



# How to Save Time and Money in Content Discovery & Production



by Katie Secret

Finding the right content as a reporter or producer used to cost hours of valuable time. Trawling hundreds of stories, across dozens of sources, with countless tabs in your browser open was the norm. Even if you could comb through this ocean of content, you had no way of identifying what was going to play well with your audience besides gut instinct.



This led to a general feeling that's common in the media industry today - lost control of time and resources, with no concrete gauge on how efforts are paying off. According to the Spring 2016 NewsWhip Content and Social Strategy Survey, nearly 55 percent of media professionals say their biggest challenge to social success is having adequate human and financial resources.

This problem is further complicated by changing social algorithms and overload of digital content, making it near impossible to see the impact of the biggest content simply by sifting through social feeds.

All of these factors make executing the most efficient social strategy more complicated than ever. In today's day and age, speed in choosing and producing the best content for your audience is absolutely essential for maximum return on investment.

So how do you surface the right stories across the billions published each day, in a timely enough fashion to direct your strategy without overusing your resources?

NewsWhip Spike crawls millions of content objects - stories, pictures, videos, news articles - and then compares them against the engagement they're collecting on all social media platforms right now. All of the information that was previously scattered across countless websites and social platforms is now centralized in one dashboard, ranked by importance to your audience. The stories that are guaranteed to be successful for any niche audience are stored at your fingertips with clear indicators of success from social media interactions.

Let's say you're a news producer, looking to grow your reach on social and push out the most engaging content without devoting your entire day to sifting through viral content. How can you shave off those hours of sifting through social feeds to save valuable time and money?

NewsWhip client BuzzFeed uses Spike to do just that. By centralizing all of the sites and social networks BuzzFeed wants to keep track of, reporters are free to jump on a story gaining traction immediately.

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It's a one-stop spot to see what's trending all over the place.



Andre Borges, Social News Reporter, BuzzFeed

Using the Spike video filter, we can search to show only the most engaging Facebook videos from the past hour, to see what topics are bubbling up on social that could make for an organization like BuzzFeed or NowThis piece. The stories that are going to be successful today are clear - allowing you to allocate resources to projects at light-speed.

Search keywords, Facebook Pages, or sites Full text

FILTERS Facebook Posts / World  
 SOURCES All sources  
 KEYWORDS None

1 hour SORT BY Highest Velocity

Post	Engagement
<b>FC Barcelona</b> @fcbarcelona Players presentation Presentació dels jugadors Presentación de los jugadores #GamperFCB an hour ago	highest velocity <b>26,745</b> 37.8k likes, 1.6k shares, 14.7k comments
<b>Steve Aoki</b> @steveaoki MY HEART WILL GO ON → smarturl.it/VoteAoki2016 an hour ago	highest velocity <b>6,908</b> 5.4k likes, 683 shares, 606 comments
<b>Panda Express</b> @PandaExpress We're LIVE at the first Panda Express in Glendale, California to reveal our newest dish! Tune in for an exclusive all-access look at the making of a true American Chinese original and plenty of chances to win dinner on us! Terms and conditions: http://bit.ly/2bj9kKR 34 minutes ago	highest velocity <b>4,469</b> 320 likes, 46 shares, 3.6k comments
<b>UNILAD</b> @uniladmag When mum asked if you wanted McDonalds... That head tilt! 🤔 12 minutes ago	highest velocity <b>4,274</b> 946 likes, 129 shares, 189 comments

Most engaged and viral Facebook posts in the world over the past hour.

By providing this kind of specialized insight into content engagement on all social platforms, updating in real-time, BuzzFeed reporters are able to do away with hours of rudimentary research and save time. NewsWhip clients say the Spike discovery dashboard saves them one hour or more per day, per human resource, by eliminating the need to search dozens of sources for emerging content.

FILTERS Facebook Posts / World  
 SOURCES All sources  
 KEYWORDS news x

3 hours ▾ SORT BY Highest Velocity ▾  
 7,571 results (187ms)

**Cristiano Ronaldo** @Cristiano f  
 I train fast to play fast. Thanks @niketraining for the new Nike Train Ultrafast Flyknit ([http://gonike.me/UltraFast\\_CR7](http://gonike.me/UltraFast_CR7)) 🙌🔥  
 an hour ago

highest velocity  
**45,001**  
 756 1.4k 173.0k

**FC Barcelona** @fcbarcelona f  
 FC Barcelona's fine record away to Athletic Bilbao <http://ow.ly/UJXIA303veQw> Els precedents del Barça a Bilbao <http://ow.ly/djV3303veWU> Los precedentes del Barça en Bilbao <http://ow.ly/7IK0303veTD>  
 www.fcbarcelona.com 2 hours ago

highest velocity  
**8,781**  
 120 124 32.5k

**Lizzy the Lezzy** @LizzyTheLezzy f  
 they've made history! congrats to the new dads! :)  
**Triplets Born To Same Sex Couple Have DNA Of Both Fathers**  
 www.hotmomsclub.com an hour ago

highest velocity  
**7,731**  
 1.1k 202 10.0k

The most popular Facebook news posts for the last 3 hours.

“In that regard, it probably shaves an hour off my day of me pointlessly scrolling through my Facebook feed.” - Brad Esposito, Social News Reporter, BuzzFeed

That’s about 240 hours of time and \$6,000 saved per year for the average worker in media and marketing in New York City.

Reporters no longer have to shift monitoring strategies depending on the type of content they’re looking for or topic they’re reporting on. Spike surfaces the most relevant content and ranks it by its trajectory of engagement, letting you jump on the content guaranteed to resonate with your audience.

By centralizing billions of content objects across every social network, NewsWhip is proven to save your time - helping you spend more of it writing and creating great content.

Start Saving Time and Money with a Free Trial of Spike