The Ellen Degeneres Show and The View: A Social Media Strategy Analysis

Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

12/12/2013
# Table of Contents

Executive Summary .................................................. Page 3  
Introduction .............................................................. Page 5  
*The Ellen Degeneres Show* History ................................ Page 6  
*The Ellen Degeneres Show* Social media use ......................... Page 7  
*The Ellen Degeneres Show* Connections .......................... Page 8  
*The Ellen Degeneres Show* Goals ................................ Page 9  
*The Ellen Degeneres Show* Content Analysis .................... Page 10  
Evaluating *The Ellen Degeneres’ Show* Strategy ................... Page 12  
*The View* History ..................................................... Page 13  
*The View* Social Media Usage ....................................... Page 14  
*The View* Goals ....................................................... Page 16  
*The View* Content Analysis ......................................... Page 17  
*The View* Connections ............................................... Page 18  
Evaluation Tool ......................................................... Page 19  
*The Ellen Degeneres Show* Evaluation ........................... Page 20  
*The View* Evaluation ................................................ Page 21  
Repair Plan ............................................................... Page 22  
Rejected Solutions ..................................................... Page 25  
Continuous Improvement .............................................. Page 26  
So What? .................................................................. Page 27  
Appendix A- Group Rules ............................................. Page 28  
Appendix B- 100 Facts ................................................... Page 29  
Appendix C- Agendas and Minutes ................................... Page 36  
Appendix D- Charts, Tools, and Examples ......................... Page 46  
References ................................................................ Page 57
Executive Summary

*The Ellen Degeneres Show* and *The View* are two well respected and long running talk shows on competing networks. Both shows are on a variety of social media platforms, though with varied effectiveness. After evaluating the social media strategy of both of these television shows we have come to several conclusions about their social media usage.

*The Ellen Degeneres Show* has a very clear strategy behind its social media. It is clear that the show is attempting to duplicate the character of the show into its various social media platforms. When observing the many channels one can understand the personality behind Ellen and feel as though he or she is getting unique content that can’t be found anywhere else. The show’s social media is also integrated into the television show. One downfall of *The Ellen Degeneres Show* is that she very rarely directly responds to viewers, focusing instead on the celebrity guests that visit her show.

*The View*, while on a variety of different platforms, chooses to focus on one main platform: Twitter. We discovered this was because they are choosing to use social media to attempt to attract a younger audience to their show: however, it is alienating its main audience, that is not typically on Twitter, from their posts. Their social media is also poorly connected and seems to be redundant and boring for the audience. After our evaluation, we found *The View* to be the weaker strategy of the two television shows.

To improve *The View’s* social media strategy we suggested several steps, such as creating stronger connections from the website to the social media and creating unique content for their
channels. We also suggested focusing less on Twitter and more on Facebook, where they currently have more followers and more potential to reach their primary audience.

We also suggested implementing the “difference that makes a difference” that could set them apart from other television shows on social media. We suggested having some way of connecting the hosts directly with the audience of the show, possibly via a question and answer session led over social media. This is something unique that other shows are not doing and would set them apart from their competition.

Overall, while The View’s current social media strategy is lacking, we felt that if they correct their current plan to make it more accessible, as well as create a difference that makes a difference, they could set themselves apart and take the lead as an innovator in their field.
Introduction

The companies that we chose to evaluate were *The Ellen DeGeneres Show* and *The View*. Our group felt that evaluating two well established talk shows would be an interesting idea. We were interested in discovering what kind of social media each uses and how they use it to connect with their fans, to promote their brands and to attract a new audience. Because these two programs are not necessarily product based, but rather entertainment based, it seemed as though it would be a different way to look at the concepts we were studying. We decided to evaluate *The Ellen DeGeneres Show* because while studying Instagram, Ellen DeGeneres came up as a leader of organizational Instagram use. We wanted to find out how another talk show compared to *The Ellen DeGeneres Show* as well as what social media channels it uses.
The Ellen DeGeneres Show - History

*The Ellen DeGeneres Show* started in 2003 and is currently in its 11th season. As stated on the Ellen website, “Ellen DeGeneres continues to deliver uplifting, inspiring, and hilarious experiences to viewers.” Known for her sparkling blue eyes, cover-girl status, and awesome dance moves, Ellen has become “a global entertainer and household name.” Because of this, “*The Ellen DeGeneres Show* has become the daytime destination for laughter and fun.” When watching the Ellen Show you will experience fun for the whole family. From the adorable duo of Sophia Grace and Rosie, to ‘Classic Joke Wednesday’, to the endless list of celebrity guests, *The Ellen DeGeneres Show* is full of “un-predictable fun”.
The Ellen DeGeneres Show- Social Media Channels

*The Ellen DeGeneres Show* is using a surprising number of social media platforms. First is the website, which includes everything you want to know about the show: how to get tickets to the show, previous episodes, celebrity guests, musical performances, inspirational stories and so on. It’s also the place to go when you want to purchase items from “The Ellen Shop” or when you want to connect to one of the various social media pages. Second is the Ellen Facebook page. It is a verified account that has over 11 million likes. Third, the Ellen Twitter is a verified account, pushing 24 million followers, and has tweeted over 8,000 times. The fourth social media that the show is utilizing is YouTube and the channel has over 7.5 million subscribers. Her most viewed video, which is of singing duo Sophia Grace & Rosie, has over 68 million views. The fifth social media being used is FourSquare. If you are attending a live taping of the show you can ‘check-in’ to the Ellen Show on FourSquare. Over 11,000 have checked in and when you check-in, you receive a special discount for the Ellen Shop. The sixth platform the show is using is Pinterest. The Ellen Pinterest account has almost 300,000 followers and the content is split among 33 boards and over 3,000 have been ‘pinned’. The seventh social media being used is Instagram. The account has over 3 million followers and the show has posted more than 1,000 photos. The eighth platform being used is Tumblr. However, it is unclear as to how many people are interacting. The final social media that the show is utilizing is GetGlue. GetGlue is very similar to FourSquare. However, instead of checking-in to a place, you ‘check-in’ when you are watching the TV show.
The Ellen Degeneres Show - Connections

To find out how all of the social media are connected, we created a connections map. The map showed us just how many connections there truly are. By looking at the connections map in APPENDIX D, you will see that the green arrows represent two-way connections between media. A few examples include: Facebook & the website are connected to each other, Facebook & YouTube are connected, Tumblr & YouTube are connected, and so on. The black arrows signify one-way connections. Examples include: YouTube is connected to Instagram, but not vice versa, Facebook is connected to Twitter, but not vice versa, and GetGlue is connected to Facebook, but not vice versa. The most important thing we learned by mapping out the connections is that all of the social medias can be accessed directly from the Ellen website and once you go to the social media you select, it will connect you back to the Ellen website. As mentioned earlier, the website is where you find everything you want to know about the show, including any purchases you want to make at The Ellen Shop. These direct connections are nothing but beneficial for The Ellen Show.
The Ellen Degeneres Show - Goals

Since we couldn’t contact the Ellen Show to ask them about their goals, we used our research to infer what the goals are likely to be. First and foremost, a goal would be to get people to ‘tune-in’ to The Ellen Show. This could include both current viewers and potential viewers. The next goal would be to gain more ‘likes’ and ‘followers’ on the various social media. We feel that these two goals work well with each other because social media can be used to “drive” people to the show, and the show can be used to “drive” people to the social media pages.

A third goal would be to interact and engage the audiences of each social media. This could include such things as a contest, ‘call to action’ events, photo-caption contests, etc. By interacting with the audience, a connection is being made that might not be found anywhere else.

To go along with interaction and engagement, a fourth goal is to entertain. Because the show provides great entertainment and Ellen has a fun personality, it’s critical for that to be brought to social media. When going to the social media page of a TV show, you want it to be congruent and to hold true with what you would find in an actual episode of the show. So if you see funny photos, hilarious jokes, and heart-warming stories while watching The Ellen Show, you’ll want to see similar things on social media, including some ‘extras’.
The Ellen Degeneres Show- Content Analysis

Now, we will move on to content analysis. To get a better idea of the content that was being posted among all social media, our group kept track of all postings for the week of November 11-November 17.

The bar graph in APPENDIX D shows how the posts were split up among the various social media during that week. Much to our surprise, The Ellen Show utilized Pinterest the most, followed by YouTube and Twitter. Facebook came in last with less than 10 posts during that week.

When looking at the content that was being posted, we separated it into 10 different categories. Our first donut chart is a compilation of the content across all social media that is currently being used. As expected, shown by the color purple, guest appearances and show-related information were posted about the most, at 46%. Coming in second, shown in orange, was follower and audience interaction. Third, shown in the light purple, was the ‘other’ category. The final 7 categories were split up which each category contacting 10% or less of the content.

Since The Ellen Show posted on Pinterest the most, our second donut chart shows what content was being posted there. With 38% of the content, ‘other’ or random posts were pinned or liked the most. Next, was follower and audience interaction, followed by news.

Our final donut chart for The Ellen Show splits up the content that was posted on Twitter. Over half of the content that is posted on Twitter is jokes or entertainment related. Because of the content that is on The Ellen Show, this wasn’t a surprise to us. However, we were caught off guard by the discovery that The Ellen Show has NO direct interaction with its followers, unless
it’s a celebrity. From what we could find, the show doesn’t directly reply to or retweet its followers. However, it does occasionally ‘like’ a tweet that a follower posted.
The Ellen Degeneres Show- Effectiveness

As mentioned earlier, we weren’t able to contact The Ellen Show. Therefore, it was difficult to figure out how the show evaluates the effectiveness. We spent a lot of time on the internet looking for information, but we were unsuccessful. However, knowing the basics of how TV and social media work, we can infer that they rely a lot on TV ratings, TV viewings, social media ‘likes’ and ‘followers’, and audience interaction on the social media.
The View - History

The other daytime talk show that we examined is The View. It is broadcast weekdays on ABC and features a team of dynamic women of different ages, experiences and backgrounds discussing the top events of the day. The program is now in its 17th season. The View currently features Barbara Walters, Whoopi Goldberg, Sherri Shepherd and newcomer Jenny McCarthy. Seven other women including Rosie O’Donnell, Joy Behar, and Elisabeth Hasselbeck have previously been members. The View consists of hot topics in the news, the best experts in their field, celebrity interviews and general entertainment. The strong political viewpoints of the hosts seem to cause the most controversy for the show. In 2010 President Barack Obama appeared on The View, making it the first talk show to have a sitting president appear on it.

The View is one of the top-rated daytime talk shows, averaging 3.3 million viewers season-to-date, behind leader Dr. Phil (4 million viewers) and Live! With Kelly and Michael and The Ellen DeGeneres Show (each pulling in 3.4 million viewers).
The View- Social Media Channels

Twitter is by far and away the social media of choice for The View. The show also uses Facebook, Instagram, and Tumblr on a respectively lesser and lesser basis.

One aspect of The View’s social media usage that we found peculiar was that it uses Twitter far more than any other SM platform. Considering that the show has twice as many Facebook followers as Twitter followers, this also seemed an odd choice. Given that the demographic for the show’s audience is women in the 25 to 54-year-old age group, going nearly all-in on Twitter seemed rather misaligned. The following graphic shows what percentage of different age groups of women use the internet and of those groups, what percent uses Facebook and what percent uses Twitter.
According to these metrics, it is far more likely that the average woman who watches *The View* is on Facebook than Twitter. That said, our research did bring us to the following goals of *The View* which explains why they have gone so heavily after Twitter.
Our suspicion was that *The View* needed to look for ways to get a younger audience to watch the show. The newest member of the host panel to be cast was Jenny McCarthy, so that seemed to support our thoughts. We did eventually find that *The View* is in fact trying to attract a younger audience by using social media and has accordingly sunk most of its efforts into Twitter, which the younger demographic is more likely to use.

We then inferred that the other goals of *The View* were to increase the number of followers on social media, interact and engage those followers, and provide them with information on the show.
**The View - Content Analysis**

We examined the social media activity of *The View* over a week-long span, just as we did for The Ellen Show. We did this by splitting up the various social media platforms among ourselves. We thought they were only on a few, but wanted to thoroughly search any that they might be using.

We found that during that time span they tweeted 120 times, made seven posts on Facebook, posted five pictures on Instagram, and uploaded one clip to Tumblr. Looking back over previous weeks, this did not seem atypical—for example, they posted only five pictures for the entire month of October on Instagram. Our donut chart shows that of these actions, nearly half the time the show was telling followers who was on the show or who upcoming guests would be.

For examples of *The View’s* social media use, see APPENDIX D.

Truly the extent of their social media usage is basically a play-by-play of their show that day. Since the show prides itself on discussing news and current events, it seems odd that they only use social media to discuss the news roughly 1% of the time.
The View- Connections

Researching the social media channels of The View proved to be rather challenging. Their website offers no links to social media. Their Instagram pictures can only be found through their Facebook account. To add to the confusion, the view (#theview) is already an existing hashtag that people use to post scenic photos on Instagram, so finding that actual show was difficult. In order to get to Pinterest you have to click the Facebook link; in order to get to Tumblr (which they hardly use), you have to go through Pinterest; in order to get to Google+, you have to go through Tumblr. And at any point in your search for The View, you may instead find a picture of the view from someone’s window or porch.

It is the opinion of our group that The View uses social media simply because it is the thing to do. They can’t be taken seriously as a major network show and not be on it. We are not suggesting that The View needs to use more social media platforms or send more messages through social media in order to be good at it. We simply feel that they are not using social media correctly based on the demographics of their audience and the messages that they send. With a progression of changes, The View could be far more effective in their use of social media.
Evaluation Tool

Using our evaluation tools from our previous presentation as a reference, we created an evaluation form to analyze the effectiveness of any organization’s social media strategy. The evaluation tools we created can be found in APPENDIX D. The first category on our evaluation sheet is connections, which evaluates whether the organization’s social media pages are easily accessible and whether they are linked in a way that benefits the organization. The second category on our evaluation sheet is engagement and interaction, which asks the evaluator if the organization is engaging its followers, and whether followers are participating in conversations within the social media platforms. It also asks if the organization is responding to urgent messages and concerns from its followers. Our third category is audience reach, which looks at how messages are tailored to each audience, as well as whether appropriate channels are being used to communicate. Our fourth category is content variety, which looks at whether the content being posted is both meaningful and interesting to its followers. The final category on our evaluation form allows evaluators to give the organization an overall rating.
Evaluation of *The Ellen DeGeneres Show*

In evaluating *The Ellen DeGeneres Show*, the final score calculated from our evaluation sheet was 9.3/10. We gave the show 10/10 for connections because its social media pages are linked and easily accessible. We gave the organization an 8/10 for engagement & interaction and we felt this was really the only area that needed significant improvement. Although Ellen often features social media users’ posts and photos on her show or shares followers’ photos on Instagram or Facebook, we felt she could improve her strategy by increasing engagement and conversations with followers on platforms such as Facebook, Twitter, and YouTube. For our audience reach category, we gave *The Ellen DeGeneres Show* 9/10. While the show’s strategy currently does fairly well with using appropriate channels, we believe they could attempt to further reach an older demographic through Facebook. We scored *The Ellen DeGeneres Show* 10/10 for content variety. The show’s social media is exceptional in posting meaningful, interesting content that varies greatly across the different social media platforms. Finally, we rated the organization 9.5/10 for overall effectiveness. The show’s strategy is extremely effective, but there is always room for improvement, specifically in the engagement and interaction category.
Evaluation of The View

After evaluating each category and calculating the total, our overall score for The View was 3.8/10. We gave The View 4/10 for connections because of the challenges we came across in finding their different social media pages, and we felt that they were very inaccessible. For the engagement & interaction category, we gave the organization 6/10. From our observations, we found that The View makes strong efforts to interact with followers on Twitter by retweeting and replying to followers, but they really need to improve their efforts in responding to users on other channels. We gave The View 4/10 for audience reach because we don’t feel that they are using the appropriate channels or tailoring messages to their audiences. For example, we were unsure why they utilize Tumblr, since Tumblr is generally used by a younger demographic. For the content variety category, we gave the organization 2/10 since their social media pages have very little content variety. Their Facebook posts mostly consist of stock photos of guests that are going to be on the show each day, and their Twitter posts are mostly live-tweet conversations, or play-by-plays of every show. In addition, we feel that The View’s content is very predictable based on its social media platforms. Finally, we gave The View 3/10 for the overall score category. Although The View uses a number of platforms, we feel as though their strategy is very minimal. Their social media usage most likely consists of jumping ahead to implementing tactics before considering effective strategies.
Repair Plan

Our correction plan to improve The View’s social media strategy involved a number of stages. After conducting an audience analysis, we would provide suggestions about how each social media platform should be used. This can be done by using a “divide and conquer” type of strategy in which resources are split among several social media platforms. We would suggest they use Facebook more, especially since they have more than 600,000 Facebook followers. The organization needs to be using it in a way that goes beyond simply posting stock photos of the show’s guest appearances. We would suggest Twitter should be used less, specifically doing less play-by-play of live shows. We would also suggest that The View starts using YouTube, since their current use is very minimal. In addition, we suggest they discontinue their Tumblr use, but increase their usage of both Pinterest and Instagram.

The second stage in our repair plan would be to add links to The View’s website to direct followers to each social media platform. They would also need to ensure that the links actually link back to the organization’s website. The third stage in our correction plan would be to provide specific suggestions for posting appropriate content on each social media platform. Our general suggestion would be to post more original content on each platform. For Facebook, we would suggest eliminating the use of stock photos, and post content including more than just who is going to be on the show each day. Rather than posting stock photos, their strategy needs to include posting engaging, interesting photos. For example, The View could post a photo after an episode showing followers what they missed, or exclusive behind the scenes content. For Twitter, we suggest eliminating live-tweeting every show, but maybe doing live tweets for specific events or episodes they show is trying to promote. We would suggest that the show
continues to engage and interact with followers, but that they need to create a more specific hashtag since their current hashtag (#theview) is too general. When searching this hashtag on Twitter & Instagram, there are many photos of sunsets and landscapes that are clearly not being posted for the purpose of reaching out to The View’s social media specialists. For YouTube, The View should be posting show content regularly. This includes posting clips from the show and using YouTube as a resource for people who missed the show. Since they also have a Google+ account associated with YouTube, we feel they could use it in a way similar to Facebook. For Pinterest, The View has a good start, but they need to use it more often. They should be utilizing more creative boards and categories to post content that followers are attracted to. For example, since The View often features guests from The Chew, a talk show and cooking show on ABC, they could use Pinterest to post recipes from these segments. Finally, for The View’s Instagram page, they should be posting more behind the scenes content and content from the show, rather than stock photos.

The fourth stage of our correction plan involves ensuring that The View’s social media messages are being posted at appropriate times according to usage patterns. For example, since Pinterest users are often active on Saturday mornings and Instagram usage patterns increase in the late evenings, these might be appropriate times to consider posting content. The fifth stage of our repair plan is to forge connections among each social media platform. This would include posting Instagram photos to Facebook, or posting YouTube videos on Facebook and Twitter to further those connections and links.

After we are able to fix the major issues associated with The View’s social media strategy, the final stage in our repair plan would be to help them differentiate themselves from
the competition. For example, they could have question and answer sessions in which followers post questions to Twitter or Facebook throughout the week, and one of the hosts would answer followers’ questions either on the show or a specific social media platform. Connecting the hosts to the social media and providing users with that personal connection is important in creating a personality for *The View*’s social media. But first, we must be able to solve the organization’s other problems before reaching this stage as it will take time for these changes to take place. We would hope that *The View*’s social media strategy would transform from more of a “spray and pray” technique into an “ordinary to extraordinary” strategy, in which once they are using social media platforms effectively, they can implement elements of surprise and really impress their followers.
Rejected Solutions

While creating our plan, there were several solutions that were rejected along the way. In our original repair plan, we had a first step where we asked *The View* to choose which audience they wanted to direct their social media at. However, we chose to eliminate that because we determined that, as the audience of their show was an older audience it made more sense to direct their social media usage toward that audience. A younger audience did not typically seem interested in their show as much as their primary, middle-aged, audience. If they would like to attract a younger audience that would need to be a decision that was made by using more than just their social media accounts.

Another rejected solution was the idea that *The View* focus exclusively on Facebook, since that was the channel that they had the largest following on. We rejected this because audience size does not determine how successful the social media channel is being run. While it is good that there is a large following of theirs on Facebook, ignoring other potential audiences could be detrimental to the show.
Continuous Improvement

As always, there is room for improvement within our plan. The main way we felt we could improve was through learning more about *The View’s* and *The Ellen Degeneres Show’s* social media usage in the past. Understanding how their social media has evolved and changed with the show could help us to further understand their strategy and might impact our evaluation.

We could also improve our plan by looking more at how the social media usage might have impacted overall viewership of the show. As one of the main goals of each of these television shows is to increase viewers through their social media channels, we felt this would be important to see. We have no way of knowing if *The View* being on Twitter has actually increased their younger viewing audience or not. Knowing these facts could have helped us to further refine our evaluation.
So What?

After evaluating both programs and their social media strategies, the difference that makes a difference for The View would be providing those personal connections between the hosts and the audience. For The Ellen DeGeneres Show, her difference that makes a difference for her social media strategy is her personality and her sense of humor. These characteristics are really integrated into the show’s social media networks, and this is one reason she has been so effective with her use of social media. Since The View has a number of different hosts, we believe that implementing more personal interactions with their audience and heightening those conversations would make them more relatable to their viewers through social media. This aspect would truly set The View apart from its competition, and transform them from what we now consider novices to expert strategists.
Appendix A - Group Rules

Meetings: Mondays at 6pm

Group Name: StrateGems

Group Rules:

1. Have legitimate reasons for missing group meetings. Discuss with group members.

2. All meetings must have agenda and minutes to follow.

3. Have open and honest communication with all group members on a regular basis.

4. Challenge each other/ push each other to step ‘out of the box’ or comfort zone/ play the devil’s advocate with each other.

5. During meetings/group activities, use technology appropriately.

6. Have strict deadlines that are followed and all ample time for proof reading and editing.

7. Everyone must respect each other. Be accountable and reliable.

8. Have fun!
Appendix B- 100 Facts

Ellen

1. Uses Facebook, has 11+ million likes

2. Uses Twitter, has 23+ million followers and 8,000+ tweets
   a. #CatPhotoFriday
   b. #AskEllen
   c. #ClassicJokeWednesday
   d. #ThrowbackThursday
   e. #E11EN (Season 11 Hashtag used at twitter background)
   f. Posts photos
   g. Interacts with celebrities

3. Uses YouTube

4. Uses 4Square

5. Uses Pinterest

6. Uses Get Glue

7. Uses Tumblr

8. Uses Instagram

9. Social medias are connected to each other

10. Currently on Season 11

11. Owned/Operated by Warner Brothers

12. Has own app game “heads up”

13. “In your FACEbook” segment – Ellen shows audience member’s Facebook accounts

15. “Classic Joke Wednesday” segment – Ellen shares a joke every Wednesday

16. “INSTA-grammification” segment – Ellen shares funny/unusual images from the show’s Instagram

17. Social media originally started out as a joke.

18. Joined Facebook strictly for comedic purposes

19. Social media usage has made the show an even bigger hit.

20. Interacts with a lot of fans through social media

21. Reads and answers tweets and shows Facebook photos within the show

22. Has many segments on the show where fans send in specific photos via social media and she shares them on the show

23. Features audience participation games where prizes are awarded

24. In 2007 crossed picket lines (Writers Strike) to tape more episodes of show

25. Uses DJ to supply music


27. Renewed through 2017

28. The Ellen Degeneres Show has 11,294,368 Facebook likes.

29. The Ellen Degeneres Show uses Facebook to engage audience by asking them to caption photos.

30. While The View provides links to their other social media pages along the top of the page, The Ellen Degeneres Show does so by providing them on the “About” page and by posting some repeated content on the page.
31. The Ellen Show integrates social media into the show by looking at the audience’s Facebook pages or by asking viewers to submit to her show via social media.

32. The Ellen Show links its Twitter to other social media, such as Instagram and Youtube, by posting links within tweets.

33. The Ellen Show engages audiences on Twitter by inviting them to sites where they are filming only via Twitter.

34. The Ellen show has a hashtag for its eleventh season to further engage audiences: #e11en.

35. The Ellen Show has 288,674 followers on Pinterest.

36. The Ellen Show has 3,131 pins.

37. The Ellen Show uses Pinterest for mostly polished content.

38. The Ellen DeGeneres Show (TEDS) had the top-rated debut for fall 2013 for syndicated daytime talk shows.

39. TEDS pulls an average of 3.4 million viewers per episode.

40. DeGeneres has used her stage as a platform to stand up to anti-gay bullying, especially after hearing of the suicide of a Rutgers University student who was outed on the Internet as gay. Ever since, she has signed off each show with a simple plea to her audience: "Be kind to one another."

41. DeGeneres came out 16 years ago on her ABC sitcom.

42. DeGeneres has 23.5 million followers on Twitter.

43. The Ellen Show’s ratings among the important daytime demographic of women ages 25 to 54 have climbed 13 percent compared to last season.

44. DeGeneres also has the most-watched TV celebrity channel on YouTube.
45. Clips from Ellen’s show have been watched 1.7 billion times.

46. The Ellen Show almost didn’t make it to the air when Warner Bros. struggled to license the show to TV station groups around the country a decade ago.

47. Station chiefs were worried that DeGeneres’ humor would be “too dirty” for the middle-aged homemakers who watch daytime television.

48. DeGeneres was then asked to perform her stand-up routine for station executives to demonstrate that her comedy was tame.

49. Ellen’s talk show audience has grown to 3.5 million viewers a day, up from 2 million in its inaugural season.

50. DeGeneres’ ratings are also up 10 percent among women ages 18 to 34.

51. Ellen’s YouTube channel has generated more than three times the traffic of the second-most-popular TV comedian, ABC’s Jimmy Kimmel.

52. Ellen admits that she just started texting a little more than two years ago, and she relies on her staff to help her navigate her iPhone.

53. Ed Glavin, an executive producer on the Ellen Show, said social media started out for the show as a joke.

54. Glavin explains the Ellen Show joined Facebook mostly for comedy purposes, and Ellen said, “I want a million friends.”

55. When the Ellen Show joined Twitter, Ellen said, “I want a million followers,” but was told by executive producers to be realistic. She now has 23.5 million followers.

56. Twitter has become a promotional tool for the Ellen Show, and her producers have mined YouTube and Facebook for talent.
The View

1. 4 hosts discussing “hot topics”-varied age and talent
2. Broadcast weekdays from NYC
4. Tom Selleck- 1st guest on 1st program
5. Every Friday since 2011 a male guest co-host has appeared in Barbara Walters’ place
6. 625,00 likes on Facebook
7. Focus on social and political issues
8. 4th longest running national daytime talk show in history
10. July 29, 2010- President Obama, 1st President in office to appear on the View
11. The View is using its Facebook for “one-way” communication.
12. The View has its Facebook linked to their Twitter, Instagram, and Pinterest.
13. The View uses Facebook to post who will be on their show that day.
14. The View has 625,615 Facebook likes.
15. The View “live tweets” every one of their shows.
16. The View uses Twitter to receive feedback from its audience.
17. The View uses Pinterest for mostly polished content.
18. The View has 2,948 Pinterest followers
19. The View has 131 pins.
20. The View is a morning talk show that has been on the air since 1997.
21. The View airs on ABC.
22. The hosts of The View discuss current issues and news items ranging from social and political issues to tabloid headlines and celebrity news.

23. The current panel of the View features Barbara Walters, Whoopi Goldberg, Jenny McCarthy, and Sherri Shepherd; there have been 11 co-hosts over the life of the show.

24. The View is the fourth longest-running daytime talk show in the US.

25. The View has struggled with the perception that its hosts’ political views were too polarizing for its viewer base.

26. The View pulls an average of 3.3 million viewers per episode.

27. The key demographic group of The View is women 25-54 years old.


29. Under pressure to boost ratings among younger viewers, producers of The View have added a few social media-friendly attempts to engage a younger audience by including select viewer tweets during the “Hot Topics” segment.

30. The majority of tweets don’t pass ABC censors to be featured on The View because most consist of bland statements from people excited to be watching the show.

31. The tweets chosen to be featured on The View add little to the discussion at hand, and the spirit of social media is violated by the heavy filtering of tweets.

32. On The View’s Facebook page, viewers had compiled a wish list of personalities who should replace Barbara Walters; however, many Facebook users simply said, “no one.”

33. The View was the recipient of the 2003 Daytime Emmy Award for “Outstanding Talk Show.”
34. The View is the recipient of 29 Daytime Emmy Awards and numerous Daytime Emmy Award nominations.

Miscellaneous

1. TV viewers: 67% use tablets, smartphones or laptops while watching TV.
2. 62% of people use social media while watching video or TV – an 18% increase from 2011.
3. 26% discuss things they currently watch on a weekly basis.
4. The category of television where tweets are most likely to increase viewership (44% of the time) is for competitive reality programs (The Voice, Top Chef, Project Runway, etc.)
5. According to a recent Nielsen and Yahoo study, more than 86 percent of mobile internet users choose to communicate with each other in real time during broadcasts.
6. 72 percent of people interacting on social media during live broadcasts use Twitter.
7. 56 percent of people interacting on social media during broadcasts use Facebook.
8. 34 percent of people interacting on social media during live broadcasts use mobile applications.
9. 62 percent of people interacting on social media during live broadcasts use a combination of Twitter, Facebook, and mobile applications.
10. Both The View and The Ellen Show provide original content for their social media.
Appendix C - Agendas and Minutes

Wednesday November 6 Meeting

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Discuss project objectives
2. Decide project topic
3. Begin looking at links and channels that each organization uses.

Wednesday November 6 Meeting Minutes

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Gather 20 facts about Ellen and The View’s social media usage
2. Study the content they are posting on their channels
Monday November 11 Meeting

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Split up social media channels and study the content being posted for one week.
2. Discuss linkages between channels
3. Brainstorm possible goals

Monday November 11 Meeting Minutes

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Study social media channels to see what content is being posted.

Amanda- Facebook
Kelly- Google +

Rachel- Pinterest and Youtube

Sheila- Twitter

Katelyn- Tumblr

2. Begin thinking about possible content analysis categories when looking at posted content.
Wednesday November 13 Meeting

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Solidify goals of the organizations
2. Begin generating ideas for a content analysis based on initial evaluation.
3. Discuss evaluation tool

Wednesday November 13 Meeting Minutes

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Continue working on content analysis.
2. Use brainstormed list of evaluation criteria to narrow down ideas at next meeting.
3. Katelyn will create graphs based on data from content analysis for next Wednesday’s meeting.
Wednesday November 20 Meeting

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Discuss content analysis graphs.
2. Finalize evaluation tool.
3. Use the evaluation tool to evaluate the Ellen Degeneres Show’s social media plan.

Wednesday November 20 Meeting Minutes

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Evaluated the Ellen Degeneres Show
2. For next meeting- create repair plan and evaluate the View
Monday November 25 Meeting

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Evaluate the View with our Evaluation Tool
2. Use evaluation tool to generate a repair plan for the view
3. Split paper/presentation sections

Monday November 25 Meeting Minutes

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Created repair plan
2. Split presentation sections
   - Kelly- The View
   - Sheila- Ellen
- Rachel- Evaluation
- Amanda- Introduction
- Katelyn- Focus on the paper
Monday December 2 Meeting

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Finalize all sections of the plan
2. Discuss powerpoint and presentation

Monday December 2 Meeting Minutes

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Discussed what we needed within the presentation and what could be cut for time
2. Next meeting- Practice
Wednesday December 4 Meeting

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Practice presentation

2. Time and decide if anything further needs to be cut from the presentation

Wednesday December 4 Meeting Minutes

6 pm to 8 pm

GAC M

In attendance: Katelyn Staaben, Sheila Syrjala, Kelly El-Yaagoubi, Rachel Buhl, Amanda Hamann

1. Practice, timed, and refined the presentation.
Appendix D - Charts, Tools, and Examples

The Ellen Degeneres Show Channel Choices

![Bar Chart](image1)

The Ellen Degeneres Show General Content Analysis

![Pie Chart](image2)
The Ellen Degeneres Show Connections Map
Examples of The Ellen DeGeneres Show Social Media Usage
The Ellen Degeneres Show Pinterest Content Analysis
The Ellen Degeneres Show Twitter Content Analysis

The Ellen Show Twitter Use

- Insider info ("behind the scenes", exclusives): 14%
- Call to action: 24%
- Jokes/Entertainment/Make 'Em Laugh: 7%
- "Teasers" (Guess who's going to be on the show tomorrow): 52%
- Direct response: 0%

The View Channel Usage

The View Channels

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number of SM messages/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>7</td>
</tr>
<tr>
<td>Twitter</td>
<td>120</td>
</tr>
<tr>
<td>Pinterest</td>
<td>5</td>
</tr>
<tr>
<td>Instagram</td>
<td>1</td>
</tr>
<tr>
<td>Tumblr</td>
<td>0</td>
</tr>
<tr>
<td>Youtube</td>
<td>0</td>
</tr>
</tbody>
</table>
The View General Content Analysis

The View Messages

- Guest Appearance/Show-related announcements
- Follower/Audience interaction
- Promotion
- News/What's happening in the world

The View Messages Word Cloud
Examples of *The View* Social Media usage

Examples of SM use
Social Media Strategy Evaluation Tool: The Ellen DeGeneres Show

Use this form to evaluate the effectiveness of a specific business or organization’s social media strategy. Rate each section on a scale of 1 to 10 (1 being terrible, 10 being fantastic).

<table>
<thead>
<tr>
<th>Connections</th>
<th>Engagement and Interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Are the social media platforms easily accessible?</td>
<td>- Is the organization engaging its followers?</td>
</tr>
<tr>
<td>- Are the social media platforms linked in a way that is beneficial to the organization?</td>
<td>- Are the followers active on social media?</td>
</tr>
<tr>
<td><strong>Comments:</strong> Easily accessible, appropriate links to other social media platforms</td>
<td>- Does the organization respond appropriately to messages and concerns?</td>
</tr>
<tr>
<td><strong>Comments:</strong> Could improve follower interaction on platforms such as Facebook, YouTube, and Twitter</td>
<td></td>
</tr>
<tr>
<td>Score: 10/10</td>
<td>Score: 8/10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audience Reach</th>
<th>Content Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Are messages tailored to the audience?</td>
<td>- Is message content varied within each social media platform?</td>
</tr>
<tr>
<td>- Are the appropriate social media channels being used to reach the audience?</td>
<td>- Does the content being posted have a purpose or meaning?</td>
</tr>
<tr>
<td>- Is the organization attempting to reach potential consumers?</td>
<td><strong>Comments:</strong> Should be conscious of not having one content category overpower others</td>
</tr>
<tr>
<td><strong>Comments:</strong> Could attempt to further reach older audience through Facebook</td>
<td></td>
</tr>
<tr>
<td>Score: 9/10</td>
<td>Score: 10/10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall Effectiveness/ROI</th>
<th>Final Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Looking at all of these factors combined, how would you rate this organization’s overall social media strategy?</td>
<td><strong>Final Score:</strong> 9.3/10</td>
</tr>
<tr>
<td><strong>Comments:</strong> Overall strategy is highly effective, but there is always room to improve (specifically in engagement and interaction category)</td>
<td><strong>Comments:</strong> Add the scores for each subsection together to create a score out of 50. Multiply this score by two. Divide by ten to create a score between one and ten.</td>
</tr>
<tr>
<td>Score: 9.5/10</td>
<td>9.3/10</td>
</tr>
</tbody>
</table>
Social Media Strategy Evaluation Tool: The View

Use this form to evaluate the effectiveness of a specific business or organization’s social media strategy. Rate each section on a scale of 1 to 10 (1 being terrible, 10 being fantastic).

<table>
<thead>
<tr>
<th>Connections</th>
<th>Engagement and Interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Are the social media platforms easily accessible?</td>
<td>• Is the organization engaging its followers?</td>
</tr>
<tr>
<td>• Are the social media platforms linked in a way that is beneficial to the organization?</td>
<td>• Are the followers active on social media?</td>
</tr>
<tr>
<td>Comments: Social media pages are challenging to find and the links are non-beneficial</td>
<td>• Does the organization respond appropriately to messages and concerns?</td>
</tr>
<tr>
<td>Score: 4/10</td>
<td>Score: 6/10</td>
</tr>
</tbody>
</table>

### Audience Reach

<table>
<thead>
<tr>
<th>Content Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Are messages tailored to the audience?</td>
</tr>
<tr>
<td>• Are the appropriate social media channels being used to reach the audience?</td>
</tr>
<tr>
<td>• Is the organization attempting to reach potential consumers?</td>
</tr>
<tr>
<td>Comments: Messages are not appropriately tailored to the audience and inappropriate channels are being used to send messages</td>
</tr>
<tr>
<td>Score: 4/10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Is message content varied within each social media platform?</td>
</tr>
<tr>
<td>• Does the content being posted have a purpose or meaning?</td>
</tr>
<tr>
<td>Comments: Very little content variety throughout social media platforms; content is very uninteresting and predictable</td>
</tr>
<tr>
<td>Score: 2/10</td>
</tr>
</tbody>
</table>

### Overall Effectiveness/ROI

<table>
<thead>
<tr>
<th>Final Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Looking at all of these factors combined, how would you rate this organization’s overall social media strategy?</td>
</tr>
<tr>
<td>Comments: Social media is not being used strategically; everything a social media strategy consists of is minimal or missing</td>
</tr>
<tr>
<td>Score: 3/10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Final Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Add the scores for each subsection together to create a score out of 50.</td>
</tr>
<tr>
<td>• Multiply this score by two.</td>
</tr>
<tr>
<td>• Divide by ten to create a score between one and ten.</td>
</tr>
<tr>
<td>3.8/10</td>
</tr>
</tbody>
</table>
References

www.facebook.com/ellentv
www.facebook.com/theview
www.twitter.com/ellentv
www.twitter.com/theview
www.pinterest.com/ellentv
www.pinterest.com/theview
www.tumblr.com/theviewtv
www.tumblr.com/ellentv
www.instagram.com/ellentv
www.instagram.com/theviewtv