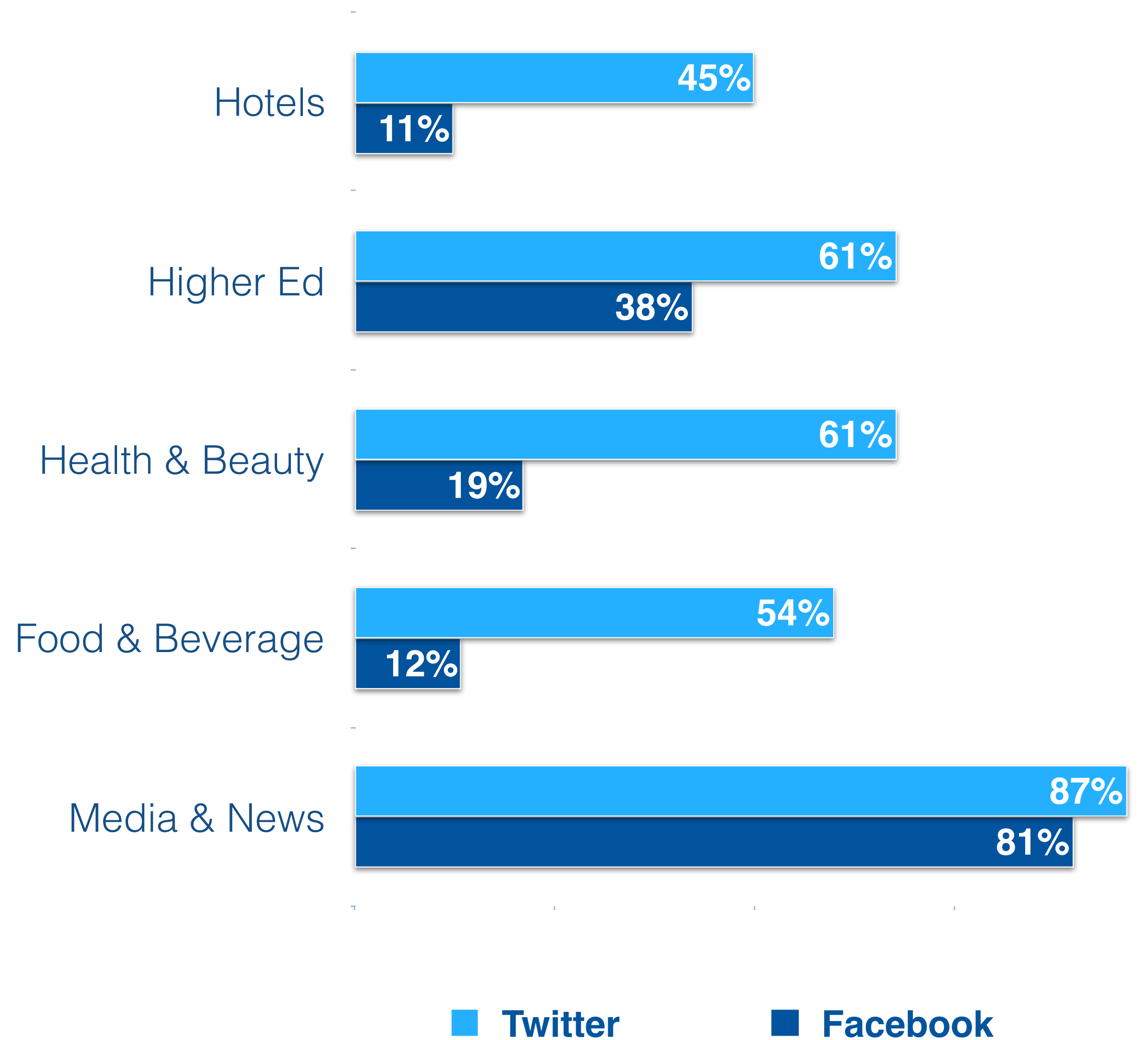
Rival IQ



# HOW MUCH SOCIAL CONTENT DRIVES USERS OFF PLATFORM?



PERCENTAGE OF  
POSTS WITH LINKS  
SAMPLE OF INDUSTRIES  
FROM OUR 2018 STUDY







# FOCUSING ON YOUR PRIORITIES



# HOTELS & RESORTS 2018 INDUSTRY BENCHMARK STUDY

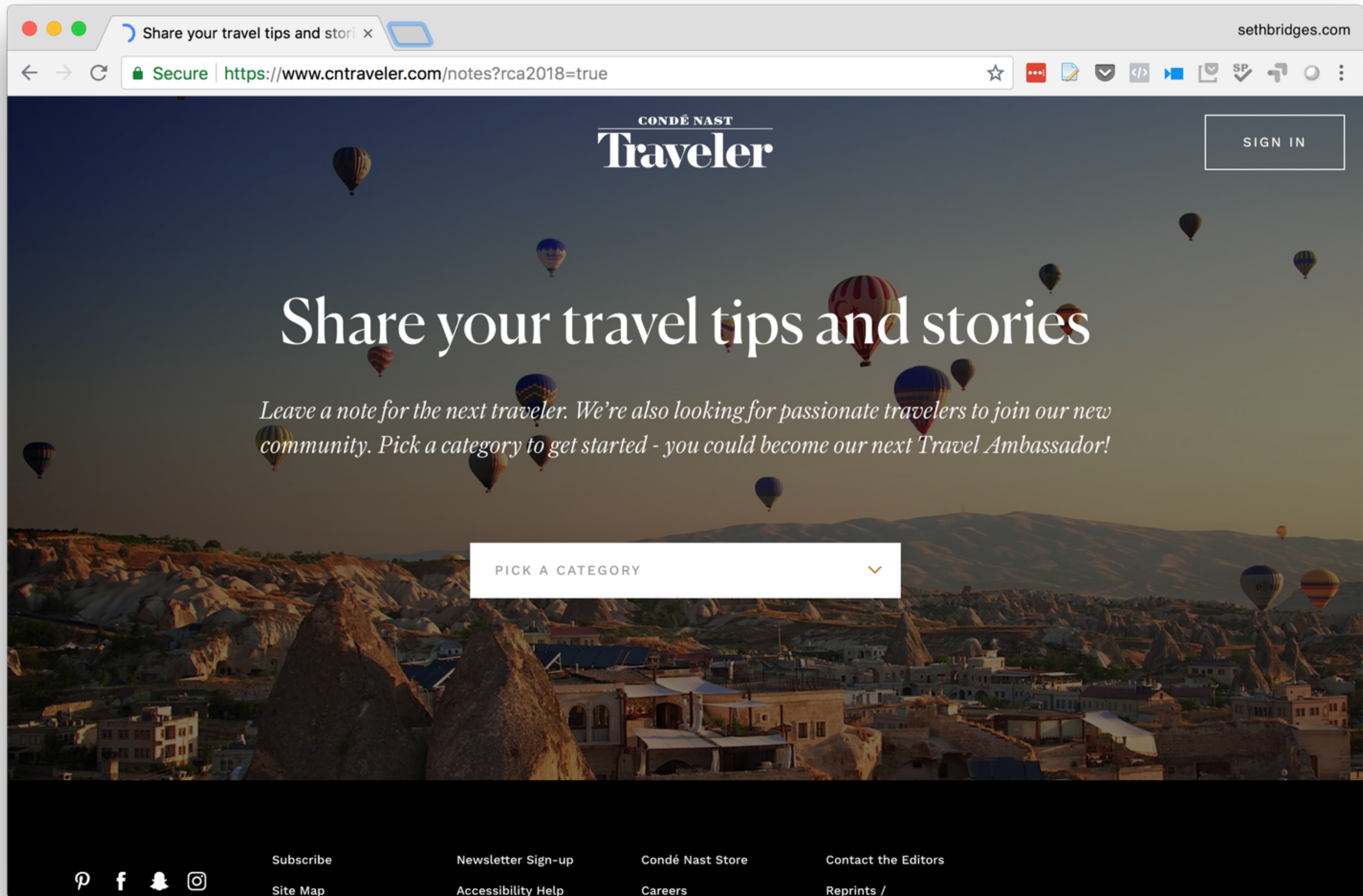







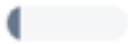


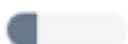

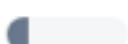
# WHAT ARE HOTELS SHARING MOST FREQUENTLY?







# CONDE NAST READER'S CHOICE AWARDS, LAST 90 DAYS

Company	Uniq. URLs ▾	Total Posts	Avg. Posts / URL	Eng. Rate / Post
>  1. Four Seasons Mexico City	1	28	28	 0.015%
>  2. Ojo Caliente Mineral Springs	1	16	16	 0.034%
>  3. Ashford Castle	1	9	9	 0.16%
>  4. Four Seasons Orlando	1	5	5	 0.11%
>  5. Fairmont	1	5	5	 0.038%
>  6. FS Jackson Hole	1	4	4	 0.054%
>  7. Woodloch Resort	1	3	3	 0.087%
>  8. Enchantment Resort	1	2	2	 0.030%
>  9. Fairmont Southampton	1	1	1	 0.0110%



# OJO CALIENTE MINERAL SPRINGS RESORT



Ojo Caliente Mineral Springs Reso...

@Ojospa

Follow

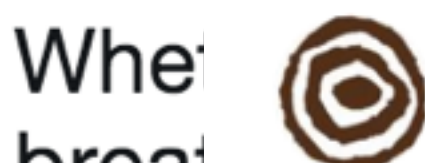
Whether  
breathtaking  
views or rejuvenating  
spa treatments, share  
what you love about  
Ojo by voting for us  
in the Conde Nast  
2018 Readers' Choice  
Awards. Click [bit.ly/CNTOjo](https://bit.ly/CNTOjo)  
and select "Hotels & Resorts"  
and search for us by  
name or location.



Ojo Caliente Mineral Springs Reso...

@Ojospa

Follow



Ojo Caliente Mineral Springs Reso...

@Ojospa

Follow

11:15 AM

8:15 AM



## Share your travel tips and stories

Leave a note for the next traveler. We're also looking for passionate travelers to join our new community. Pick a category to get started - you could become our next Travel Ambassador!

[cntraveler.com](https://cntraveler.com)

9:15 AM - 29 Jun 2018



# OJO CALIENTE MINERAL SPRINGS RESORT



0.021%

ENG. RATE / TWEET FOR  
VOTE TWEETS

0.044%

HANDLE AVG.  
ENG. RATE / TWEET

THEIR AVG. TWEETS GET 2.1X THE ENGAGEMENT

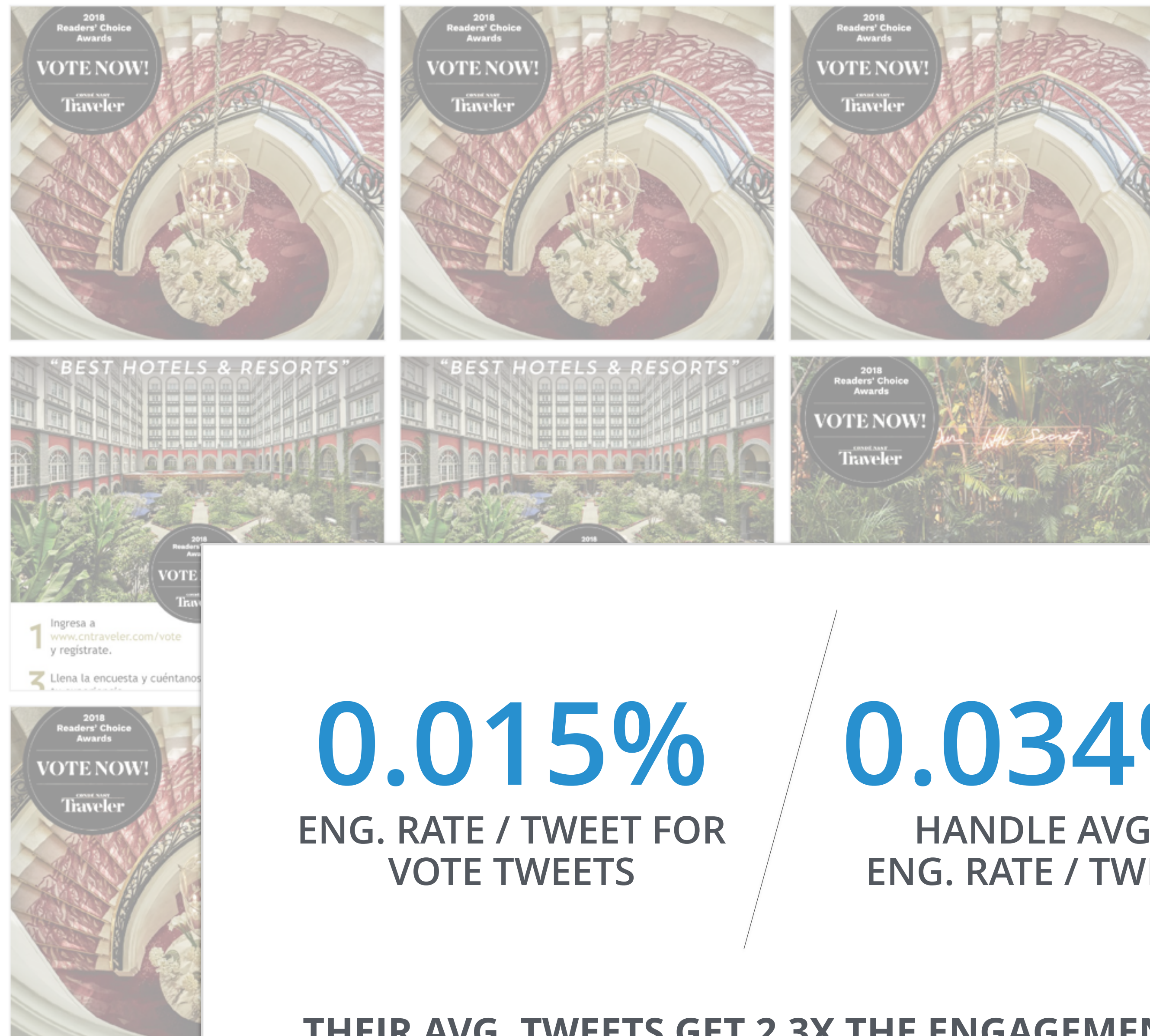


# FOUR SEASONS, MEXICO CITY





# FOUR SEASONS, MEXICO CITY



2018 Readers' Choice Awards  
**VOTE NOW!**  
Traveler

2018 Readers' Choice Awards  
**VOTE NOW!**  
Traveler

2018 Readers' Choice Awards  
**VOTE NOW!**  
Traveler

"BEST HOTELS & RESORTS"

"BEST HOTELS & RESORTS"

2018 Readers' Choice Awards  
**VOTE NOW!**  
Traveler

2018 Readers' Choice Awards  
**VOTE NOW!**  
Traveler

1 Ingresa a [www.cntraveler.com/vote](http://www.cntraveler.com/vote) y regístrate.

3 Llena la encuesta y cuéntanos

2018 Readers' Choice Awards  
**VOTE NOW!**  
Traveler

**0.015%**  
ENG. RATE / TWEET FOR  
VOTE TWEETS

**0.034%**  
HANDLE AVG.  
ENG. RATE / TWEET

**THEIR AVG. TWEETS GET 2.3X THE ENGAGEMENT**

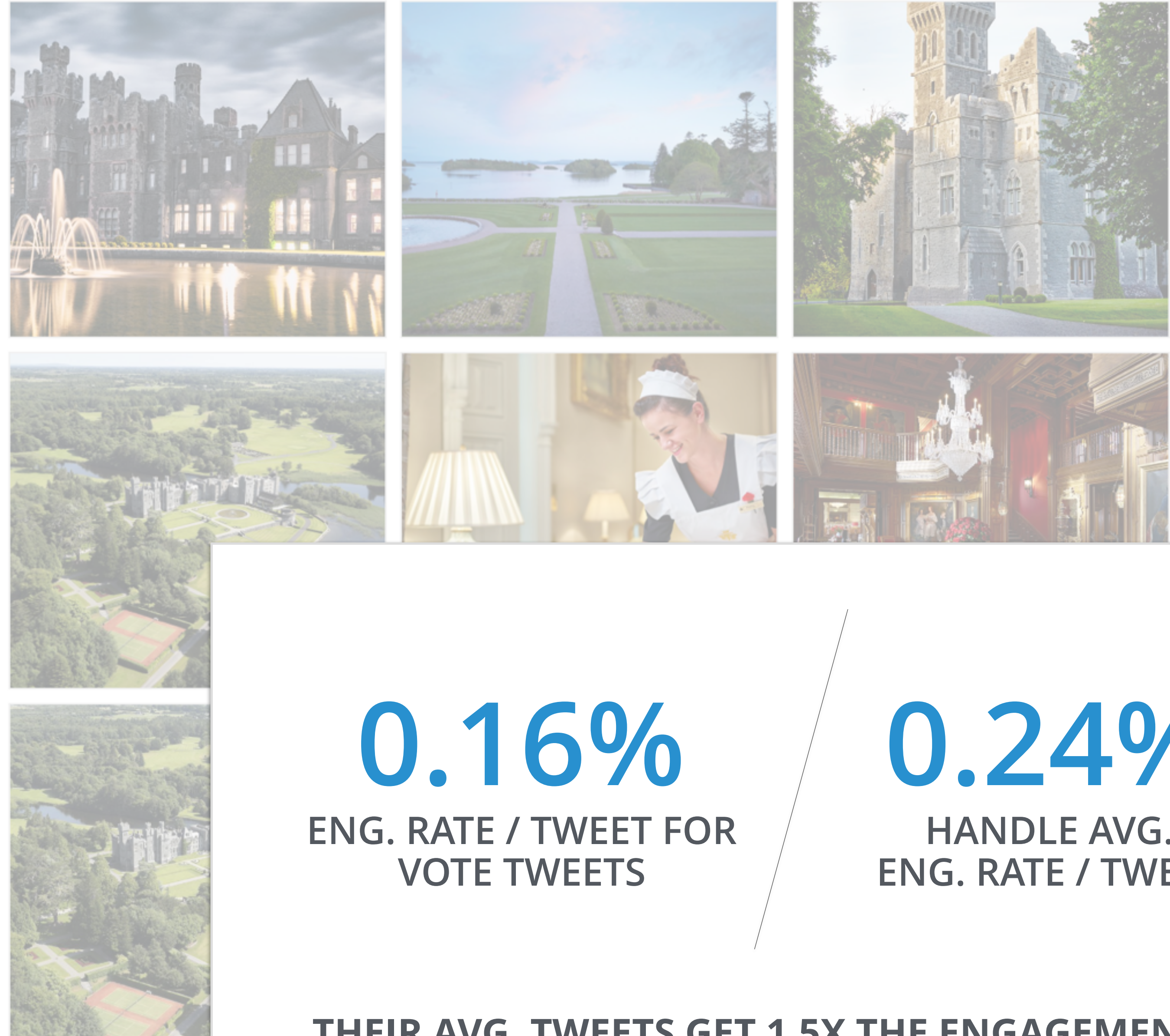


# ASHFORD CASTLE





# ASHFORD CASTLE



0.16%

ENG. RATE / TWEET FOR  
VOTE TWEETS

0.24%

HANDLE AVG.  
ENG. RATE / TWEET

THEIR AVG. TWEETS GET 1.5X THE ENGAGEMENT



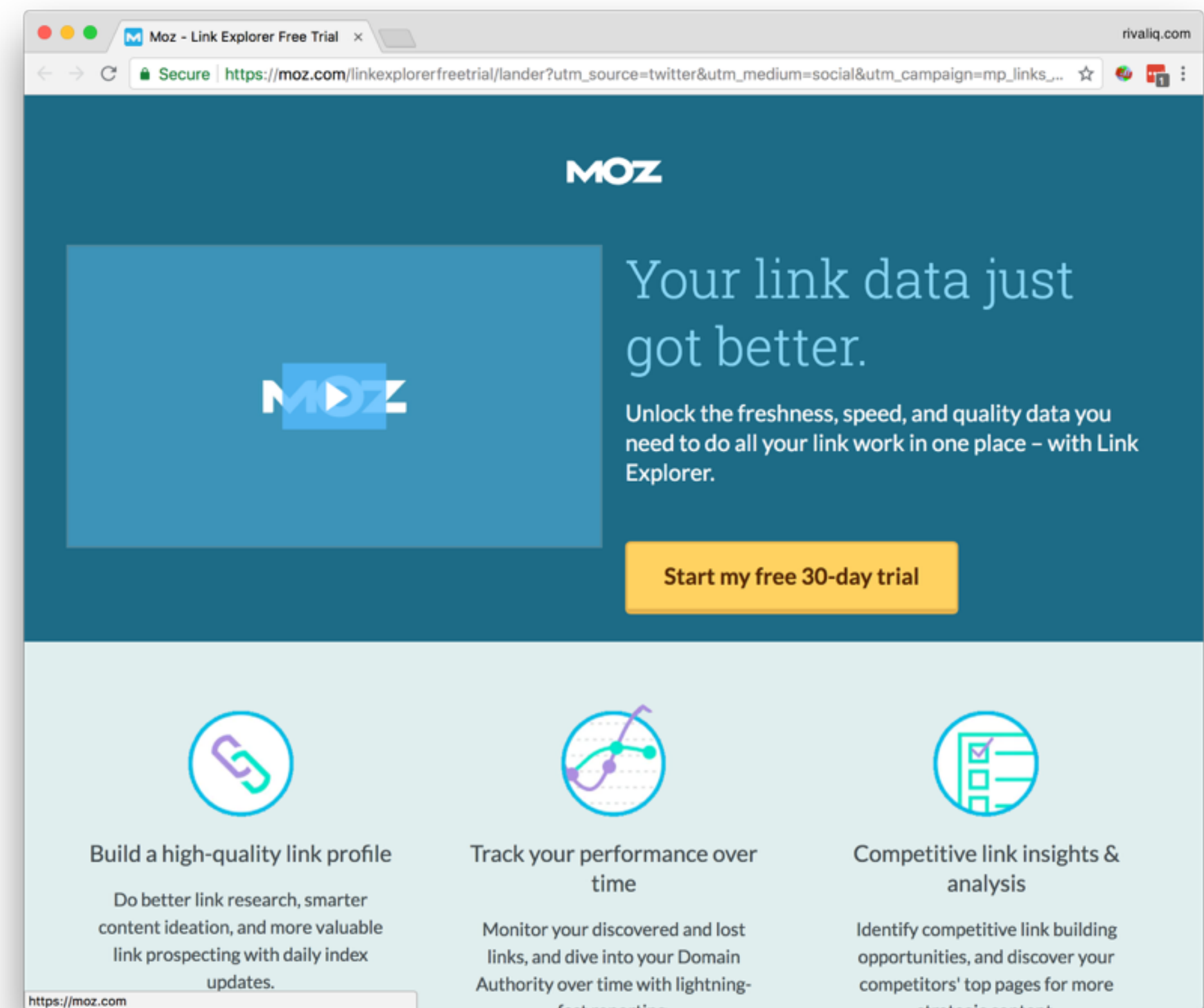
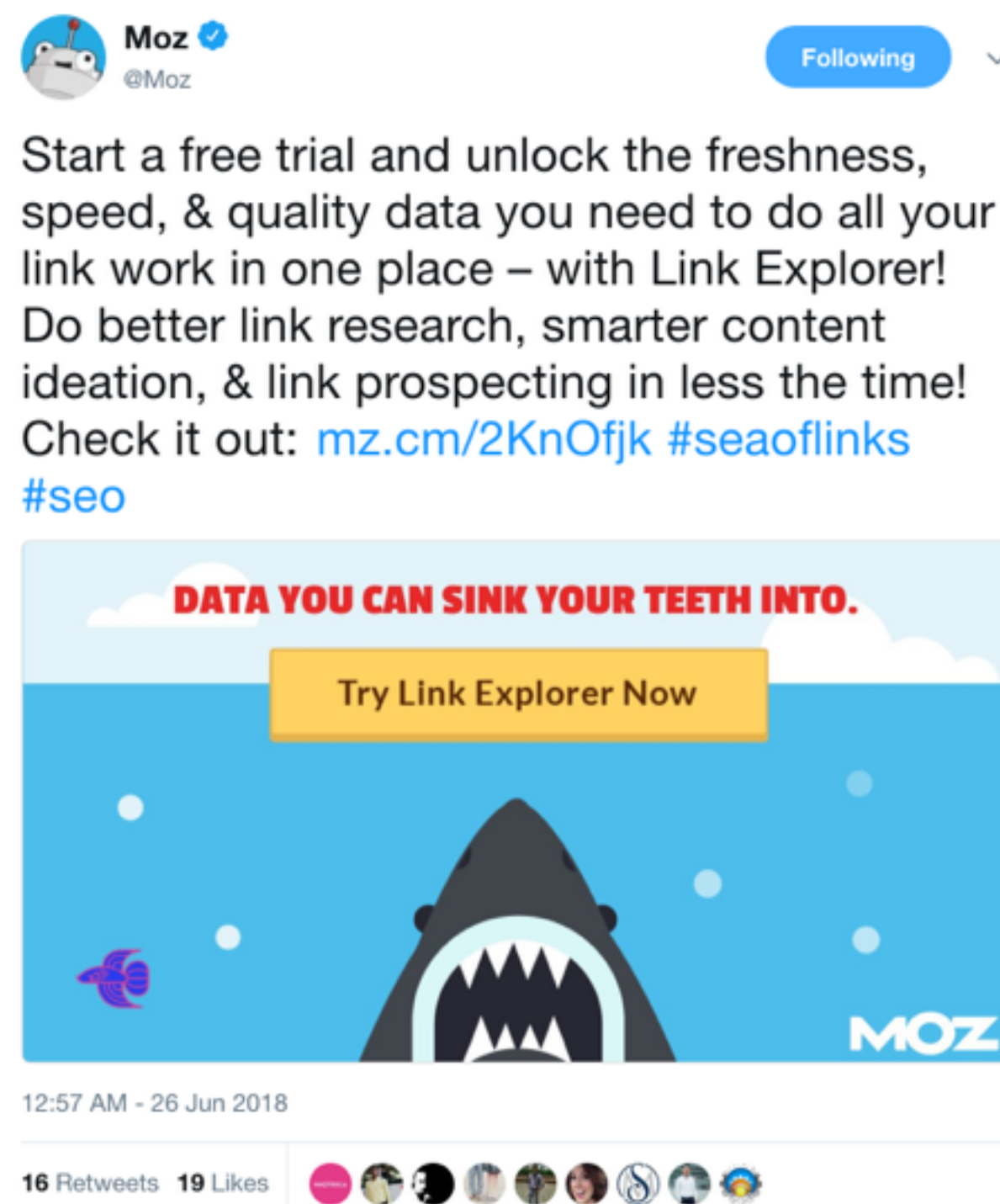
# INVEST & KEEP IT FRESH



# EVERGREEN CAMPAIGNS

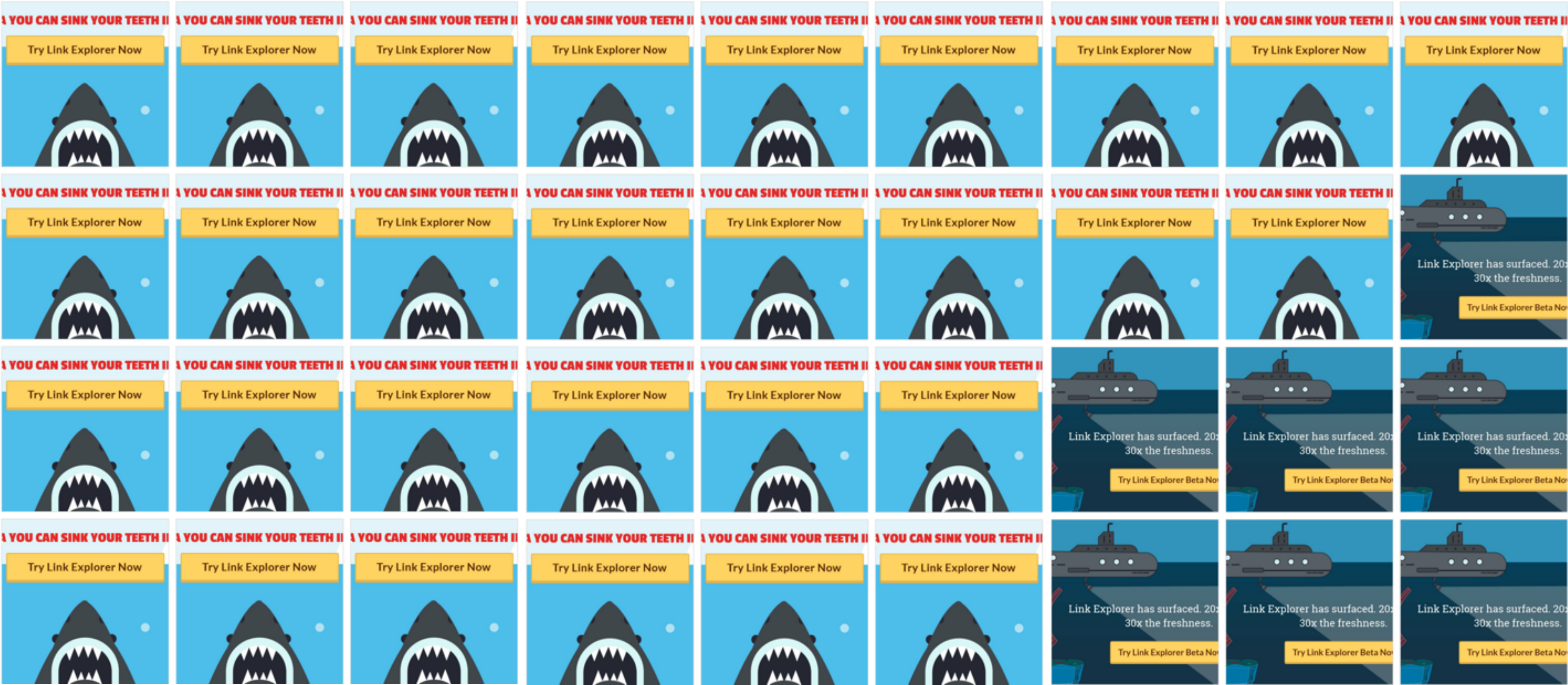


# MOZ: LINK EXPLORER FREE TRIAL





# TWITTER: LAST 90 DAYS

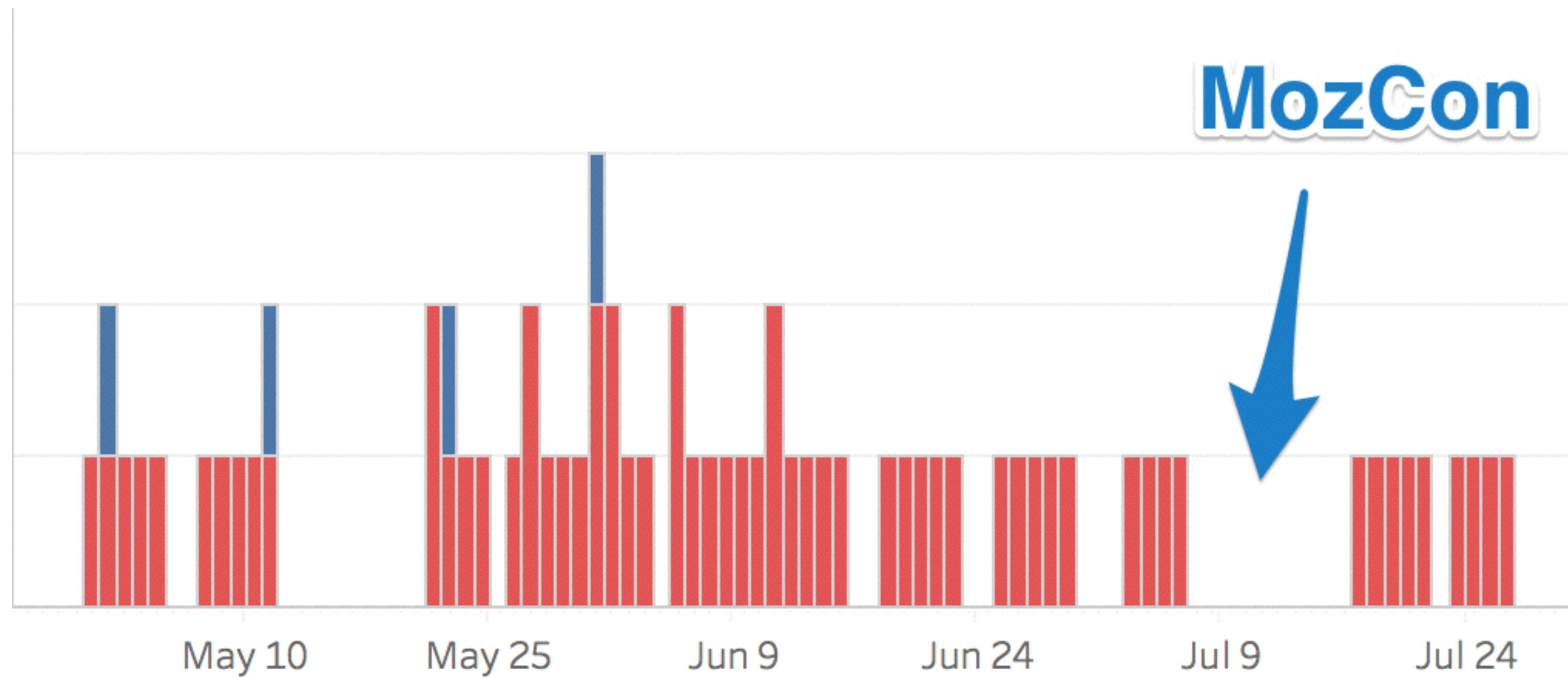


62

POSTS IN THE LAST 90 DAYS



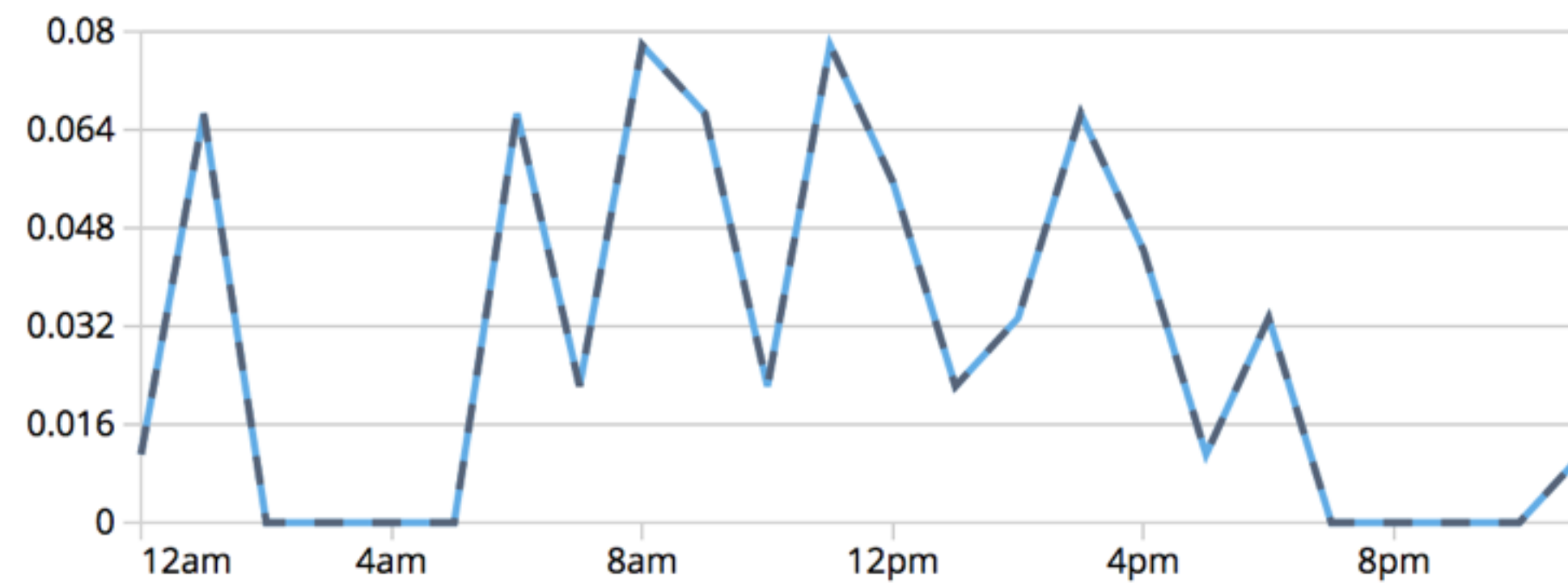
# TWITTER: LAST 90 DAYS



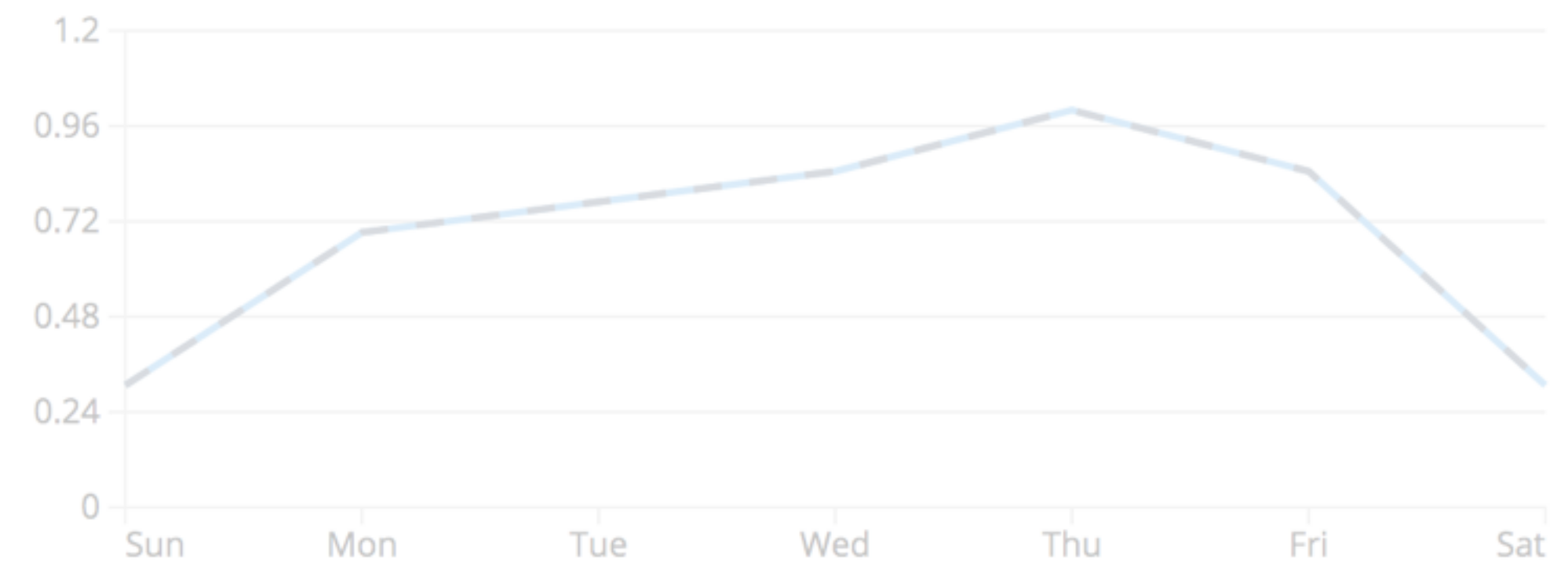


# ACTIVITY & ENGAGEMENT ACROSS 62 TWEETS

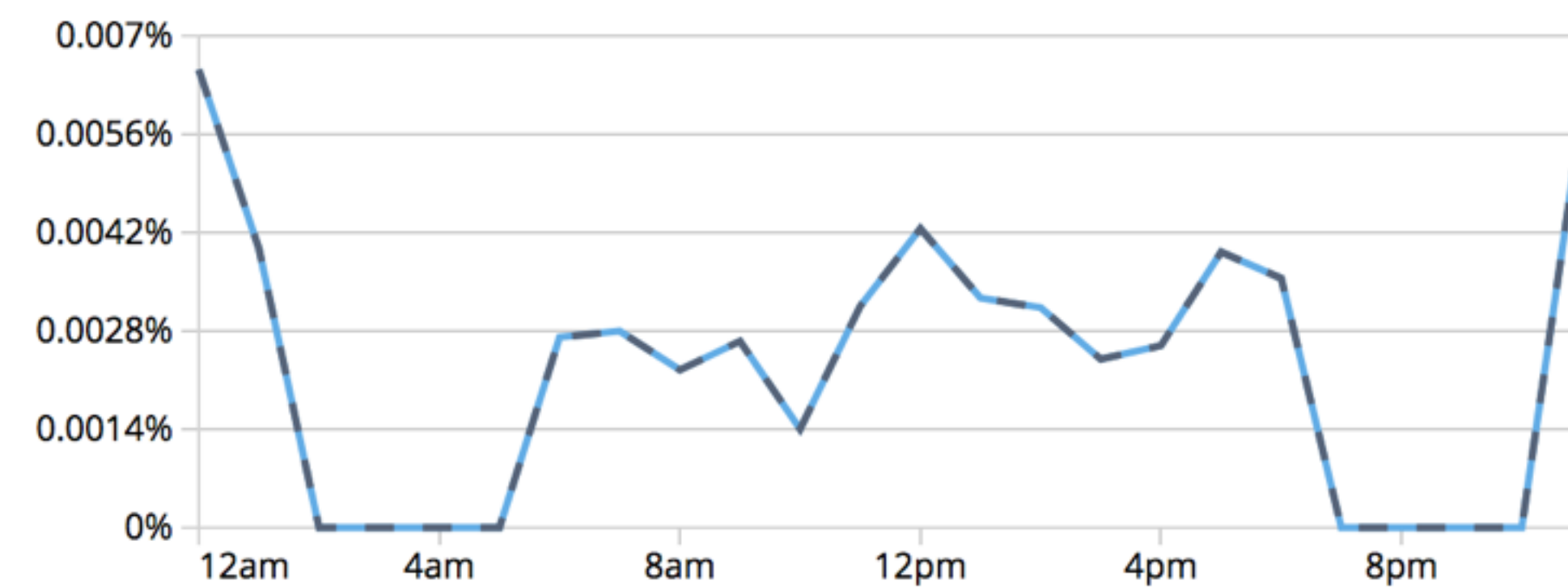
AVERAGE ACTIVITY BY PUBLISHED HOUR (PDT)



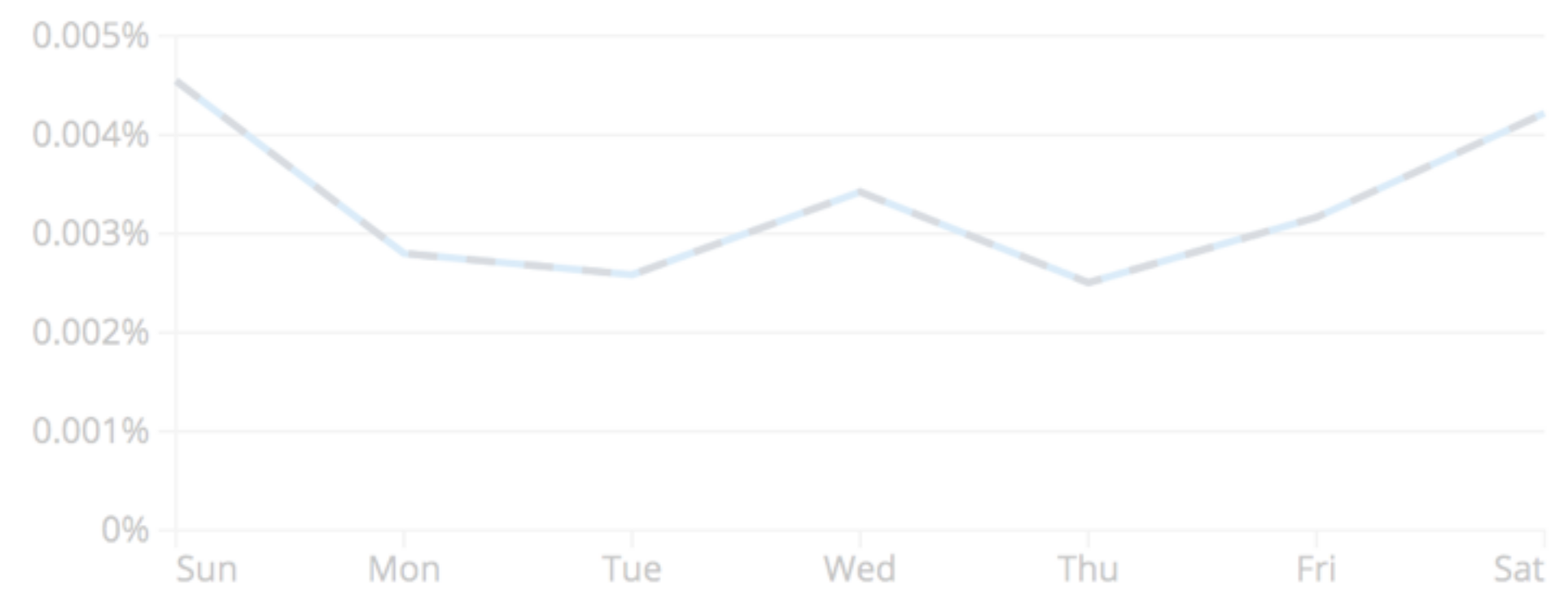
AVERAGE ACTIVITY BY PUBLISHED DAY (PDT)



AVERAGE ENGAGEMENT RATE BY PUBLISHED HOUR (PDT)



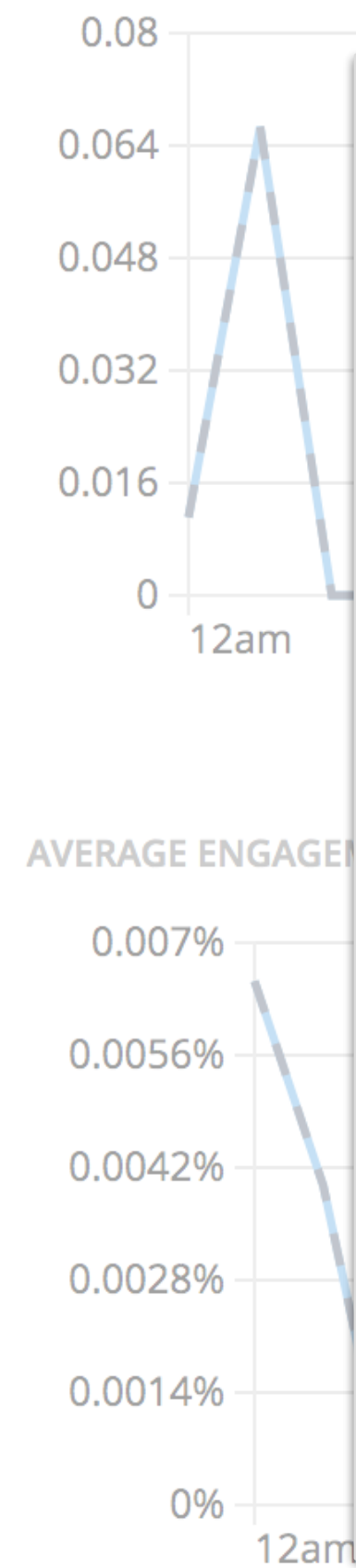
AVERAGE ENGAGEMENT RATE BY PUBLISHED DAY (PDT)





# ACTIVITY & ENGAGEMENT ACROSS 62 TWEETS

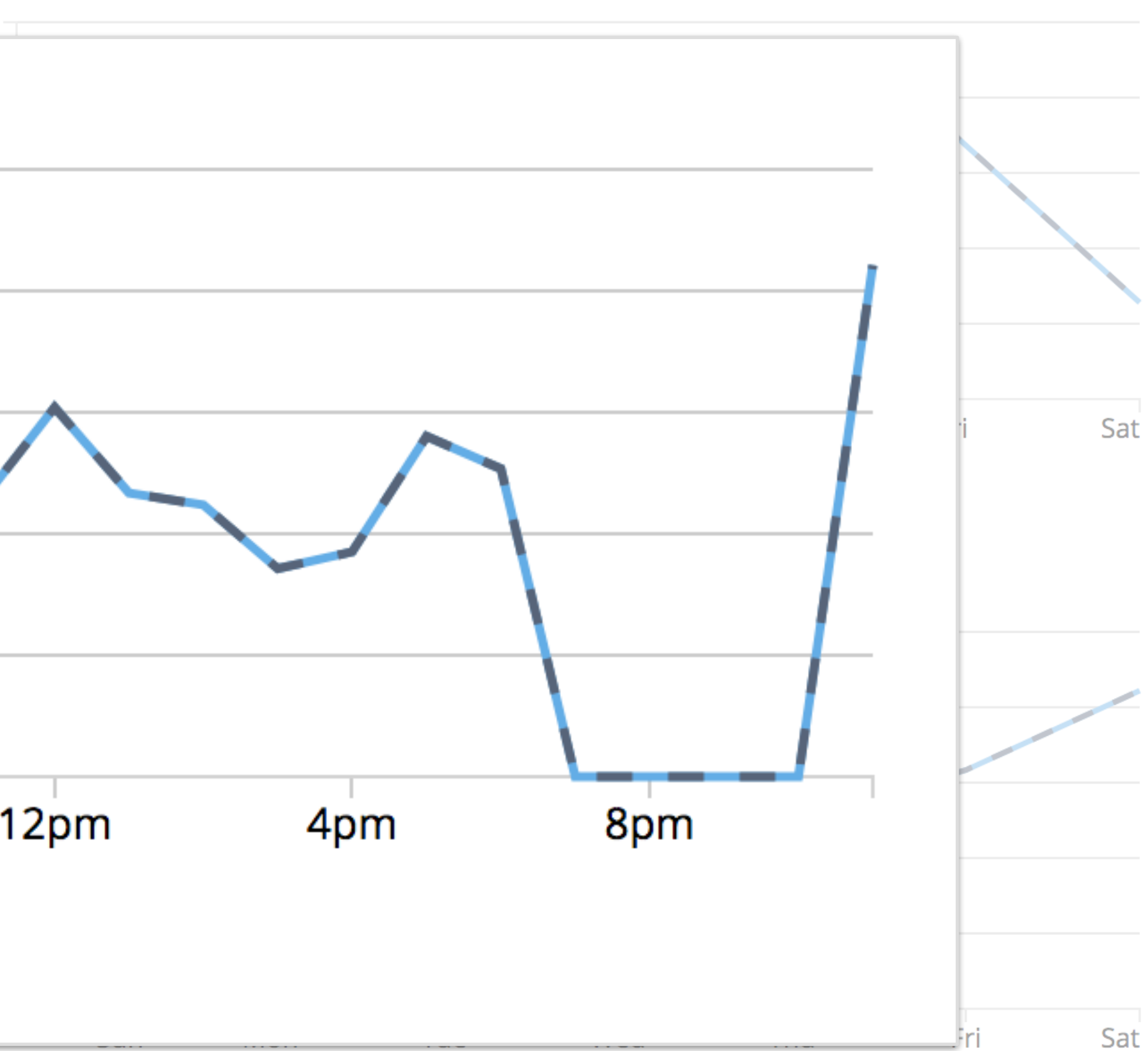
AVERAGE ACTIVITY BY PUBLISHED HOUR (PDT)



Moz  
Landscape

AVERAGE ACTIVITY BY PUBLISHED DAY (PDT)

1.2



Moz  
Landscape

AVERAGE ENGAGEMENT RATE BY PUBLISHED HOUR (PDT)

0.007%

0.0056%

0.0042%

0.0028%

0.0014%

0%

12am

4am

8am

12pm

4pm

8pm

Moz

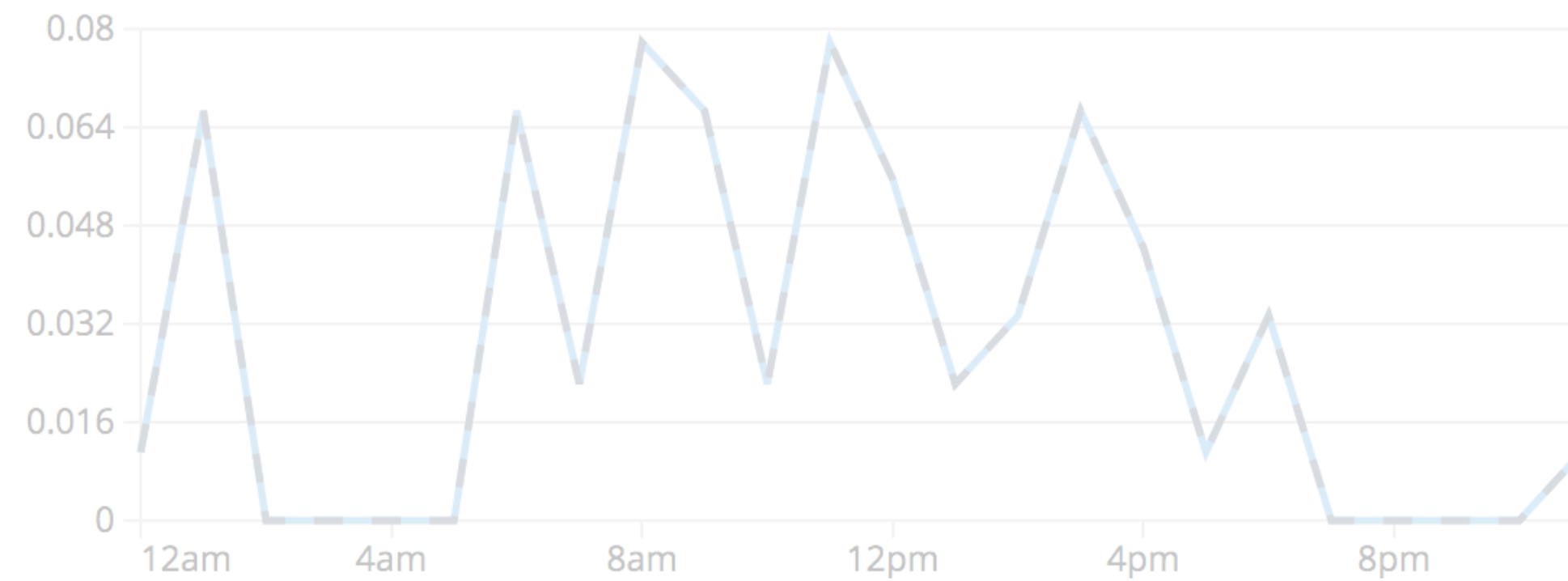
Landscape

Fri Sat

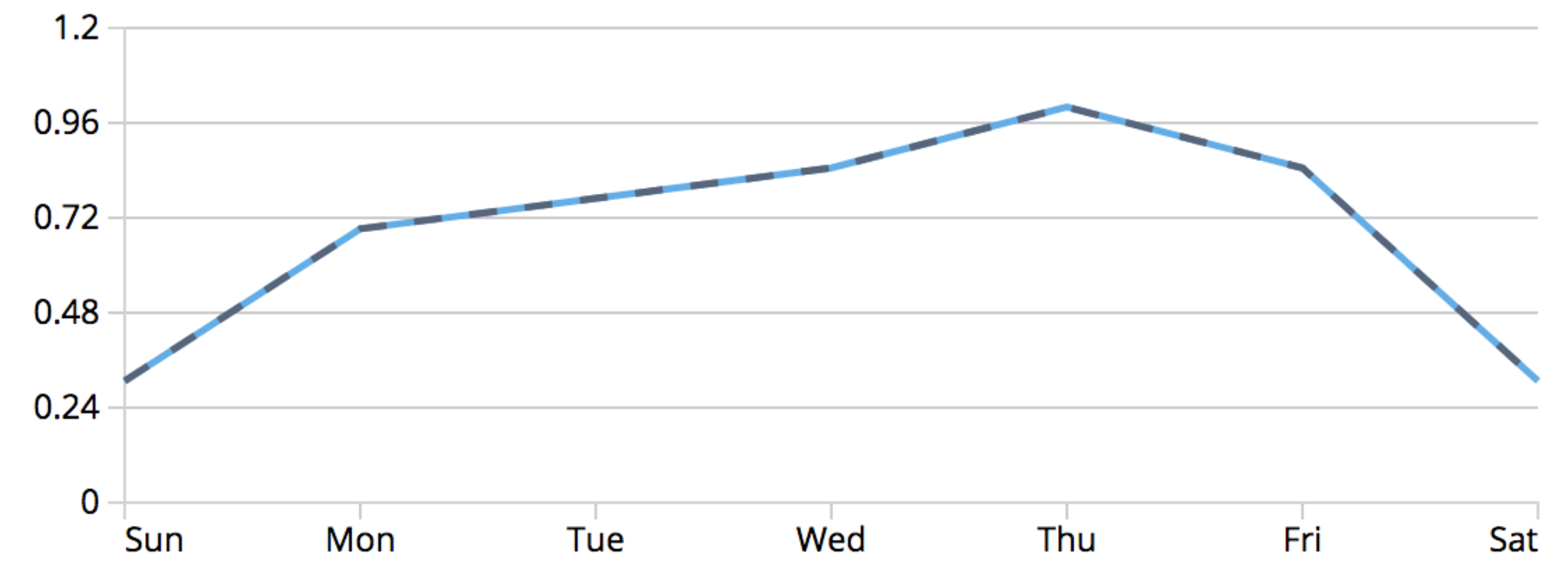


# ACTIVITY & ENGAGEMENT ACROSS 62 TWEETS

AVERAGE ACTIVITY BY PUBLISHED HOUR (PDT)



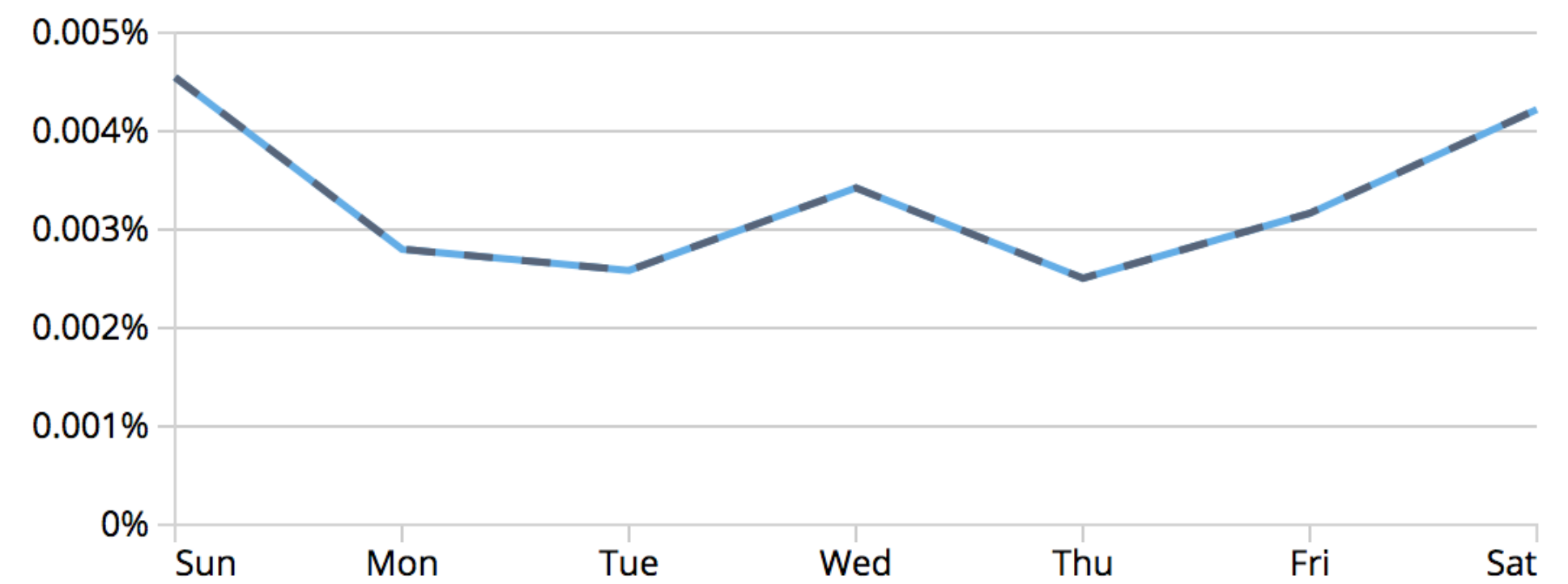
AVERAGE ACTIVITY BY PUBLISHED DAY (PDT)



AVERAGE ENGAGEMENT RATE BY PUBLISHED HOUR (PDT)



AVERAGE ENGAGEMENT RATE BY PUBLISHED DAY (PDT)





# LEARN FROM YOUR EXPERIMENTS



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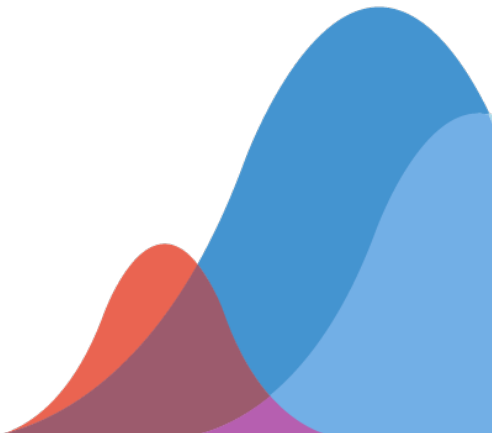
# PROMOTING OTHER SOCIAL CONTENT

---



# FOOD & BEVERAGE: LAST 90 DAYS

Domain	Companies Using ▼	Uniq. URLs
➤ youtube.com	26	86
➤ facebook.com	22	89
➤ instagram.com	21	223





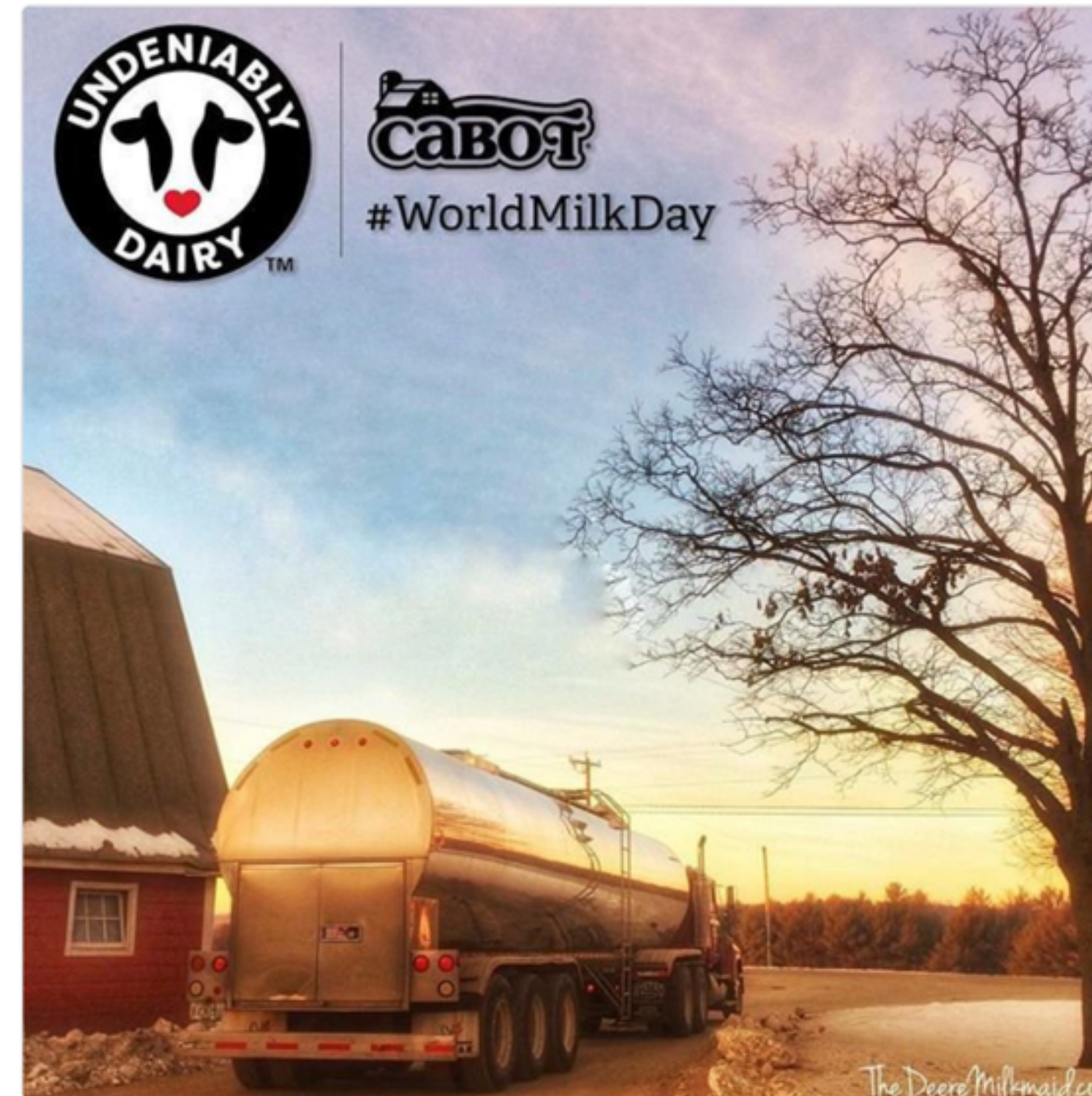
# DRIVING TO INSTAGRAM NO CLEAR LINK



**Cabot Cheese**  
@cabotchese

Follow

Every morning, every single day,  
**#CabotFarmers** get up and get to work.  
Every morning since 1919, when 94 families  
from Cabot, **#Vermont**, formed a co-  
operative to ensure their livelihood. These  
dairy farmers knew they were stronger  
together than they were ... [ift.tt/2J8gRMs](https://ift.tt/2J8gRMs)



6:03 AM - 1 Jun 2018



# DRIVING TO INSTAGRAM CTA IN TEXT



**Angies BOOMCHICKAPOP**

@Boomchickapop

Follow



It's [#giveaway](#) time! Head over to [@Teatulia](#) on Instagram and enter to win an ultimate snack prize pack, featuring our hugely flavorful popcorn, their delightfully organic teas and mouth-watering chocolate treats from [@AlterEcoSF](#). [bit.ly/2rGHGkf](https://bit.ly/2rGHGkf)



8:41 AM - 16 May 2018



# DRIVING TO INSTAGRAM CTA IN TEXT AND IMAGE



Del Monte Fresh  
@DelMonteFresh

Follow

Happy #SunglassesDay! 🕶️ We've got just the game to get you in the spirit. Head to our Instagram Story to enter to win a pair of Del Monte Fresh shades! Hurry, this game won't last long. [bit.ly/2K0WaCF](https://bit.ly/2K0WaCF)

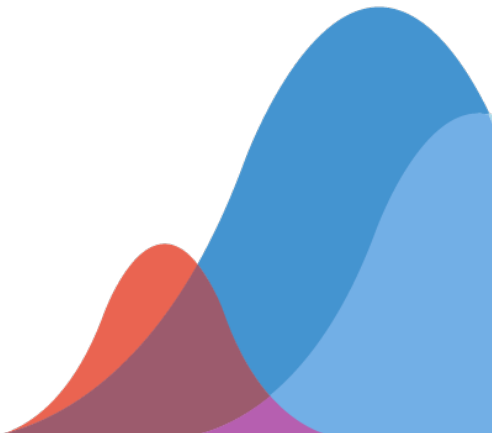


12:34 PM - 27 Jun 2018



# ROUND TABLE PIZZA: YOUR ENTIRE STRATEGY?


Company	% Curated URLs	Owned URLs ▾	Curated URLs	Owned Eng. Rate / Post	Curated Eng. Rate / Post	Avg. Posts / URL
▼  59. Round Table Pizza	98.5%	1	67	0.077%	<b>0.084%</b>	1.32
roundtablepizza.com		1	--	0.077%	--	20
instagram.com		--	66	--	0.083%	1.05
roundtablepizz.com		--	1	--	0.14%	1





# ROUND TABLE PIZZA: YOUR ENTIRE STRATEGY?

Company
59. Round Table Pizza
roundtablepizza.com
instagram.com
roundtablepizz.com




Round Table Pizza

@RoundTablePizza


Follow

Our create-your-own pizzas are for those who play by their own rules. Order yours at [roundtablepizz.com](https://roundtablepizz.com).  
📷: [bit.ly/2GbkkfL](https://bit.ly/2GbkkfL)



5:00 PM - 2 May 2018

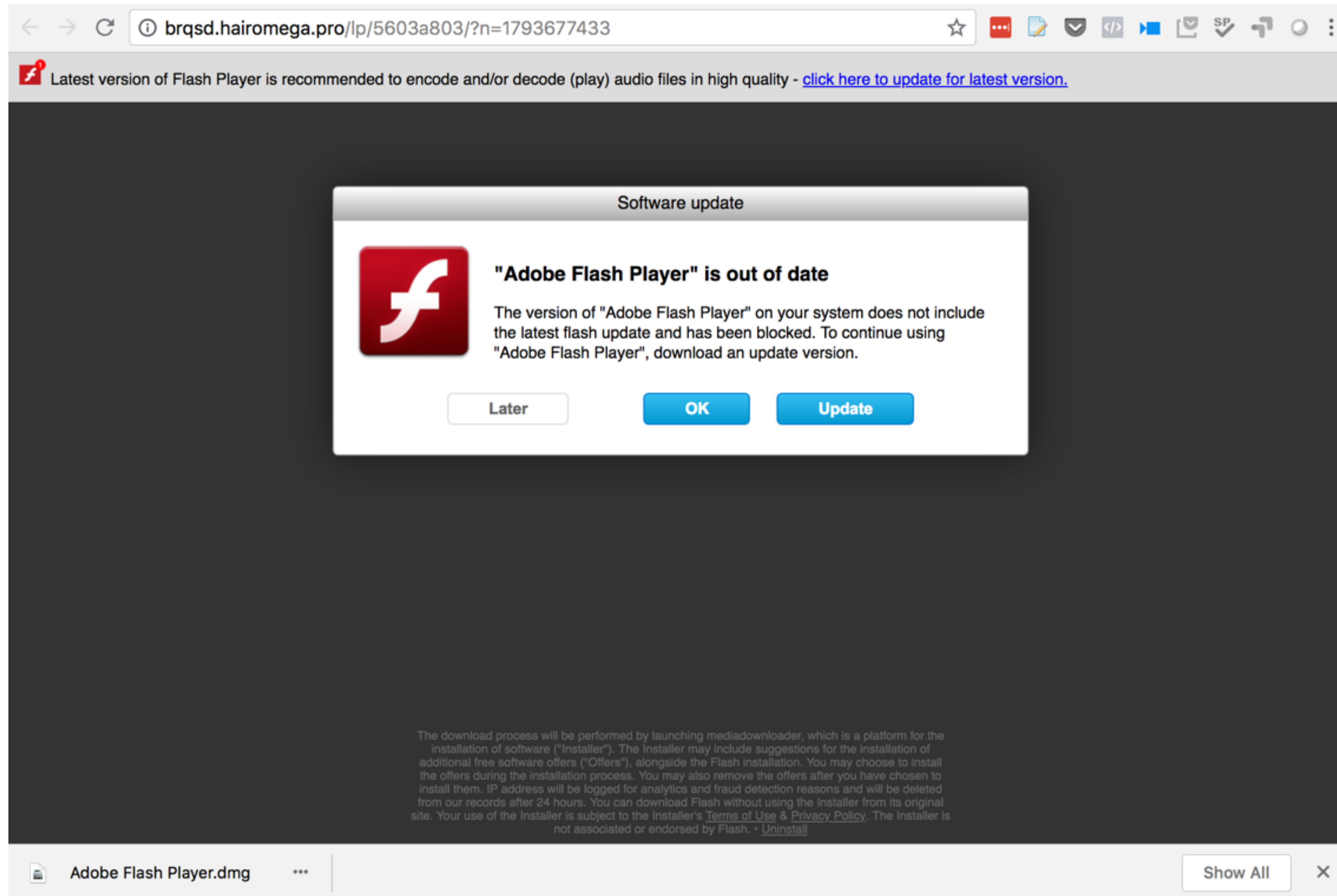
4 Retweets 13 Likes



Rate / Post	Curated Eng. Rate / Post	Avg. Posts / URL
0.077%	0.084%	1.32
0.077%	--	20
--	0.083%	1.05
--	0.14%	1

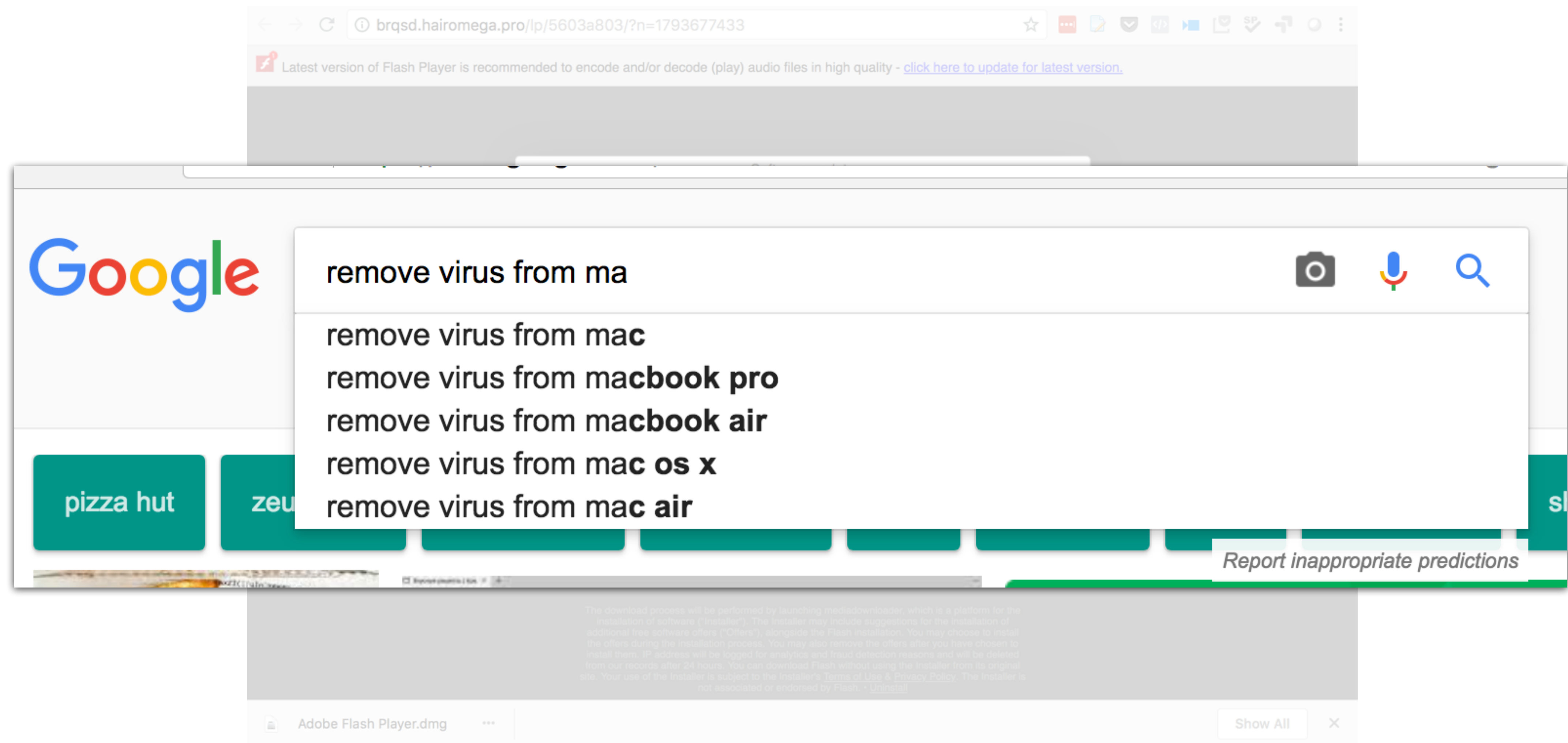


# ROUND TABLE PIZZA: YOUR ENTIRE STRATEGY?





# ROUND TABLE PIZZA: YOUR ENTIRE STRATEGY?







# MAKE YOUR CROSS-PROMOTION CLEAR



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# WHAT'S YOUR POSTING STRATEGY FOR NEW CONTENT?

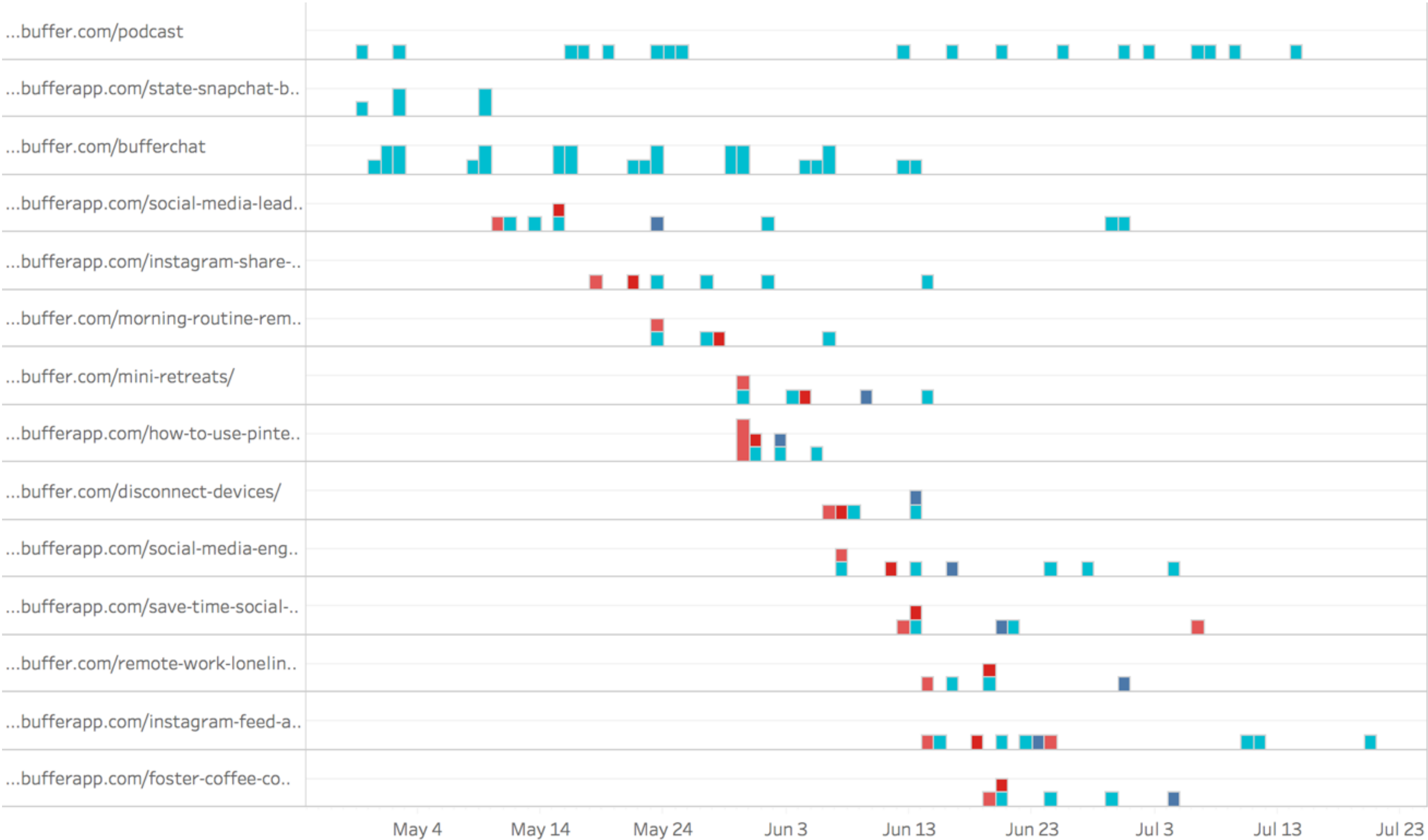
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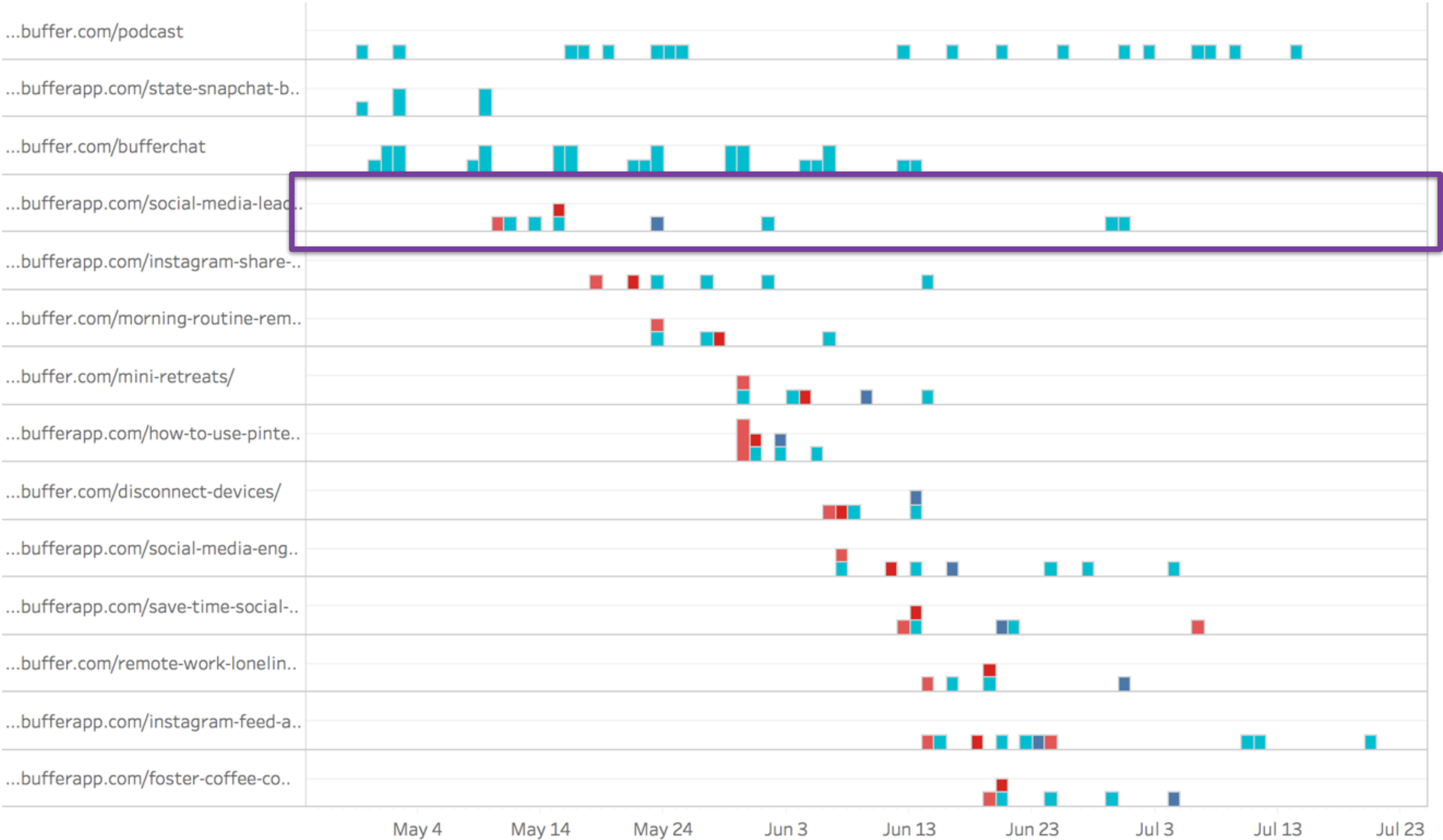


# CONSISTENT SOCIAL PROMOTION ACROSS 4 CHANNELS





# CONSISTENT SOCIAL PROMOTION ACROSS 4 CHANNELS





# EXAMPLE BLOG POST

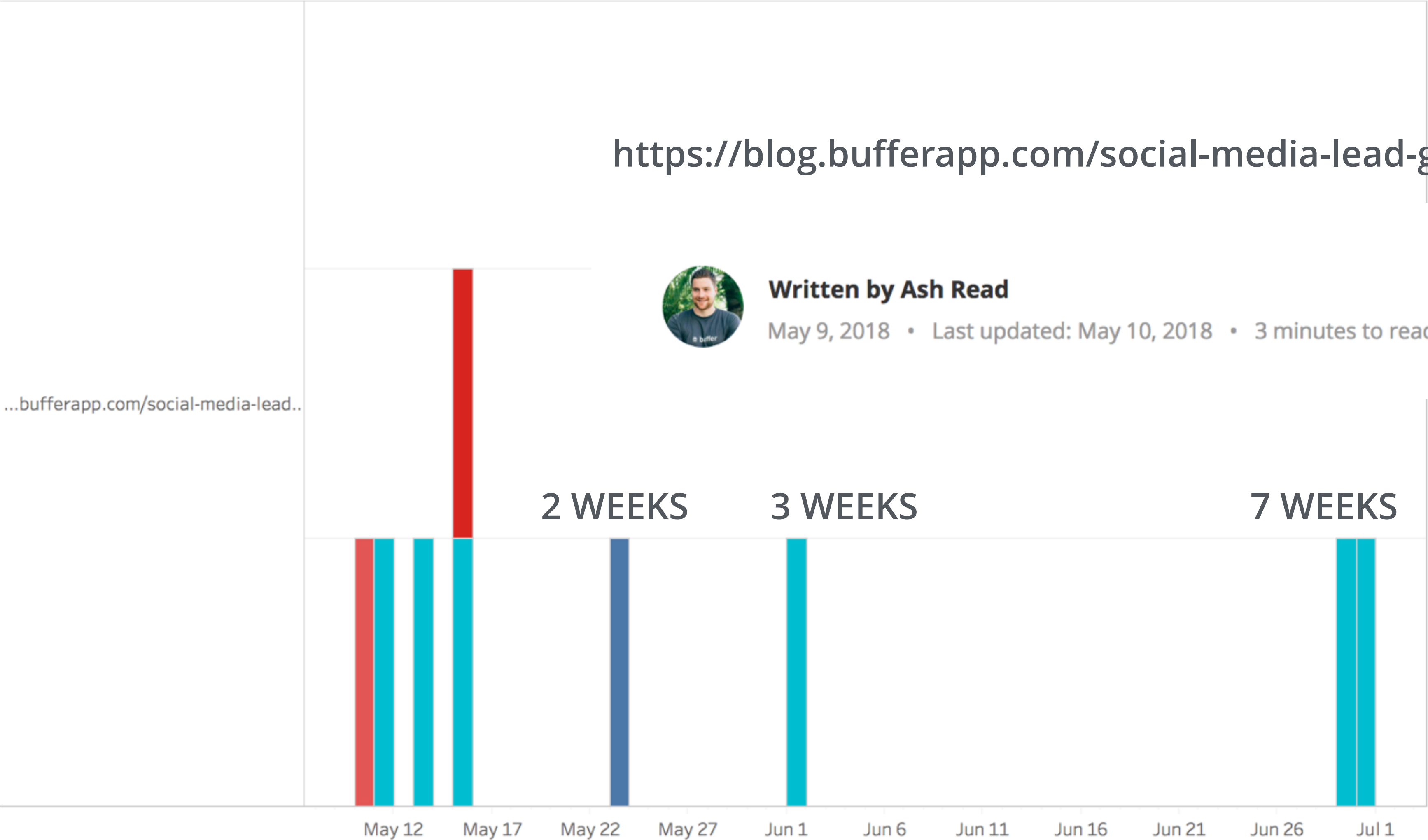
<https://blog.bufferapp.com/social-media-lead-generation>



Written by Ash Read

May 9, 2018 • Last updated: May 10, 2018 • 3 minutes to read

...bufferapp.com/social-media-lead..

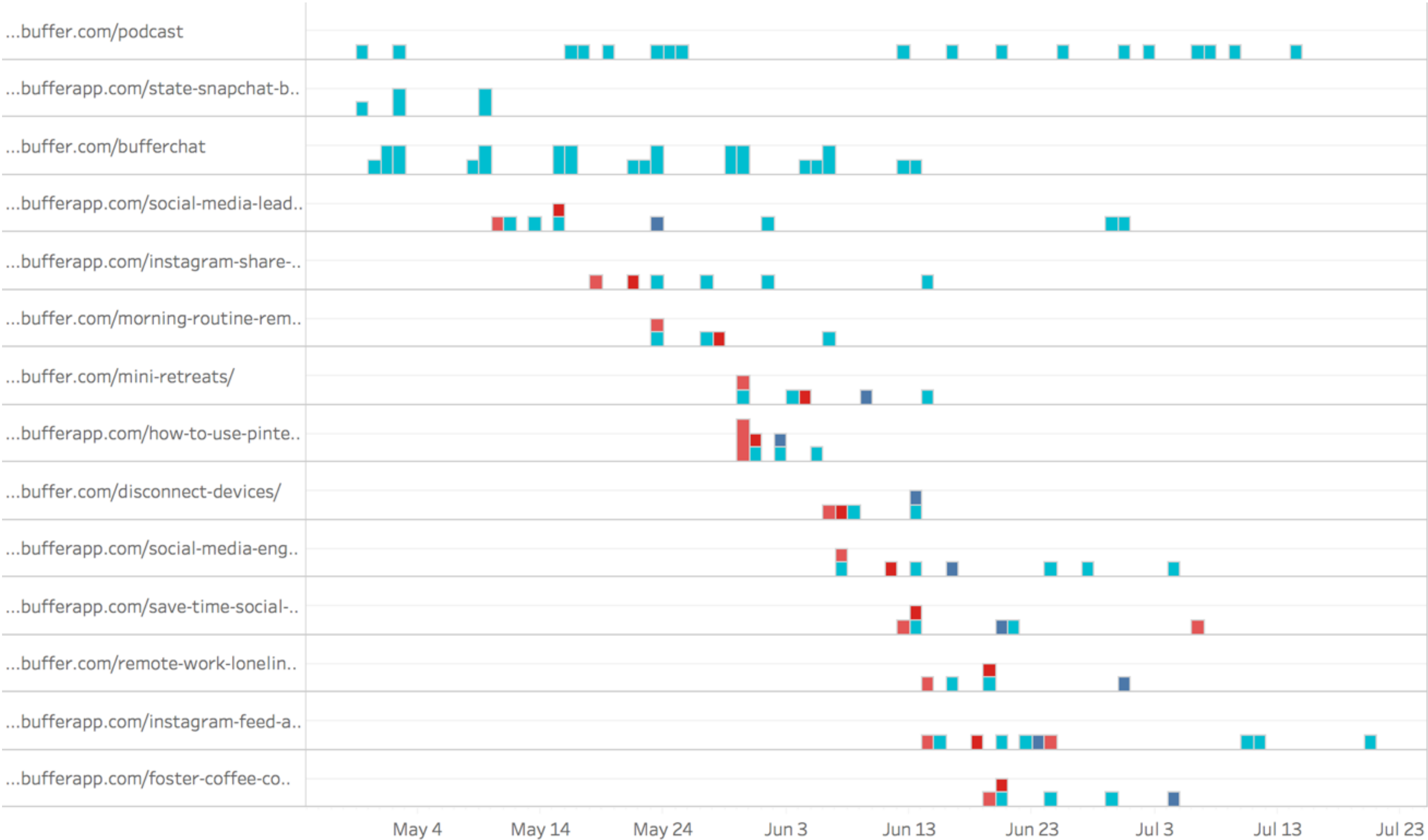


Channel

- Facebook
- Google+
- Pinterest
- Twitter

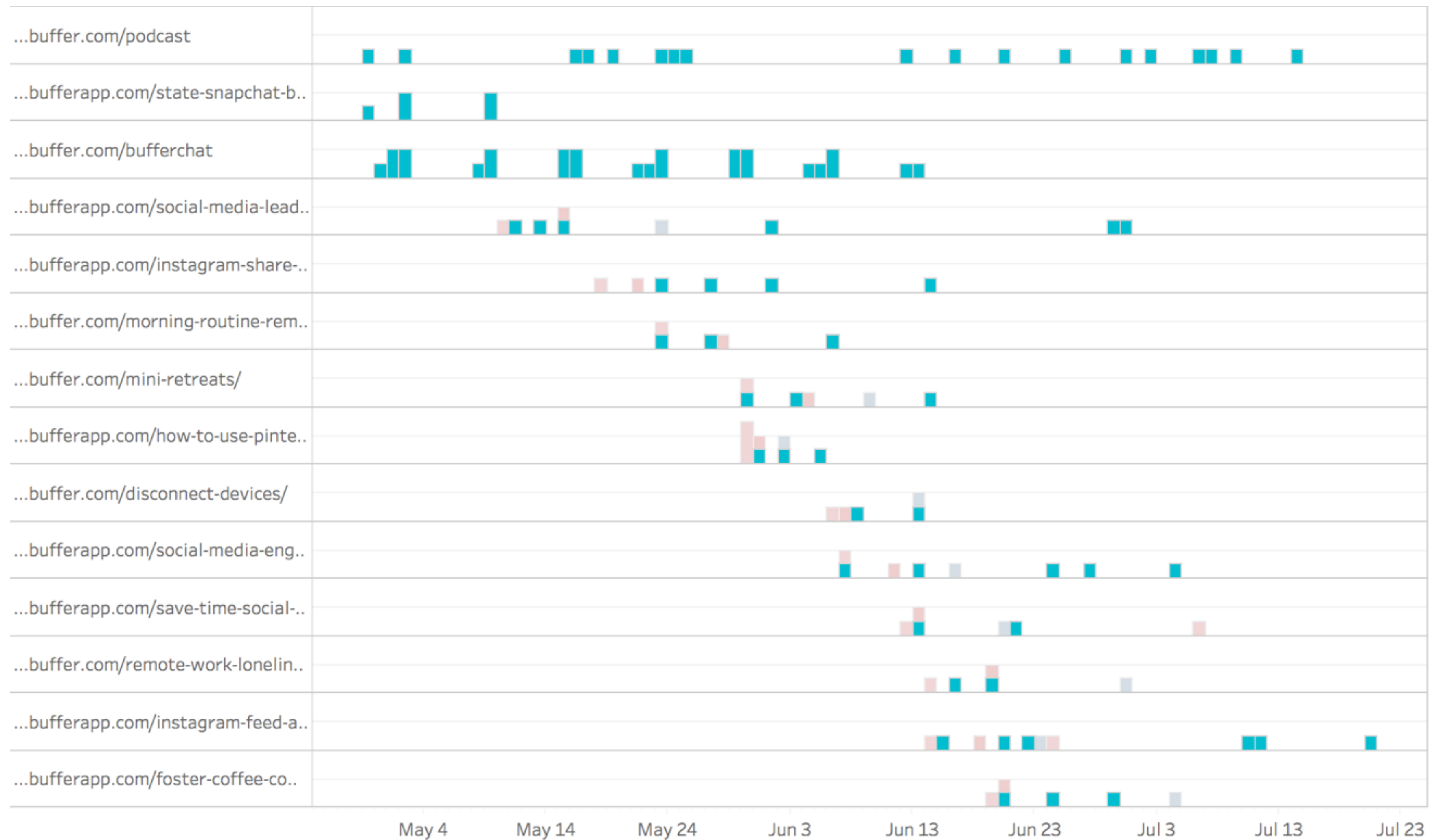


# CONSISTENT SOCIAL PROMOTION ACROSS 4 CHANNELS



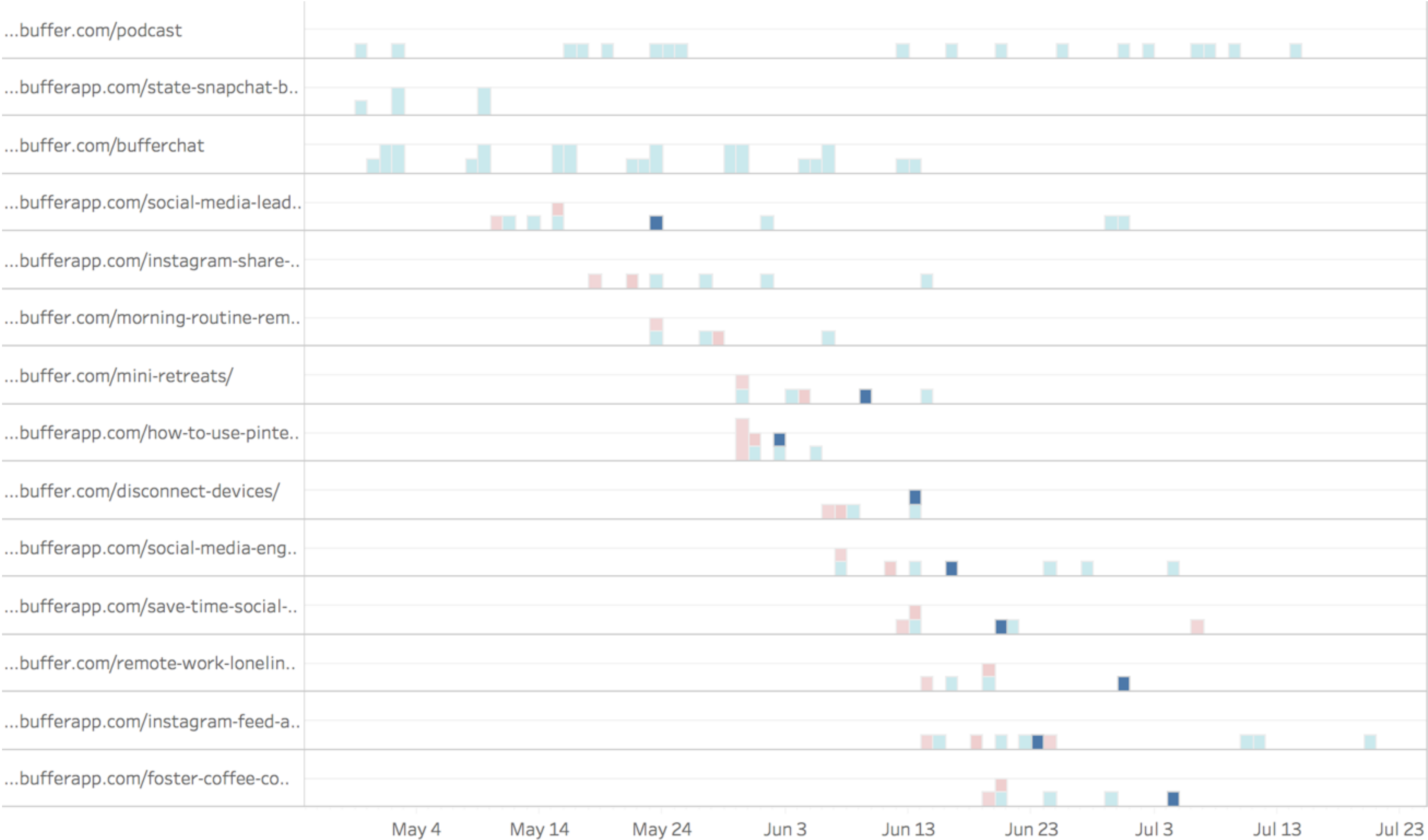


# TWITTER

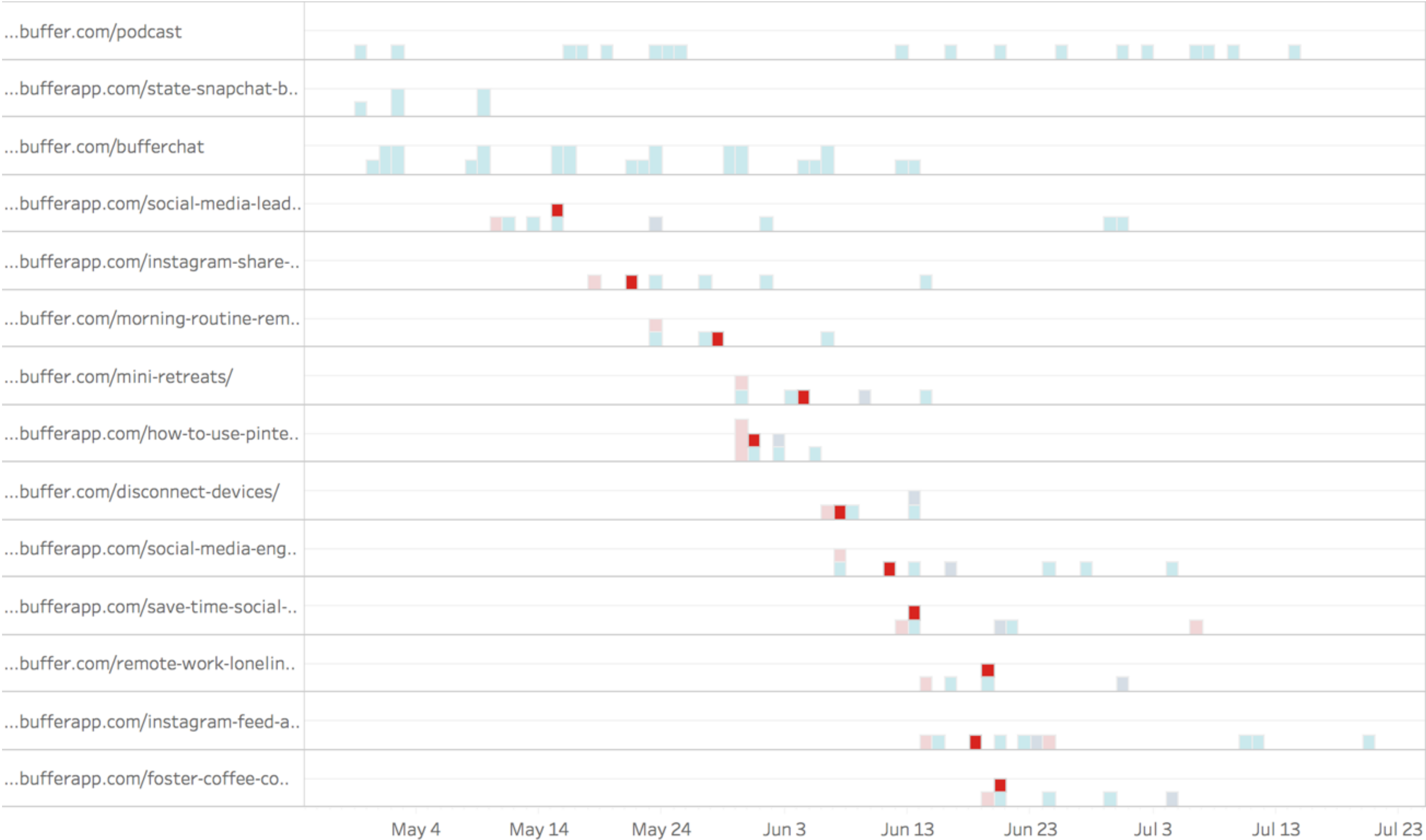




# FACEBOOK

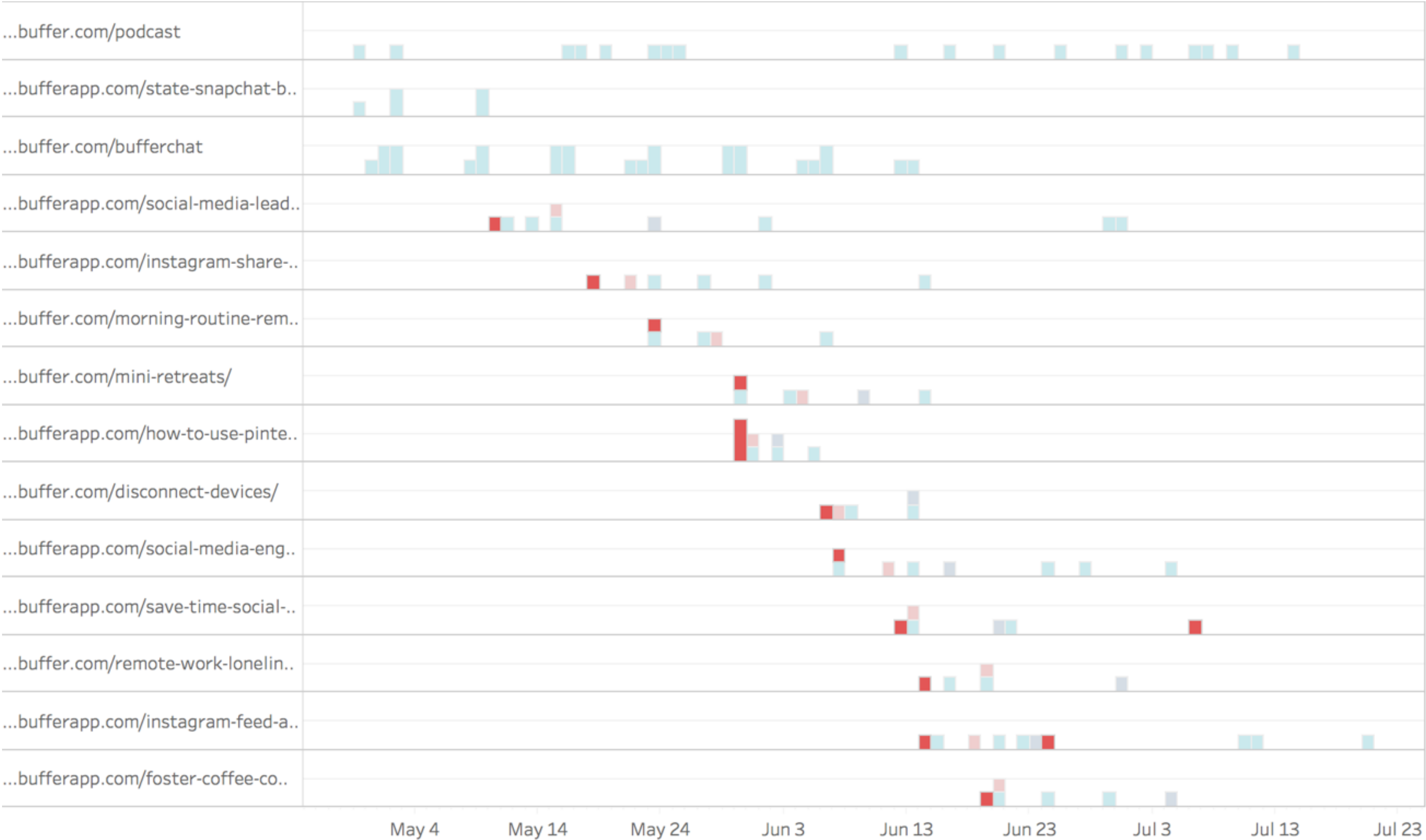




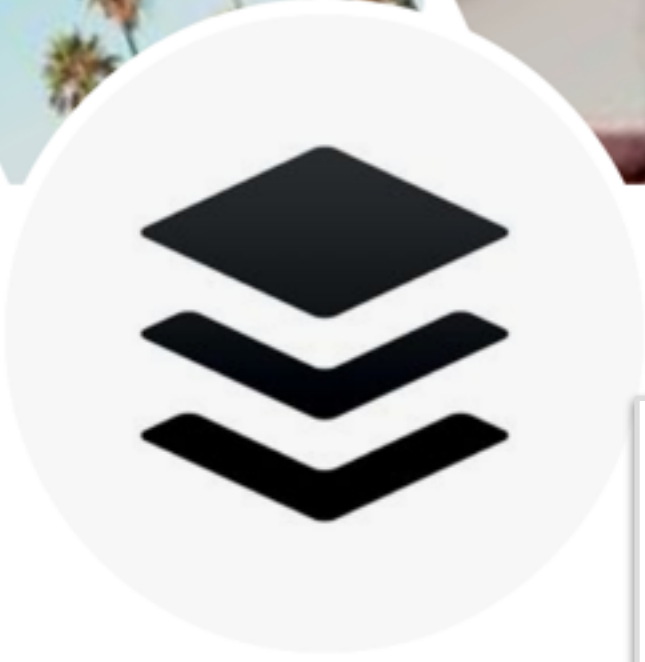




# PINTEREST







**Buffer**

...

11k Follow

1.1m monthly viewers

We're Global!  
buffer.com

media in  
! We're a  
team of 80+ #digitalnomads around the world.

OverviewBoardsPinsActivityFollowersFollowing

Featured boards

#Social Media Cheat Sheet

491 Pins

COVER PHOTO 851 x 315 px

PROFILE PHOTO 180 x 180 px (displays at 160 x 160)

TAB IMAGE 111 x 74 px

SHARED IMAGE 1200 x 1200 px

LINK IMAGE 1200 x 627 px

TWITTER

HEADER 1500 x 500 px

PROFILE PHOTO 400 x 400 px

IMAGE DISPLAY 880 x 440 px

PINTEREST

PROFILE IMAGE 165 x 165 px

PINS 736 x INFINITE px

BOARD DISPLAY 222 x 150 px

Pinterest: guide for

2. BALANCE

- Creates a sense of harmony
- Symmetrical & Asymmetrical
- Each element holds a 'weight'

3. LINES

- Help to guide the eyes
- Straight lines help create harmony
- Curved lines help create movement

4. TYPOGRAPHY

- Limit to 3 typefaces
- Serif for print, sans-serif for web
- Use kerning for great headlines

5. CONTRAST

- Add contrast with shapes
- Add contrast with color
- Add contrast with element sizes

6. SCALE

- Sizing of different elements
- Brings attention to certain areas
- Helps to demonstrate a concept

7. PROXIMITY

- Group related items together
- Connect colors, fonts, and shapes
- Helps to perceive items as similar

Proactive

Prescriptive

Predictive

Diagnostic

What can you do for me

What should we do?

What will happen next

Why did it

May 4May 14May 24Jun 3Jun 13Jun 23Jul 3Jul 13Jul 23

Rival IQ





1 EACH



2-4 POSTS  
WITHIN 7 DAYS





**DO YOU HAVE A SOCIAL  
DISTRIBUTION STRATEGY?**

**DO YOU STICK TO IT?**





**FIND GOOD BALANCE**

**LEARN THE RIGHT WAY TO “FOCUS”**

**OPTIMIZE YOUR EVERGREEN CONTENT**

**HAVE A PLAN. STICK TO IT. MEASURE.**





# QUESTIONS?

[sethb@rivaliq.com](mailto:sethb@rivaliq.com)

T: @seth\_bridges