



Mashable

At a Glance

What Mashable Does

- Maintains a strong presence on Google+ with frequent, unique posts and Hangouts
- Grows its audience via creative promotions, the Google+ badge and +1 button
- Inspires audience engagement with longer posts and deeper analysis

Results

- Google+ is one of Mashable's top 10 referral sites
- Mashable grew their Google+ followers by 38% after adding the Google+ badge
- Mashable sees significantly higher engagement ratios than on other social networks

"It's a really intelligent audience, and they really like to engage. Our ratio of engagement is very high...it's significantly higher than what we see for other sites that we're on."
 —Meghan Peters, Community Manager, Mashable

How Mashable is growing with Google+

Off to a fast start

Mashable (www.mashable.com), the largest independent news site devoted to digital culture and technology, likes to keep its finger on the pulse of how people connect online. So when Google+ launched, its reporters and community leaders dove right in to learn all about it and share their experiences with others on Google+.

Google+'s avid user base has proven a boon for Mashable. "It's a really intelligent audience, and they really like to engage," says Mashable community manager Meghan Peters. "Our ratio of engagement is very high....it's significantly higher than what we see for other sites that we're on."

Peters explains that they've been building their audience from day one. "We knew early on that Google+ was something that we really wanted to invest some time in. Once we started using it and saw there was a cool audience starting to build, we just wanted to go after it. It was also really important for us to experience it right along with our communities."

By guiding its audience through Google+, Mashable learned by doing, and was able to quickly make the most of Google+'s unique qualities. "We tried a lot of things early on, and were able to catch on quickly to what was working and what wasn't, and have been able to shift our strategy pretty well from there," Peters says.

Another major benefit: Mashable sees significant in-bound referral traffic from its Google+ page. "It's in a pretty healthy spot...consistently in our top 10 for referral sites," Peters says.



About Google+

Google+ brings the benefits of personal recommendations to Google Search and ads, delivering recommendations when people need them most and making it easy to start conversations with those that care about your brand. Linking your site to your page unifies your +1's across, search, ads, your Google+ page, and your homepage. Google+ pages let you share your content with new audiences and connect with them in more engaging ways.

To learn more about Google+ Pages, visit www.google.com/+business

"I haven't seen anything else like Hangouts in terms of it crossing that barrier of really making a connection. I feel like the deepest connection you could get is that video interface."
—Meghan Peters, Community Manager, Mashable

Winning the moments that matter with Hangouts

Mashable also has been using Google+ Hangouts (a live, multi-user video conferencing tool) to drive audience interaction as never before. "I haven't seen anything else like Hangouts in terms of crossing that barrier of really making a connection," Peters says. "I feel like it's the deepest connection you could get."

Peters says they've even been using Hangouts to help with reporting stories. "We did a Hangout a couple of months ago where a reporter ended up finding a source for another story in the Hangout, just because these people were sharing these really cool ideas, and it almost turned into a mini-interview," Peters says, adding "It takes us to a whole new level of engagement."

Mashable has found another use for Hangouts as well: Staff communication and collaboration. With its headquarters in New York City plus an office in San Francisco and editors scattered across the U.S. and Europe, Mashable now uses Hangouts as a virtual meeting tool. The screenshare feature even helps Peters train remote staffers who can follow along with her presentations.

How to succeed on Google+

In a recent study, Mashable ranked as the second most successful news organization for Google+ page engagement. The study rated user engagement based on per-post +1s, post shares and comments. Some tips for success on Google+:

- **Be active** Peters credits Mashable's success in part to its strong and persistent presence on Google+. "We're pretty hands-on. We have someone in there posting and moderating every day, so we're not letting it fall by the wayside. We're pretty active with it, which I think has been really important for us to maintain a presence there."
- **Add the Google+ badge** Another jump in followers came with the roll-out of the **Google+ badge** on Mashable's homepage, which increased its Google+ page audience by 38 percent. Mashable also uses the +1 button on articles and across the site to empower sharing to Google+.
- **Co-create** Another key to keeping Mashable's fans engaged is its innovative approach to audience interaction and brand co-creation. A contest run via Mashable's site to design their Google+ page sparked a wave of enthusiasm. "We got really good feedback once we posted [the winning design]. A lot of people thought it was really cool – not only that the design was good-looking – but also that we did a contest like that and let people have the opportunity to participate," Peters says.
- **Promote your page** Mashable's site promotions have also boosted follower count. "In posts about Google+, we put promotions to show people how they could connect with our profile on Google+, and we also put some house ads on the site," Peters notes.

Mashable has built a strong audience on Google+ through its use of in-depth posts, interactive Hangouts, and creative promotions like the Google+ page design contest, as well as the Google+ badge and +1 button. As Peters notes, "Our community was very excited about this network, and we told them, let's connect and let's figure out...how we can both, you as a user and us as a brand, get the most out of it."

