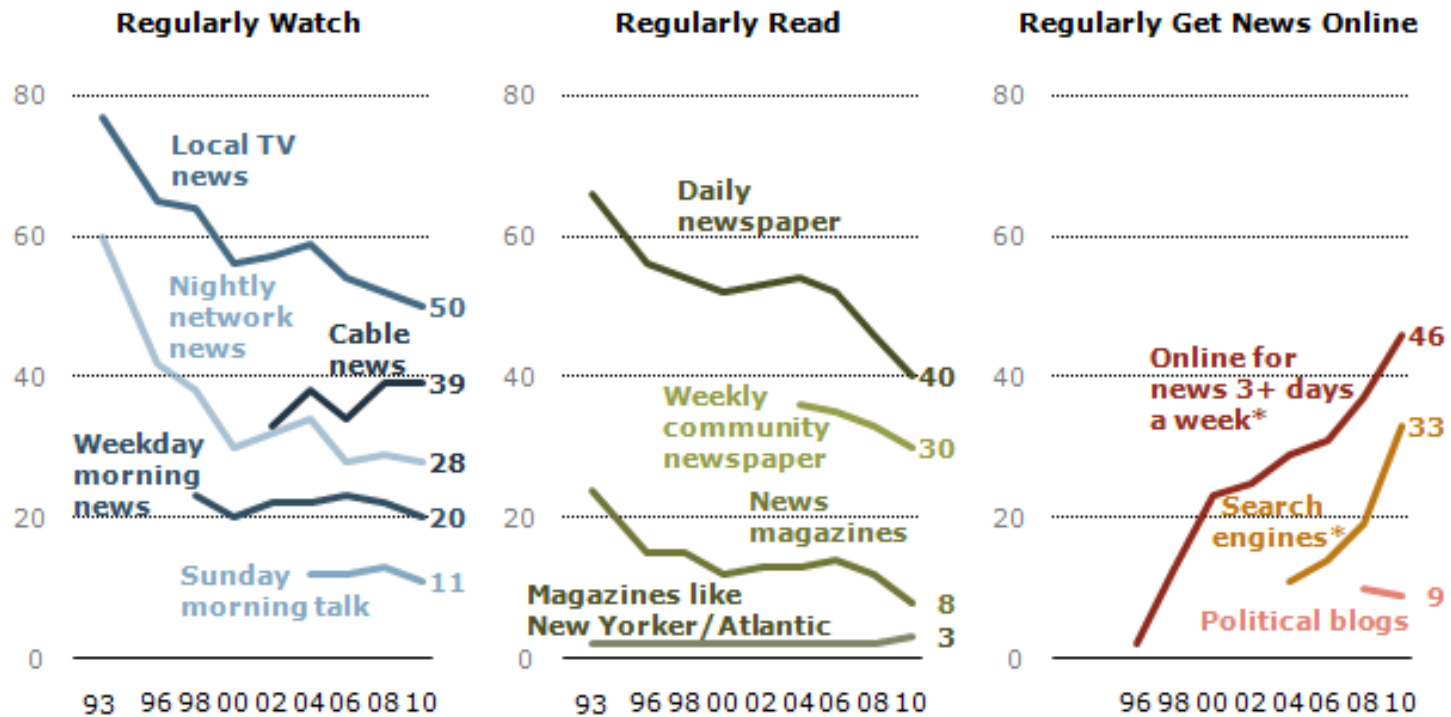




**Новости в соцсетях:  
следуя за аудиторией.**

# Откуда люди получают новости?

## Trends in Regular News Sources



PEW RESEARCH CENTER June 8-28, 2010. Q28aF1,bF1,k,o,p, Q30a-d, Q41, Q43, Q46 based on total.

\* Search engine use and general news online three or more days a week. All other trends are percent who use "regularly."

# Как распространить контент?

Создай свою сеть!

The image shows a screenshot of the BuzzFeed website. At the top, there's a navigation bar with the BuzzFeed logo and several category buttons: LOL, cute, win, fail, omg, geeky, trashy, WTF?, and a red button for 'More Buzz'. Below this is a search bar and a 'Just Launched' section with several small image thumbnails. The main content area is divided into two columns. The left column is titled 'Featured' and contains several article cards with images and titles. The right column is titled 'Hot List' and features a large article about the 'ROAST OF CHARLIE SHEEN' with a 'COMEDY CENTRAL TV 10/9c' logo. Below the main content, there are more article cards in the 'Featured' column.

Пользуйся готовым!

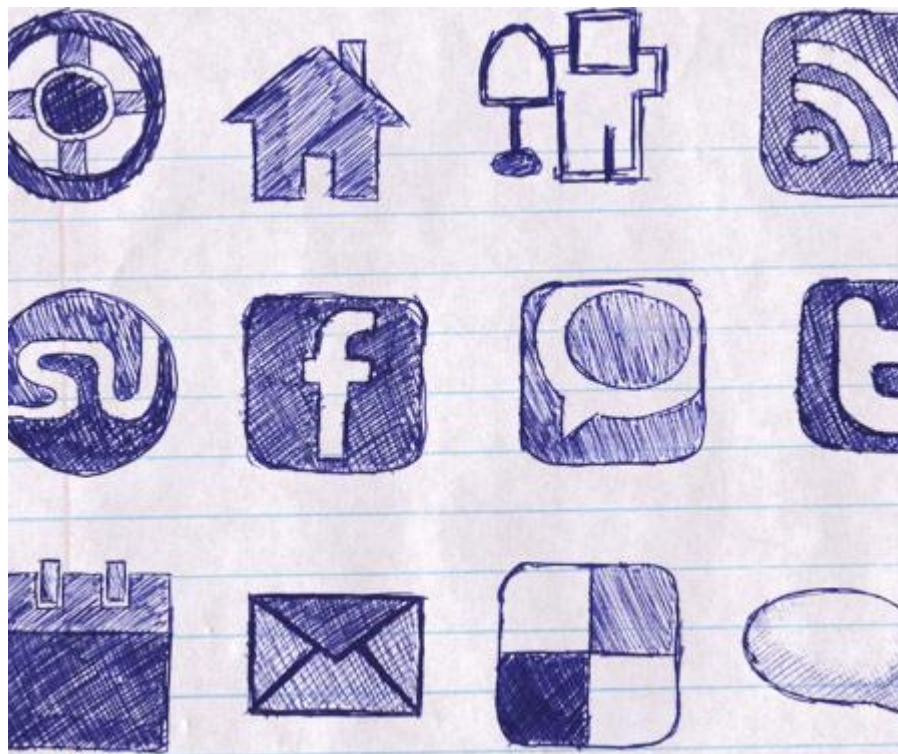


# 1. Оценка аудитории.

- Инструментальные замеры: кто, куда и откуда?
- Поведение пользователя.
- Мотивация пользователя.
- Интересы пользователя.



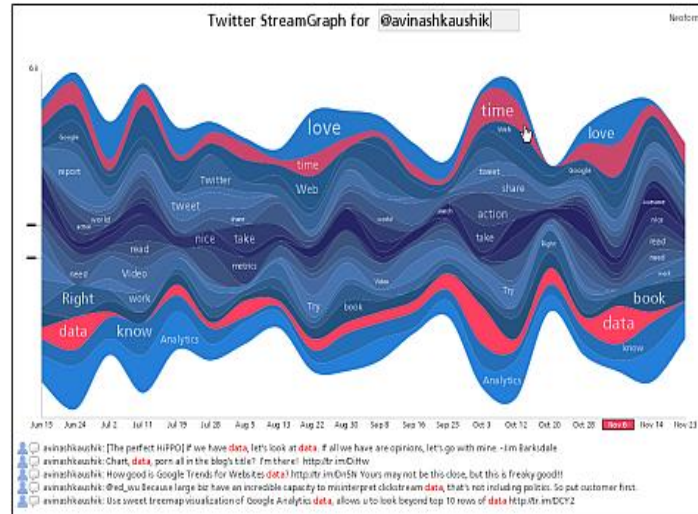
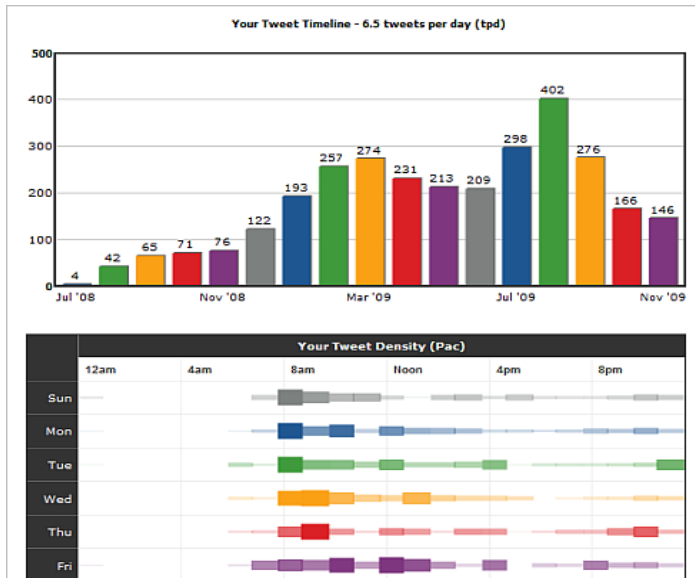
## 2. Выбор целевых площадок.



### 3. Определение цели.



# 4. Подсчёт и аудит.



## Analysis

<p><b>Reach</b></p> <p>Work on building an audience through listening and participation</p> <p><b>Tweet This</b></p> <p><b>-21.02%</b></p>	<p><b>Demand</b></p> <p>Be sure to engage with others and not just follow to be followed</p> <p><b>Tweet This</b></p> <p><b>-21%</b></p>	<p><b>Engagement</b></p> <p>Work on building relationships through conversation</p> <p><b>Tweet This</b></p> <p><b>-17.14%</b></p>
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## Followers & Unfollow Activity

### Network Change Summaries

One-Day Seven-Day Thirty-Day

**1,459** New "Follows" in the past 30 days

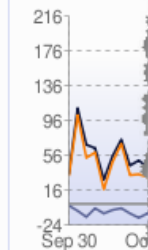
**291** "Un-Follows" in the past 30 days

**+1,168** Total Change in the past 30 days

**+7.7%** Growth Rate

### Network Change

Follows and



# 5. Качественный контент.

- Определите общие правила.
- Разработайте план размещения и взаимодействия.
- Создайте расписание.
- Создайте план действий в случае срочных новостей.

VERSIONS: العربية | [NOTICIAS](#) | [FRÉQUÉNCES](#) | [INDIÉ](#) | [RTA](#) FIND US ON: [f](#) [t](#) [v](#) Welcome back: [tata](#) (log out?)


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News | 'Aircraft carrier killer': RT goes aboard flagship Varyag

## 'Aircraft carrier killer': RT goes aboard flagship Varyag

Published: 19 September, 2011, 16:05 [permalink](#) [email story to a friend](#) [print version](#)



Guards' missile cruiser Varyag of the Pacific Navy making a trial sortie to verify its combat readiness (RIA Novosti / Vitaliy Anikov)

[DOWNLOAD](#) (20.7Mb) [EMBED](#)

**TAGS:** [Military, Russia, RT Exclusive, Thrills&Spills, Vehicles](#)


The Varyag guided missile cruiser knows no fear – not even the old one about having women aboard. RT's female reporter admires the might of the Pacific flagship, samples sea bread, looks into the hearts of its crew, and meets the ship's cats.


His wide green eyes were studying me. I was studying him, too. It just seemed too strange. A red cat with a sly face – it really was sly – was lying by the ship's gun. It then stretched itself, yawned as if we were no longer of any interest, and slowly walked away.


"Madame, look sharp! It's a warship, please do get inside," a loud voice from behind brought me back to reality. I was standing aboard the Varyag missile cruiser, the flagship of the Pacific Fleet, which has been aptly dubbed the 'aircraft carrier killer.'

I looked up to see the killer's main weapon – the Vulkan complex, or 'Volcano.' It was so huge it seemed it occupied half of the ship, with eight gun muzzles deployed on each side. On the way to the cabin, I was told that the Vulkan spews 5-tonne cruise missiles approaching its target at a speed of 3,000 km per hour. After the launch, the missiles unfold their wings and draw up into a group, a wolves' pack, with a leader – a lone missile flying separately. If it's detected and targeted, it will activate a system of active interference to confuse the enemy's missile. It picks the target independently, in close proximity to the group of enemy ships, identifies the largest one and directs one of the

**MORE ON THE STORY**


 [Seaworthy: Ka-52 helicopter OK'd for Mistral carrier](#)  
Russia's state-of-the-art Kamov Ka-52 combat helicopter has passed all tests to be approved for deployment on Navy vessels. The aircraft will be used with Mistral-class carriers, which Russia buys from France.  
14.08, 18.03  
1 comment


 [Putin sees Russia's 'living tank' make its debut](#)  
Prime Minister Vladimir Putin has visited a military exhibition where he took the opportunity to test the new T-90S battle tank. Heavy artillery producers from Russian and abroad have gathered in the Urals to showcase cutting-edge combat equipment.  
09.08, 23.12  
2 comments


 [PAK FABulous: Russian Stealth! stuffing top-secret](#)  
The T-50 is still being developed, so most of its technical specifications are top-secret. But visitors to the MAKS-2011 air show got truly unique chance to see the jet in flight when PAK FA's first-ever public display took place.  
19.08, 09.57  
4 comments

**MAKS-2011**

**RIA Novosti**

 The most beautiful girl in Universe and her rivals. Photos

 Gaddafi ready to hand power over to rebel authorities, his son says

 The T-80 can hit moving targets and operate under water. Video

# 6. Редакторская группа.



[sergeydolya.livejournal.com](http://sergeydolya.livejournal.com)

# 7. Общение!

facebook

Адрес эл.почты:  Пароль:  Войти

Не выходить из системы [Забыли пароль?](#)

[Регистрация](#) Facebook помогает Вам всегда оставаться на связи и общаться со своими знакомыми.

[Создать страницу](#)



**RT** [Мне нравится](#)

Телевизионная сеть

Стена RT · Everyone (top Posts)

Публикуйте: [Запись](#)

Напишите что-нибудь...

**RT** 'Aircraft Carrier Killer'

**RT** aboard Varyag guided missile cruiser

**RT** Statehood Showdown

**Похожие страницы Facebook**

- Al Jazeera English**  
742 074 пользователю это нравится.
- Science Channel**  
249 288 пользователю это нравится.
- CNN International**  
828 391 пользователю это нравится.

[Еще >](#)

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- Ссылки
- Вопросы

О нас  
Question more.

**75 499**  
это нравится

**Нравится** Все

- RT Fantasy League**
- Moscow Is My Dyster**
- Adam Kokesh**
- RT Russiapedia**
- Keiser Report**

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17 мин. назад · [Мне нравится](#) · [Комментировать](#)

[Anthony Brett Dawe](#), [Nemanja Nemas Jovanovic](#), [Фабью Калцобара](#) и 18 других это нравится.

[View all 2 shares](#)

**Michael J. Gerrior** I hope you don't run out of diesel.

15 мин. назад · [1 пользователь](#) · [Перевести](#)

**#OpESR - Operation Empire State Rebellion Amped** judging from the electronics inside , this might be a nice bathtub boat to play around with but nothing of a real threat for a carrier ;)

10 мин. назад · [Перевести](#)

**Anthony Brett Dawe** LH HLH... SOZ COMRADES MISSED ME AGAIN AS PER USUAL... ;-)

ОКОЛО МИНУТЫ НАЗАД · [Перевести](#)

2 ч. назад · [Мне нравится](#) · [Комментировать](#) · [Перевести](#)

[Chomp Luangphinyh](#), [SaSpeed Jamil](#), [Thomas Nice](#) и 50 других это нравится.

[Просмотреть все комментарии \(134\)](#) [View all 42 shares](#)

# 8. Звёзды!



# 9. Синергия.



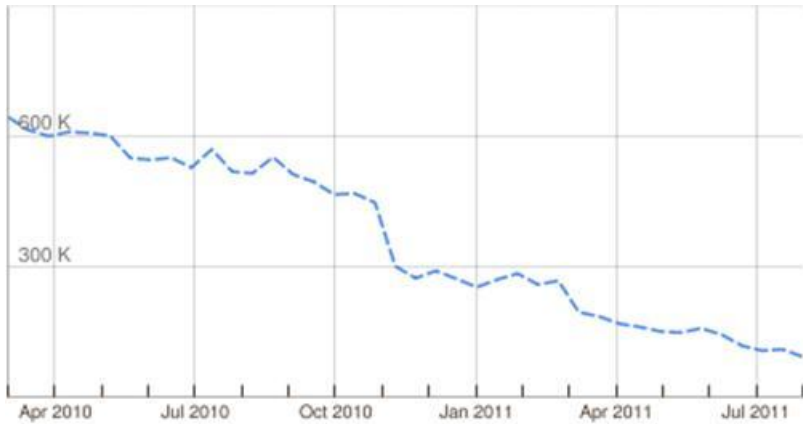
# Опыт RT

- Первый опыт продвижения: Digg, StumbleUpon, Reddit, Fark.
- Перенос фокуса на Facebook.

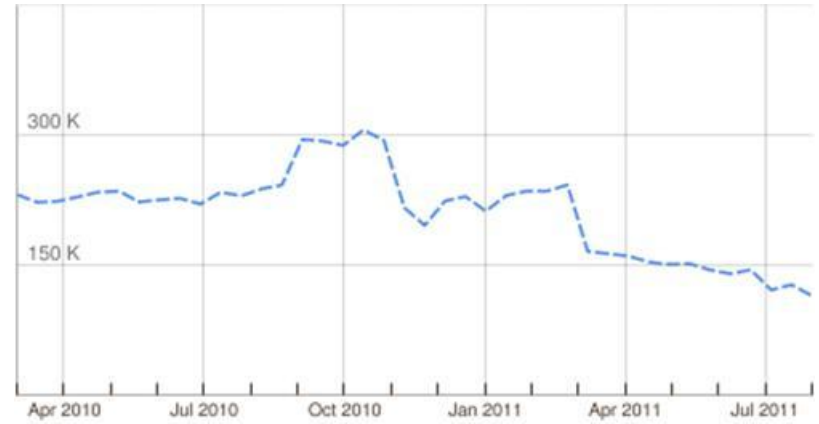


# Как они исчезали.

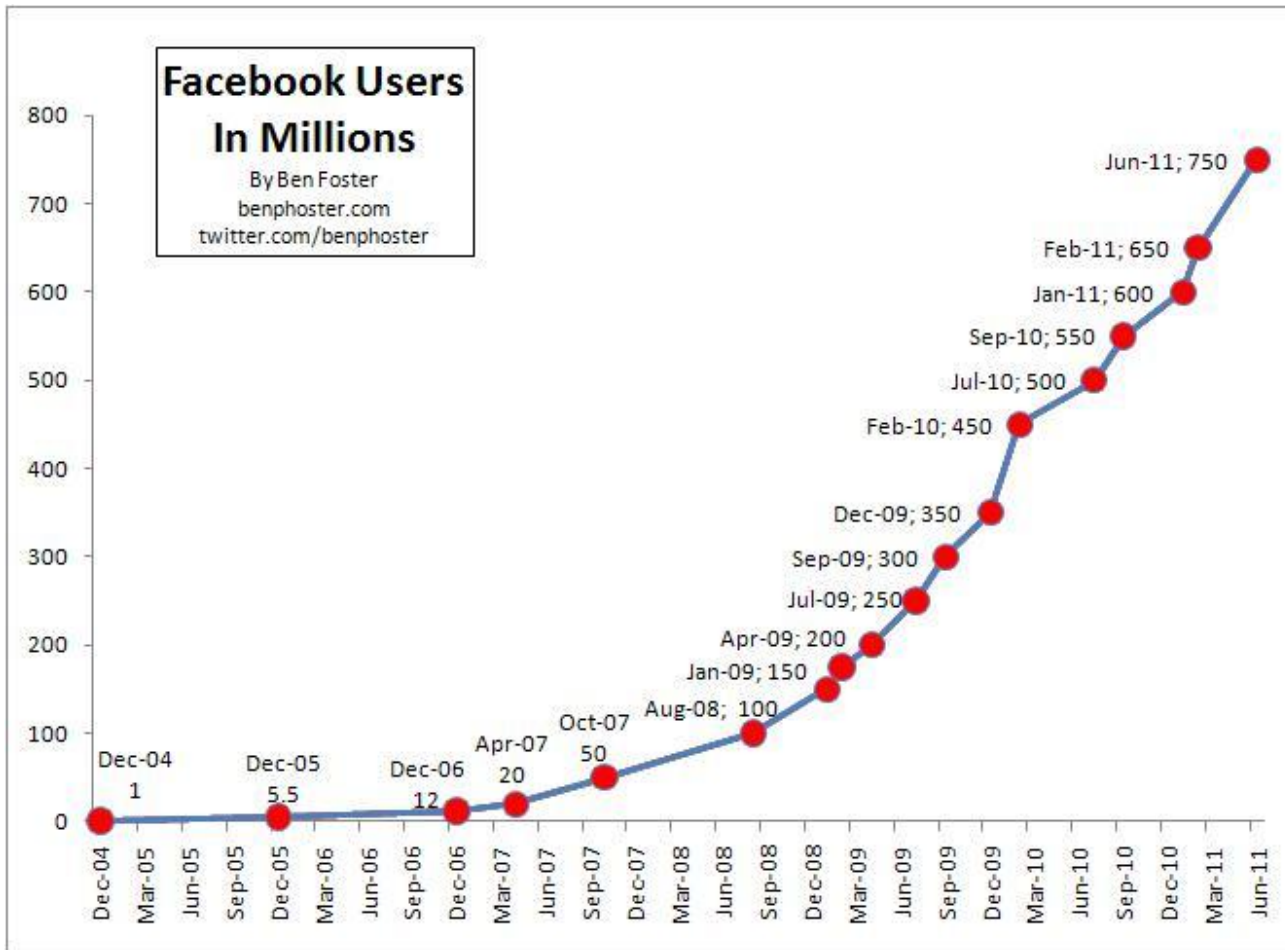
- StumbleUpon



- Reddit.com



# A Facebook poc!



# Откуда такой рост?

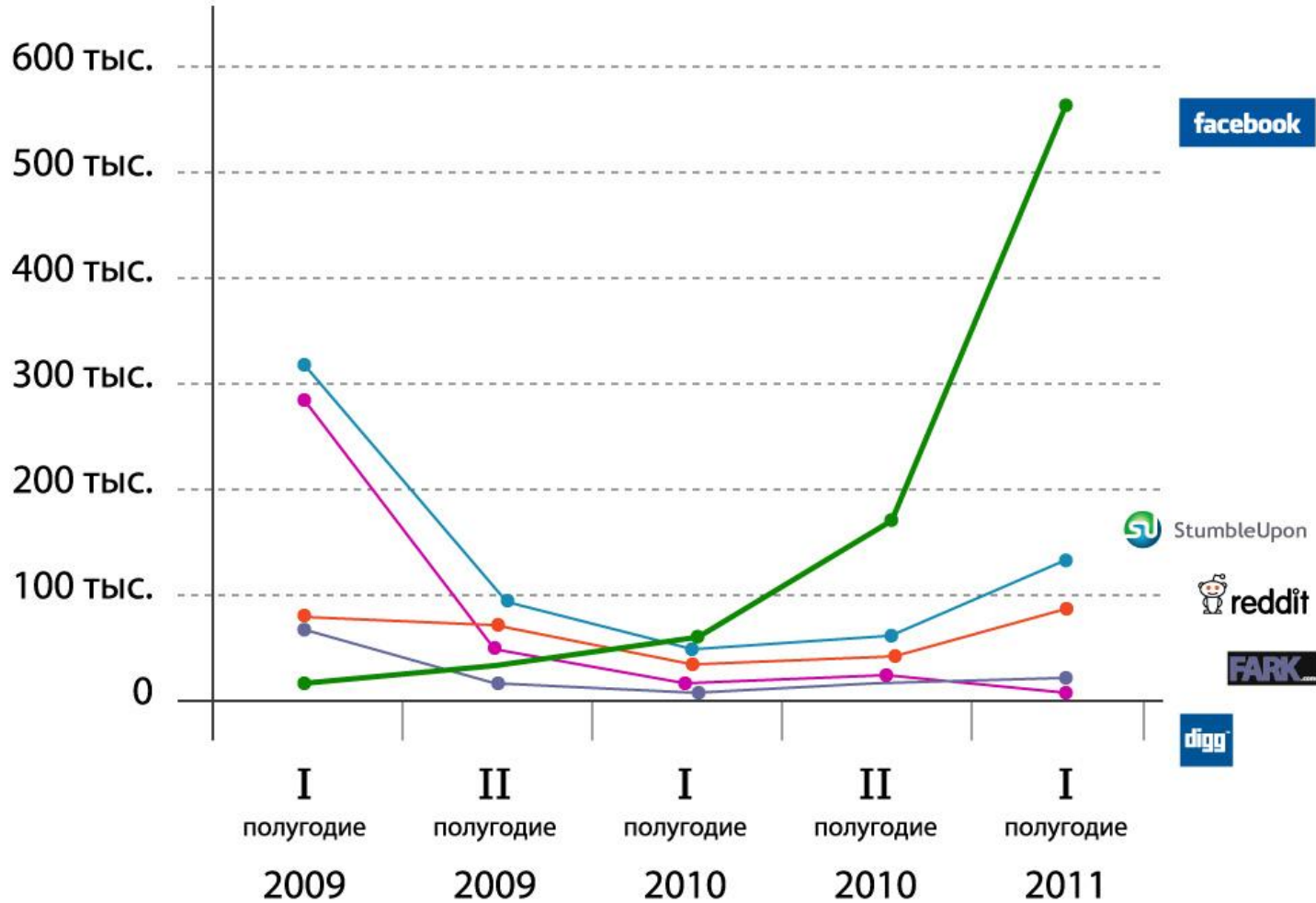
- 3 февраля 2010: Facebook Becoming Major News And Media Distributor
- 27 июля 2010: Facebook Launches New "Facebook + Media" Page To Turn Journalism Into "Social News"
- 14 апреля 2011: Facebook trying to 'friend' journalists
- 9 мая 2011: Facebook 'shaping the way news is read'
- 18 августа 2011: News sites using Facebook Comments see higher quality discussion, more referrals

# Что мы сделали?

- Сформирован штат редакторов, ведущих соцсети.
- Создан ряд аккаунтов, они связаны между собой.
- На основном сайте появились кнопки FB.

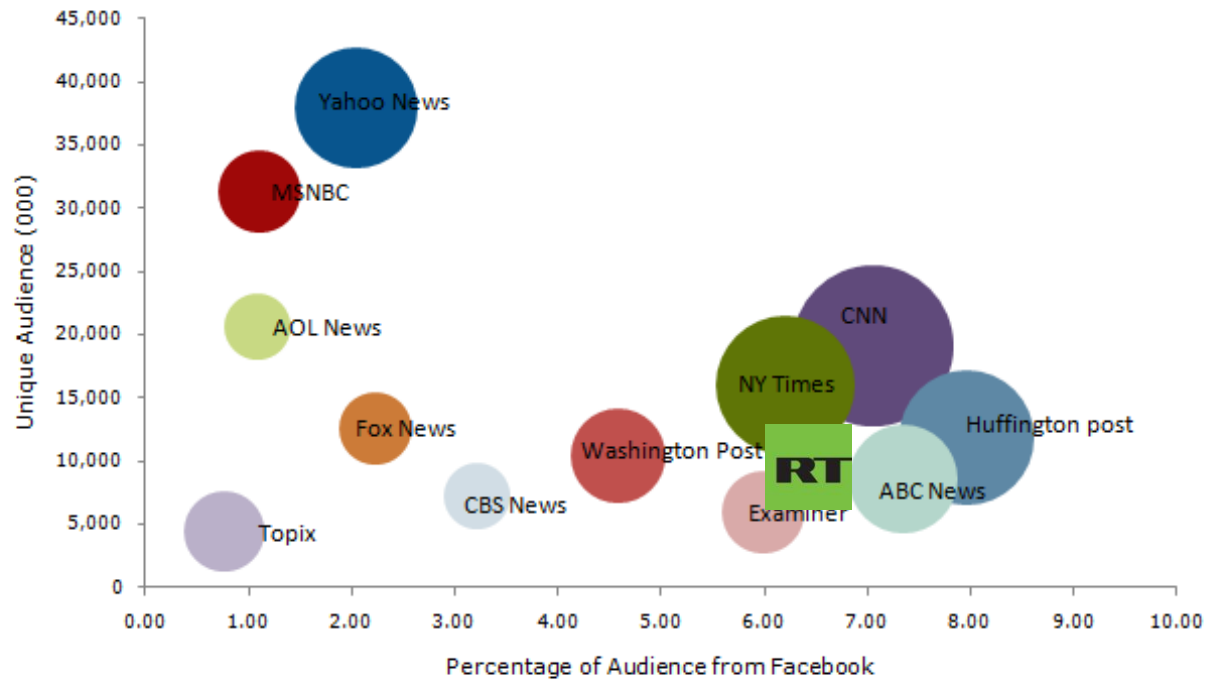


# А вот и результат!



# Доля трафика FB на новостных сайтах

The Influence of Facebook on Top News Sites



Source: Nielsen Company and PEJ Research

Note: In this graph the size of the bubble represents the site's total unique visitors from Facebook. The vertical orientation is the sites total unique visitors. The horizontal axis represents the percentage of traffic coming to each site from Facebook. The rest of the top 21 news sites are available as well, click on the link below for the full data set.

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

# СПАСИБО!

Тина Бережная,  
Руководитель Службы ИТ  
RT

[tina@rt.com](mailto:tina@rt.com)

@tinkinson

The screenshot shows the RT website homepage. At the top, there's a navigation bar with 'QUESTION MORE' and search options. Below that, a large banner features a video thumbnail titled 'FLAGSHIP'S GRANDEUR RT CREW ONBOARD' and another titled 'Turkish capital rocked by terror attack, 3 dead: VIDEO'. The main content area is divided into sections: NEWS, POLITICS, SPORT, and ART & CULTURE. Each section contains several news items with headlines and brief descriptions. On the right side, there are additional sections like 'On Air', 'Where to Watch', 'FREEVIDEO', and 'RT NEWS LINE'. The bottom of the page features a 'MOST POPULAR' section and a 'BLOGS' section.