



SOCIAL MEDIA STREAM DELIVERS MORE THAN INCREASED WEBSITE ENGAGEMENT

A Case Study with



CROWDYNEWS

eurweb.com

Launched in 1997, eurweb (the Electronic Urban Report, www.eurweb.com), is the premier destination for information about urban entertainment, sports, politics, and opinion. Founded by Lee Bailey, a former radio DJ, Bailey is known for sharing the latest news from the black music industry breaking some of the biggest news stories in the past forty years. Based in Los Angeles, over one million people globally visit www.eurweb.com monthly giving listeners the daily scoop on their favorite entertainers in music, television, and film.

The Social Urbanite

Generally speaking, city dwellers are more social than suburbanites. In a recent study conducted by [Arizona State University](#), urbanites spend an average of 92.8 minutes per day socializing with friends, acquaintances, or neighbors, compared to their suburban counterparts who average 87.5 minutes per day.

However when engaging with others via social media, both urban and suburban residents use social media to communicate at about the same rate. According to a recent [Pew Research Report](#), 71% of suburbanites use at least one social media site (most likely Facebook) whereas 69% of urban dwellers engage using social media.

Social Media Strategy

Lee Bailey, founder of Rabercom Enterprises and eurweb.com wanted to put urbanites use of social media to the test. Initially, he added a social media stream to eurweb.com to increase the editorial value of the site's content believing that reader's who arrived on the website from social media will stay longer engaging with both the social media stream and the site's content.

Within just 2 months, Lee discovered that not only did social media enhance existing articles, but urbanites engagement rate on eurweb.com jumped significantly. Specifically,

- ✓ Reader time-on-site increased by 49.7%
- ✓ Bounce rates decreased by 51.1%

In addition to capturing relevant social media content to enhance existing articles, Lee is alerted to trending stories and breaking news.



Social media stream on eurweb.com home page



Crowdynews increased site engagement almost immediately. But, what I like best is knowing about everything that is trending on social media including the latest in entertainment news.



- **Lee Bailey**

Owner, Rabercom Enterprises

The social media stream is displayed below content on the article page.

eurweb
ELECTRONIC URBAN REPORT

SHAQUILLE O'NEAL, LIL REL HOWERY IN TALKS TO JOIN NBA'S KYRIE IRVING IN 'UNCLE DREW'

ENTERTAINMENT • JUNE 22, 2017

ARTICLE INDEX | TAGS | TOPICS | ABOUT | CONTACT | ADVERTISE | PRIVACY | TERMS | FEEDBACK

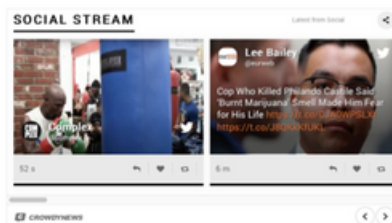


*Shaquille O'Neal and Lil Rel Howery are in talks to join Kyrie Irving of the NBA's Cleveland Cavaliers in the basketball drama "Uncle Drew," reports Variety.

The film is based on Irving's "Uncle Drew" Pepsi Max commercials, which showed the baller as 70-year-old Uncle Drew, who would show up to pick-up basketball games and destroy players half his age, while reminiscing about how the game used to be in his day.

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Safe, Relevant & Real-time

Advanced filtering, including white and black listing and profanity blocking, automatically excludes posts that are deemed **offensive**.

In addition, eurweb's social media editors can manually reject posts, for example to exclude fuzzy pictures, or items that don't fully represent the story. Crowdynews' **predictive moderation module** monitors this curation behavior and learns – the next time a similar post is processed, the system will auto-moderate it out of the stream. Editors may unblock the post later at their discretion; however, auto-moderation **saves time and effort** on repeatedly screening out the same type of content.

Next Steps for eurweb.com

eurweb.com is planning to implement a full-page social media stream designed to cover special events such as the annual BET Awards. By promoting the full-page stream on their social media channels, eurweb.com's goal is to drive additional traffic to their website from social.

ABOUT CROWDYNEWS

Crowdynews helps content reach its full potential by creating more **credible**, more **encompassing**, and more **valuable** connections between content creators and content consumers. We are the one-stop shop for automating the inclusion of **relevant, real-time, and safe social content** from Twitter, Facebook, Instagram, YouTube, Vimeo, and more alongside content developed by news media and brands. Using artificial intelligence & natural language processing, we enable our customers to tell **"the whole story"** by augmenting their own content with photos, videos, eyewitness reports, and opinions shared through social media. To learn more visit www.crowdynews.com.