

# Social Media And Online Community In European Regional Broadcasting

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# SOCIAL MEDIA AND ONLINE COMMUNITY IN EUROPEAN REGIONAL BROADCASTING

CIRCOM Regional  
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## INTRODUCTION

CIRCOM Regional is an international association of public service media organisations and professionals working in the field of regional audiovisual media in Europe. Members can be either regionally based or national providers with a regional remit. The focus on regional production and output makes CIRCOM Regional unique as the only, but strong, voice of regional media in Europe.

For decades we have promoted and helped develop regional public media. We aim to continue facilitating productive contacts between professionals, the examination and debate of issues affecting regional media and organise cooperation, co-production and fostering relations with important international organisations.

The acronym CIRCOM, a declaration of intent, stands for: Cooperative Internationale de Recherche et d'Action en matière de Communication (International Cooperative for Research and Action on the Field of Communication).

CIRCOM was founded in 1973 in Venice by the public broadcasters of France, Belgium, Germany and Italy. Very soon other countries joined. Today the organisation gathers most of the European regional broadcasters with workshops, training, ongoing co-productions and exchange of knowledge. CIRCOM Regional also organises the only Europe-wide competition for regional television, the Prix CIRCOM, and continuously arranges an annual conference dedicated to the exchange of knowledge between regional public media and professionals.

It is a privilege to be able to present this report. Never before has there been such a display of regional broadcasters in full change, adapting to new technologies. Even though we knew it would be a tough challenge to gather the data we asked one of the top leading experts in the field of social media, Blathnaid Healy, to work with our National Coordinators in order to get an overview of where we stand today in regional media when it comes to social media; are there any emergent strategies and best practices; what could we do better?

We think that you as a member have in your hand a perfect tool for benchmarking, learning and understanding what is possible for your station within the field of social media.

Dr Johan Lindén, Secretary General CIRCOM Regional

## THE REPORT

This report is a review of regional public service broadcasters and their use of social media and their interactions with their communities. The pool of stations reviewed are the member stations of CIRCOM Regional. This report examines the social media activities and online community interactions of CIRCOM Regional's 39 broadcasters. It examines these broadcasters' use of social media on a regional level, where a broadcaster does not have specific regional activities or regional social media and community activities, this has been indicated. The report focuses on CIRCOM Regional member stations' activities on third-party social networking and socially-enhanced websites and services, it also examines stations' community interactions (community interactions includes: comments, user generated content etc).

The report was commissioned by CIRCOM Regional so that it could gain an improved understanding of, and highlight, its members' activities across popular social media channels and online community activities.

The genesis of this report was in 2013 when CIRCOM Regional began to examine its own social media and digital activities with a view to crafting new strategies for communicating and, more importantly, engaging with its member stations and the wider broadcasting community.

The report breaks down into two main sections, a summary of findings and country-by-country profiles.

## METHODOLOGY

This report is based on research conducted by Blathnaid Healy between September 2013 and April 2014. The foundations of the report were contained in a strategy document prepared for the CIRCOM Executive Committee and European Board meetings, which took place in Cavtat, Croatia, in November 2013. In December 2013, the CIRCOM Secretary General commissioned an expanded version of the research for publication.

The information for the report was collected by examining each broadcaster's core social media output and online community activities from the end user's perspective between the dates outlined above. Where a CIRCOM member station did not have distinct regional social media output, the output from its national social media platforms was recorded. For members with multiple regional stations each station was looked at separately and details of its social media activities recorded. A particular focus was placed on core social media output (main accounts and significant second-layer accounts for example: individual channels, news, sports, drama etc.) and individual programme accounts were examined but not recorded. However, there are exceptions to this. Where regional output is built around programmes (i.e. BBC and SVT), individual programme accounts were examined and recorded<sup>1</sup>.

Information and data was gathered on desktop browsers and mobile browsers and where available mobile apps (the report specifically examined main apps and not sub or specialist apps).

The most popular social media and social media-enabled platforms in member stations' countries were prioritised in terms of the research conducted. These platforms include Facebook, YouTube, Twitter, LinkedIn, Tumblr, Instagram, Vine, Pinterest, Google+ and Flickr.

Online community activities were defined as activities where the member station enabled its users to interact with, or contribute to, its digital platforms outside of social media. These interactions or activities include: user generated content, comments, and polls and quizzes. When considering user generated content the emphasis of this report has been on how it is gathered by broadcasters on their own platforms (i.e. websites and mobile apps) for that reason much less consideration has been given to how regional broadcasters curate or gather user generated content from social media platforms, this is an area that requires further study.

For this report, the emphasis has been placed on what the public encounters when they interact with the member stations of CIRCOM Regional on social media platforms. Given its scope, it cannot deal with how the organisations use social media internally nor is it intended to act as comment on any policies or workflows that might operate within member stations. Further research of a more qualitative kind would be necessary to adequately delve into that area.

In the course of the research, the work-related social media activities of employees of member stations (for example, programme presenters and journalists) were encountered and in some

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<sup>1</sup> Member stations of CIRCOM Regional are listed in full here: <http://www.circom-regional.eu/member-stations> (accessed 9 March 2014)

cases are recorded or commented upon, however this report did not systematically collect such data as it was beyond the original scope.

Once the information was collected, CIRCOM Regional's network of National Coordinators were contacted both individually by Healy as well as by the CIRCOM Regional Secretariat by email. National Coordinators were asked to verify or amend the data collected. Not all National Coordinators responded to this request. In some cases, follow-up enquiries were made by email and telephone.

Other data has been used to provide context, sources for this information have been indicated throughout the document.



## SUMMARY OF FINDINGS

All broadcasters who are members of CIRCOM Regional have embraced social media in some way. Although there were some early adopters, the majority of regional stations have established and evolved their presence on various social media platforms within the past five years. For most stations, usage of social media for any purpose is a relatively recent activity.

When we talk about media organisations and social media and community we often think various platforms and practices are ubiquitous, when in reality some are but many are not. In practice, users' engagement with the member stations of CIRCOM Regional varies substantially depending on the member station they are interacting with.

Overwhelmingly, stations are still using Facebook and other social media platforms as new routes to direct users back to their output for example a particular scheduled programme or a link back to something on the station's website. However, there is evidence from the review that some member stations are choosing to deliver content directly on social media platforms (i.e. not linking to a company's website). For example, some regional stations are uploading videos using Facebook's native video player or, in some rare cases, publishing an entire story text from its website to its Facebook page. There are also examples of stations that are creating content to be consumed on social platforms, the most common example of this is a gallery of photographs on Facebook. Others are experimenting with composite photos and graphics designed with Facebook specifications and short summarised news bulletins written for the platform, while a small number of stations are trialling content created for Instagram. More details can be found in the country profile section of the report.

There are very few broadcasters that take a one-size-fits-all approach across their regional stations' social media output. Some broadcasters, for instance, use different tools for updating Twitter across individual regional stations. For example, within one broadcaster, one regional station might interact frequently with users, while another might never do so. This is in contrast to the more standardised approach taken across regional stations' websites, which are in many cases based on templates or bear a strong resemblance to each other within organisations and have similar levels of output and interaction.

Every broadcaster has a presence on Facebook<sup>2</sup>, which is, on average, the second most used website in CIRCOM Regional's member stations' countries<sup>3</sup>. For CIRCOM Regional member stations, Twitter is the second-most-used platform, despite its relatively low user base in many member stations' countries. On average it is the 23rd most used website across all CIRCOM Regional member stations' countries. It is used by broadcasters in all but three of CIRCOM Regional's member stations' countries<sup>4</sup>. Similar to Facebook, video-sharing website YouTube is universally used across CIRCOM Regional member stations' countries. However it is not as widely used by CIRCOM Regional's broadcasters as Facebook is<sup>5</sup>.

2 Not all regional stations have a Facebook presence, but their parent broadcasters may have or at least one regional station within the group has.

3 Alexa.com

4 The countries where CIRCOM Regional members do not have a presence are Albania, Georgia and FYR Macedonia. In these three countries Twitter is not heavily used, on average it is the 35th most used website.

5 A third of broadcaster's component regional stations have a YouTube account

Despite its relative popularity amongst the general population, use of LinkedIn by CIRCOM Regional broadcasters is exceptional, despite being, on average, the 17th most used website across CIRCOM Regional member stations' countries.

The analysis later in this report examines the core social media platforms in more depth and broadly considers what level of activity and engagement CIRCOM Regional member stations currently have with each.

## CONCLUSIONS AND RECOMMENDATIONS

While there is considerable social media and community activity among regional broadcasters, overall this survey reveals that there is a lower level of engagement with social media and community activities by member stations than might be expected given the age of these platforms and the popularity of them in member stations' countries.

As already noted, the majority of member stations mostly use social media as a promotional or traffic-driving tool. This approach seems to stem from a core goal of driving users back to a programme to be broadcast on television or radio or to the member station's website. It is certainly an understandable goal for stations to seek to grow their audiences on their own broadcast and digital platforms (e.g. desktop and mobile sites), but the current realities of the mobile and desktop web consumer is that they spend a lot of time on social media platforms and don't necessarily want to be redirected away from them. For public service broadcasters there is an argument that suggests they should be where their audience is to maintain relevance and to adequately serve the audience. Although clearly social media activity should be part of a wider considered strategy, it should be treated as its own output channel and content should be prepared with it in mind.

YouTube is a potential growth area for member stations with about a third having a presence on the platform, this is especially true given the heavy use of this site by users across the continent. It is an area where a rapid experimentation and iteration (which might be achieved at relatively low cost) could yield impressive returns. Member stations are very well positioned to take advantage of the platform offered by YouTube because they generate video content that could be uploaded to the site with relative ease. YouTube's largest user group are the 18-34 demographic, which for public service broadcasters can be difficult to reach. YouTube also has revenue sharing options, which for broadcasters who are funded in part through commercial revenue, could provide an additional revenue stream. However, YouTube shouldn't be treated as a video repository, videos uploaded here have to work harder for people's attention. Content should be curated with a YouTube audience in mind.

Other social media platforms too would benefit from more dedicated engagement from member stations. Facebook is a heavily used platform across Europe and while its relationship with content producers is not as straightforward as YouTube's, it still offers a very interesting platform for engagement with audiences. More time should be spent by member stations tailoring Facebook posts, especially bearing in mind how users behave and consume content on the platform.

Underserved but very popular social platforms like LinkedIn could benefit from a lot more attention from member stations. In general, output should not be duplicated across social media platforms but tailored to best suit each. For example, LinkedIn users click and share business and technology content with more frequency than other types of content<sup>6</sup>.

For the most part newer, and more mobile-focused, entrants to the social media landscape, like Instagram and Snapchat, have not been widely embraced and where they have been many member stations are not using them regularly. Perhaps the only constant when it

6 <http://blog.newswhip.com/index.php/2014/02/biggest-linkedin-publishers-january-2014>

comes social networks and their audiences is that they will change. With this in mind, it would be beneficial for member stations if they adopted a more experimental approach to new platforms. The creation of a beta environment for testing new platforms is advisable rather than waiting for a platform to become widely adopted at which point it becomes difficult, and often costly, to catch-up and gain audience.

In general, member stations could be more interactive across social platforms. Although many stations interact with the audience, there are a number who don't and a lot who are forgetting that these are *social* not broadcast platforms. Stations need to carefully consider the end user when deciding how they are engaging with social platforms and adapt and adjust their output to suit audience behaviour.

The rapid growth of mobile broadband penetration and smartphone usage in Europe (and indeed worldwide) shows that regional stations should be moving quickly to engage their audience on mobile platforms. In many cases, for those who haven't acted, they will be playing a game of catch-up as the audience has already adapted to a more mobile environment. Thought needs to be given to the unique advantages of such platforms, especially in terms of interaction, community and user generated content, and what benefits those advantages can bring to regional member stations. Duplication of services is unlikely to satisfy users who are being presented with a broad range of mobile options and offerings elsewhere.

Users are invited to engage with member stations' websites and native digital platforms but only on a peripheral level. Users expect to be able to interact with websites, therefore sites that do not allow for engagement or interaction do not meet basic user expectations. Overall, although there are some exceptions, user engagement and interaction feels like an addendum. There is a big opportunity especially around user generated content for member stations to engage and collaborate with their audiences, it also provides a route for stations to develop their audience's media literacy through outreach and media education. With the ever growing number of information sources available to users via digital platforms, media literacy has never been so important.

Although this report strongly recommends the use of social media platforms because they help regional stations to connect and engage with audiences, it must be remembered that all of these platforms present their own challenges and each has its own business goals. For example, a social network's algorithm determines how and when users see content posted by media organisations (and other users), changing this algorithm could dramatically impact the visibility of a regional stations' content. Regional stations should stay informed about changes and trends within social networks so that they can best make decisions around how each is approached most effectively (for example, a redesign of Facebook's newsfeed could lead to new image sizes being more effective). Overall, it is essential that, while embracing them, member stations are always clear about their own strategic goals and reasons for using these platforms.

Finally, there is a strong argument for information-sharing and case studies being distributed among member stations. There is currently a lack of information about regional European broadcasting, social media and online community. CIRCOM Regional could facilitate the dissemination, in particular, of examples from member stations who have successfully used or tried various social media platforms or implemented strategies around community interaction. It would also be beneficial to share stories of experiments with platforms that failed or had limited traction. There is an abundance of learning within CIRCOM Regional's

network that would be very helpful for member stations to be able to access. This report has highlighted several of these examples but a substantial and systematic effort to document and disseminate more examples would be very useful. Additionally this report did not have the scope to examine stations' workflow or internal policy and guidelines for social media and community engagement, a sustained and systematic effort to document these would also be beneficial for the CIRCOM Regional community.

This report highlights the diversity of social media experiences across CIRCOM Regional's member stations and points towards the benefits of learning from that diversity of experience. As the reach and influence of social media platforms continues to increase and people become more engaged with online communities over the coming years, this will become ever more important.

# THE MOST USED SOCIAL MEDIA APPLICATIONS

## Twitter

Twitter is a social networking and micro-blogging service. Users 'tweet' 140-character tweets that can consist of, or combine, text, links, photos and videos. Launched in 2006, Twitter has more than 500m users<sup>7</sup> globally and over 340 million tweets are sent a day<sup>8</sup>. Recent developments include a focus on rich media, outreach to media organisations and content producers and encouraging its use as a companion for television programming. Twitter had an Initial Public Offering in 2013, which focused the company's drive to successfully monetise its platform.

Twitter's usage varies greatly in CIRCOM Regional's member stations' countries.

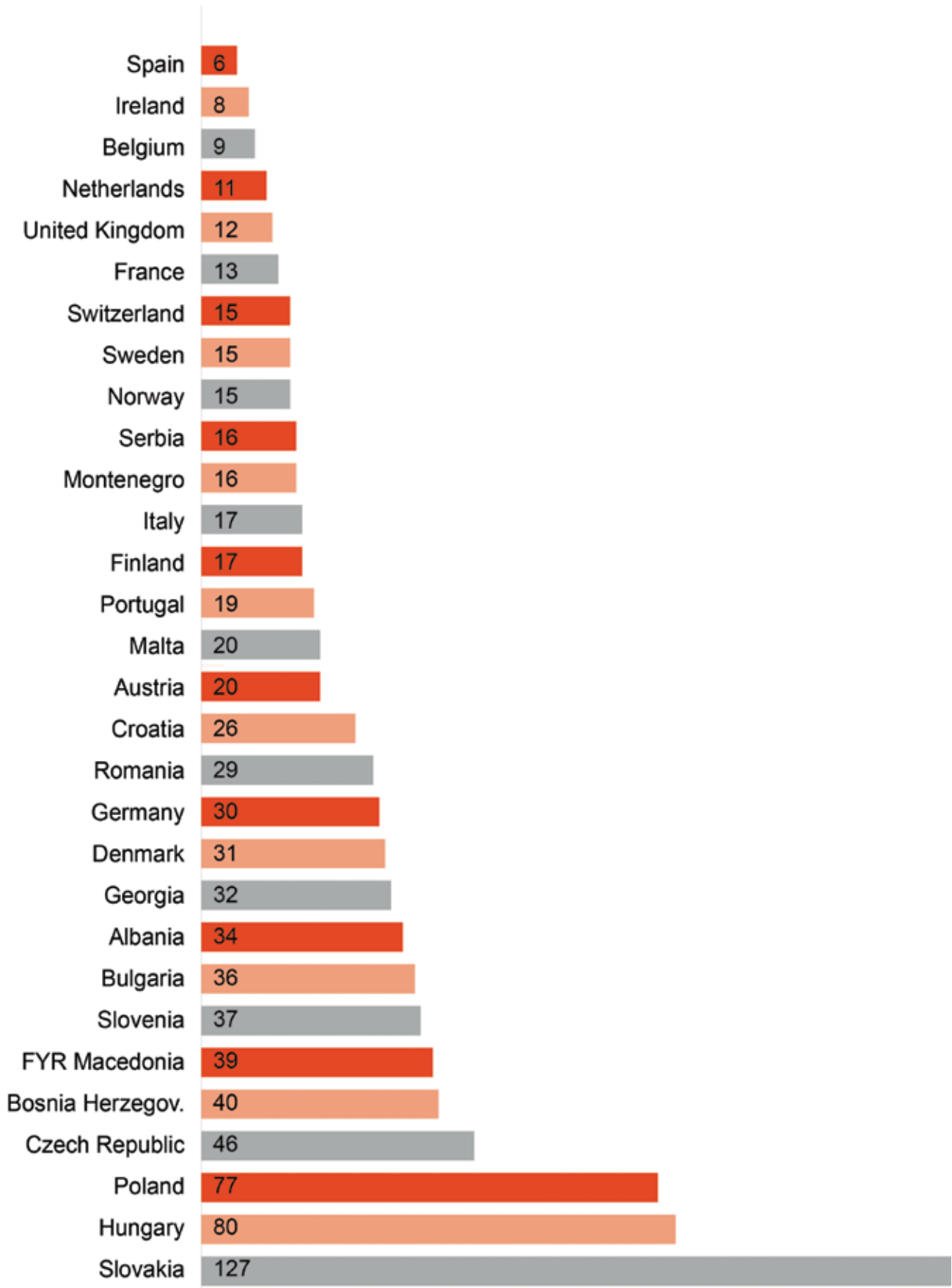
Although there were a very small number of regional station sign-ups in 2007, the majority of regional stations (45%) joined Twitter in 2009. 2010 was the second biggest year for signups, membership tapers off after this. The first regional station to join the platform was BBC Scotland in January 2007 followed by Omroep Brabant in the Netherlands in May 2007 and RTÉ in Ireland in September 2007.

The vast majority of regional stations' tweets are still text- and link-based and have yet to fully take advantage of the changes made by Twitter in 2013 and 2014, which emphasise rich media such as photographs and video.

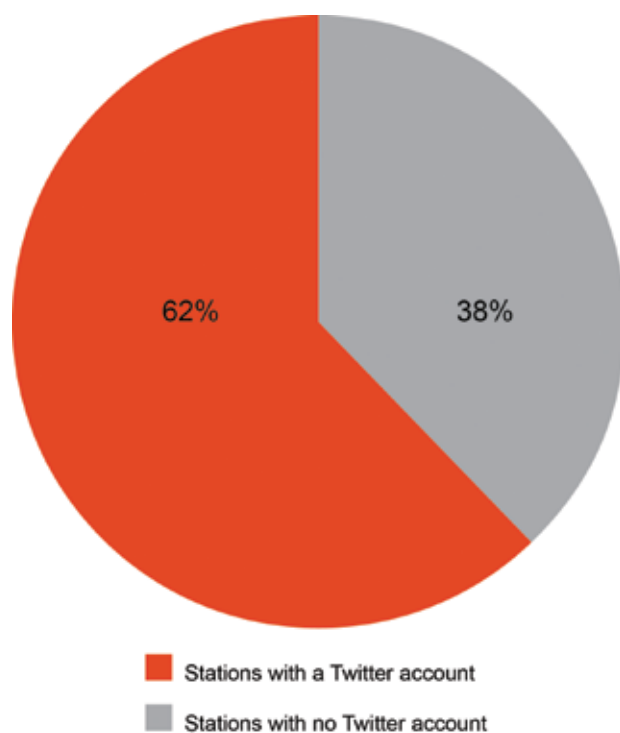
With the exception of a handful of stations, the majority of CIRCOM Regional member stations have smaller audiences on Twitter than they do on Facebook, but there tends to be more frequent output on this platform, for example updates several times in an hour, compared with Facebook where stations mainly update several times a day.

<sup>7</sup> <http://techcrunch.com/2012/07/30/analyst-twitter-passed-500m-users-in-june-2012-140m-of-them-in-us-jakarta-biggest-tweeting-city/> (accessed 9 March 2014)

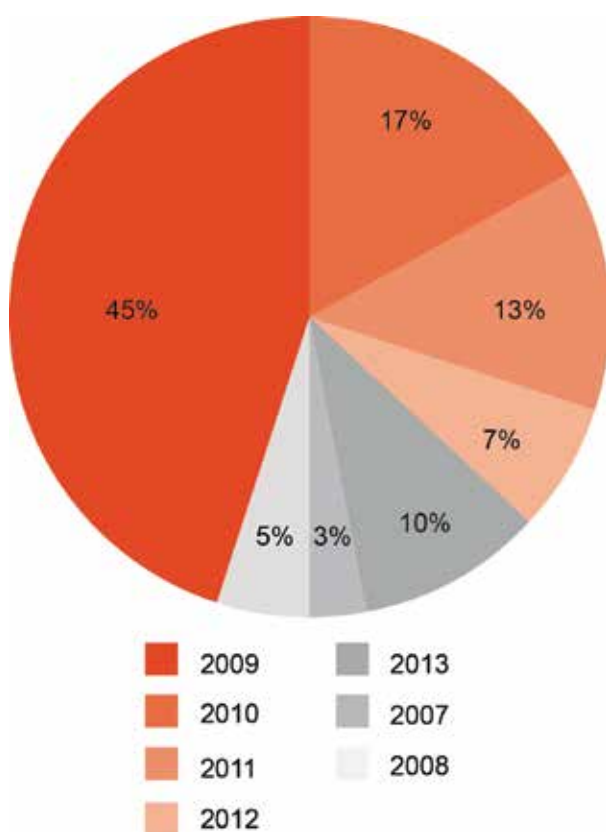
<sup>8</sup> <https://blog.twitter.com/2012/twitter-turns-six> (accessed 9 March 2014)



**Fig 1.0** Twitter usage in CIRCOM Regional member countries. The number indicates how popular the website is. For example, in Spain Twitter is the sixth most popular website, where as in Slovakia Twitter is the 127th most popular website. Info from Alexa.com (accessed November 2013)



**Fig 1.1** In this graph we see that less than 40% of regional stations (individual regional stations that are part of CR's member stations i.e. TV2 Oest Jylland rather than TV2) do not have a Twitter presence.



**Fig 1.2** In this graph we see the breakdown of when regional stations (individual regional stations that are part of CIRCOM Regional's member stations i.e. TV2 Oest Jylland rather than TV2) signed up for Twitter if they have done so.



## Facebook

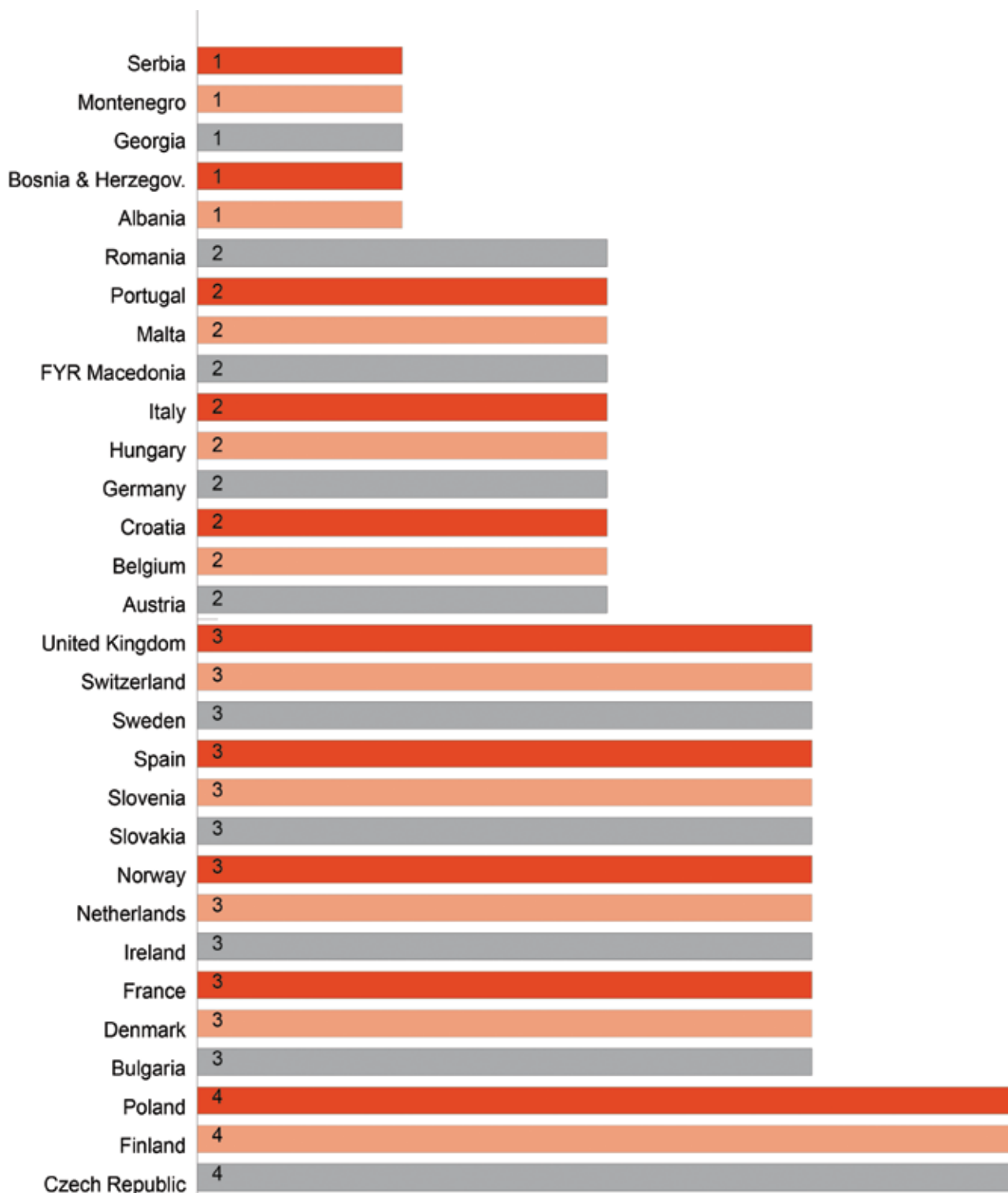
Facebook is a social networking website. Founded in 2005, it has 1.23 billion monthly active users<sup>9</sup>. To use Facebook, users must register with the platform. Facebook has created a distinction between accounts used by individuals for personal reasons and 'pages' created by organisations or businesses. Facebook had an Initial Public Offering in 2012.

Almost three-quarters of all regional stations have a Facebook page. The first CIRCOM Regional regional station to join Facebook was BBC Midlands Today, part of BBC West Midlands, which opened an account in February 2008. Look North Yorkshire, part of the BBC Yorkshire region, joined in June 2008, while RTSH Albania joined in November 2008 and Radio Merseyside, in the BBC North-West region, was the final regional station to join in 2008 in December.

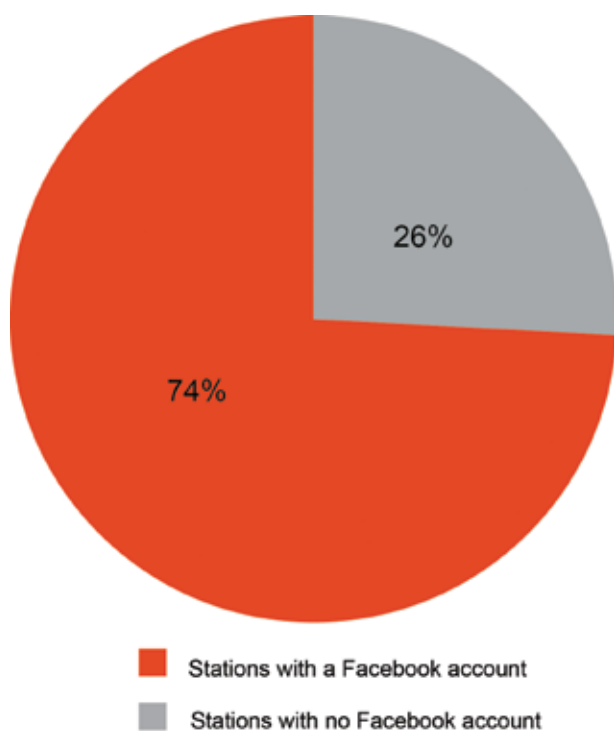
2010 was the biggest year for CIRCOM Regional member stations opening Facebook pages. 2009 and 2011 were also popular years for CIRCOM Regional member stations joining the platform.

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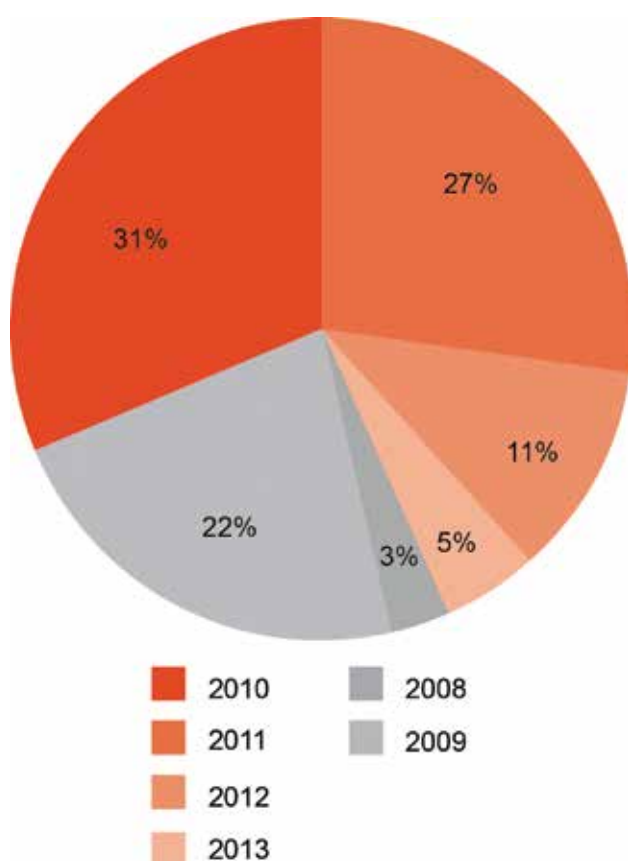
9 <http://www.theguardian.com/technology/2014/jan/29/facebook-record-quarterly-results?CMP=EMCNEWEML6619I2> (accessed 9 March 2014)



**Fig 1.3** Facebook usage in CIRCOM Regional member countries. The number indicates how popular the website is. For example, in Serbia Facebook is the most popular website, where as in the Czech Republic Facebook is the fourth most popular website. *Info from Alexa.com (accessed November 2013)*



**Fig 1.4** In this graph we see that 26% of regional stations (individual regional stations that are part of CIRCOM Regional's member stations i.e. TGR RAI Abruzzo rather than TGR) do not have a Facebook page.



**Fig 1.5** In this graph we see the breakdown of when regional stations (individual regional stations that are part of CIRCOM Regional's member stations i.e. TV2 Oest Jylland rather than TV2) signed up for their Facebook page if they have done so.

## YouTube

YouTube is a social video-sharing platform. Unregistered users can watch videos, but only registered users can upload videos or like and comment on videos. Founded in 2005, Google acquired YouTube in 2006. More than 1 billion unique users visit YouTube a month and 6 billion hours of video are watched on the platform each month. 100 hours of video are uploaded to YouTube every minute<sup>10</sup>.

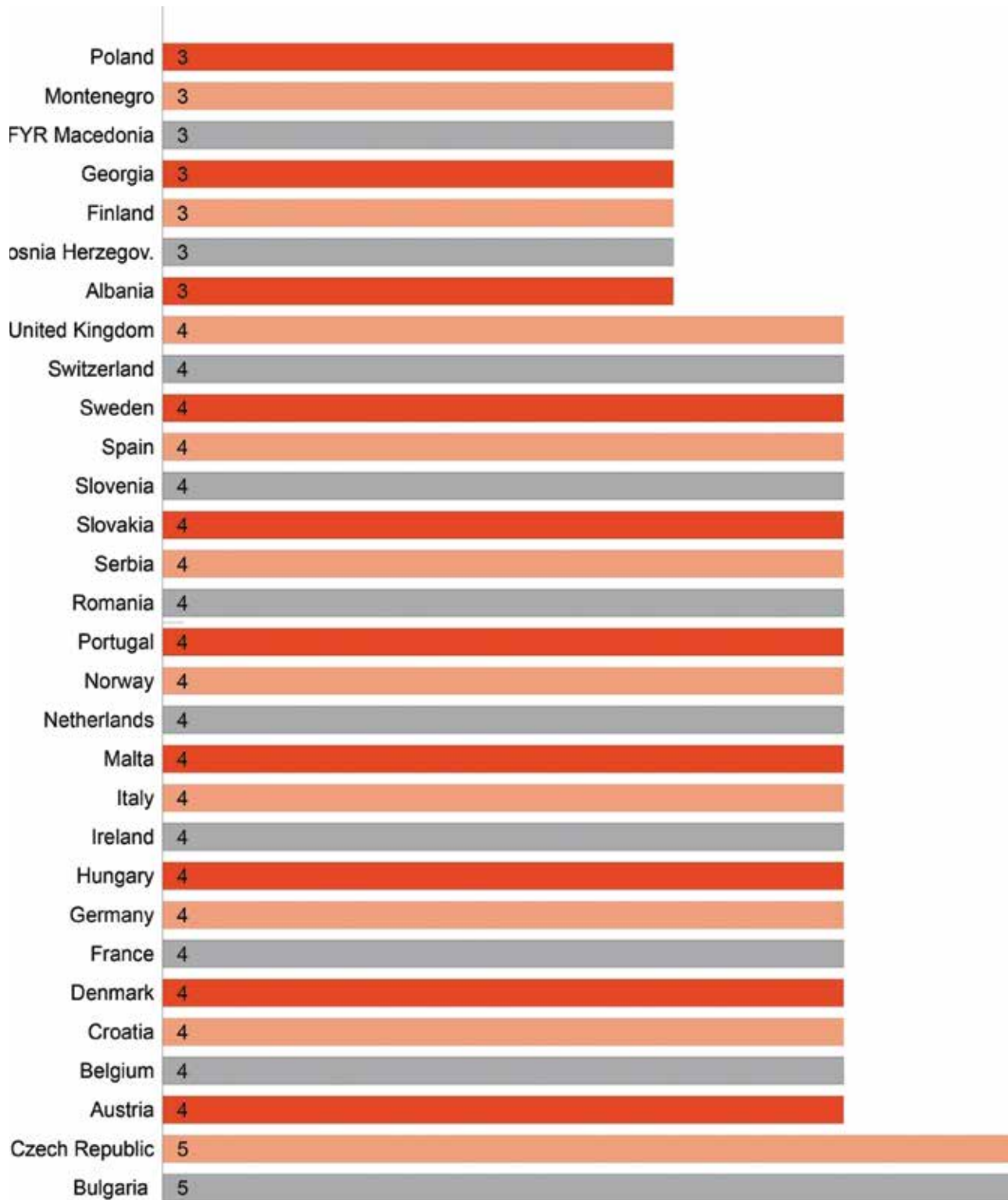
Regional tastes in video content vary greatly across Europe. There is significant room for expanding offerings on YouTube across the board among members. Approximately a third of all regional stations have a YouTube account.

YLE joined YouTube in October 2005, while the BBC joined a month later in November 2005, however the first regional station to join the platform was Galician broadcaster CRTVG on 3 January 2006, followed five days later by Berlin and Brandenburg broadcaster RBB on 8 January 2006. Seven other stations joined in 2006.

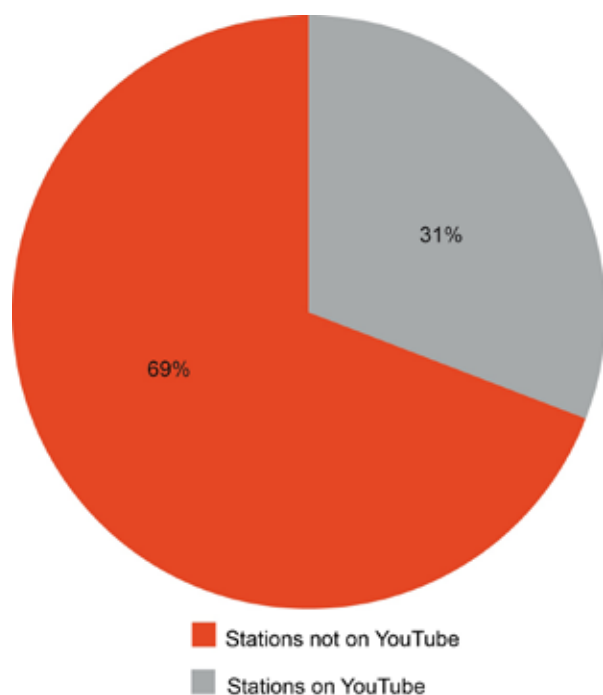
2007, 2011, 2012 and 2013 were all years when CIRCOM Regional members joined in numbers. Interestingly, many member stations' regional stations have taken a staggered approach to joining, for example, in France 3 the first station joined in 2007, while the most recent joined in 2012.

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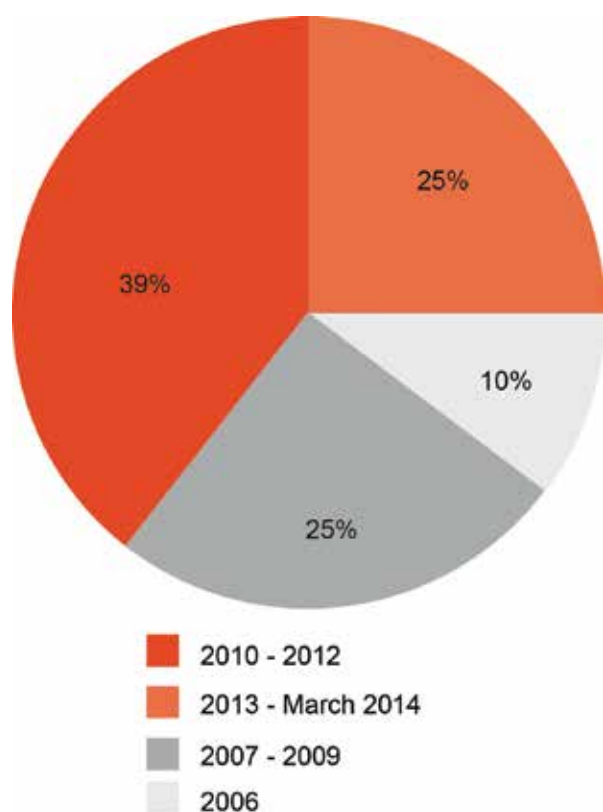
<sup>10</sup> <http://www.youtube.com/yt/press/statistics.html> (accessed 9 March)



**Fig 1.6** YouTube usage in CIRCOM Regional member countries. The number indicates how popular the website is. For example, in Poland YouTube is the third most popular website, where as in Bulgaria YouTube is the fifth most popular website. Info from *Alexa.com* (accessed November 2013)



**Fig 1.7** In this graph we see that almost 70% of regional stations (individual regional stations that are part of CIRCOM Regional's member stations i.e. France 3 Nord Pas-de-Calais rather than France 3) do not have a YouTube presence.



**Fig 1.8** In this graph we see the breakdown of when regional stations (individual regional stations that are part of CIRCOM Regional's member stations i.e. TVP3 Lodz rather than TVP) joined YouTube if they have done so.

## Instagram

Launched in 2010, Instagram is a photo- and video-sharing social network, that is predominantly used on mobile devices. The app enables users to add filters to photographs and videos before sharing them. Since 2013, Instagram has enabled users to share short videos of up to 15 seconds. Facebook acquired Instagram in 2012.

Instagram is the most recent of the major social media networks to have a wide and growing reach among CIRCOM's member stations. Stations in 14 countries where CIRCOM Regional has a member station currently have a presence on the mobile photo- and video-sharing platform. 40 individual regional stations have an Instagram account<sup>11</sup>.

NRK is currently the most active of CIRCOM Regional's stations on Instagram with 13 regional stations on the platform. The first of CIRCOM Regional's stations to join the platform was Ceska Televize in June 2011<sup>12</sup>.

Although some of the stations have yet to populate their accounts with content, the majority are posting photos or a mix of photos and videos. Content ranges from insights into what happens behind the scenes, promotions for upcoming content and in limited cases packaged video content for the platform<sup>13</sup>.

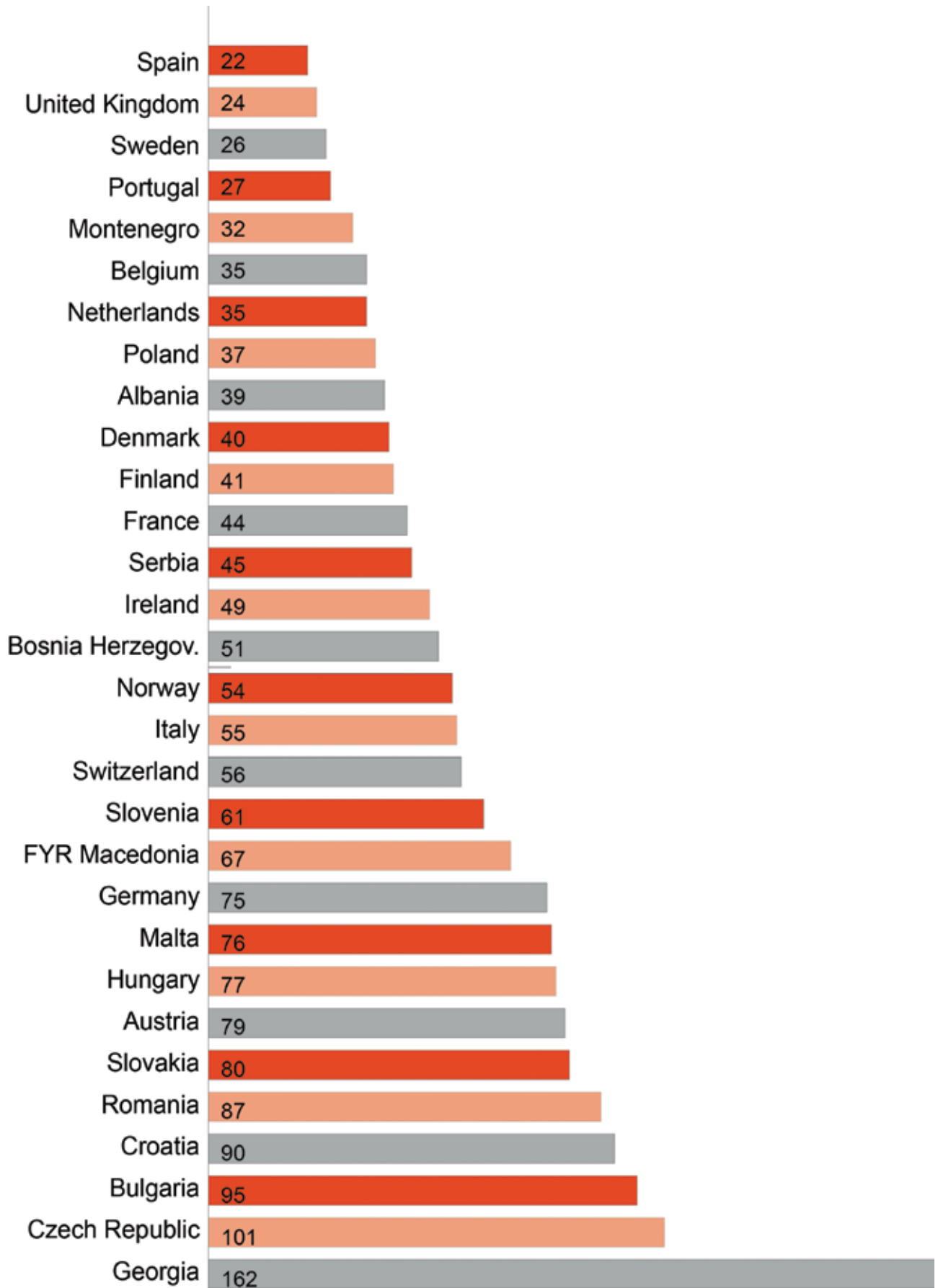


**Fig 1.9** Countries with CIRCOM Regional member stations that have Instagram accounts

11 Figure correct on 28 February 2014

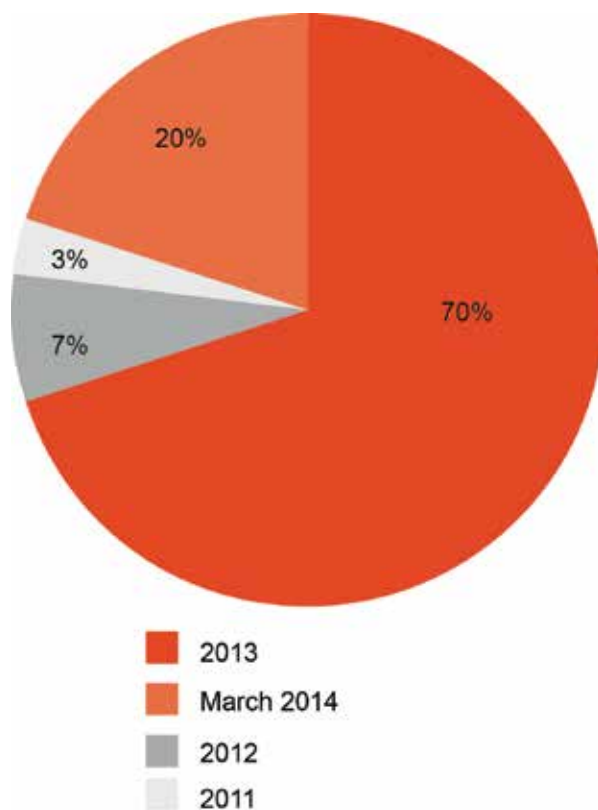
12 <http://instagram.com/CZECHTV>

13 <http://instagram.com/Vasterbottensnytt> and <http://instagram.com/bbccymruwales>

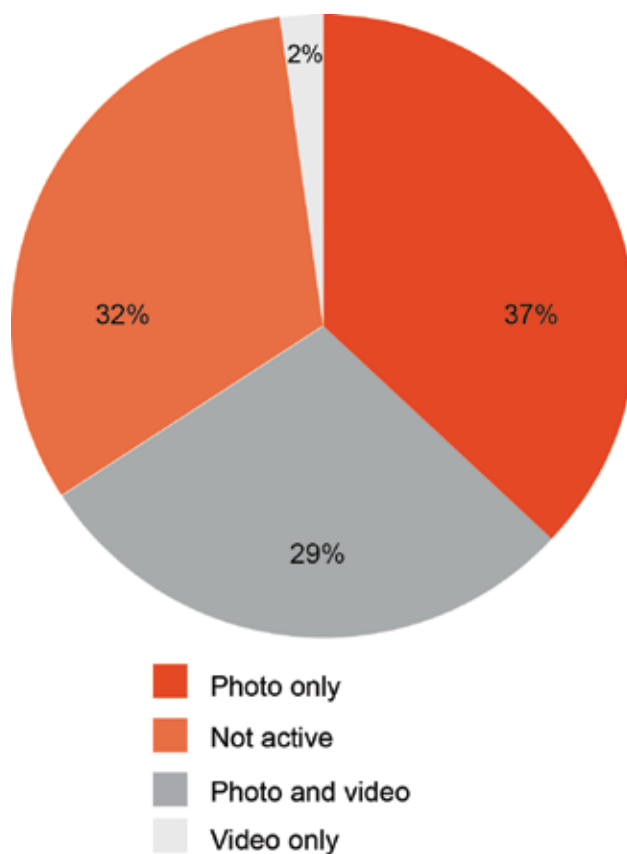


**Fig 1.10** Instagram usage in CIRCOM Regional member countries. The number indicates how popular the website is. For example, in Spain Instagram is the 22<sup>nd</sup> most popular website, where as in Georgia Instagram is the 162<sup>nd</sup> most popular website. *Info from Alexa.com (accessed February 2014)*





**Fig 1.11** In this graph we see the breakdown of when CIRCOM Regional member stations joined Instagram if they have done so.



**Fig 1.12** In this graph we see the activity of CIRCOM Regional member stations on Instagram

## Other Popular Platforms

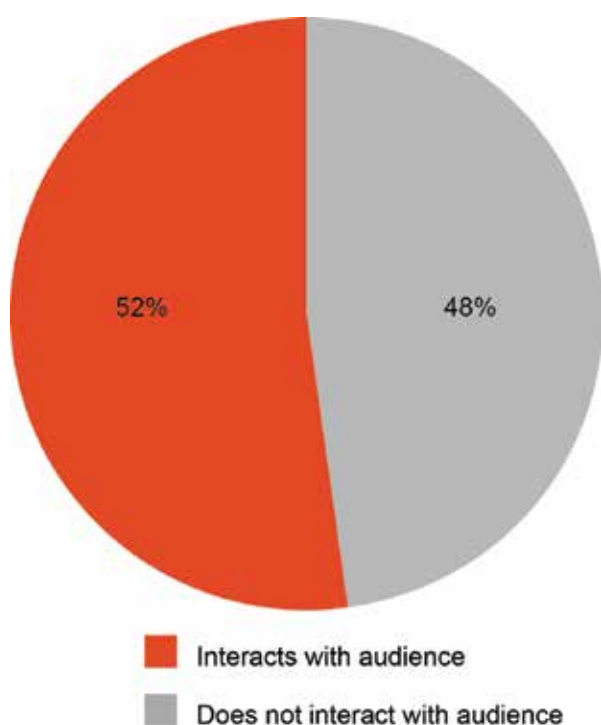
Other social networking and socially-enhanced websites such as Google+, Pinterest, Flickr, Audioboo, Soundwave, Myspace, Dailymotion (a video platform) and Snapchat are used by CIRCOM Regional member stations and regional stations but usage is limited to a small number of broadcasters.

Member stations do not seem to engage on LinkedIn, a site that is universally popular in Europe, in many countries it is the second most popular social networking website behind Facebook. Tumblr is also popular in several member stations' countries (particularly countries in eastern and south-eastern Europe). Like LinkedIn, Tumblr is not used to any great extent by the broadcasters reviewed for this report.

## AUDIENCE INTERACTION AND USER GENERATED CONTENT

Audience interactions are instances where a member station enables its audience to interact with one of its digital platforms, such as a website or mobile application. Interactions include commenting on content such as videos or stories and participating in polls, quizzes and competitions. Interactions also include user generated content, which includes tips/text, photos or videos and a facility to upload and send directly to the station.

The majority of CIRCOM Regional's members enable their audiences to interact with them in some way.

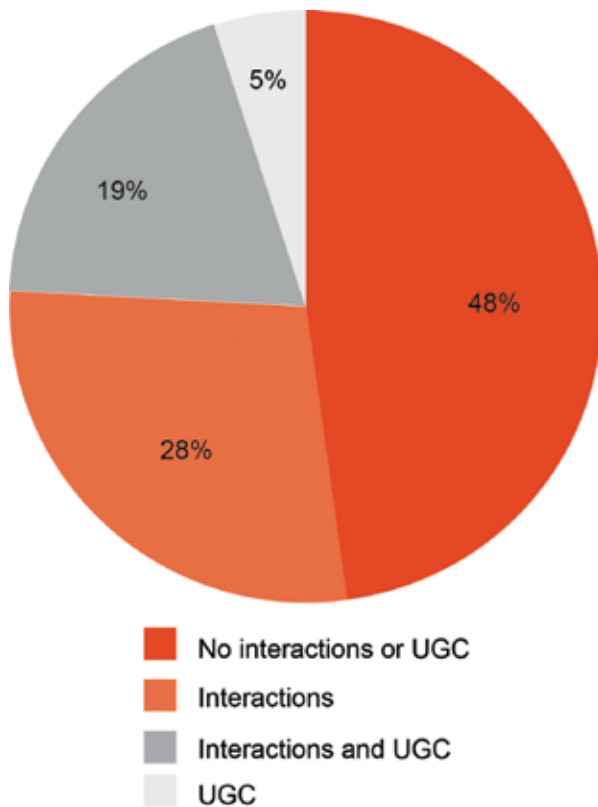


**Fig 1.13** In this graph we see that just over 50% of regional stations (individual regional stations that are part of CIRCOM Regional's member stations i.e. RTV Noord rather than ROOS) enable interactions on their websites.

The most common way stations facilitate interaction is through comments. Commenting or usage policies/guidelines listed on member stations' websites vary widely, with some opting to post-moderate users' comments and others pre-moderating them, some are very detailed while others are concise. Commenting systems also differ greatly from native systems built by member stations to third-party options like Disqus or Facebook that enable people to use social media logins to facilitate commenting.

Around a quarter of regional member stations actively seek user generated content or provide tools to enable the community to share content. The most encouraged form of user generated content across members is photos.

In many cases, the mobile app or mobile website of the regional member station is an important tools for user generated content and audience interaction. The majority of these allow for content sharing. Many also allow for comments and facilitate the uploading of user



**Fig 1.14** In this graph we see the breakdown of how regional stations (individual regional stations that are part of CIRCOM Regional's member stations i.e. HRT Slavonia rather than HRT) enable interactions on their websites.

generated content and some apps enable content creation either directly in the app itself or using the video, audio or camera on the phone and facilitating an upload.

There is a noticeable difference between what users are offered on mobile relative to desktop and it is not always clear why that difference exists and whether it is in the users' interest. In some specific cases regional stations have adopted a more standardised approach to mobile platforms than they do for their desktop websites.

## THE IDEAL STATION?

There is no single ideal or universal approach CIRCOM Regional's member stations should take, because of the differences that exist in terms of user behaviour across Europe. However, there are considerations that all regional stations should make when assessing their own social media and online community activities.

### Social Media

Stations should examine the usage data that exists for their country, identify the most-used social networks and recheck this on a regular basis to monitor new trends. This can be done using websites such as Alexa.com to monitor the most-frequently accessed websites within the regional station's country. In particular, stations should pay attention to the free app download charts in Apple's App store, for iOS, and Google Play, for Android, to stay up-to-date with trends in mobile, which is where most social media activity takes place.

As well as monitoring data about external social networking sites, regional stations should pay attention to the key metrics for their own platforms, for example, devices that content is being accessed from (smartphone, tablet, desktop), browsers that users are using and sources of traffic. Regional stations should gather key data and look for trends, using this data to inform the station's social media and online strategy.

To illustrate this, using Ireland as an example, here is some data about the most used social networks in April 2014.

Ranking	Social Network
3	Facebook
4	YouTube
6	LinkedIn
8	Twitter
26	Pinterest
27	Ask FM
31	Reddit
35	Imgur
43	Tumblr
45	Instagram

**Fig 2.0** Most used social networks in Ireland<sup>14</sup>

<sup>14</sup> Accessed 7 April 2014

Ranking	App
7	Snapchat
10	WhatsApp
12	Facebook Messenger
13	Viber
18	Instagram
20	Facebook
21	YouTube
26	Twitter
36	Pinterest
58	Kik

**Fig 2.1** Most popular free apps in the Irish Apple App Store<sup>15</sup>

Ranking	App
1	Viber
2	Facebook Messenger
3	Facebook
4	Snapchat
5	WhatsApp
7	Instagram
10	Twitter
41	Kik
59	LinkedIn
73	Pinterest

**Fig 2.2** Most popular free apps in the Irish Google Play Store<sup>16</sup>

<sup>15</sup> Accessed 7 April 2014

<sup>16</sup> Accessed 7 April 2014

This data shows that Facebook, YouTube, LinkedIn and Twitter are all heavily used, but it also shows a growing popularity around social networking sites made for mobile, such as Instagram. The noticeable trend, though, from this data is the popularity of messaging apps, like Snapchat and Whatsapp that are currently being downloaded. For a regional station in Ireland it would be important to serve the four major social networks, paying close attention to the strengths of each to avoid duplication or over saturation. It would also be prudent to start trialling approaches and content for Instagram and messaging apps.

Regional stations should use their own platforms' metrics, make a chart of the peak times when your audience is active, cross reference this with any usage data released by social networking websites. This should indicate the sections of the day where efforts could be particularly focused if, for example, if staffing or other resources are limited. Breaking news would be separate to this.

If stations have the resources, content should be put out with greater frequency throughout the day. Learn as much as possible about your audience's behaviour, use analytics programmes to determine peaks and surges in activity on both social networking platforms and referrals to your station's native platforms from social channels.

Time	Most popular content	Device	Platform	Post type	Sample content
7am	News stories	Phone	Facebook, Twitter, Instagram, Snapchat (or other messaging app)	Photo or other content created for the platform	Graphic showing the weather forecast for the day
11am	News, sports stories	Desktop	Facebook, Twitter	Link-based post	Link to a news or sports story. As it's a peak slot use it to push a story designed for social sharing
5pm	News, live stream	Phone	Facebook, Twitter, Instagram, Snapchat	Video	A 30-second Facebook, Instagram video and Vine with three stories from the day
8pm	On demand content	Tablet/Laptop	Facebook	Interactive post	Post that supports the on demand video content. For example, a question on Facebook about the most popular piece of on demand content

**Fig 2.3** A sample plan for social media during times of peak traffic

Some questions regional stations should ask themselves about their social media activity

#### Basic Questions

- Do we consider our social media output to be as important as our output on other platforms?
- How does our audience use social media?
- Are we using social media in a similar way to our audience, are we matching their user behaviour?
- Do we interact with our audience, if not, why not?
- Are we optimising our performance on key social networks and using their core strengths. For example, on Facebook, have we checked our Open Graph tags to ensure that when we share content the right information is 'pulled' in from our site and published in the News Feed preview? Are we using tweets with photos, which perform better than those that do not.

#### Initial Strategic Questions

- Do we have a strategy around each social network that we are using?
- Have we used the data we have available to us to help us craft or improve that strategy?
- Have we set out targets for our social media activity, like we would do with our television programming?
- Do we have the tools for measuring the performance of our social media activity?

#### Subsequent Strategic Questions

- Are we monitoring trends and reviewing our strategy at regular intervals?
- Are our social media efforts confined to a section of our station or does it permeate the entire organisation?
- Are the content, development, marketing sides of our station working together?
- Are we standing out from the competitors, are we using the advantages we have as regional stations?

#### Practical Questions for User Experience

- Are our share buttons on our website (desktop, mobile, tablet) visible and user friendly?
- Have we got a good mix of posts, are we posting content we've made for the platform as well as links back to our native platforms?

#### Practical Questions for Human Resources

- Have we provided our staff with training on social media?
- Have we put in place a social media policy for staff?

#### Development\Improvement Questions

- Have we got an agile structure in place for trying new developments in social media quickly?
- Is there a part of the station where we could trial new social networks out in a sandbox/beta-type environment?



## Audience Interaction and User Generated Content

Your audience interacts with the web and creates content everyday whether it's commenting on their friend's Facebook status or Snapchatting a photo. If your station is not facilitating interaction, it is out of step with the rest of the web.

It's crucial that you ensure that your journalists, producers and programme makers are adept at sourcing and, more importantly, are trained and proficient at verifying user generated content. Always use the best journalistic practices when, for example, integrating even a single tweet into your output.

Your approach to user generated content should be multi-faceted, including the sourcing of content from social networks and, asking and enabling your audience to create and provide content either using third-party platforms or by creating native tools to facilitate it.

If your regional station does not currently use user generated content in its output, it's important to ask what would happen during a disaster or emergency? Would your station be able to verify user generated content for use in programming?

Some questions to ask about audience interaction and user generated content:

### Basic Questions

- Can people comment on our stories and interact with the content we produce, if not, why not?
- Can our audience submit user generated content?
- Do we use user generated content in our broadcast and/or digital output?
- Do we curate user generated content?
- Do we have a plan in place for user generated content during breaking news, emergency or disaster coverage?
- Are our backend systems capable of using material submitted by users?

### Strategic Questions

- Have we considered where user generated content fits into our station's strategy and our goals as a regional public service broadcaster?
- Have we cultivated an environment where users can submit content or collaborate to create content? If not, how can we change this?
- Are there opportunities to make programmes or cover stories that we are missing because we are not collaborating with our audience?
- Are our competitors using user generated content?

### Practical Questions for User Experience

- Are the guidelines for commenting on content written with users in mind?
- Are we helping to lead interesting discussions?

### Practical Questions for Human Resources

- Have we provided our staff with training and guidelines for verifying content

- submitted by our audience or curated from social networking sites?
- Are staff aware of the rights and legal issues around user generated content?
- Have we got up-to-date tools and programmes available for staff to use to verify content?
- Have we considered the safety of the people who could be contributing content for example during a protest or a riot?

#### Development\Improvement Questions

- Have we identified the active or 'super' users in our community, and are we reaching out and working with them?
- Are there systems in place to foster and reward good discussion and can they be improved?
- Are there existing communities, groups that we could be working with in our region?
- Could we reach out to our audience and offer education or training around user generated content?

## COUNTRY PROFILES

The next section of this report looks at each of CIRCOM Regional's member stations. For each station there is a short outline of the current social media landscape in the station's country. Each profile has a short description of the station itself. For some countries, there are more than one member stations and each has been dealt with separately.

In particular, this report examined the major social networks and any significant use of local or regional social sites by each individual member station. It summarises their regional social media, audience interaction and user generated content activities. I've cited examples throughout this section, which are included in the footnotes.

## Albania

Facebook is the most popular website in Albania. LinkedIn is the 22nd most popular website, while Twitter is the 34th most used website<sup>17</sup>. YouTube is the third most popular.

### RTSH

*RTSH is Albania's public broadcasting organisation, operating on radio, television and online. It runs three television stations and three radio stations. RTSH is funded through a licence fee, commercial activities and a grant from the government*<sup>18</sup>.

RTSH does not currently have a presence on Twitter<sup>19</sup>.

RTSH has a Facebook page for Radio Tirana, which it opened in November 2008<sup>20</sup>. The page posts infrequently, with new posts a few times each month. These updates are usually video<sup>21</sup>, text<sup>22</sup> and photos<sup>23</sup>. Video is posted both through the native Facebook player and using YouTube. The Eurovision Song Contest and the Festivali i Këngës, which selects the Eurovision entrant for Albania, is the main focus of the page.

RTSH has an account on Instagram, which it set up in January 2013, to date it has posted photos infrequently<sup>24</sup>.

There is no functionality on RTSH's website to share to social platforms.

RTSH has a YouTube channel for the Festivali i Këngës, which it set up in November 2011. It was last active in December 2013. Its most popular video, an 11-minute clip from the final of last year's festival has more than 9,500 views<sup>25</sup>. It does not post regularly to the channel.

Users of RTSH's website cannot interact with it in anyway. It is the 855th most popular website in the country.

17 <http://www.alexa.com/topsites/countries/AL> (accessed 23 October 2013)

18 <http://www.circum-regional.eu/member-stations/46-member-stations-albania>

19 Accessed October 2013

20 <https://www.facebook.com/radiotirana1>

21 Example: [https://www.facebook.com/radiotirana1/posts/645508032154189?stream\\_ref=10](https://www.facebook.com/radiotirana1/posts/645508032154189?stream_ref=10)

22 Example: [https://www.facebook.com/photo.php?fbid=10151971883734303&set=a.106915234302.90939.35282334302&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10151971883734303&set=a.106915234302.90939.35282334302&type=1&stream_ref=10)

23 Example: [https://www.facebook.com/photo.php?fbid=10151667399669303&set=a.106915234302.90939.35282334302&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10151667399669303&set=a.106915234302.90939.35282334302&type=1&stream_ref=10)

24 Accessed 28 February 2014

25 <http://www.youtube.com/watch?v=BPIwsYvWBHA> (accessed 23 January 2013)

## Austria

Facebook is the second most popular website in Austria behind Google.at. LinkedIn ranks quite high in 13th position. Twitter is the 20th most used website in the country. Broadcaster ORF's website is the sixth most popular website in Austria<sup>26</sup>.

### ORF

The situation in Austria regarding ORF and use of social media is both complicated and unusual. It is still an ongoing legal issue. The issue, which began in 2010 following a revision of Austrian media law is still an evolving situation<sup>27</sup>.

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26 <http://www.alexa.com/topsites/countries/AT> (accessed 23 October 2013)

27 <http://homepage.univie.ac.at/axel.maireder/2013/10/austrian-public-broadcasters-struggle-for-social-media/> (accessed 7 January 2013)

## Belgium

Belgium is a big user of the main social media platforms, with Facebook, Twitter and LinkedIn all in the top ten most used websites in the country. Facebook is the second most popular website in the country. LinkedIn is the seventh most used website, while Twitter is the ninth. RTBF is the 24th most used website<sup>28</sup>.

### RTBF

*RTBF is the public broadcasting organisation of the French-speaking part of Belgium. The station has three channels. The station is financed by the Government of the Communauté Française de Belgique. RTBF broadcasts to four million inhabitants in five regional centres*<sup>29</sup>.

RTBF is active across Twitter and Facebook with multiple accounts on both platforms.

RTBF's main Twitter account, @RTBF, is a curated, 'corporate' account. It tweets a mix of content about RTBF including promotional tweets for upcoming programmes, news about the organisation and job vacancies at the station. It mainly tweets links back to the RTBF website, but it also retweets tweets from other RTBF accounts. This account is interactive, responding to questions and queries from Twitter users. RTBF has a number of other accounts on Twitter, including news, sport, television and 'labs' (which gives updates from RTBF's new media department).

RTBF has several pages on Facebook, including: a main page, news, sport, culture, video, commuting, documentaries and television as well as a number of individual programme pages. Aside from links it posts different types of updates across its pages among them: photo galleries<sup>30</sup>, stand-alone photos<sup>31</sup>, text-only posts<sup>32</sup>, polls<sup>33</sup>, video (via YouTube)<sup>34</sup>. RTBF interacts with users in the comments under its posts. The majority of RTBF's posts link back to the main website.

RTBF has share buttons for both Twitter and Facebook on stories on its website. There is also a widget for Facebook on the main RTBF website<sup>35</sup>.

RTBF opened its YouTube account in August 2006. It uploads new content usually daily to its channel. Its most popular video, was uploaded in March 2013. The video is an almost three-minute-long clip about US President Barack Obama being protected by an extra terrestrial<sup>36</sup>. The video has more than 270,000 views.

Users can comment on RTBF's website through Facebook comments. RTBF also invites its audience to contribute their opinions on issues such as the economy or politics by emailing opinion pieces for publication on its website<sup>37</sup>.

28 <http://www.alexa.com/topsites/countries/BE> (accessed 23 October 2013)

29 <http://www.circom-regional.eu/member-stations/77-belgium>

30 Example: [https://www.facebook.com/rtbf.mobilinfo/posts/10151981828933250?stream\\_ref=10](https://www.facebook.com/rtbf.mobilinfo/posts/10151981828933250?stream_ref=10)

31 Example: [https://www.facebook.com/photo.php?fbid=10151880603397825&set=a.10151520890397825.1073741824.205040692824&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10151880603397825&set=a.10151520890397825.1073741824.205040692824&type=1&stream_ref=10)

32 Example: <https://www.facebook.com/media/set/?set=a.10151830950551218.1073741843.239915266217&type=1>

33 Example: [https://www.facebook.com/questions/10151300427877825/?stream\\_ref=10](https://www.facebook.com/questions/10151300427877825/?stream_ref=10)

34 Example: [https://www.facebook.com/RTBFvideo/posts/10153636006680296?stream\\_ref=10](https://www.facebook.com/RTBFvideo/posts/10153636006680296?stream_ref=10)

35 <http://www.rtbf.be/>

36 [http://www.youtube.com/watch?v=bIHfU0UA\\_C8](http://www.youtube.com/watch?v=bIHfU0UA_C8)

37 [http://www.rtbf.be/info/opinions/detail\\_et-vous-qu-en-pensez-vous?id=6706273](http://www.rtbf.be/info/opinions/detail_et-vous-qu-en-pensez-vous?id=6706273)

## Bosnia and Herzegovina

Facebook is the most used website in Bosnia and Herzegovina. Tumblr, a social networking and micro-blogging website, is the ninth most popular site Bosnia and Herzegovina. LinkedIn and Twitter are not as heavily used. Twitter is the 26th most popular website, while LinkedIn is the 67th. BHRT's website is just inside the top 500 websites in 477th position<sup>38</sup>.

### BHRT

*BHRT is a public broadcaster that provides local, national, and international radio and TV programmes. BHRT currently operated one television station and one radio station*<sup>39</sup>.

BHRT established a presence on Facebook and Twitter in late 2013.

The station sent its first tweet in November 2013. Tweets are sent one to two times a day. The account is curated. It is updated using 'Twitter on the Web' and is not interactive. The account tweets links and photos. It also uses hashtags.

BHRT joined Facebook in October 2013. The majority of its posts are links to stories and programmes on BHRT's website<sup>40</sup>.

The station does not have a presence on YouTube.

News stories on BHRT have a Facebook share button<sup>41</sup>, but users cannot comment on the site or share content. On its mobile site, there are share buttons at the end of each story for Facebook, Twitter, Google+, LinkedIn, Pinterest and email.

38 <http://www.alexa.com/topsites/countries/BA> (accessed 23 October 2013)

39 <http://www.circom-regional.eu/member-stations/76-bosnia-and-herzegovina>

40 Example: [http://www.bhrt.ba/82.html?&no\\_cache=1&tx\\_ttnews%5Btt\\_news%5D=16569&tx\\_ttnews%5BbackPid%5D=82](http://www.bhrt.ba/82.html?&no_cache=1&tx_ttnews%5Btt_news%5D=16569&tx_ttnews%5BbackPid%5D=82)

41 Example: [http://www.bhrt.ba/82.html?&no\\_cache=1&tx\\_ttnews%5Btt\\_news%5D=16569&tx\\_ttnews%5BbackPid%5D=82](http://www.bhrt.ba/82.html?&no_cache=1&tx_ttnews%5Btt_news%5D=16569&tx_ttnews%5BbackPid%5D=82)

## Bulgaria

Facebook is the third most used website in Bulgaria. By contrast, Twitter is the 36th most used website. LinkedIn is the 16th most used website, while Tumblr is the 15th. YouTube is the fourth most popular website. BNT's website is the 103rd most popular site in the country<sup>42</sup>.

### BNT

*Bulgarian National Television is the public broadcaster, it is funded through government funding and commercial revenue. BNT has four regional office centres in the towns of Blagoevgrad, Varna, Plovdiv and Rousse. BNT has 3 TV channels - BNT 1 2 BNT and BNT World*<sup>43</sup>.

BNT has a presence on Facebook and Twitter.

Two of BNT's regional stations have Twitter accounts, one of these is inactive<sup>44</sup>, while the second pulls an automated feed from its Facebook page<sup>45</sup>. BNT's main Twitter account is updated between two and five times a day. It takes a feed from the updates to BNT's main Facebook page (more details below) but there is an element of curation, with other tweets interspersed. BNT has two other main Twitter accounts: BNT 2, a mostly automated account from a Facebook feed, which combines television output from Sofia and regional stations, and BNT News, which pulls a feed from its corresponding Facebook page.

BNT has Facebook pages for three of its four regional stations: BNT Blagoevgrad, BNT Plovdiv and BNT Rousse, which were set up between 2010 and 2013<sup>46</sup>. BNT set up the first of its main Facebook pages, for news<sup>47</sup>, in February 2010. The three other pages were established in October 2011 (BNT 2), June 2012 (BNT Sport)<sup>48</sup>, and December 2012, the main BNT page<sup>49</sup>. The main BNT page, which has the largest audience of the three posts links to BNT content and promotes upcoming programming. It uses the native Facebook video player to upload clips<sup>50</sup>. BNT 2 posts video (often using YouTube)<sup>51</sup>, promotional content<sup>52</sup>, images and links. BNT News posts updates to its page several times a day, these include text, links and photos. It has a recurring update '5 новини в 10 изречения' (five news stories in ten sentences), which summarises the key news stories<sup>53</sup>. There is not a lot of interaction across the three pages.

42 <http://www.alexa.com/topsites/countries/BG> (accessed 23 October 2013)

43 <http://www.circom-regional.eu/member-stations/75-bulgaria>

44 <https://twitter.com/BNTRUSE>

45 <https://twitter.com/bntplovdiv>

46 <https://www.facebook.com/Bnt2Blagoevgrad>, <https://www.facebook.com/pages/%D0%91%D0%9D%D0%A2-%D0%A0%D0%A3%D0%A1%D0%95/197955560217024>, <https://www.facebook.com/bntplovdiv>,

47 <https://www.facebook.com/novinite.bnt>

48 <https://www.facebook.com/BNT.Sport>

49 <https://www.facebook.com/Bulgarian.National.Television>

50 Example: [https://www.facebook.com/photo.php?v=615640638497920&stream\\_ref=10](https://www.facebook.com/photo.php?v=615640638497920&stream_ref=10)

51 Example: [https://www.facebook.com/BNT.Two/posts/10151976218639069?stream\\_ref=10](https://www.facebook.com/BNT.Two/posts/10151976218639069?stream_ref=10)

52 Example: [https://www.facebook.com/BNT.Two/posts/410982685671611?stream\\_ref=10](https://www.facebook.com/BNT.Two/posts/410982685671611?stream_ref=10)

53 Example: [https://www.facebook.com/novinite.bnt/posts/10152187267554940?stream\\_ref=10](https://www.facebook.com/novinite.bnt/posts/10152187267554940?stream_ref=10)



There are share buttons on BNT's website, which enable posting to Facebook, Google+, Twitter and LinkedIn. There is also a QR code at the end of every story<sup>54</sup>. On its mobile site, users can share to Facebook, Twitter and Google+ as well as add comments to stories.

One of BNT's regional stations is on YouTube. BNT Rousse/Pyce was set up in January 2011. Its most popular video is about cheap weight loss<sup>55</sup>. BNT has two other official channels on YouTube. BNT Bulgaria set up a YouTube channel in November 2012, while BNT 2's YouTube channel was established in January 2013. Both channels are active. The most popular video on BNT Bulgaria, which was uploaded in September 2013 and has almost 87,000 views, is a 54 minute-long first episode of 'Четвърта власт' (or 'Fourth Power') -- a political thriller about the clash of power and media in Bulgaria. The programme was produced by BNT. The next 11 full-length episodes are all in the top 13 videos, joined by Bulgaria's Eurovision Song Contest entry. BNT 2 uploads mostly news clips to its channel. Its most popular video, uploaded in June 2013, is of a dance event at a Black Sea resort. It has 1,600 views.

BNT has a presence on LinkedIn, which it posts links to very infrequently<sup>56</sup>.

Users can post comments to some stories on the BNT website using a native commenting system which asks for a users' name and email address. BNT does not have separate websites for its regional stations.

54 Example <http://bnt.bg/news/institutsii/obshtinski-sa-vetnitsi-drastichno-si-vdigat-zaplatite>

55 <https://www.youtube.com/watch?v=q1e7K-HLgQM>

56 [http://www.linkedin.com/company/bulgarian-national-television?trk=top\\_nav\\_home](http://www.linkedin.com/company/bulgarian-national-television?trk=top_nav_home)

## Croatia

Facebook is the second most used website in Croatia. LinkedIn is the 18th most used website in the country, while Twitter, which is not as popular, is the 26th. HRT's website is the 42nd most used in the country<sup>57</sup>.

### HRT

*HRT, Hrvatska Radiotelevizija - Croatian Radio Television, operates on television and radio. It provides programmes for two TV and three radio channels. The regional TV stations mainly depend on HRT Zagreb and the main TV centres (Rijeka, Split, Osijek and Bjelovar) with some other smaller correspondent's centres contributing<sup>58</sup>.*

Four regional stations have a presence on Twitter and Facebook.

Of the four regional stations with a presence on Twitter, two have accounts with automated feeds, generated by Tweet Button and Facebook. The other two accounts also use automated feeds and add some curated content.

Four stations have Facebook accounts. HRT Northern Adriatic, Istria, was the first to join Facebook in August 2011, followed by HRT Dalmatia and HRT South Adriatic in September and December 2011, while HRT Slavonia joined in January 2012. The four pages upload a mix of photos<sup>59</sup>, text updates<sup>60</sup>, links<sup>61</sup> and photo galleries<sup>62</sup>. Links to third-party YouTube videos are also often shared.

Radio Dubrovnik has an Instagram account, which it set up in August 2013. It has not been active on the platform since late 2013<sup>63</sup>.

Users can share stories on HRT's regional websites to Facebook, Twitter and Google+.

None of the stations have a YouTube account.

HRT's regional websites do not offer the opportunity for users to comment or upload content.

57 <http://www.alexa.com/topsites/countries/HR> (accessed 23 October 2013)

58 <http://www.circom-regional.eu/member-stations/74-croatia>

59 Example: [https://www.facebook.com/photo.php?fbid=729169883774898&set=a.326233104068580.85434.323606874331203&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=729169883774898&set=a.326233104068580.85434.323606874331203&type=1&stream_ref=10)

60 Example: [https://www.facebook.com/HrtRadioDubrovnik/posts/728138340544719?stream\\_ref=10](https://www.facebook.com/HrtRadioDubrovnik/posts/728138340544719?stream_ref=10)

61 Example: [https://www.facebook.com/radio.rijeka/posts/10202943216611223?stream\\_ref=10](https://www.facebook.com/radio.rijeka/posts/10202943216611223?stream_ref=10)

62 Example: [https://www.facebook.com/RadioSplit/posts/636065593102302?stream\\_ref=10](https://www.facebook.com/RadioSplit/posts/636065593102302?stream_ref=10)

63 Accessed 6 March 2013

## Czech Republic

Facebook is the second most popular website in the country. Neither Twitter nor LinkedIn have large market share. Twitter is the 54th most popular site in the country, while LinkedIn is the 21st. It should be noted that Seznam.cz, a search engine, email provider and web portal, is the Czech Republic's third most popular website, behind Google.cz, but ahead of Google.com<sup>64</sup>.

### Ceska Televize

*Česká televize is the public television broadcaster in the Czech Republic, broadcasting six channels. It is funded via a television licence fee, which is supplemented by revenue from business operations<sup>65</sup>. Regional station Czech Television, Television Studio Ostrava, is located in the biggest city in the Czech Republic. It contributes about 5% of broadcasting to Channel 1 and 2 of Czech TV. Czech Television, Television Studio Brno, is located in the second biggest city in the Czech Republic. Like Ostrava, it produces all types of programming<sup>66</sup>.*

Despite Twitter's ranking in the Czech Republic, Ceska Televize has built up a substantial community on the platform. When examined, it had over 65,000 followers between its three active accounts. The station's official account does not tweet every day. It frequently retweets the other four accounts, especially the dedicated news account. This account retweets users and interacts with them. By contrast, the news account, the largest of all Ceska Televize's Twitter accounts, is a link-heavy account that tweets its followers regularly with news updates, but does not interact directly with them. Ceska Televize also has a dedicated Twitter account for Sport, which tweets photos, links and fixture times several times a day to its followers.

Ceska Televize has a substantial Facebook presence based across two active pages. The main/official page promotes content from across the station through videos, photos and links. The news page updates several times a day, sometimes more than once an hour, primarily with links back to its website. On both pages, Ceska Televize interacts with the audience in the comments.

Česká Televize's regional stations do not have a presence on Instagram, however it does have a main account on the platform, which it posts both photos and videos to. It has not been active since late 2013<sup>67</sup>.

On its desktop website, the station encourages users to share stories and videos with share buttons on each page for Facebook and Twitter. For mobile users, there are three apps. All have share functions for content, but users cannot leave comments. On the mobile site, users cannot share or comment on content. The sub-sites for regional content are not mobile optimised.

Ceska Televize has more than 4,000 subscribers to its YouTube channel and over 2m video views. It uploads a mix of clips from programmes as well as promotional videos for upcoming

64 <http://www.alexa.com/topsites/countries/CZ> (accessed 23 October 2013)

65 <http://www.ceskatelevize.cz/english/about-czech-television/>

66 <http://www.circom-regional.eu/member-stations/72-czech-republic>

67 Accessed 6 March 2013

programming. Since it joined YouTube three years ago it has uploaded almost 2,000 videos. Its most popular video clip is a 30-second version of Czech singer and presenter Leoše Mareše doing the Harlem Shake standing in water while surrounded with people dressed as angels. The clip was a promotional video for the Czech Music Awards in March 2013.

On each story page on its website, Ceska Televize allows its users to submit errors to stories (spelling, factual, technical etc) via a form at the end of each page. However, it doesn't appear to accept comments on stories.

Both regional stations in Brno and Ostrava have a presence on social platforms. Brno has both a Twitter and Facebook account, while Ostrava has a Facebook account.

Brno's presence on Twitter is limited, having set up the account in September 2012 it has sent fewer than 30 tweets<sup>68</sup>.

Brno and Ostrava have active Facebook pages both set up in 2011. Both pages post updates several times a day. Aside from links back to the stations' websites these updates are mainly video (using the native Facebook video platform)<sup>69</sup>, photo galleries<sup>70</sup> and text<sup>71</sup>.

Neither regional station has a presence on YouTube.

Both regional stations sub sites share the same website functionality as the main Ceska Televize website when viewed on desktop.

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68 Date accessed 30 January 2014

69 Example: <https://www.facebook.com/photo.php?v=615269381873373&set=vb.123822671018049&type=2&theater>

70 Example: [https://www.facebook.com/media/set/?set=a.250735941660054.58484.123822671018049&type=1&stream\\_ref=10](https://www.facebook.com/media/set/?set=a.250735941660054.58484.123822671018049&type=1&stream_ref=10)

71 Example: [https://www.facebook.com/udalostiostrava/posts/433004660067888?stream\\_ref=10](https://www.facebook.com/udalostiostrava/posts/433004660067888?stream_ref=10)

## Denmark

Denmark is a heavy user of both Facebook and LinkedIn. Facebook is the third most popular website in the country. LinkedIn is the 6th most used website. Twitter has much less impact, it is the 31st most popular site. The main TV2.dk website is the 13th most used site in the country<sup>72</sup>.

### TV2

*TV2 is a group of television stations that includes one national station (TV2 Denmark) and eight regional stations. The regional stations are independent, both to the national station and to each other. Each has its own board of directors and management. There is also a council of 50 - 100 people representing a wide range of different organisations in each region<sup>73</sup>.*

Five of TV2's eight regional stations have Twitter accounts, while seven have Facebook pages. TV2's regional stations have an audience on Facebook that is 26 times larger than that on Twitter.

Of the five TV2 Twitter accounts, four of these are currently active. Two accounts are curated, one is automated and the fourth is a mix of curated and automated feeds. Two accounts are not interactive, while two curate retweets. Most of the active accounts tweet on an hourly basis during peak hours. The majority of tweets from all accounts are links back to TV2's websites.

TV2 Midt-Vest was the first regional station to establish a Facebook page in June 2009. Three more stations set up pages in 2010, while the final three started pages in 2011. The final page, was set up in January 2012 by TV2 Oest Jylland. Pages are updated multiple times a day. Posts on TV2's regional pages include: requests for user generated content<sup>74</sup>, news updates that don't direct users away from Facebook<sup>75</sup> video uploaded via YouTube<sup>76</sup> and using the Facebook video player<sup>77</sup>, behind the scenes photo galleries<sup>78</sup> and links<sup>79</sup>. Facebook pages are updated regularly during peak hours and there is a lot of interaction - stations respond to users comments and questions. Two TV2 stations also have accounts on Instagram<sup>80</sup>.

All, but one, regional TV2 station have share buttons for Twitter on each story page. Every TV2 regional station has a share button for Facebook on each story page. One enables sharing to Google+<sup>81</sup>. Some stations have widgets for Facebook and Twitter on their homepages.

72 <http://www.alexa.com/topsites/countries/DK> (accessed 23 October 2013)

73 <http://www.circom-regional.eu/member-stations/71-denmark>

74 Example: [https://www.facebook.com/tvsyd/posts/588314881242872?stream\\_ref=10](https://www.facebook.com/tvsyd/posts/588314881242872?stream_ref=10) and [https://www.facebook.com/photo.php?fbid=647495851978511&set=a.155175437877224.32172.137376262990475&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=647495851978511&set=a.155175437877224.32172.137376262990475&type=1&stream_ref=10) and <https://www.facebook.com/media/set/?set=a.678048448884542.1073741835.156821324340593&type=1>

75 Example: [https://www.facebook.com/tvsyd/posts/643444032381402?stream\\_ref=10](https://www.facebook.com/tvsyd/posts/643444032381402?stream_ref=10)

76 Example: [https://www.facebook.com/tvsyd/posts/282908238527202?stream\\_ref=10](https://www.facebook.com/tvsyd/posts/282908238527202?stream_ref=10)

77 Example: <https://www.facebook.com/photo.php?v=10153694398705512&set=vb.199020180511&type=2&theater>

78 Example: [https://www.facebook.com/media/set/?set=a.645625415498888.1073741842.137376262990475&type=1&stream\\_ref=10](https://www.facebook.com/media/set/?set=a.645625415498888.1073741842.137376262990475&type=1&stream_ref=10)

79 Example: [https://www.facebook.com/tv2fyn/posts/456599004463495?stream\\_ref=10](https://www.facebook.com/tv2fyn/posts/456599004463495?stream_ref=10)

80 Accessed 6 March 2014

81 <http://www.tvsyd.dk/artikel/229661:Snefygning-og-glatte-veje-uden-uheld>

Four of TV2's regional stations have YouTube channels. TV2 Ost was the first of the regional stations to join the video sharing platform, signing up in July 2007. TV2 Syd is the most recent station to join, opening an account in September 2013. Two of the four stations with YouTube channels, TV2 Midt-Vest and TV2 Oest Jylland, have uploaded content but have not recently been active. TV2 Ost posts videos infrequently. TV2 Syd is the most active on the platform, uploading content weekly. The most popular video across all the platforms was uploaded TV2 Ost. The video, which has more than 24,000 views, shows a bank robbery and was uploaded to YouTube in February 2008<sup>82</sup>. Other popular videos on the other three channels include: a political broadcast<sup>83</sup>, a preview of a gymnastics show<sup>84</sup> and a video about soccer<sup>85</sup>.

Some TV2 regional sites accept comments. TV2 Fyn and TV2 Ost accept comments on stories using Facebook's commenting system. TV2 Midt-Vest allows commenting on stories via a native commenting system that asks users to supply name, city and an email address with each comment. Four of TV2's regional stations have facilities for users to provide tips and upload user generated content (photos and videos). TV2 Nord, TV2 Bornholm, TV2 Oest Jylland, and TV2 Syd all have similar functionality, which asks for name, phone, email, description and file uploader. The terms and conditions vary between the four regional stations<sup>86</sup>. Three of the sets of terms and conditions say that an uploader can remain anonymous if they request to do so. TV2 Syd is the only one of the four to mention payment - it says that content upload will not be paid for and submitted media can be used by TV2 now and in the future for free. Two stations mention that the uploader must have rights to the material. TV2 Syd provides the most instructions for users wishing to upload content<sup>87</sup>.

The situation is different on mobile and is more standardised than desktop. Many of the stations use a similar app build. TV2 Nord, TV2 Lorry, TV2 Fyn, TV2 Syd, TV2 Oest Jylland, are all built on the same platform, but have customised design. All five allow sharing to Facebook, while commenting is not enabled. The five stations also have a UGC upload function for text, photos and videos. TV2 Bornholm and TV2 Midt-Vest's apps don't enable sharing, comments or UGC uploads.

82 [http://www.youtube.com/watch?v=x-Y\\_admT\\_A4](http://www.youtube.com/watch?v=x-Y_admT_A4)

83 [http://www.youtube.com/watch?v=vBPiV0t\\_NjQ](http://www.youtube.com/watch?v=vBPiV0t_NjQ)

84 <http://www.youtube.com/watch?v=Vqwi4OSQ3pE>

85 TV 2 | ØSTJYLLAND's tv-indslag om Europa League-kampen i fodbold mellem Randers FC og F91 Dudelange. Sendt 1/7 2010.

86 <http://www.tv2nord.dk/tipos>, <http://www.tv2bornholm.dk/send-mail-formular.aspx>, [http://www.tv2oj.dk/tip\\_os](http://www.tv2oj.dk/tip_os), <http://www.tv2syd.dk/sendvideo>

87 <http://www.tv2syd.dk/sendvideo> (accessed 24 January 2014)

## Finland

Facebook is the fourth most used website in Finland. LinkedIn is the tenth most popular website, while Twitter is the 17th. YouTube is the third most used website in the country. YLE's website is the ninth most used website in Finland<sup>88</sup>.

### YLE

*Yleisradio, abbreviated to YLE, is Finland's national public broadcasting company. Since 2013, YLE has been funded via a broadcasting tax, which is collected annually. YLE operates four national television channels, 13 radio channels and services, and 25 regional radio stations. In its mission statement it says YLE produces and provides reliable information, shared experiences, and enriches the lives of people living in Finland<sup>89</sup>.*

The majority of YLE's 20 regional stations have both a Facebook and Twitter account, however there is more than twice the audience on Facebook than there is on Twitter.

All but three of the regional stations have a Twitter account. The approach is mixed across the stations with the majority of stations opting to curate the accounts or mix an automatic feed with some curation. A number of stations still use an automated feed, with the majority using Twitterfeed or Tweet Button to service them. One station, YLE Tampere uses an automated feed to deliver regular tweets, but intersperses tweets from its staff that it retweets<sup>90</sup>. The majority of Twitter accounts are interactive, both responding to users' tweets or retweeting them. Stations tend to tweet hourly.

All but one station has a Facebook account. YLE stations joined the platform over a two-year period starting in September 2009. YLE Perämeri was the first station on the platform, while YLE Saame was the last, joining in July 2011. The Facebook pages are interactive, with YLE responding to users' comments. A broad range of things are posted to the Facebook pages including photos<sup>91</sup>, debate<sup>92</sup>, behind the scenes<sup>93</sup>, links<sup>94</sup> and video<sup>95</sup>. YLE uses the native Facebook video player.

There are share buttons for Facebook, Twitter and Google+ on every story on YLE's website. The Facebook share button appears twice, once at the start of the story, a second time at the end.

Only one regional station has a YouTube account. Set up by YLE Satakunta in March 2013, the account has uploaded two videos, the most recent in April 2013. The most popular video, with almost 3,000 views, is a 30-second video of YLE Satakunta employees doing the Harlem Shake<sup>96</sup>.

88 <http://www.alexa.com/topsites/countries/FI> (accessed 23 October 2013)

89 <https://www.facebook.com/suomenyleisradio/info>, <http://en.wikipedia.org/wiki/Yle>

90 <https://twitter.com/YleTampere> (Accessed 22 January 2013)

91 Example: [https://www.facebook.com/photo.php?fbid=708650015846815&set=a.178367932208362.40320.116686841709805&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=708650015846815&set=a.178367932208362.40320.116686841709805&type=1&stream_ref=10)

92 Example: [https://www.facebook.com/Pohjoiskarjala/posts/10151985850813492?stream\\_ref=10](https://www.facebook.com/Pohjoiskarjala/posts/10151985850813492?stream_ref=10)

93 Example: <https://www.facebook.com/media/set/?set=a.10153567813185375.1073741830.492609065374&type=1> and [https://www.facebook.com/photo.php?fbid=604676426269717&set=a.166664216737609.41178.166619556742075&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=604676426269717&set=a.166664216737609.41178.166619556742075&type=1&stream_ref=10)

94 Example: [https://www.facebook.com/Pohjoiskarjala/posts/462490553873733?stream\\_ref=10](https://www.facebook.com/Pohjoiskarjala/posts/462490553873733?stream_ref=10)

95 Example: [https://www.facebook.com/photo.php?v=709682662410217&stream\\_ref=10](https://www.facebook.com/photo.php?v=709682662410217&stream_ref=10)

96 [http://www.youtube.com/watch?v=3wkwG1y\\_Eww](http://www.youtube.com/watch?v=3wkwG1y_Eww)

Every regional station has its own dedicated section of the YLE website. Some stories on YLE.fi are open to comments from users. YLE uses a native commenting system, which asks users to provide their name, comment and answer a question (such as 'what is the first month of the year?') to help the system from being spammed. Comments are p ite.



## France

The main three social networks are all within France's top 13 most used websites. Facebook is France's third most used website, behind google.com and google.fr. LinkedIn is the second most popular of the three social networks, it is the tenth most used website in the country, while Twitter is the 13th most popular<sup>97</sup>.

### France 3

*France 3 is part of the France Télévisions group. It consists of a network of regional television offices providing programming for their region. France 3's mission is to promote local news and regional events and introduce and familiarise the different regions of both France and Europe. It is made up of 13 regional output areas.*<sup>98</sup>

All of France 3's regional stations have a presence on both Facebook and Twitter. It has almost three times the audience on Facebook than that on Twitter.

The majority of France 3's Twitter accounts post several tweets an hour, mostly a mix of links, photos and retweets. About a third of France 3's accounts interact with other Twitter users, another third retweet tweets but don't respond to questions, while the final third takes an automated approach.

France 3 stations joined Facebook over a three-and-a-half year period with the first, France 3 Alsace, joining in April 2009 and the last, France 3 Corse, joining in September 2012. Three stations joined in 2009, ten in 2010, eight in 2011 and two in 2012. France 3's stations have experienced significant growth on their Facebook pages in terms of audience numbers. Between October 2013 and January 2014 every page has seen growth of at least 10%, many over 20% with two surpassing 50%.

France 3's Facebook accounts are regularly updated through the day and France 3 responds to users' comments on posts. Common types of Facebook posts include links to stories,<sup>99</sup> short text updates that are focused on traffic and weather<sup>100</sup>, riddles<sup>101</sup>, detailed updates that provide most details of a news story with a link back to the France 3 website<sup>102</sup>, news summaries that don't link off Facebook<sup>103</sup> and large weather maps<sup>104</sup>. For video, France 3 links to its own video player (taking people off of Facebook)<sup>105</sup>, the native Facebook video player<sup>106</sup> or France 3's YouTube channel<sup>107</sup>.

97 <http://www.alexa.com/topsites/countries/FR> (accessed 23 October 2013)

98 [http://en.wikipedia.org/wiki/France\\_3](http://en.wikipedia.org/wiki/France_3)

99 Example: [https://www.facebook.com/france3auvergne/posts/458542967604775?stream\\_ref=10](https://www.facebook.com/france3auvergne/posts/458542967604775?stream_ref=10)

100 Example: [https://www.facebook.com/FR3.Alsace/posts/10152213174093781?stream\\_ref=10](https://www.facebook.com/FR3.Alsace/posts/10152213174093781?stream_ref=10) and [https://www.facebook.com/france3champagneardenne/posts/10152225037909379?stream\\_ref=10](https://www.facebook.com/france3champagneardenne/posts/10152225037909379?stream_ref=10)

101 Example: [https://www.facebook.com/photo.php?fbid=10152225508599379&set=a.10151315716804379.489143.117298509378&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10152225508599379&set=a.10151315716804379.489143.117298509378&type=1&stream_ref=10)

102 Example: [https://www.facebook.com/photo.php?fbid=10152225311044379&set=a.497123064378.277076.117298509378&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10152225311044379&set=a.497123064378.277076.117298509378&type=1&stream_ref=10)

103 Example: [https://www.facebook.com/france3picardie/posts/614586485263851?stream\\_ref=10](https://www.facebook.com/france3picardie/posts/614586485263851?stream_ref=10)

104 Example: [https://www.facebook.com/photo.php?fbid=614526051936561&set=a.228498727205964.61742.177454712310366&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=614526051936561&set=a.228498727205964.61742.177454712310366&type=1&stream_ref=10)

105 Example: [https://www.facebook.com/f3Alpes/posts/579268792143843?stream\\_ref=10](https://www.facebook.com/f3Alpes/posts/579268792143843?stream_ref=10)

106 Example: <https://www.facebook.com/photo.php?v=10152086443850469&set=vb.323880995468&type=2&theater>

107 Example: [https://www.facebook.com/france3bretagne/posts/707634572602452?stream\\_ref=10](https://www.facebook.com/france3bretagne/posts/707634572602452?stream_ref=10)

France 3 Nord Pas-de-Calais, which has a significantly larger audience on Facebook than any other France 3 station, creates content specifically for its Facebook page, often using it to tell stories on the platform. It has seen a 54% growth in its follower numbers between October 2013 and January 2014. A weather update - a photo with text of the latest weather forecast from Météo France - had been shared more than 3,000 times, liked by almost 1,400 people and had received over 150 comments, seven hours after it was originally shared. In another update, it announced the verdict in a high-profile court case<sup>108</sup>. It creates and highlights large, often composite, photos such as these sport examples<sup>109</sup>.

Five of France 3's stations have Instagram accounts. France 3 Lorraine was the first to join in March 2013. Two of the six accounts are not yet active<sup>110</sup>. Others are dormant or used infrequently. None of the regional stations are regularly using the platform yet.

France 3's websites integrate social media in various ways. Users can share stories on Facebook and Twitter, there are no direct sharing buttons on stories users have to click on the word 'share' which gives them options. Many France 3 stations have a social media widget on their websites with the most popular a Facebook widget asking people to like the page. Other widgets include Twitter lists, for examples a sports teams' players'<sup>111</sup>. France 3's mobile site has a drop down menu for its regional stations. Users can comment and share content to Twitter, Facebook and email.

Eleven of France 3's stations are on YouTube. France 3 Paris Ile-de-France was the first France 3 station to join the video sharing platform in June 2007. Five stations joined in 2011, while five joined in 2012. The most popular video clip, uploaded by France 3 Bretagne in July 2011, is CCTV footage of a meteorite, which has more than 400,000 views<sup>112</sup>. Other popular videos include a promotion for a new documentary<sup>113</sup>, a report on prostitution in Grenoble<sup>114</sup> and a fire on a bridge<sup>115</sup>.

The majority of France 3's stations have a Dailymotion account. Dailymotion is a French video-sharing website. France 3 Centre was the first station to join the platform in February 2009. France 3 Bretagne joined a year later in April 2010, 15 stations joined in 2011, while the remaining joined in 2012. The most popular video on the platform across all stations is a video showing the future site of Notre-Dame-des-Landes airport on Google Maps, which was uploaded in December 2012. The video has more than 3 million views<sup>116</sup>. Other popular clips on the platform include an acoustic version of Daft Punk's 'Get Lucky' performed in Breton<sup>117</sup>, two live streams<sup>118</sup>, flooding in Caen<sup>119</sup> and a hot air balloon accident<sup>120</sup>.

108 Example: [https://www.facebook.com/photo.php?fbid=701060819939409&set=a.139404329438397.17337.139403099438520&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=701060819939409&set=a.139404329438397.17337.139403099438520&type=1&stream_ref=10)

109 Examples: [https://www.facebook.com/photo.php?fbid=699618100083681&set=a.139404329438397.17337.139403099438520&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=699618100083681&set=a.139404329438397.17337.139403099438520&type=1&stream_ref=10), <https://www.facebook.com/photo.php?fbid=699951353383689&set=pb.139403099438520.-2207520000.1390581386.&type=3&theater>

110 Accessed, 6 March 2014

111 Example: <http://nord-pas-de-calais.france3.fr/2014/01/20/le-rc-lens-reprendrait-bien-une-petite-coupe-399037.html>

112 <http://www.youtube.com/watch?v=0oDBkrsVMaM> (accessed 24 January 2014)

113 <http://www.youtube.com/watch?v=Q0QhEJjLfNA> (accessed 24 January 2014)

114 <http://www.youtube.com/watch?v=Gm9hTT-wusA> (accessed 24 January 2014)

115 [http://www.youtube.com/watch?v=GmioULp\\_KZo](http://www.youtube.com/watch?v=GmioULp_KZo) (accessed 24 January 2014)

116 [http://www.dailymotion.com/video/xvxgsr\\_google-map-site-notre-dame-des-landes\\_news](http://www.dailymotion.com/video/xvxgsr_google-map-site-notre-dame-des-landes_news) (accessed 24 January 2013)

117 [http://www.dailymotion.com/video/x19ni2x\\_get-lucky-bzh\\_music](http://www.dailymotion.com/video/x19ni2x_get-lucky-bzh_music)

118 [http://www.dailymotion.com/video/xz34uh\\_les-quais-d-orleans-en-direct\\_tv](http://www.dailymotion.com/video/xz34uh_les-quais-d-orleans-en-direct_tv) and [http://www.dailymotion.com/video/x11liv7\\_mondial-a-petanque-finale-hommes-en-direct\\_tv](http://www.dailymotion.com/video/x11liv7_mondial-a-petanque-finale-hommes-en-direct_tv)

119 [http://www.dailymotion.com/video/x126g7t\\_caen-sous-les-eaux\\_news](http://www.dailymotion.com/video/x126g7t_caen-sous-les-eaux_news)

120 [http://www.dailymotion.com/video/xqthat\\_accident-de-montgolferie-dans-l-aisne\\_news](http://www.dailymotion.com/video/xqthat_accident-de-montgolferie-dans-l-aisne_news)

Users can comment on stories on France 3's websites, but must log in using Disqus, Facebook, Twitter or Google. They can also interact with the website through quizzes and polls.

## Georgia

Facebook is the most used website in Georgia. The second most popular social network in Georgia is Tumblr, which is the 13th most popular website. Twitter is the 32nd most used website, while LinkedIn is the least popular of the four in 42nd place<sup>121</sup>.

### GPB

*Georgian Public Broadcasting was created in December 2004 out of the former State TV and Radio Broadcasting of Georgia it is the national public service broadcaster. It operates three television channels and two radio channels as well as a website. GPB's programming is also broadcast by satellite outside of Georgia*<sup>122</sup>.

GPB does not have a presence on Twitter, but it does have a Facebook page for 1TV.

GPB updates its Facebook page multiple times an hour mostly with links to content on its website 1tv.ge. Aside from links, other updates to the page include: video uploaded using the Facebook native video player<sup>123</sup> (clips from upcoming programming or clips from news reports), stand-alone text updates<sup>124</sup> (often promoting upcoming live broadcasts or news programmes), stand-alone photo updates<sup>125</sup> and competitions<sup>126</sup>. GPB interacts with commenters on its Facebook page. GPB joined Facebook in February 2011.

GPB has share buttons for Facebook, Twitter and Google+ on story pages on its 1tv.ge website. It also has two Facebook widgets on its homepage.

GPB joined YouTube in February 2013. It uploads new videos to its channel several times a day, mostly news reports. Its most popular video to date is a news report about 'crime boss' Taniel Potkhveria, it has more than 64,000 views<sup>127</sup>. YouTube videos are embedded on GPB's 1TV.ge website<sup>128</sup>.

On 1TV.ge, users cannot comment on stories. There is no traditional user generated content facility, however GPB invites its audience to contribute their opinions through an automated video booth in Tbilisi, which is located at the main entrance to the public television station. Contributors have two minutes for their video. After they press the button to begin the recording, contributors are asked to give their real name or pseudonym as well as any other personal info if they wish. Videos, once recorded, are pre-moderated before they appear on the www.Tqvi.ge website as well as on a dedicated YouTube channel<sup>129</sup>. In the terms and conditions, contributors are told videos must not contain obscene, incorrect, offensive and derogatory statements, no xenophobia, racism, homophobia, chauvinism or religious

121 <http://www.alexa.com/topsites/countries/GE> (accessed 23 October 2013)

122 <http://www.circom-regional.eu/member-stations/514-georgia>

123 Example: [https://www.facebook.com/photo.php?v=641516555906033&stream\\_ref=10](https://www.facebook.com/photo.php?v=641516555906033&stream_ref=10) and [https://www.facebook.com/photo.php?v=641484089242613&stream\\_ref=10](https://www.facebook.com/photo.php?v=641484089242613&stream_ref=10)

124 Example: [https://www.facebook.com/1stchannel/posts/641181552606200?stream\\_ref=10](https://www.facebook.com/1stchannel/posts/641181552606200?stream_ref=10)

125 Example: [https://www.facebook.com/photo.php?fbid=638751792849176&set=a.212430275481332.51920.152428851481475&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=638751792849176&set=a.212430275481332.51920.152428851481475&type=1&stream_ref=10)

126 Example: [https://www.facebook.com/photo.php?fbid=638814586176230&set=a.212430275481332.51920.152428851481475&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=638814586176230&set=a.212430275481332.51920.152428851481475&type=1&stream_ref=10)

127 <http://www.youtube.com/watch?v=LzM6wvU0CJY> (accessed 29 January 2014)

128 Example: <http://1tv.ge/news-view/62126>

129 <http://www.youtube.com/user/tqvige/about> (accessed 29 January 2014)

intolerance. Contributors are asked that recordings not contain a call for violence or illegal actions or content that violates the security of Georgia. On its YouTube channel, the most popular video has more than 2,000 views<sup>130</sup>.

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130 <http://www.youtube.com/watch?v=9mOu6sAQeYE> (accessed 29 January 2014)

## Germany

Facebook is the second most popular website in Germany. LinkedIn is the second most popular social networking website and the 24th most popular site in Germany. Tumblr is the 28th most used site, while Twitter is the 33rd<sup>131</sup>.

### HR

*Hessischer Rundfunk is the public broadcaster for the German state of Hesse. HR broadcasts on Radio and Television it also has digital output. Its main offices are in Frankfurt. It collects licence fees from households in the region. HR is a member of ARD, the association of public service broadcasters in Germany.*<sup>132</sup>

HR has a presence on Twitter and Facebook. It has almost double the number of Facebook 'likes' as it does Twitter 'followers'.

On Twitter it has a main account as well as other accounts for HR1, HR2, HR3 and HR-TV. The main HR Twitter account is a mixed account that combines an automated feed with curated tweets. It mostly tweets out links that direct users back to [www.hr-online.de](http://www.hr-online.de). This account interacts with other Twitter accounts.

HR has a main Facebook page as well as other accounts for HR3 and HR-Info. Its main page was set up in April 2009. Aside from links, HR posts: standalone photos and behind the scenes<sup>133</sup>. The main page does not post video links, however the HR3 page posts links to pages using the Facebook native video player. Pages are updated several times a day and HR interacts with commenters.

Stories on HR's website give users the option to share them on Twitter, Facebook and Google+.

HR has a number of YouTube accounts. Its main YouTube account<sup>134</sup> was established in September 2010 and gives users extra material as well as behind-the-scene clips from HR. The most popular video on HR's channel is a two-minute-long preview of a live video chat with DieLochis a comedy duo who make videos for YouTube, which has almost 39,000 views<sup>135</sup>.

Users cannot comment on stories on HR's desktop website, nor is there a facility to upload content. HR's mobile app does not allow for comments or sharing, but it does have a UGC uploader for photo, video and audio. Photos and video can be created in the app or uploaded from outside the app and audio can only be created in the app. There is also a section on the app for users to participate in polls.

<sup>131</sup> <http://www.alexa.com/topsites/countries;1/DE> (accessed 29 January 2014)

<sup>132</sup> [http://www.ard.de/home/ard/ARD\\_Startseite/21920/index.html](http://www.ard.de/home/ard/ARD_Startseite/21920/index.html)

<sup>133</sup> Example: [https://www.facebook.com/photo.php?fbid=10151984980064143&set=a.10150918005039143.421633.68155734142&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10151984980064143&set=a.10150918005039143.421633.68155734142&type=1&stream_ref=10) and [https://www.facebook.com/photo.php?fbid=10151968231359143&set=a.10150918005039143.421633.68155734142&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10151968231359143&set=a.10150918005039143.421633.68155734142&type=1&stream_ref=10)

<sup>134</sup> <http://www.youtube.com/user/hessischerrundfunk>

<sup>135</sup> <http://www.youtube.com/watch?v=tkNxgPZ5KfM>

## RBB

*The RBB Fernsehen is the regional television broadcaster for Berlin and Brandenburg. RBB was established in 2003 after Sender Freies Berlin (SFB) and Ostdeutscher Rundfunk Brandenburg (ORB) merged. RBB is a member of ARD. It collects a monthly license fee through GEZ<sup>136</sup>.*

Like HR, RBB, has a significantly larger audience on Facebook than it does on Twitter. It has more than double the number of 'likes' on Facebook than it does 'followers' on Twitter.

RBB has a main Twitter account<sup>137</sup> and others, which are mostly for its radio stations - these make up the largest part of its audience on the platform. The main RBB Twitter account takes an automated feed from the RBB Facebook page<sup>138</sup>, with Tweets linking to a Facebook status update. There is no interaction or curation. RBB's other Twitter accounts take different approaches, some curated, some automated or mixed.

RBB's main Facebook account was opened in November 2010, there are also other accounts for its radio stations etc. Its main account posts several new updates daily. Aside from links, it posts text only updates<sup>139</sup>, videos (uploaded using YouTube) and stand-alone photos<sup>140</sup>. Updates are a mix of links to content on RBB's website and promotional posts for upcoming output on RBB's stations.

Sharing content from RBB's website is a two-step process. There are no embedded share buttons, but users can click on a 'share' button, which enables them to activate social channels.

RBB joined YouTube in 2006 but actively started to use the video-sharing platform two years ago. It posts new clips a few times a week, which are usually trailers for upcoming RBB output. The most popular video on RBB's YouTube channel is a 35-second promotional video for an upcoming programme. The clip was uploaded in January 2014<sup>141</sup>.

There is no commenting function for RBB users, nor is there a facility for uploading user generated content. RBB's mobile app enables sharing to Facebook, Twitter, Google+ and email. It does not facilitate commenting or UGC.

<sup>136</sup> [https://www.facebook.com/fernsehen.rbb/info?ref=br\\_tf](https://www.facebook.com/fernsehen.rbb/info?ref=br_tf), [http://www.rbb-online.de/unternehmen/der\\_rbb/geschichte/Geschichte\\_des\\_rbb.html](http://www.rbb-online.de/unternehmen/der_rbb/geschichte/Geschichte_des_rbb.html)

<sup>137</sup> <https://twitter.com/rbbFernsehen>

<sup>138</sup> <https://www.facebook.com/fernsehen.rbb>

<sup>139</sup> [https://www.facebook.com/fernsehen.rbb/posts/687770834608717?stream\\_ref=10](https://www.facebook.com/fernsehen.rbb/posts/687770834608717?stream_ref=10)

<sup>140</sup> [https://www.facebook.com/fernsehen.rbb/posts/688291487888367?stream\\_ref=10](https://www.facebook.com/fernsehen.rbb/posts/688291487888367?stream_ref=10)

<sup>141</sup> <http://www.youtube.com/watch?v=jXcX5jQ8c78>

## Hungary

Facebook is very popular in Hungary, by contrast Twitter does not have a large audience. Facebook is the second most popular website in the country. LinkedIn is the 26th most used website in the country. Twitter is the 80th most used website<sup>142</sup>.

### MTVA

*In January 2011 the assets of three public service media organisations were transferred to the Media Service Support and Asset Management Fund (MTVA). The organisations transferred were MTV-Hungarian Television, Duna TV, MR-Hungarian Radio. "MTVA supports the fulfilment of their tasks from its own budget, provides various administrative services as well as takes care of the production, commissioning, and/or purchase of their programs. All public service archives have been passed into the ownership of MTVA."*<sup>143</sup>

"The Social Media desk keeps currently regular contact with the audience of public service media through 80 Facebook sites (corporate, thematic, program-, channel- and presenter related), 11 Youtube channels, 7 blogs, with the help of some Twitter channels and Mixcloud sites. The Desk is responsible for planning of platforms and the strategic coordination of social communication of public service media."<sup>144</sup>

142 :<http://www.yohhttp://www.youtube.com/watch?v=tkNxgPZ5KfM> <http://www.alexacom/topsite> sanountries/HU (accessed 23 October 2013)

143 <http://www.circom-regional.eu/member-stations/67-hungary>

144 From a memo prepared by National Coordinator Ildiko Komaromi (MTVA)



## Ireland

Ireland's internet using population is very active across the main social networks. Facebook is the third most used website in the country, while YouTube is the fourth. LinkedIn is the sixth most popular website in the country. Twitter is the eighth most used site in Ireland. RTE.ie is the 14th most used website, while TG4 is the 402nd most used site<sup>145</sup>.

### TG4

*TG4 (Teilifís na Gaeilge) is a national television channel that started broadcasting in October 1996. Over 800,000 viewers tune into the channel each day. TG4 broadcasts seven hours of programming in the Irish language and a further seven hours of children's programming each day. TG4 is a publisher/broadcaster, sourcing programmes from RTÉ as well as independent production companies. As well as broadcasting in the Irish language it also broadcasts programmes in English.*<sup>146</sup>

TG4 has a presence across Twitter and Facebook, with a larger audience on Facebook than on Twitter.

TG4's main Twitter account is curated. It tweets out a mix of updates including: news, sport, promotional tweets about upcoming programmes. It interacts quite frequently with other Twitter users directly. Generally it tweets at least once an hour and often more frequently. TG4 also has separate Twitter accounts for its news and sports output.

TG4 opened its main Facebook page in March 2009, and a page for Sport in March 2011. Aside from links, TG4's Facebook pages post video (both via YouTube and the native Facebook video player<sup>147</sup>), photo galleries<sup>148</sup> and stand-alone photos<sup>149</sup>. Posts from other, non-TG4 Facebook pages are frequently shared<sup>150</sup>.

Stories on TG4.ie offer users the option of sharing them to Twitter and Facebook, other platforms are offered through ShareThis.

TG4 has had a presence on Flickr since May 2010, and it has more than 9,000 uploads.

TG4 joined YouTube in May 2006. It uploads several new videos each day. Its most popular video, uploaded in October 2012, captures a woman 'stealing a horse' at a race course, which was an advertising stunt for a new reality television programme about horse jockeys. The video, which is just over one minute in length, has over 700,000 views<sup>151</sup>.

There is currently no commenting function on TG4.ie stories and there is no UGC upload functionality. TG4's mobile apps do not enable the sharing or uploading of content.

145 <http://www.alexa.com/topsites/countries/IE> (accessed April 2014)

146 <http://www.circom-regional.eu/member-stations/66-ireland>

147 Example: [https://www.facebook.com/TG4TV/posts/10152276734180087?stream\\_ref=10](https://www.facebook.com/TG4TV/posts/10152276734180087?stream_ref=10), [https://www.facebook.com/TG4TV/posts/10152274579205087?stream\\_ref=10](https://www.facebook.com/TG4TV/posts/10152274579205087?stream_ref=10)

148 Example: [https://www.facebook.com/media/set/?set=a.10151982182447955.1073741841.54211732954&type=1&stream\\_ref=10](https://www.facebook.com/media/set/?set=a.10151982182447955.1073741841.54211732954&type=1&stream_ref=10)

149 Example: [https://www.facebook.com/photo.php?fbid=608655632538344&set=a.338716812865562.70689.132884526782126&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=608655632538344&set=a.338716812865562.70689.132884526782126&type=1&stream_ref=10)

150 Example: [https://www.facebook.com/TG4TV/posts/10152269999985087?stream\\_ref=10](https://www.facebook.com/TG4TV/posts/10152269999985087?stream_ref=10)

151 <http://www.youtube.com/watch?v=PxrunL587OI>

## RTÉ

*RTÉ is Ireland's public service broadcaster. It provides a broadcasting service on radio and television. It also provides associated services through its publishing, performing groups and transmission network divisions. RTÉ is a not-for-profit, dual-funded organisation with revenue generated from licence fees and commercial income. It has regional offices in Dundalk (North-East) Waterford (South-East) Cork (South) Limerick (Mid-West) Galway (West) Athlone (Midlands, North Leinster) and Sligo (North-West)*<sup>152</sup>.

RTÉ does not have separate social media accounts or subsections of its website for its regional offices. Its social media accounts are for the country and regional content is published as part of the RTÉ website's main output.

RTÉ has a presence on Twitter and Facebook, with dozens of accounts on each. On its primary accounts (not including individual programme accounts, subsections accounts or special event accounts), it has a much larger audience on Twitter than on Facebook<sup>153</sup>.

RTÉ has a main account on Twitter, which tweets a mix of links, photos and videos. It combines promotions for forthcoming output with other updates from across the station. It is a curated account but it does not interact with other users on Twitter. It posts updates more than once an hour during peak times. RTÉ has a number of additional accounts for various divisions, programmes and website sections. RTÉ News, which was set up in 2007, is the station's most-popular Twitter account with more than 177,000 followers<sup>154</sup>, making it one of the most followed accounts in the country.

RTÉ does not have a main account on Facebook, but it has a number of other accounts that cover various parts of the organisation. Of its core pages, RTÉ's most 'liked' page is for the RTÉ Player, the stations online playback service<sup>155</sup>. However, individual programme pages perform very well, for example, comedy programme Republic of Telly has almost 190,000 page 'likes', while The Sunday Sport has almost 55,000<sup>156</sup>. The majority of RTÉ's Facebook pages were created between 2009 and 2011. Pages take different approaches to content with links, video (native Facebook video platform and YouTube)<sup>157</sup>, competitions<sup>158</sup>,

152 <http://www.circom-regional.eu/member-stations/66-ireland>

153 Primary RTÉ accounts: <https://twitter.com/rte>, <https://twitter.com/rtenews>, <https://twitter.com/NuachtRTE> <https://twitter.com/RTEPress>, <https://twitter.com/RTEbusiness>, <https://twitter.com/RTEDigital>, <https://twitter.com/RTEsport>, <https://twitter.com/RTElyricfm>, <https://twitter.com/RTEplayer>, <https://twitter.com/RTENewsNow>, <https://twitter.com/RTERadio1>, <https://twitter.com/RTE2fm>, <https://twitter.com/RTEArchives>, [https://twitter.com/RTE\\_GUIDE](https://twitter.com/RTE_GUIDE), [https://twitter.com/RTE\\_TEN](https://twitter.com/RTE_TEN), <https://twitter.com/RTERnaG>, [https://www.facebook.com/rteplayer?ref=br\\_rs](https://www.facebook.com/rteplayer?ref=br_rs), [https://www.facebook.com/RTENewsNow?ref=br\\_rs](https://www.facebook.com/RTENewsNow?ref=br_rs), [https://www.facebook.com/rteradio1?ref=br\\_rs](https://www.facebook.com/rteradio1?ref=br_rs), <https://www.facebook.com/2fmoofficial>, [https://www.facebook.com/rtenews?ref=br\\_tf](https://www.facebook.com/rtenews?ref=br_tf), <https://www.facebook.com/RTEsport>, <https://www.facebook.com/RTElyricfm>, <https://www.facebook.com/rtetwo>, <https://www.facebook.com/rteguide>, <https://www.facebook.com/pages/RT%C3%89-Ten/103898372992206>, [https://www.facebook.com/RTEjr?ref=br\\_rs](https://www.facebook.com/RTEjr?ref=br_rs), [https://www.facebook.com/RTERnaG?ref=br\\_rs](https://www.facebook.com/RTERnaG?ref=br_rs),

154 Follower count as of 31 January 2014

155 <https://www.facebook.com/rteplayer>

156 Both pages accessed 31 January 2014

157 Example: [https://www.facebook.com/rteplayer/posts/10200440102724890?stream\\_ref=10](https://www.facebook.com/rteplayer/posts/10200440102724890?stream_ref=10), <https://www.facebook.com/photo.php?v=587623047964369&set=vb.109225552468490&type=2&theater>

158 Example: [https://www.facebook.com/photo.php?fbid=786192144727636&set=a.185326264814230.51474.183036655043191&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=786192144727636&set=a.185326264814230.51474.183036655043191&type=1&stream_ref=10)

stand-alone photos<sup>159</sup> and photo galleries<sup>160</sup> accounting for the majority of posts. The station creates promotional content suitable for Facebook<sup>161</sup>.

There are share buttons on stories for Facebook, Twitter and Google+.

RTÉ also uses other social platforms, for example video-sharing platform Vine, which RTÉ Archives uses to share six second clips of content. RTÉ Radio One has an Instagram account, which it posts photos to infrequently<sup>162</sup>.

RTÉ has approximately 13 separate YouTube channels, which are updated regularly. It set up its first YouTube account up in April 2006. The most popular video across RTÉ's YouTube channels is a satirical piece of music 'Horse Outside', which has more than 11m views and was uploaded in December 2010<sup>163</sup>.

RTÉ accepts comments from users on certain parts of the website, for example sport and entertainment. In mid April 2014, RTÉ launched a new app with a facility for users to submit user generated content. RTÉ's mobile apps enable sharing to Facebook and Twitter.

159 Example: [https://www.facebook.com/photo.php?fbid=10151921047453579&set=a.10150927331358579.424467.341867628578&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10151921047453579&set=a.10150927331358579.424467.341867628578&type=1&stream_ref=10)

160 Example: [https://www.facebook.com/media/set/?set=a.641354309255609.1073741850.109225552468490&type=1&stream\\_ref=10](https://www.facebook.com/media/set/?set=a.641354309255609.1073741850.109225552468490&type=1&stream_ref=10)

161 Example: [https://www.facebook.com/photo.php?fbid=10150357527994995&set=a.46895259994.18763.43287959994&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10150357527994995&set=a.46895259994.18763.43287959994&type=1&stream_ref=10)

162 <http://instagram.com/RTERADIO1> (accessed 6 March 2014)

163 <http://www.youtube.com/watch?v=ljPFZrRD3J8>

## Italy

Facebook is the second most used website in Italy. LinkedIn is the second most used social network in the country and the 13th most used website. Twitter is the 17th most used website in Italy. The main RAI website is the 84th most popular website in Italy<sup>164</sup>.

### TGR RAI

*RAI's regional offering is mainly made of three television news programmes and two radio news bulletins. In October 2008, the TGR started producing Buongiorno Regione in the four RAI production centres (Rome, Turin, Milan, Naples). TGR is made up of a network of 23 regional offices throughout Italy*<sup>165</sup>.

Three of TGR RAI's regional centres have Twitter accounts, while two have Facebook accounts.

Two of the three Twitter accounts are currently active, while the third has not been active for almost three months<sup>166</sup>. The two active accounts, TGR RAI Campania and TGR RAI Brands, use the platform infrequently. They are curated accounts that interact with users. TGR RAI Valle d'Aosta's has an account which it isn't using.

The two Facebook accounts were set up in 2013. TGR RAI Calabria created its Facebook page in July 2013. The page is currently not active. TGR RAI Campania's page was created in April 2013 and it currently has more than 9,000 'likes'<sup>167</sup>. The page is updated several times a day. It posts stand-alone photos<sup>168</sup>, news summaries<sup>169</sup>, weather updates<sup>170</sup> and photo galleries<sup>171</sup>.

Content on TGR RAI websites has share buttons for Twitter, Facebook and Google+, other options are available through ShareThis.

One station, TGR Campania, has a YouTube channel. It is regularly updated. Its most popular clip, which has more than 800,000 views and was uploaded in June 2011, is a news report about a 23-year-old woman who died during a university examination.

Users cannot comment on TGR RAI stories or website. There is no facility for uploading content.

164 <http://www.alexa.com/topsites/countries/IT> (accessed 23 October 2013)

165 <http://www.circom-regional.eu/member-stations/65-italy>

166 Last accessed 27 January 2013

167 Last accessed 27 January 2013

168 Example: [https://www.facebook.com/photo.php?fbid=203308846529650&set=a.167309910129544.1073741835.124812564379279&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=203308846529650&set=a.167309910129544.1073741835.124812564379279&type=1&stream_ref=10)

169 Example: [https://www.facebook.com/permalink.php?story\\_fbid=201763016684233&id=124812564379279&stream\\_ref=10](https://www.facebook.com/permalink.php?story_fbid=201763016684233&id=124812564379279&stream_ref=10)

170 Example: [https://www.facebook.com/permalink.php?story\\_fbid=201139886746546&id=124812564379279&stream\\_ref=10](https://www.facebook.com/permalink.php?story_fbid=201139886746546&id=124812564379279&stream_ref=10)

171 Example: [https://www.facebook.com/permalink.php?story\\_fbid=10202415364138455&id=124812564379279&stream\\_ref=10](https://www.facebook.com/permalink.php?story_fbid=10202415364138455&id=124812564379279&stream_ref=10)

## Kosovo

Facebook is the most popular social networking website in Kosovo. In a recent survey, conducted in 2012, almost 60% of people said they used the service<sup>172</sup>. Other websites like Twitter and LinkedIn are not popular in Kosovo<sup>173</sup>.

### RTK

*Radio Television of Kosovo is the public service broadcaster in Kosovo. RTK broadcasts on terrestrial and satellite television, radio, as well as the website [www.rtklive.com](http://www.rtklive.com)*<sup>174</sup>.

RTK has one Twitter account, which tweets often multiple times an hour with sport and news updates. Each tweet begins with a broad topic: sport, current affairs, international (news), culture etc. The tweets are generated from an feed created in Twitterfeed. There is no interaction with users.

RTK has two active Facebook pages; RTK (main page for television) and a page for Metropol RTK Radio. The Metropol RTK Radio page has nearly twice the number of followers that RTK television has. RTK Television almost exclusively posts links about news and sports to its page. It does not receive a lot of user interaction. Metropol RTK Radio posts mainly photo updates signposting upcoming content, it has a lot of user interaction. RTK has an account on Instagram, although it is not yet active on the platform<sup>175</sup>.

RTK has share buttons for Facebook, Twitter and Google+ on its website story pages, however users cannot comment or interact in any way with the website.

RTK does not have a YouTube channel.

<sup>172</sup> [http://216.67.253.142/images/stories/publikime/STIKK-raport\\_eng\\_email.pdf](http://216.67.253.142/images/stories/publikime/STIKK-raport_eng_email.pdf), accessed 14 December 2013

<sup>173</sup> Alexa.com does not have website rankings for Kosovo

<sup>174</sup> <https://www.facebook.com/rtklivecom/info>

<sup>175</sup> Accessed 6 March 2014.

## FYR Macedonia

### MKRTV

*Macedonian Radio Television is a public broadcasting company founded by the Parliament. It produces and broadcasts radio and television programs of all genres that satisfy an informational, cultural, educational and recreational remit<sup>176</sup>.*

MKRTV has a Twitter account and a Facebook account.

MKRTV set up its Twitter account in November 2013, currently it uses a feed generated from its Facebook account. The account tweets links to the MKRTV website.

MKRTV joined Facebook in December 2010. MKRTV posts to its Facebook page several times a day. It almost exclusively posts links back to the MKRTV website. It does not interact with comments made by users.

There are share buttons for Twitter and Facebook on stories published on MKRTV's website.

MKRTV set up its YouTube channel in January 2014. It has currently posted two videos, both of a cold weather spell in North America<sup>177</sup>. The most popular video has 121 views and is a montage of a frozen Niagara Falls<sup>178</sup>.

MKRTV's website does not accept comments from users.

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<sup>176</sup> <https://www.facebook.com/webmrt/info>

<sup>177</sup> [https://www.youtube.com/channel/UCurlFwDSxgYvFaX\\_COFo0mQ?feature=watch](https://www.youtube.com/channel/UCurlFwDSxgYvFaX_COFo0mQ?feature=watch)

<sup>178</sup> <https://www.youtube.com/watch?v=vJC8otv9IBU> (accessed 29 January 2013)

## Malta

Malta is a heavy user of both Facebook and LinkedIn. Facebook is the second most used, while LinkedIn is the sixth most used website in Malta, two places behind video-sharing site YouTube. Twitter is significantly less popular as the 20th most popular website in the country.

### PBS

*PBS is Malta's public broadcasting organisation. It operates one general interest television channel and three radio stations. PBS is funded through a mix of commercial activities and government funding<sup>179</sup>.*

PBS has one main Twitter account, which tweets sporadically. It appears that in the past it may have taken a RSS feed of tweets. The account tweets in both Maltese and English. It tweets out links, which redirect back to the main Television Malta website. It does not interact with users.

PBS has three Facebook pages. The main page for Television Malta has 7,000 likes and was set up in June 2012. Aside from links, PBS mostly posts photos (galleries<sup>180</sup> and stand-alone<sup>181</sup>) and videos<sup>182</sup> are posted to the page. PBS interacts with people who leave comments. The Facebook pages for radio stations Magic Malta 917 and Radju Malta take a different approach, posting a lot of photographs and to a lesser extent links.

Share functionality for Facebook, Twitter and YouTube is included on all story pages on the TVM website.

The TVM website, which was redesigned in late September 2013, is the 114th most used website in Malta<sup>183</sup>. Currently, users cannot comment on stories, however a user can create an account on the website, which says it will enable them to comment, so it is likely that this functionality will soon be introduced. To register an account a user must provide name, email address and a mobile telephone number. There is no facility for uploading content currently.

PBS does not currently have an account on YouTube.

179 <http://www.circom-regional.eu/member-stations/62-malta>

180 Example: [https://www.facebook.com/TelevisionMalta/posts/402175086586822?stream\\_ref=10](https://www.facebook.com/TelevisionMalta/posts/402175086586822?stream_ref=10)

181 Example: [https://www.facebook.com/photo.php?fbid=402183686585962&set=a.400155693455428.1073741827.138329512971382&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=402183686585962&set=a.400155693455428.1073741827.138329512971382&type=1&stream_ref=10)

182 Example: [https://www.facebook.com/TelevisionMalta/posts/659862867385697?stream\\_ref=10](https://www.facebook.com/TelevisionMalta/posts/659862867385697?stream_ref=10)

183 Alexa.com

## Montenegro

Facebook is the most used website in Montenegro, almost 90% of internet users are on the platform. LinkedIn is the second most popular social network in the country and the sixth most popular website. Twitter is the 16th most used website, while micro-blogging social networking site Tumblr the 17th. RTCG's website is the 95th most used site in Montenegro<sup>184</sup>.

### RTCG

*Radio and Television of Montenegro, national public broadcasting services of Radio Montenegro and Television of Montenegro (RTCG), produces and broadcasts cultural, scientific and education programming. It broadcasts on both radio and television*<sup>185</sup>.

RTCG has a presence on both Twitter and Facebook.

RTCG's Twitter account takes an automated news feed from the RTCG.me website, which generates up to five tweets an hour at peak times. RTCG uses Tweet Button to generate the feed. The account does not interact with other Twitter users.

RTCG has an account on Facebook, which almost exclusively only posts links to content on the RTCG.me website. It posts more than one link on its page per hour. RTCG does not interact with comments. The station joined Facebook in January 2013.

There are share buttons for Facebook, Twitter and Google+ on RTCG.me story pages. There is also a widget for Facebook on the website.

Users can comment on stories on the RTCG website. Comments can be submitted through a native commenting system, contributors are asked to supply a name and an email address, however contributions can also be made anonymously. In the comment terms and conditions, RTCG states that comments that offend the dignity of a person, or contain threats, hate speech, unsubstantiated accusations, as and racist messages are not allowed. Comments that undermine national, religious and gender equality or encourages hatred against the LGBT population are also not allowed. Comments written in capital letters or that contain extensive sections of contents of books and publications will not be published. Comments are pre-moderated. On its mobile site, users can share content to Twitter or Facebook. Comments can be contributed and can be upvoted or downvoted.

<sup>184</sup> <http://www.alexa.com/topsites/countries/ME> (accessed 23 October 2013)

<sup>185</sup> <http://www.circom-regional.eu/member-stations/60-montenegro>



## The Netherlands

The main social networks are used extensively in the Netherlands. Facebook is the third most used website, behind google.nl and google.com. LinkedIn is the fifth most used website, while Twitter is the 11th<sup>186</sup>.

### ROOS

*ROOS represents the interests of the 13 regional public broadcasters in the Netherlands. Among other activities, ROOS develops policies and acts on behalf of the industry. The 13 broadcasters are public in nature and are therefore bound to the provisions of the media act. Regional broadcasters operate on radio, television and the internet. Regional broadcasting is largely financed by public funds and advertising revenue<sup>187</sup>.*

Every regional station has a minimum of one main account on both Twitter and Facebook, with the majority having multiple accounts.

Collectively ROOS' stations have an audience of followers on Twitter that is four times the size of its audience on Facebook while they have three times as many Twitter accounts as they do Facebook pages<sup>188</sup>.

The majority of the stations tweet multiple times an hour during peak hours and tweets tend to be text or text with a link there are not many rich media tweets. All of the stations take different approaches with their main Twitter accounts some like RTV Nord<sup>189</sup> curate it, linking to stories and interacting with users, others, for example, RTV Rijnmond, take a fully automated approach<sup>190</sup> Stations like RTV Oost take a mixed approach with some tweets generated from a feed and others manually written. Omroep West uses IFTTT to update its Twitter - IFTTT is more complex than pulling a feed but it still automates the process<sup>191</sup>.

The majority of ROOS' Facebook pages are updated multiple times a day with a mixture of text, photo, video and link updates. Photos and videos are used to a large extent with videos being shared via Facebook's native video player and YouTube. Most pages interact with their audience through comments.

Facebook is used for a variety of purposes aside from directing people back to ROOS' websites. It's used to find interviewees for packages<sup>192</sup>, for debates<sup>193</sup>, to highlight

186 <http://www.alexa.com/topsites/countries/NL> (accessed 23 October 2013)

187 <http://www.roosrtv.nl/roosrtv/Over%20ROOS.html>

188 *This excludes individual programmes pages, main pages and sub pages have been counted (i.e. news, sport, weather, music)*

189 <https://twitter.com/rtvnoord>

190 [https://twitter.com/RTV\\_Rijnmond](https://twitter.com/RTV_Rijnmond)

191 <https://ifttt.com/>

192 Example: [https://www.facebook.com/photo.php?fbid=679752128741677&set=a.174740052576223.57334.141747302542165&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=679752128741677&set=a.174740052576223.57334.141747302542165&type=1&stream_ref=10)

193 Example: [https://www.facebook.com/photo.php?fbid=685312848166727&set=a.309576722407010.76948.242490925782257&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=685312848166727&set=a.309576722407010.76948.242490925782257&type=1&stream_ref=10)

the most read content<sup>194</sup> to promote events<sup>195</sup> for news summaries<sup>196</sup> and behind the scenes<sup>197</sup>.

Nine of ROOS' stations have accounts on Instagram. Omroep Brabant was the first to post content to Instagram in June 2013 with others joining in 2013 and 2014. Some of the stations have signed up for accounts and are not yet active or posting content, other accounts are dormant.<sup>198</sup>

Two stations, RTV Noord Holland and RTV Rijnmond, have Google+ accounts, which mostly post link, photo and video updates. RTV Rijnmond and Omrop Fryslan have active Flickr accounts.

Every station has an active YouTube account with most posting several new videos a day. The first stations to create a YouTube channel more than seven years ago were RTV Noord-Holland and RTV Drenthe in September 2006. Seven stations followed in 2007. The last station to create an account, Omroep West, joined in 2009.

The most popular YouTube video of all 14 ROOS YouTube channels, a clip about artificially inseminating goats that has more than 9m views, was uploaded by Omroep Brabant<sup>199</sup>. The second most popular clip, about medical students making a nude calendar, has more than 3m views and was uploaded by RTV Noord<sup>200</sup>. Other popular videos from ROOS stations include: a Christmas film with an RTV Drenthe employee playing Santa Claus<sup>201</sup>, a plane landing during a storm uploaded by RTV Noord Holland<sup>202</sup>, a polar bear who cracks the window of its tank uploaded by RTV Rijnmond<sup>203</sup>, and a part one of a programme about the day in the life of a prostitute uploaded by RTV Utrecht<sup>204</sup> (part two, three and four all feature in RTV Utrecht's top ten most popular videos).

ROOS' desktop websites all take different approaches to audience interaction and user generated content. RTV Noord, for example, has a section of its site dedicated to user generated photographs<sup>205</sup>. RTV Noord Holland has an upload page for people to upload photos<sup>206</sup>. RTV Utrecht asks users to submit their events<sup>207</sup>. RTV Oost invites users to submit tips<sup>208</sup>. Stations such as Omroep Fryslan and Omroep Brabant run polls asking users questions. Some stations allow commenting on stories mostly with logins via Disqus, Facebook, Twitter and Google or native systems requiring email and name.

194 Example: [https://www.facebook.com/photo.php?fbid=643544162348135&set=a.187609247941631.36110.127421560627067&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=643544162348135&set=a.187609247941631.36110.127421560627067&type=1&stream_ref=10)

195 Example: [https://www.facebook.com/photo.php?fbid=757997920893223&set=a.408660329160319.108804.408627165830302&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=757997920893223&set=a.408660329160319.108804.408627165830302&type=1&stream_ref=10)

196 Example: [https://www.facebook.com/photo.php?v=678874312162792&stream\\_ref=10](https://www.facebook.com/photo.php?v=678874312162792&stream_ref=10)

197 Example: [https://www.facebook.com/media/set/?set=a.575299899192592.1073741837.311892502200001&type=1&stream\\_ref=10](https://www.facebook.com/media/set/?set=a.575299899192592.1073741837.311892502200001&type=1&stream_ref=10)

198 Accessed 6 March 2014

199 <http://www.youtube.com/watch?v=aUu3NGrTrGs>

200 <http://www.youtube.com/watch?v=EBYwxcgntIQ>

201 <http://www.youtube.com/watch?v=fsObeeTtEC8>

202 <http://www.youtube.com/watch?v=Uyy8FK5jgPI>

203 <http://www.youtube.com/watch?v=nwyUD2J3CTk>

204 [http://www.youtube.com/watch?v=o\\_CkjfnFP4U](http://www.youtube.com/watch?v=o_CkjfnFP4U)

205 <http://www.rtvnoord.nl/groningeninbeeld/index1.asp>

206 <http://www.rtvnh.nl/foto-van-de-dag>

207 <http://www.rtvutrecht.nl/agenda/>

208 <http://www.rtvooost.nl/nieuws/tip.aspx>

The situation is different on mobile and is more standardised than on desktop. RTV Utrecht, Omroep Brabant, Omroep Gelderland, RTV Noord, RTV Drenthe, Omroep Zeeland, enable sharing to Facebook and Twitter, they offer a user generated content uploader that caters for photos, video and text, however, they do not facilitate comments. RTV Rijnmond and Omroep West operate similar apps however, they do invite comments on stories but they link back to the desktop version of the site for this. RTV Oost also uses almost the same platform but has integrated Disqus for comments. Omrop Fryslan and RTV Noord-Holland do not offer a facility to upload user generated content. L1 Radio-TV's mobile site does not enable sharing, commenting or facilitate user generated content.

## Norway

Facebook is the most used social networking website and the third most used website in Norway. Professional social networking site LinkedIn is the 12th most used website in the country, while Twitter is the 15th. The main NRK website is the ninth most used website in Norway<sup>209</sup>.

### NRK

*NRK is the largest national broadcasting company in Norway and operates a number of television channels, radio, web, web-TV and mobile services, both nationwide and regionally. NRK is funded via a licence fee. Since 2009, the regions formed their own division in NRK. The heads of the regional offices are in charge of all media. Integrated newsrooms as well as multi-skilling is encouraged<sup>210</sup>.*

NRK has 14 regional stations and all have a presence on major social media platforms. Each station has a Facebook and a Twitter account.

NRK Troms and Finnmark (Nordnytt) and NRK Østlandssendingen have the largest presences on Twitter. In general, NRK's regional Twitter accounts mostly tweet hourly. The approach varies between stations with half of the 14 stations automatically pushing a feed of tweets to their Twitter accounts, with most using Twitterfeed to do so. One of these stations duplicates the content it posts to Facebook directly to Twitter. Five stations curate their accounts and interact with other Twitter users, while two stations combine both an automatic feed from Twitterfeed with curated tweets interspersed.

NRK has three times the audience on Facebook than it does on Twitter. NRK Troms and Finnmark has the largest presence Facebook, followed by NRK Nordland. NRK's regional stations mostly post to their Facebook accounts hourly and they respond to comments made by users. Some stations, like Vestfoldsendinga and Sorlandet, use their Facebook pages to ask their audience questions<sup>211</sup>, while others like Østlandssendingen post updates that give the audience a behind the scenes view<sup>212</sup>.

13 of NRK's regional stations have Instagram accounts. The first to join, NRK Troms and Finnmark, posted its first photo to Instagram in October 2012, other stations joined mostly during 2013. The majority of stations post both photos and videos to the platform. NRK Sørlandet has a hashtag #nrksørlandet, which is used by other instagram users to tag mostly photo content related to the region. NRK Troms and Finnmark have been experimenting with 15-second news update videos<sup>213</sup>.

One of NRK's regional stations has an account on mobile messaging app Snapchat<sup>214</sup>. NRK Hordaland is the first of NRK's region to experiment with the app.

209 <http://www.alexa.com/topsites/countries/NO> (accessed 23 October 2013)

210 <http://www.circom-regional.eu/member-stations/58-norway>

211 Example: [https://www.facebook.com/vestfoldsendinga/posts/10151937923742865?stream\\_ref=10](https://www.facebook.com/vestfoldsendinga/posts/10151937923742865?stream_ref=10)

212 Examples: [https://www.facebook.com/photo.php?fbid=688754427821656&set=a.650924648271301.1073741825.145334842163620&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=688754427821656&set=a.650924648271301.1073741825.145334842163620&type=1&stream_ref=10), [https://www.facebook.com/photo.php?fbid=667093053335436&set=a.108530435858370.4533.105131132864967&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=667093053335436&set=a.108530435858370.4533.105131132864967&type=1&stream_ref=10)

213 Examples: <http://instagram.com/p/IH9gyiGjoW/>, <http://instagram.com/p/IFXypAmjrp/>, <http://instagram.com/p/krpdPI-Gjuh/> (accessed 6 March 2014)

214 As of 5 March 2014

The option to share stories on NRK's regional websites to Facebook, Twitter and Google+ is offered at the start and end of all stories. NRK also embeds individual tweets into stories<sup>215</sup>.

Four NRK regional stations have a presence on YouTube although none are regularly active on the platform. These four stations joined YouTube from late 2012 onwards. The most popular video on all four channels is a clip uploaded by NRK Sorlandet, of 'the most easily scared man in the world', which has more than 2.8 million views<sup>216</sup>. The popular clip has been 'scraped' several times by other uploaders but NRK's channel has retained the majority of the views.

NRK's regional websites are all interconnected and discoverable via a dropdown menu on the main navigation. NRK interacts with its audience in several ways through its websites. It opens some stories up for comment. To comment, a user must either log in to the site itself providing a name, email address and password or log in using Disqus, Facebook, Twitter or Google<sup>217</sup>. NRK's rules for participation, a link to which is available on every story page with comments open, has three simple points (take responsibility - show order and behavior, stick to the issue and stay within the law) and runs to only 222 words<sup>218</sup>.

NRK's websites link to social sites by providing a link to the journalist's Twitter account, on every story they write.

NRK also interacts with its audience by enabling them to upload content. Content is taken in via SMS/MMS, email, phone, postal mail and a web interface, which works on mobile and desktop. On the desktop interface<sup>219</sup> users are invited to fill in the following fields: subject, hint, name, telephone, email. They can also plot themselves on a map to indicate location and upload media. Users consent to submitted content being used across all of NRK's output.

On its mobile app there is a drop down menu for regions. Users can share to Facebook, Twitter, Google+ and email. The SMS number is offered for sending news tips and other UGC at the end of every story.

215 Example: [http://www.nrk.no/norge/\\_-mange-kollisjoner-pa-vinterveiene-1.11476124](http://www.nrk.no/norge/_-mange-kollisjoner-pa-vinterveiene-1.11476124)

216 <http://www.youtube.com/watch?v=WfQ4t2E7iAU>

217 Example: <http://www.nrk.no/sport/brandsdal-syk---star-over-nm-sprint-1.11475792>

218 <http://www.nrk.no/retningslinjer/kommentering-pa-nrks-tjenester-1.11273469>

219 <http://www.nrk.no/03030/>

## Poland

Facebook is the third most used website in Poland. Other main social networking websites don't perform as well. LinkedIn is Poland's 28th most used website, while Twitter is the 77th. TVP's main website is the 120th most used website in the country<sup>220</sup>.

### TVP

*TVP output includes 16 regional channels and a new national channel created by 16 Regional Branches of TVP with 24 hours of programme, which started broadcasting in September 2013. All programmes are produced by TVPs regional branches.*

TVP has an overall regional Facebook page<sup>221</sup>, set up in August 2013, which promotes content from its 16 regional stations, it also uses this page to appeal to its users for content (photos mostly). All but three of TVP's regional stations have a central Facebook page. Lodz, Gdansk and Poznan don't have main pages, but they have presences on Facebook through pages for individual programmes. TVP's regional stations have very active pages centred around specific regional programming. For example TVP Bydgoszcz has a main Facebook page for its news updates and an additional six pages for individual programmes and some of these have a larger number of followers<sup>222</sup>. TVP first regional stations to join Facebook were TVP Wroclaw and TVP Krakow, which both joined in April 2010, ahead of the overall TVP page (which joined in July 2010). Six more stations joined in 2011 and two in 2012. The most recent regional stations to join, TVP3 Olsztyn and TVP3 Katowice, signed up in June and August 2013. One TVP regional station, TVP Keilce, has an account on Instagram, however it has been inactive since June 2013<sup>223</sup>.

There are three active Twitter accounts and an overall Twitter account for the 16 regional stations, which mirrors the Facebook page highlighted above. By contrast to the main Facebook page, the Twitter account has only 4% of the number of followers that the Facebook page has. There is also a main account for TVP Opole and a second for a programme in TVP Bydgoszcz.

Poland's CIRCOM Regional National Coordinator Anna Dyda indicated that there will soon be a main YouTube account for content from all 16 regions. Currently seven of the 16 stations have accounts on the platform, with some of these for individual programmes. TVP Wroclaw has three accounts - factual, sport and archive. The majority of the seven stations set up accounts in 2013 with the earliest in TVP Wroclaw in March 2010. Among the most popular videos across these channels is footage from inside the cabin of a Boeing 767, which crash landed in Wroclaw<sup>224</sup> (almost 1m views), a report bringing viewers behind the scenes of a fire station in Warsaw<sup>225</sup>, a sketch 'Slina Wola' from a

220 <http://www.alexa.com/topsites/countries/PL> (accessed 23 October 2013)

221 <https://www.facebook.com/#!/TVPRegionalna>

222 Main page: <https://www.facebook.com/pages/TVP-Bydgoszcz/220731791272555> Programme pages: <https://www.facebook.com/ZdrowoNaSportowo>, <https://www.facebook.com/politykadlaludzi>, <https://www.facebook.com/agroszansa>, [https://www.facebook.com/nozemiwidelcem?ref=br\\_tf](https://www.facebook.com/nozemiwidelcem?ref=br_tf), <https://www.facebook.com/pages/Agrorogion/477758942249007>, <https://www.facebook.com/SektorKibica> (accessed 10 January 2014)

223 Accessed 6 March 2014

224 <http://www.youtube.com/watch?v=Ns-3ObP4C54>

225 <http://www.youtube.com/watch?v=Op00U57wM5Y>

cabaret programme<sup>226</sup>, a look at the prison service<sup>227</sup> and a clip from the Gdynia Polish Film Festival in 2012<sup>228</sup>.

The main TVP regional website, [regionalna.tvp.pl](http://regionalna.tvp.pl), is focused on video. It carries a selection of content from the 16 regional stations, each story contains a link back to the regional website below the video or final paragraph. This site accepts comments through Facebook. Each story page has a share button for Facebook. Each regional station also has a presence on [www.tvp.pl](http://www.tvp.pl), which has a different design and navigation to [regionalna.tvp.pl](http://regionalna.tvp.pl). There are two sets of share buttons and users can share stories on Nk.pl, Google+, Facebook, Twitter, [wykop.pl](http://wykop.pl) and other sites. Users cannot comment on stories but they can rate some videos. TVP Regionalna's mobile site enables users to contribute comments and share content to Facebook.

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226 <http://www.youtube.com/watch?v=Ocm-kWC-Evo>

227 <http://www.youtube.com/watch?v=4AINvUsIdNU>

228 <http://www.youtube.com/watch?v=rwNE4hmmbhS>

## Portugal

Facebook is the second most used website in Portugal, behind google.pt. LinkedIn is the tenth most popular website, while Tumblr is the 19th and Twitter is the 20th. Pinterest is the 22nd most used website, while Instagram is the 34th. YouTube is the fourth most used site in Portugal<sup>229</sup>. RTP.pt is the 79th most used site.<sup>230</sup>

### RTP

*Rádio e Televisão de Portugal is the Portuguese public service broadcaster for Radio, TV and Multimedia. RTP is mainly financed through a public service contract, a universal license fee and some commercial income generated by TV advertising<sup>231</sup>.*

RTP has a presence on Twitter and Facebook for its channels that serve all of Portugal, and for its two regional stations (RTP Madeira and RTP RTP Açores).

RTP has a substantially larger audience on Facebook than it does on Twitter.

RTP Madeira and RTP Açores both have Twitter accounts. They take a similar approach, both are automated, RTP Madeira using a feed from its Facebook page and RTP Açores taking a automated feed using Twitterfeed. Neither station interacts with other users on the platform. Links make up most of the stations' output on Twitter.

Both regional stations have a presence on Facebook. Aside from links, the two pages tweet a mix of videos (Facebook native video player<sup>232</sup>) and stand-alone photos and text updated that don't direct users off the platform. Neither stations interact with users in comments.

Stories on RTP Açores' website have share functionality for Twitter and Facebook, additional share functionality is offered via addtoany.com.

RTP Madeira joined YouTube in November 2013, it has posted fewer than 20 videos to the platform, the most popular of these is a clip from a weather forecast with a journalist reporting on stormy conditions in Madeira. The clip, from December 2013, has more than 20,000 views<sup>233</sup>.

RTP Madeira and RTP Açores both have microsites on RPT.pt. RTP Madeira's site does not have a section for news or stories and it does not appear to integrate any social or interactive features. RTP Açores' microsite enables commenting on its site through a native comment system. Commenters are asked to submit name, email and title with comments.

229 <http://www.alexa.com/topsites/countries;0/PT> (accessed 30 January 2014)

230 <http://www.alexa.com/siteinfo/rtp.pt> (accessed 30 January 2014)

231 <http://www.circom-regional.eu/member-stations/56-portugal>

232 Example: <https://www.facebook.com/photo.php?v=683460851677205&set=vb.124445227578773&type=2&theater> and [https://www.facebook.com/acores.rtp.pt/posts/685376851513251?stream\\_ref=10](https://www.facebook.com/acores.rtp.pt/posts/685376851513251?stream_ref=10)

233 <https://www.youtube.com/watch?v=MT5hieMMPT4> (Accessed 24 April 2014)



## Romania

Facebook is Romania's second most used website. LinkedIn is the 17th most used site, while Twitter is the 29th. The main TVR website is the 804th most used website in Romania<sup>234</sup>.

### TVR

*TVR is Romania's public television service. It has six channels, which are served by a studio in Bucharest as well as five regional studios (TVR Cluj, TVR Iasi, TVR Timisoara, TVR Craiova, TVR Târgu-Mureş). TVR is funded through a combination of government subsidies, a television licence fee and advertising<sup>235</sup>.*

TVR Romania has five regional stations. None of the stations have a Twitter account, while four of the five have a Facebook page.

Three of the four Facebook pages are currently active<sup>236</sup>. TVR Iasi set up its page in August 2009, while TVR Timisoara and TVR Cluj joined in 2011. TVR Targu Mures has not been active since May 2013. The three active pages post frequent updates during week days. These updates include video, both through the YouTube and native Facebook video platform<sup>237</sup>, behind-the-scenes<sup>238</sup>, news and events updates that include text and photos but don't direct off the platform<sup>239</sup>, photos created specifically for Facebook<sup>240</sup>, photo galleries<sup>241</sup> and links<sup>242</sup>.

All stories on the TVR website offer users the option to share to Facebook, Twitter, Google+ and Pinterest, share buttons appear at the start and end of a story. There are Facebook widgets on the homepages of the regional stations.

Four TVR stations have YouTube channels: TVR Cluj, TVR Craiova, TVR Iasi and TVR Timisoara. TVR Iasi joined in September 2013 while TVR Cluj, TVR Craiova and TVR Timisoara all joined in October 2013. A one minute and 17 second news report about an electrical pole in the middle of a new road, which is proving to be a challenge to drivers is the most popular video across the four channels<sup>243</sup>. Other popular videos include: a nine-minute-long flashmob video from a shopping centre in Iasi<sup>244</sup> and a report about a fashion show involving women with disabilities<sup>245</sup>.

TVR's regional websites have been redesigned recently. Users cannot currently comment on stories and there is no facility to upload content.

234 <http://www.alexa.com/topsites/countries/RO> (accessed 23 October 2013)

235 <http://www.circom-regional.eu/member-stations/55-member-stations-romania>

236 Last accessed 27 January 2013

237 Example: [https://www.facebook.com/photo.php?v=587115938008330&set=vb.162213703831891&type=2&theater,https://www.facebook.com/tvrcluj/posts/4006663100232?stream\\_ref=10](https://www.facebook.com/photo.php?v=587115938008330&set=vb.162213703831891&type=2&theater,https://www.facebook.com/tvrcluj/posts/4006663100232?stream_ref=10)

238 Example: [https://www.facebook.com/tvrcluj/posts/589101344476456?stream\\_ref=10](https://www.facebook.com/tvrcluj/posts/589101344476456?stream_ref=10)

239 Example: [https://www.facebook.com/tvrcluj/posts/586652918054632?stream\\_ref=10](https://www.facebook.com/tvrcluj/posts/586652918054632?stream_ref=10)

240 Example: [https://www.facebook.com/TVRTimisoara/posts/620850411308279?stream\\_ref=10](https://www.facebook.com/TVRTimisoara/posts/620850411308279?stream_ref=10)

241 Example: <https://www.facebook.com/media/set/?set=a.10151946823339125.1073741842.123881724124&type=3>

242 Example: [https://www.facebook.com/tvrcluj/posts/3998722981734?stream\\_ref=10](https://www.facebook.com/tvrcluj/posts/3998722981734?stream_ref=10)

243 <http://www.youtube.com/watch?v=ANahew6W0e0>

244 <http://www.youtube.com/watch?v=7NzOuBWOZik>

245 <http://www.youtube.com/watch?v=7NzOuBWOZik>

## Serbia

Facebook is the most used website in Serbia. Tumblr is the second most popular social network and the 13th most used website in Serbia. LinkedIn is the 14th most used, while Twitter is the 16th. RTS' main website is the 36th most used site<sup>246</sup>.

### RTS

*Radio Television of Serbia is the public broadcaster in Serbia. It has the task of informing, educating and entertaining. It broadcasts and produces news, drama, and sports programming through radio, television and the Internet. RTS is financed mainly through monthly subscription fees and advertising revenue*<sup>247</sup>.

RTS has a presence on Twitter and Facebook, however none of its 22 regional stations do.

RTS' main Twitter account is curated and posts tweets several times an hour, mainly about news, features and sport. It retweets tweets from other RTS accounts. It does not interact with other users. The majority of RTS' tweets direct people to the RTS website. The account also tweets a lot of images<sup>248</sup>.

RTS' audience on Facebook is much larger than its audience on Twitter. Most of RTS' updates are links back to the RTS website. It also posts videos (using YouTube)<sup>249</sup> and photos<sup>250</sup>. Its posts are a mix of news and promotional updates for forthcoming programmes. RTS does not interact with posts from other users. It posts new updates to its page several times an hour.

RTS has two accounts on YouTube, a main account, and a second focused on the diaspora. The main channel is updated daily with new content, mostly weather, news and sport. The diaspora channel is updated less frequently. The most popular video across the two channels was uploaded in Feb 2014, and shows dramatic footage of people being rescued from their cars after been trapped by snowdrifts. The short clip had almost 240,000 views (four days after it was first uploaded)<sup>251</sup>.

The RTS website accepts comments on some stories. Comments are pre-moderated. Commenters can submit comments either anonymously or using a real name, an email address is not required. Commenters are advised that comments containing insults, indecency, unsubstantiated accusations, intolerance of any kind, and racial and national hatred will not be published. Hate speech is also prohibited. Comments must relate to the topic of the article and preference will be given to comments where the spelling and grammar is correct. Comments in capital letters will not be publishes and RTS says it reserves the right

246 <http://www.alexa.com/topsites/countries/RS> (accessed 23 October 2013)

247 <http://www.circom-regional.eu/member-stations/54-member-stations-serbia>

248 Example: [https://twitter.com/RTS\\_Magazin/status/430805140191211521](https://twitter.com/RTS_Magazin/status/430805140191211521), [https://twitter.com/RTS\\_Doizvolite/status/430755397432274944](https://twitter.com/RTS_Doizvolite/status/430755397432274944)

249 Example: [https://www.facebook.com/RTS.Internetportal/posts/552132124883124?stream\\_ref=10](https://www.facebook.com/RTS.Internetportal/posts/552132124883124?stream_ref=10), [https://www.facebook.com/RTS.Internetportal/posts/551724454923891?stream\\_ref=10](https://www.facebook.com/RTS.Internetportal/posts/551724454923891?stream_ref=10)

250 Examples: [https://www.facebook.com/photo.php?fbid=597852566974571&set=a.210970765662755.48679.115287715231061&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=597852566974571&set=a.210970765662755.48679.115287715231061&type=1&stream_ref=10), [https://www.facebook.com/photo.php?fbid=597959813630513&set=a.240568906036274.54865.115287715231061&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=597959813630513&set=a.240568906036274.54865.115287715231061&type=1&stream_ref=10), [https://www.facebook.com/photo.php?fbid=597566143669880&set=a.210970765662755.48679.115287715231061&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=597566143669880&set=a.210970765662755.48679.115287715231061&type=1&stream_ref=10)

251 [https://www.youtube.com/watch?v=\\_y7BrrlVtRk](https://www.youtube.com/watch?v=_y7BrrlVtRk) (accessed 5 Feb 2014)

to select the comments for publication as well as shortening comments before publishing them.

RTS asks its audience to send photos or video by MMS or email. It also suggests submitting photos and videos via Facebook and Twitter<sup>252</sup>.

## RTV

*RTV, Radio Television of Vojvodina, is the public broadcaster in the Serbian province of Vojvodina. It is headquartered in Novi Sad. Radio Television of Vojvodina broadcasts programmes in 11 languages. The Public Broadcasting Service of Vojvodina was founded in 1974 as Radio Television of Novi Sad as an equal member of the association of JRT – Yugoslav Radio Television. Radio Novi Sad's first broadcast was on November 29, 1949. In May 2006, Radio Television of Serbia was divided into two public broadcasting institutions: Radio Television of Serbia based in Belgrade, and Radio-Television of Vojvodina based in Novi Sad. RTV produces and broadcasts television, radio and multimedia output, to inform, educate and entertain, while reflecting the diversity of the region<sup>253</sup>.*

RTV has a main Twitter and Facebook account. Both accounts primarily post links to RTV's content.

RTV's Twitter account posts about once an hour during peak times. It's a curated account with limited interaction with other tweeters. The account mostly tweets links to RTV website as well as third party platforms like YouTube accounts.

RTV has a main Facebook page and programme pages. Its main Facebook page duplicates the content posted to Twitter, linking to RTV's websites and its YouTube account<sup>254</sup>. It posts with the same frequency as its Twitter page. RTV also has a Hungarian edition of its Facebook page<sup>255</sup>.

There is share functionality on RTV's website for Twitter, Google+ and Facebook. RTV has widgets on its website that show Facebook activity on its stories and its mentions on Twitter.

RTV has eight YouTube channels, one of which has more than 82,000 subscribers. It updates its main channel daily with a mix of news, magazine and comedy. RTV has had its main channel on YouTube since July 2011. The most popular clip across all eight channels is from a comedy programme 'Državni Posao' a satirical programme set in the archive department of an unnamed state-owned company in Novi Sad. The five-minute clip broadcast in 2012 but added to YouTube in February 2013 has more than 350,000 views.

RTV also has a presence on Google+<sup>256</sup>.

252 [http://www.rts.rs/page/magazine/ci/story/256/%D0%93%D0%BB%D0%B5%D0%B4%D0%B0%D0%BE%D1%86%D0%B8+%D1%80%D0%B5%D0%BF%D0%BE%D1%80%D1%82%D0%B5%D1%80%D0%B8/1512769/%D0%93%D0%BB%D0%B5%D0%B4%D0%B0%D0%BE%D1%86%D0%B8+%D1%80%D0%B5%D0%BF%D0%BE%D1%80%D1%82%D0%B5%D1%80%D0%B8+\(5.+%D1%84%D0%B5%D0%B1%D1%80%D1%83%D0%B0%D1%80+2014\).html](http://www.rts.rs/page/magazine/ci/story/256/%D0%93%D0%BB%D0%B5%D0%B4%D0%B0%D0%BE%D1%86%D0%B8+%D1%80%D0%B5%D0%BF%D0%BE%D1%80%D1%82%D0%B5%D1%80%D0%B8/1512769/%D0%93%D0%BB%D0%B5%D0%B4%D0%B0%D0%BE%D1%86%D0%B8+%D1%80%D0%B5%D0%BF%D0%BE%D1%80%D1%82%D0%B5%D1%80%D0%B8+(5.+%D1%84%D0%B5%D0%B1%D1%80%D1%83%D0%B0%D1%80+2014).html)

253 [http://www.rtv.rs/sr\\_lat/about-us/](http://www.rtv.rs/sr_lat/about-us/)

254 Example: [https://www.facebook.com/RTVvojvodine/posts/10202027819591095?stream\\_ref=10](https://www.facebook.com/RTVvojvodine/posts/10202027819591095?stream_ref=10)

255 <https://www.facebook.com/vajdasagirtv>

256 <https://plus.google.com/103094930766556504010/posts>

Users of RTV's website can comment on its website either by logging in using Facebook or through RTV's native commenting system, which asks for a name and email address. Commenters can opt to be emailed if new comments are added to a story after they leave a comment. Comments can be up to 1,000 characters long and are post-moderated. RTV's website is available in seven different languages. On its video on demand pages, it tells users how many times a video has been viewed.

## Slovakia

Slovakia uses Twitter less than any other country in Europe where CIRCOM Regional's member stations are located. Twitter is the 127th most used website in the country. By contrast, Facebook is the third most used website. LinkedIn is the 27th most used website<sup>257</sup>.

### RTVS

*STV is a state-owned public television network and the oldest TV channel in Slovakia. Currently, it runs 3 channels. STV has two studios: Kosice and Banska Bystrica. The headquarters of STV are in Bratislava. STV is funded through a combination of television licence fees, advertising, and government funding*<sup>258</sup>.

RTVS has a presence on Facebook and Twitter. There is no separate social or web presence for RTVS' two regional stations; Kosice and Banska Bystrica.

RTVS has a main Facebook page, set up in September 2011, as well as pages for sport, weather, Jednotka (channel one) and Dvojka (channel two). It also has pages for individual programmes, one of which is more than twice as popular than the main station page. All of the Facebook pages receive a lot of user interaction and RTVS replies to queries. Its weather page, which encourages images photographed by users, receives several new submissions posted to its timeline each day. Its sports page posts fixture results directly to the page instead of linking to the website. All of the pages post links<sup>259</sup>, videos<sup>260</sup> and photos<sup>261</sup>.

RTVS has a one main Twitter account, which is very interactive with users. It also sends tweets about four-six times a day mostly signposting programming coming up on one of the television channels. It uses links and photos as well as standalone tweets.

On RTVS' website, users can share video clips to Facebook<sup>262</sup>, it also has a widget for the social platform.

RTVS has been active on YouTube since October 2011. In that time it has posted more than 300 videos, gathered 500 subscribers and more than 225,000 views. It posts clips from across its programming. The station's most popular video is a promotional clip for an animated childrens' programme about a bee, posted in April 2013 the clip has more than 41,000 views. RTVS has a YouTube app on its Facebook page<sup>263</sup>.

On its website, users can register and save current and archived programmes and video clips, users can also rate video clips. There is currently no function for users to comment on clips.

257 <http://www.alexa.com/topsites/countries/SK> (accessed 23 October 2013)

258 <http://www.circom-regional.eu/member-stations/53-member-stations-slovakia>

259 Example: [https://www.facebook.com/RTVS.sk/posts/451451981649819?stream\\_ref=10](https://www.facebook.com/RTVS.sk/posts/451451981649819?stream_ref=10)

260 Example: [https://www.facebook.com/RTVS.sk/posts/450919348369749?stream\\_ref=10](https://www.facebook.com/RTVS.sk/posts/450919348369749?stream_ref=10)

261 Example: [https://www.facebook.com/photo.php?fbid=684963261534512&set=a.268943256469850.69346.264357726928403&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=684963261534512&set=a.268943256469850.69346.264357726928403&type=1&stream_ref=10)

262 <http://www.rtv.sk/live/jednotka/>

263 [https://www.facebook.com/RTVS.sk/app\\_212104595551052](https://www.facebook.com/RTVS.sk/app_212104595551052)

## Slovenia

Facebook is the third most used website in the country. By contrast, Twitter is not widely used - it is the 37th most used website in the country well behind LinkedIn, which is the 24th most popular<sup>264</sup>.

### RTVSLO

*RTV Slovenia is Slovenia's national public broadcasting organisation. Based in Ljubljana, RTV has two regional broadcasting centres in Koper and Maribor. RTV is mostly funded through a licence fee.*

RTV's regional web and social channels are divided between the two regional stations in Maribor and Koper. Despite Maribor having 35% of the population compared with Koper, which has 15%, TV Koper has the larger presence on Facebook with an audience three times the size of TV Maribor. Both stations use a mix of links, text<sup>265</sup> photo galleries<sup>266</sup>, standalone photos<sup>267</sup>, composite photos<sup>268</sup>, videos (YouTube)<sup>269</sup> and polls<sup>270</sup> on their pages. There is a limited amount of interaction on both pages from followers. Both stations joined Facebook in 2012. Both Radio Maribor and Radio Koper also have Facebook pages.

On Twitter, the two television stations take different approaches. Maribor uses automated feeds from Facebook and YouTube driving its Twitter followers to those platforms. By contrast, Koper's feed is not automated it mixes tweets without links, photographs and tweets with links, which drive followers back to its website. Its tweets, are mainly signposts for future programming. Radio Maribor and Radio Koper also have Twitter accounts with both directing followers to their Facebook pages. Although its regional stations are not active on Instagram, RTV has an account on the platform<sup>271</sup>.

TV Maribor has share buttons for Facebook and Twitter on all of its story pages, it does not appear that TV Koper has any share buttons on its story pages.

Both television stations have YouTube accounts. TV Maribor joined YouTube almost two years earlier than TV Koper which joined website in early 2013. TV Maribor uploads video clips from a range of programming, including news, magazine and young peoples. Its most popular video is the Bob Leta awards programme in 2011<sup>272</sup>. Running almost 80 minutes, the video has been watched more almost 29,000 times. The Maribor YouTube channel has 310 subscribers and almost 580,000 total views. TV Koper, which has been active for ten months, uploads clips from news, sport and magazine programmes. Its most popular video

264 <http://www.alexa.com/topsites/countries/SI> (accessed October 2013)

265 Example: [https://www.facebook.com/photo.php?fbid=10151935401473008&set=a.10150791731138008.397805.41827023007&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=10151935401473008&set=a.10150791731138008.397805.41827023007&type=1&stream_ref=10)

266 Example: [https://www.facebook.com/media/set/?set=a.10151926841813008.1073741868.41827023007&type=1&stream\\_ref=10](https://www.facebook.com/media/set/?set=a.10151926841813008.1073741868.41827023007&type=1&stream_ref=10)

267 Example: [https://www.facebook.com/photo.php?fbid=629076493795689&set=a.318746061495402.65989.272527112783964&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=629076493795689&set=a.318746061495402.65989.272527112783964&type=1&stream_ref=10)

268 Example: [https://www.facebook.com/photo.php?fbid=626130370756968&set=a.313826125320729.65225.272527112783964&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=626130370756968&set=a.313826125320729.65225.272527112783964&type=1&stream_ref=10)

269 Example: [https://www.facebook.com/permalink.php?story\\_fbid=10202601378210942&id=41827023007&stream\\_ref=10](https://www.facebook.com/permalink.php?story_fbid=10202601378210942&id=41827023007&stream_ref=10)

270 Example: [https://www.facebook.com/questions/533778616658811/?stream\\_ref=10](https://www.facebook.com/questions/533778616658811/?stream_ref=10)

271 Accessed 6 March 2014

272 <http://www.youtube.com/watch?v=ZZAGeKuGNgQ>

is an interview with a club DJ, kanzyani, which has almost 2,000 views<sup>273</sup>. Koper has gained 26 subscribers and 24,000 views on its channel.

TV Maribor has a new website, recently launched, to accommodate tablets. Users cannot comment on stories, however there is a section dedicated to user generated content, which asks people for their stories, photographs and videos<sup>274</sup>. It asks users to email about things happening in their street, village, area, and cultural and sports clubs. It says the most interesting will be broadcast in television programing.

TV Koper allows comments on some stories, via Facebook comments. It also encourages user interaction through daily polls.

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273 <http://www.youtube.com/watch?v=8aSrjK9z8cs>

274 <http://www.rtvsl.si/tvmaribor/porocate>

## Spain

Spain is very active across the main social media platforms. Out of all the countries where CIRCOM's member stations are located, Spain uses Twitter more than any other country. Facebook, Twitter and LinkedIn are all present in Spain's top ten most used websites, occupying the third, sixth and tenth places<sup>275</sup>.

### CRTVG

*CRTVG is the public service broadcaster for the autonomous region of Galicia. It is funded mainly through the autonomous government and revenue from advertising. CRTVG has four bureaux<sup>276</sup>.*

CRTVG has centralised its Twitter presence around one main account. This account tweets about a range of things including; news, sport, weather, lighter stories, upcoming television programmes and calls for audience participation. Tweets are a mix of redirects back to the CRTVG website as well as tweets that keep people on the platform. The account interacts with people who tweet questions to it. It tweets on an hourly basis.

CRTVG has three Facebook pages; a main page, a page for its television station and a page for its radio station. The radio page was the first to be set up in September 2010, followed by the television page in December 2010 and the main CRTVG page in May 2011. CRTVG's Facebook pages posts similar material to the station's Twitter account, however it posts less frequently, mostly around 5-8 times a day. Aside from links, it also posts videos (Facebook platform)<sup>277</sup>, photo galleries<sup>278</sup> and stand-alone photos<sup>279</sup>. CRTVG interacts with people who comment on the page answering their questions.

The CRTVG website has integrated widgets for both Facebook and a Twitter. It has social sharing buttons on every story/video it publishes for Facebook, Twitter and Google+. Its mobile app offers sharing to Twitter, Facebook and email.

The station is very active on YouTube, mainly posting from a few key programmes such as a magazine-type current affairs programme, Galicia 112, and a comedy-sketch-style programme, A Casa Da Conexa. CRTVG's YouTube video with the most views is of singer Raphael singing a song by Frank Sinatra in 2008<sup>280</sup>. The station has been active on YouTube since March 2006.

CRTVG enables its audience to interact in several ways on its website. Users can either create an account with CRTVG to post comments or they can post a comment through Facebook. The two types of comments are separated into two tabs. CRTVG also enables its audience to rate the stories it posts. Registered users can save content to read later through its catch-up service Ver Despois, which doesn't only apply to missed television but also to text-based web stories<sup>281</sup>.

275 <http://www.alexa.com/topsites/countries/ES> (accessed 23 October 2013)

276 <http://www.circom-regional.eu/member-stations/51-member-stations-spain>

277 Example: [https://www.facebook.com/photo.php?v=629251670445367&stream\\_ref=10](https://www.facebook.com/photo.php?v=629251670445367&stream_ref=10)

278 Example: <https://www.facebook.com/media/set/?set=a.634463869946857.1073741826.105207596205823&type=1>

279 Example: [https://www.facebook.com/photo.php?fbid=632881263438451&set=a.132686203457962.21458.105207596205823&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=632881263438451&set=a.132686203457962.21458.105207596205823&type=1&stream_ref=10)

280 <http://www.youtube.com/watch?v=Vvhrd4anJfQ>

281 <http://www.crtvg.es/ver-despois>



## EPRTVIB

*EPRTVIB is the public broadcaster for the Balearic Islands. Its television channel began test transmissions on 1 March 2005 and the first regular broadcast began on 5 September 2005<sup>282</sup>.*

EPRTVIB has four active Twitter accounts. Two of these are main accounts - one for the television station and the second for the radio station. It has created another two accounts one for television sport and the other for radio sport. The accounts are all very interactive. They retweet a lot of tweets and photos from followers, there are more retweets than there are original tweets from the account. They also respond to people who tweet with comments or questions. It does not appear that the accounts' primary goal is to drive traffic back to the site, but that they are a place for EPRTVIB to interact with its audience. Most of the content tweeted by EPRTVIB does not contain a link, the exception here is the main radio Twitter account. All accounts use a lot of hashtags.

On Facebook, EPRTVIB also has four active pages; a main television station page, a main radio station page, a sports page for the radio station and a news page. The radio station was the first to join Facebook, setting up a page in January 2009. The main IB3 Television page was set up in September 2010, with two other pages also set up that year. The television station page uses a lot of photos and uploads its videos onto the Facebook platform instead of posting links back to the site or to YouTube. Similarly, the sports page for the radio station heavily posts photos and updates that don't direct users off the Facebook platform. However both the news page and the main radio page almost exclusively post links back to the website with both using the pages to drive web traffic.

There is a widget for Twitter on the EPRTVIB website and each article/video has share functionality for Facebook, Twitter, and Google+. The website also uses AddtoAny, which gives users the option to post to other sites on the internet such as Reddit, Stumbleupon, LinkedIn, Tumblr, Pinterest etc

EPRTVIB posts several videos a day to its YouTube channel. Most of its uploads are from its news bulletins, although it also seems to post clips from its soap opera drama. Its most popular video posted to YouTube is a clip from a Shakira video featuring tennis player Rafel Nadal<sup>283</sup>. The station has been active on YouTube since January 2006.

The station allows its users to add comments to stories. Users do not have to register to comment, but they must provide a name, an email address and (where applicable) a website address. Each story page also invites a user to give a story a 'vote' - the collective user vote is displayed at the top of the story - a user does not have to register to participate in this.

## RTPA

*RTPA is part of EPCPA, the public service broadcasting company for the region of Asturias. EPCPA was created by the regional parliament in 2005. Regular television broadcasts began in mid-2006 for the entire region of Asturias<sup>284</sup>.*

282 <http://www.circom-regional.eu/member-stations/51-member-stations-spain>

283 <http://www.youtube.com/watch?v=Yhh9108VF7Y>

284 <http://www.circom-regional.eu/member-stations/51-member-stations-spain>

Twitter is RTPA's most popular social media platform. RTPA has two active Twitter accounts; a main account and a separate account for weather updates. Its main Twitter account tweets news, weather, sport and programme notices. For the most part its tweets are links back to the main website, but it also retweets its reporters and interacts with people who ask questions. A very active account, it tweets several times an hour during the peak hours. In contrast to the main account, RTPA's weather Twitter account doesn't tweet many links. Instead it is very image heavy - tweeting photos, temperature charts, satellite images and graphs. When it is not posting images, RTPA posts short, snappy weather updates. It posts about 5 or so tweets a day.

RTPA has one main Facebook page, set up in January 2013, but it is not active. There are sporadic postings, which are a mix of links, text updates for breaking news, shared photographs and events.

Story pages on the RTPA website have share buttons for Facebook, Twitter and Google+. Each page also links to Delicious, Digg and Technorati as well as allowing users to bookmark to Yahoo and Google. Its mobile app does not offer sharing or commenting options.

RTPA does not have a YouTube account.

RTPA posts multimedia stories to its website, which have text, video and audio elements. Users can listen to the text of the story read aloud for them. Users cannot comment on stories.

## RTVCYL

*RTVCYL is a company licensed by the government of the Spanish region of Castilla y León to manage the public service broadcasting throughout the region on DTT. RTVCYL launched in 2009 and manages two 24-hour channels. Its headquarters are in the city of Valladolid and there are also up to ten production centres, one for each every province capital city<sup>285</sup>.*

Twitter is RTVCYL's most popular social media platform. RTVCYL has one main Twitter account and five topic-specific accounts; weather, sports, culture, food and health. The main account, with over 11,000 followers, is very active, tweeting several times per hour during peak times. Its Tweets from this account are news focused with a lot of links back to the main website, however it also tweets just text news updates and signpost tweets to upcoming programming. It takes in some content from the topical twitter accounts and retweets it. Of the five other accounts, sport and weather are most active and the other three post less frequently. All interact with the audience.

The station has one main Facebook page, set up in January 2010. It almost exclusively publishes link updates that prompt a user to leave the Facebook platform. It posts more than ten updates a day. There is very little interaction from users.

RTVCYL is also active on Google+ posting links regularly during the day it has received almost 14,000 +1s on the platform.

RTVCYL has built share functionality into its story pages in a couple of ways. You can share the full story on Facebook, Twitter, Google +, Tuenti (a social network based in Spain),

<sup>285</sup> <http://www.circom-regional.eu/member-stations/51-member-stations-spain>

Delicious, Digg etc, but the station also lets users just share the videos with share buttons for Twitter, Facebook and Google+ overlaid on each embedded video. There is a heavy emphasis on sharing with share buttons at the start and end of a story.

Compared with Twitter and Facebook, RTVCYL has built a sizeable audience on YouTube. Since it joined the platform in May 2009, it has uploaded almost 40,000 videos. It uploads more than 15 new videos a day, the majority of these are news, sport and weather clips. RTVCYL's most popular clip, uploaded to YouTube, is a news report about a stabbing that took place in a casino, the clip has more than 5m views and almost 900 comments. The station's channel has more than 13,500 subscribers and over 66m total views, making it the most popular of Spain's member stations in terms of video views on the platform despite joining it later.

On its website, users can comment on stories. They have to fill in a short form with mandatory fields for name and email address. The user must fill in a captcha box and accept terms and conditions before posting to the site.

## EITB

*Euskal Irrati Telebista is the Basque Country's public service broadcaster. Its main brand is Euskal Telebista (ETB, Basque Television). EITB has five television channels and five radio stations<sup>286</sup>.*

The largest media organisation in the Basque region, EITB has a broad presence on Twitter. It has 11 key accounts as well as a number of individual programme accounts. Aside from the main account the other ten accounts cover news, sport, photos, culture, music television and radio. There is also an account that tweets a mix of coverage in english<sup>287</sup>. Tweeting across the accounts is very link heavy with widespread use of hashtags. The accounts are for the most part interactive, answering people's questions.

EITB's Facebook presence is in line with Twitter but with fewer subsections. There is a main Facebook page as well as separate pages for sport, culture, music and food. EITB also has an english language page on Facebook with 'Basque Country news and news about Basques all around the world', however it has been inactive since May 2013. Like Twitter, EITB's presence on Facebook is mostly about linking to content on the EITB website. Pages are updated several times a day. All of these pages were set up by EITB in 2010.

Story pages on EITB's website have share functionality for Facebook, Twitter, Google+, Tuenti, Pinterest, LinkedIn and Digg. There is also share functionality on each video.

EITB posts several videos a day to Youtube, sometimes upwards of 100 separate clips from across its programming; news, sport, magazine, food demonstrations, young persons etc. In its description it says it uploads the best of what is on the EITB website. Videos are often published in groups at one time. Since it joined the video-sharing platform in March 2009, it has uploaded more than 24,000 videos. It has 28,000 subscribers across its 3 channels and more than 58m views. Its most popular video uploaded is a satirical look at the film Three Men and a Baby, which has more than 6m views<sup>288</sup>.

286 <http://www.circom-regional.eu/member-stations/51-member-stations-spain>

287 <https://twitter.com/eitbnews>

288 <https://www.youtube.com/watch?v=xhq8l8kOC6g>

EITB leverages Facebook on its website to enable users to comment on its articles. Aside from its main website, EITB has a separate site dedicate to blogs with a native commenting system.

## Sweden

Facebook is the third most used website in Sweden. LinkedIn is the ninth most used website, making it the second most popular social networking website in the country. Twitter is the 15th most used website in Sweden. The main SVT website is the 24th most used site<sup>289</sup>.

### SVT

*SVT is Sweden's public service broadcaster. It is an independent corporation but programme services are subject to the Radio Act and the agreement between SVT and the state. It has 19 regional news stations. At least 55% of SVT's own programme productions have to be made outside Stockholm. Regional broadcasts consist of regional news programmes. SVT is mainly financed by licence fees as well as a small amount of financing from sponsorship<sup>290</sup>.*

There are 12 Twitter accounts and eleven Facebook accounts that cover SVT's 19 regional programmes. Some regional stations share a Twitter/Facebook account.

The 12 SVT Twitter accounts are almost all curated, tweeting a mix of links with photos and stand-alone text tweets interspersed. Some accounts take a mixed approach, for example SVT Smålandsnytt<sup>291</sup> uses an automated feed combined with human curation. Almost all of the accounts interact with other Twitter users' questions and queries. Accounts are updated on an hourly basis during peak times. SVT's regional Twitter accounts have 25% more followers than its regional Facebook pages have.

SVT has eleven regional Facebook accounts. The first regional SVT account, SVT Västerbottensnytt, was set up in October 2009. SVT Smålandsnytt and SVT Östnytt, were also set up in late 2009. Four accounts were set up in 2010, one in 2011 and three in 2012. Regular posts to SVT's regional Facebook pages include stand-alone photos<sup>292</sup>, behind the scenes<sup>293</sup>, links<sup>294</sup>, text<sup>295</sup> and photo galleries<sup>296</sup>. SVT does not post video either via YouTube or using the Facebook native video player. SVT does interact with users who comment on its posts.

Stories on SVT's regional sites have share buttons for Twitter and Facebook. Some sites also embed widgets for social channels. SVT's mobile app has a drop down menu for its regional stations. The app allow for content to be shared to Facebook and Twitter.

Three of SVT's regional stations have Instagram accounts. The first to use the service in May 2013 was SVT Nordnytt. SVT Vasterbottensnytt is the most active SVT region on Instagram. It produces short, presenter-led news videos<sup>297</sup>

289 <http://www.alexa.com/topsites/countries/SE> (accessed 23 October 2013)

290 <http://www.circom-regional.eu/member-stations/50-member-stations-sweden>

291 <https://twitter.com/svtsmalandsnytt>

292 Example: [https://www.facebook.com/photo.php?fbid=582730928487542&set=a.559040404189928.1073741826.257352644358707&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=582730928487542&set=a.559040404189928.1073741826.257352644358707&type=1&stream_ref=10)

293 Example: [https://www.facebook.com/photo.php?fbid=581827455244556&set=a.298066123620692.69187.257352644358707&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=581827455244556&set=a.298066123620692.69187.257352644358707&type=1&stream_ref=10)

294 Example: [https://www.facebook.com/vasterbottensnytt/posts/494733617314887?stream\\_ref=10](https://www.facebook.com/vasterbottensnytt/posts/494733617314887?stream_ref=10)

295 Example: [https://www.facebook.com/svtabc/posts/10152532011974606?stream\\_ref=10](https://www.facebook.com/svtabc/posts/10152532011974606?stream_ref=10)

296 Example: [https://www.facebook.com/svtostnytt/posts/10152140138259795?stream\\_ref=10](https://www.facebook.com/svtostnytt/posts/10152140138259795?stream_ref=10)

297 <http://instagram.com/p/IMnguBBCcv/>, <http://instagram.com/p/kovRBvhCdT/>, <http://instagram.com/p/kRV0FYhCZ4/>

SVT's regional programmes do not currently have any active YouTube channels.

Stories on SVT's regional websites cannot be commented on by users. Users are invited to become involved in SVT's regional output by submitting stories, photos and tips. People interested in participating are invited to apply via email. SVT pays for images published on its website or broadcast in its programming<sup>298</sup>.

## UR

*UR (Swedish Educational Broadcasting Company) is part of the public service broadcasting group in Sweden along with SVT and Swedish Radio (SR) and Swedish Television (SVT). UR's mandate is to produce and broadcast educational and general knowledge programmes, which enhance, fill out, and strengthen the work of others active in education. UR takes particular responsibility for those with disabilities and for those among ethnic and language minorities. UR runs the Knowledge Channel in collaboration with SVT and also broadcast on SR and SVT channels. UR is financed by household radio and television licence payments<sup>299</sup>.*

UR has both a main Twitter and Facebook account. It has a second Twitter account for its video on demand service UR Play. Its main Twitter account posts tweets several times an hour. It is a curated account and interacts with other Twitter users, both by responding to tweets and retweeting tweets.

UR's audience on Facebook is more than double its audience on Twitter. It uses its Facebook page mainly to promote its output and posts updates several times a day. Aside from using links, it uses images with text<sup>300</sup>, soundcloud<sup>301</sup>, and video via YouTube<sup>302</sup> and Facebook's player<sup>303</sup>. It also makes images specifically for the platform, such as this image for the series Tänk till<sup>304</sup>. UR does interact with users on the page both in the comments under posts and in posts when seeking audience participation.

Videos on UR's video on demand platform UR Play have options for the user to share them to Facebook, Twitter, Pinterest and Google+.

Aside from Twitter and Facebook UR also has a presence on Instagram and Soundcloud. With Instagram, it posts both photos<sup>305</sup> and videos<sup>306</sup>. It first posted to the platform on 20 September 2013. Content on Instagram varies between promotional photos and videos for upcoming output and behind-the-scenes glimpses of UR. The station joined Soundcloud in February 2013 and uses it to post trailers of upcoming radio programming.

UR has a YouTube channel. It joined the platform in November 2010. It posts videos on a

298 <http://www.svt.se/nyheter/regionalt/varmlandsnytt/bli-vart-tittarombud>

299 <http://www.ur.se/Webbar/Om-UR/About-UR>

300 Example: [https://www.facebook.com/photo.php?fbid=840381115987905&set=a.512756068750413.137879.193309030695120&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=840381115987905&set=a.512756068750413.137879.193309030695120&type=1&stream_ref=10)

301 Example: [https://www.facebook.com/Utbildningsradion/posts/10151908385561441?stream\\_ref=10](https://www.facebook.com/Utbildningsradion/posts/10151908385561441?stream_ref=10)

302 Example: [https://www.facebook.com/Utbildningsradion/posts/10152245967331907?stream\\_ref=10](https://www.facebook.com/Utbildningsradion/posts/10152245967331907?stream_ref=10)

303 Example: <https://www.facebook.com/photo.php?v=835464286479588&set=vb.193309030695120&type=2&theater>

304 [https://www.facebook.com/photo.php?fbid=834195019939848&set=a.512756068750413.137879.193309030695120&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=834195019939848&set=a.512756068750413.137879.193309030695120&type=1&stream_ref=10)

305 Example: <http://instagram.com/p/e-Nr80zEo3/>

306 Example: <http://instagram.com/p/k4su5jTEmA/>

weekly basis. Its most popular video, uploaded in October 2013, is called Life in Alphabet Land. The two-minute video has almost 17,000 views<sup>307</sup>.

On its UR Play video on demand platform, the station encourages user interactions in a forums section, which offer the audience a place to share technical problems as well as a forum to discuss programmes and offer suggestions and ideas. The station uses a third-party platform, Kundo<sup>308</sup>, to host the forum<sup>309</sup>. A team of eight people respond to people's queries<sup>310</sup>, the team includes the Development Manager of Interactive Media and the Manager of Interactive Media. Participants are asked for their name and email address. There is a commenting policy and privacy statement for users<sup>311</sup>.

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307 <http://www.youtube.com/watch?v=JqqKhHV3YI> (accessed 27 February 2014).

308 <https://kundo.se/>

309 NOTE: SVT has a beta forum on Kundo for its SVT Play (VOD platform) <http://kundo.se/org/svt-play-beta/>

310 <http://kundo.se/org/ur-play/editors/>

311 <http://kundo.se/org/ur-play/content-policy/>

## Switzerland

Facebook is the third most used website in Switzerland. LinkedIn is the seventh most used site, while Twitter is the 15th most used<sup>312</sup>.

### RSI

*RSI, formerly RTSI, is a Swiss public broadcasting organisation, which produces and broadcasts radio and television programmes in Italian for Switzerland. RSI started its activities in Lugano in 1961 and its broadcasting area covers the entire Swiss territory as well as some regions of neighbouring countries in Italy, France and Germany<sup>313</sup>.*

RSI has a presence on both Twitter and Facebook, with a number of active accounts on each.

RSI joined Twitter in 2011<sup>314</sup>. It has a main Twitter account as well as, among others, separate accounts for news and sport. RSI's main Twitter account is curated, it tweets a mix of content, including a lot of retweeted tweets (these include tweets from staff as well as other RSI accounts). It live tweets events, such as the selection event for Switzerland's Eurovision Song Contest entry. It also responds to questions from other Twitter users.

RSI opened its main Facebook page in May 2011. It also has other pages for individual channels and programmes. Aside from link posts directing users to its website, RSI also posts videos (using youtube and Facebook's player)<sup>315</sup>, photo galleries<sup>316</sup> and stand-alone photos<sup>317</sup>. RSI responds to questions and queries from other Facebook users on its pages.

RSI also has an account on Google+, which it posts updates to a number of times each day. It posts similar content to that on its main Facebook page.

RSI does not have share buttons on its stories on its desktop site or mobile app.

RSI has two YouTube channels, a main channel for RSI and a second for Rete Tre. It first joined YouTube in May 2007 and added the second, and main channel, in December 2011. The RSI channel posts content regularly, on a weekly basis. The Rete Tre channel hasn't posted content since July 2013<sup>318</sup>. The most popular video across the two channels, is a video posted to the RSI channel in 2011. It's a three-minute long comedy sketch called 'Frontaliers' about crossing a border, which has more than 72,000 views<sup>319</sup>.

312 <http://www.alexa.com/topsites/countries/CH> (accessed 23 October 2013)

313 <http://www.circom-regional.eu/member-stations/49-member-stations-switzerland>

314 [http://www.rsi.ch/home/channels/comunicazione/azienda/comunicazione\\_on\\_line/2012/01/02--Multimedia-In-con-continua-metamorf](http://www.rsi.ch/home/channels/comunicazione/azienda/comunicazione_on_line/2012/01/02--Multimedia-In-con-continua-metamorf)

315 Example: <https://www.facebook.com/photo.php?v=706251669395252&set=vb.215929795094111&type=2&theater> and [https://www.facebook.com/radiotelevisionesvizzera/posts/10151852739416433?stream\\_ref=10](https://www.facebook.com/radiotelevisionesvizzera/posts/10151852739416433?stream_ref=10)

316 Example: <https://www.facebook.com/media/set/?set=a.464186763704081.1073741900.104058306383597&type=1> and <https://www.facebook.com/media/set/?set=a.706195599400859.1073741904.215929795094111&type=1>

317 Example: [https://www.facebook.com/photo.php?fbid=705216242832128&set=a.268942509792839.65130.215929795094111&type=1&stream\\_ref=10](https://www.facebook.com/photo.php?fbid=705216242832128&set=a.268942509792839.65130.215929795094111&type=1&stream_ref=10)

318 Accessed 5 February

319 <http://www.youtube.com/watch?v=RMCofI-a-cg>



RSI's website does not have any functionality for accepting comments or user generated content. It posted an update before the Sochi Olympics, where it listed its social media accounts and said these accounts were there for the audience to converse, exchange opinions, and for the audience to interact with RSI and RSI to interact with the audience<sup>320</sup>.

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320 [http://www.rsi.ch/home/channels/comunicazione/azienda/comunicazione\\_on\\_line/2012/01/26--Social-media-identikit-RSI-List](http://www.rsi.ch/home/channels/comunicazione/azienda/comunicazione_on_line/2012/01/26--Social-media-identikit-RSI-List)

## UK

Facebook is the third most used website in the UK. LinkedIn is the second most popular social network in the UK and the tenth most popular website. Twitter is the 12th most popular website, while Tumblr is the 18th. The main BBC website is the fourth most used website<sup>321</sup>.

## BBC

*The biggest broadcasting organisation in the world, the BBC is over 70 years old. It is funded mainly from a television licence fee. Additional income is raised from programme sales and BBC publications such as books, videos, magazines and other products. There are three national regions, BBC Scotland, BBC Northern Ireland and BBC Wales. England has 12 separate regional TV, Radio and Online services<sup>322</sup>.*

All of the regions use social media mostly Twitter and Facebook with some use of Audioboo and occasional use of Myspace .

For the 15 regional stations there is a much larger audience on Twitter than on Facebook. The audience following a regional station on Twitter is three times that who have liked a Facebook page. In the regions, BBC has 61% more Twitter accounts than it does Facebook pages.

Every regional station has a Twitter account with most stations having multiple. A large number of BBC journalists, correspondents, producers and presenters are active on Twitter, but these accounts are not official, however official accounts do re-tweet this content frequently. Additionally, as well as Twitter accounts built around news, sport, weather, traffic etc, there are also a number of individual programmes with their own accounts. Twitter accounts interact with users and potential story sources.

Facebook pages are treated as websites by the regions, places to update and interact with the audience as well as a way of gathering User Generated Content, often compiling galleries of submitted photos<sup>323</sup> or giving the audience previews of upcoming regional programming<sup>324</sup>. Facebook pages frequently give a 'behind the scenes' insights into the BBC through photos. BBC directly uploads video clips to the Facebook platform and occasionally posts links to YouTube clips sometimes from external sources<sup>325</sup>. Audio clips are uploaded via the Radio iPlayer or using Audioboo<sup>326</sup>. Occasionally pages link to external websites, for example a government website<sup>327</sup>. BBC 'reactively' moderates comments left on its pages - this means it only moderates a comment if a complaint has been made about it<sup>328</sup>.

There are share buttons for Facebook and Twitter on story pages. Sharing to Delicious, Digg, Reddit, LinkedIn, Stumbleupon and Google+ can be done via a dropdown menu.

321 <http://www.alexa.com/topsites/countries/GB> (accessed 23 October 2013)

322 <http://www.circom-regional.eu/member-stations/48-member-stations-united-kingdom>

323 Example: <https://www.facebook.com/media/set/?set=a.574233819333879.1073742152.153132638110668&type=1>

324 Example: <https://www.facebook.com/photo.php?v=10152136141963648&set=vb.124715648647&type=2&theater>

325 [https://www.facebook.com/BBCSurrey/posts/10152217969003885?stream\\_ref=10](https://www.facebook.com/BBCSurrey/posts/10152217969003885?stream_ref=10)

326 Examples: [https://www.facebook.com/bbcleicester/posts/10152115453159712?stream\\_ref=10](https://www.facebook.com/bbcleicester/posts/10152115453159712?stream_ref=10), [https://www.facebook.com/bbcradiostoke/posts/10152143507081265?stream\\_ref=10](https://www.facebook.com/bbcradiostoke/posts/10152143507081265?stream_ref=10)

327 [https://www.facebook.com/bbcsomerset/posts/587128768024895?stream\\_ref=10](https://www.facebook.com/bbcsomerset/posts/587128768024895?stream_ref=10)

328 Example: <https://www.facebook.com/BBCSouthEastToday/info>

In the regions there is almost no use of YouTube, with only one or two individual programmes using the video sharing website to post video.

Half of the English regional stations have a presence on Audioboo, however several of these accounts are dormant or post infrequently. Audioboo is a social platform for audio, accounts can post audio clips and invite other people to post their own audio. With 320,000 listens, the West Yorkshire Sport account is the most popular of the active pages<sup>329</sup>.

BBC Wales was the first region to join Instagram, with a project focused on the poet Dylan Thomas<sup>330</sup>. BBC Sport<sup>331</sup> and BBC News<sup>332</sup> are both experimenting with the platform. BBC News is trialling short-form video on Instagram in an experimental service it is calling Instafax.

The English regional websites are not operated from within the regions but by BBC Online. Users can comment on some parts of the website and these are moderated by BBC staff in three ways: pre-moderation, post-moderation and reactive-moderation. Users can also submit content to the BBC. It has set out its terms of use for user generated content clearly in this document [http://www.bbc.co.uk/terms/help\\_ugc.shtml#1](http://www.bbc.co.uk/terms/help_ugc.shtml#1). On mobile, the BBC News App caters for a national and international audience although it does have a UK section. The app also has a user generated content function. Regional programmes have mobile pages and video clips can be shared to Facebook, Twitter or by email.

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329 <http://audioboo.fm/channel/westyorkshiresport>

330 <http://instagram.com/bbccymruwales>

331 <http://instagram.com/bbcsport>

332 <http://instagram.com/bbcnews>

## ABOUT THE AUTHOR

Blathnaid Healy is a consultant, who works mainly with media organisations. Based in Dublin, Ireland, Healy previously worked for WorldIrish.com, a media startup focused on the Irish diaspora with an emphasis on online community and specifically user generated content. She initially joined as Content Manager before becoming its Chief Operations Officer. Prior to this, Healy worked for RTÉ, Ireland's public service broadcaster, for almost five years. In RTÉ, Healy worked across the broadcaster's digital platforms establishing the organisation's first dedicated social media team and project managing multi-platform digital coverage of high-profile events across web, mobile, social media etc. Healy has a Masters of Science in Journalism from Northwestern University's Medill School of Journalism in Chicago. As a journalist she has reported from Ireland, the United States, Kenya, Uganda, Rwanda and Romania.