



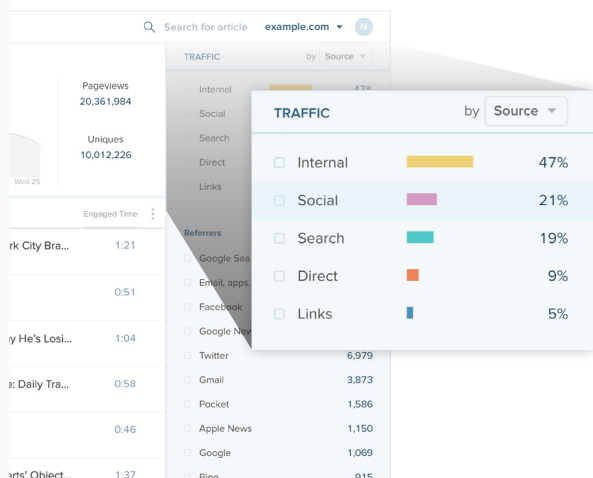
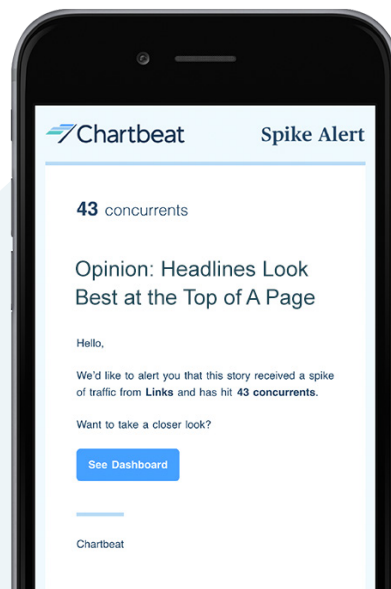
# Quick Tips for Social Media Teams

A roundup of tools and tips to optimize your work on social media and find opportunities to grow.

## Set up to stay connected.

Enable these Chartbeat tools to get to important data more quickly:

- **Enable Spike Alerts** for your site and get an email when your stories receive higher-than-normal traffic
- **Subscribe to a Daily Site Report** that shows engagement with your stories, including Badges that indicate high social engagement
- See data on the go — download the **Chartbeat app** on [Android](#) or [iOS](#)
- Keep up-to-date with the latest tips by [subscribing to our blog updates](#)



## The quickest path from insights to action.

For social teams, it's important to focus on reader data that comes from social platforms. In both the Real-time and Historical Dashboards, use the "social" pivot to get a customized view of this audience.

Once you've filtered your data, here are signals to look for:

### Assess the performance of recent posts.

If you're heavily promoting a story on social media with the goal of getting clicks back to your site, you should see those stories trending in the Top Stories list. If not, you may want to reconsider which social platform you're using for promotion, and/or the type of messaging in your posts.

#### Pro Tip

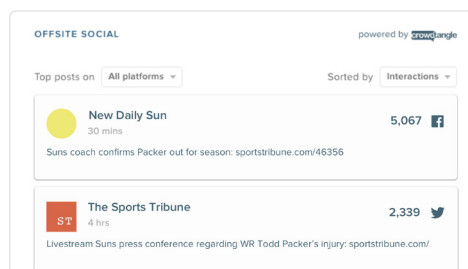
Our research shows that **social audiences prefer the human, emotional angle on the news**. Take that into consideration, both in choosing stories to post and crafting the language of the post itself.

### Look for organic sharing.

If you see a story trending, but your team hasn't been actively promoting it recently, it means that readers are organically sharing it. Capitalize on that momentum by sharing the story from your own accounts.

### Identify active social conversations.

To see where stories are being shared, click on a headline to open the article detail view. In the center, the **Offsite Social module** creates a card for every public post that directly links to that particular story. Cards are ranked by the number of interactions that post has received on the social platform. If you see a post from another source with multiple comments, click on the card to open that post and review.



### Repromote engaging stories.

Especially for non-breaking content, social media can extend the life of your best stories. Both Daily Reports and the Historical Dashboard display Badges on stories with high engagement from social, which are good candidates for ongoing promotion.