



Partnership

The GNI Ad Revenue Accelerator is a partnership between the [Google News Initiative](#), [LION Publishers](#) and [10up](#) focused on developing best practices to generate revenue in the hyper local news space. The pilot program kicked off in September 2019 with several publishers from the [LION Publisher](#) organization and will continue throughout 2020.

Overview

[Oil City News](#) is Central Wyoming's largest locally owned, independent news platform. They specialize in hyperlocal coverage of the people, places and events that shape the community they love. Oil City's award-winning staff of Casper-based, professional journalists are dedicated to bringing readers stories fast, first and forever free.

AUTHORS:

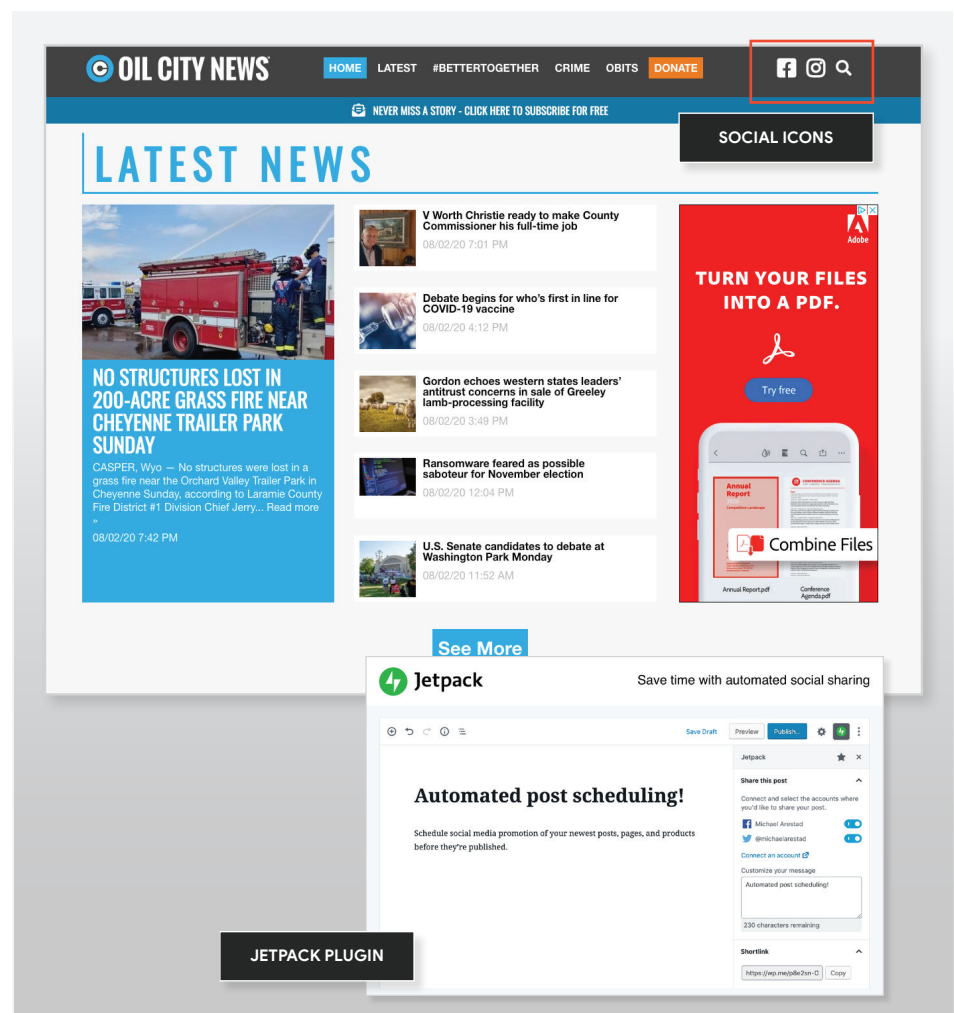
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Amplify Social Traffic with Sharing Icons

Oil City News increased social traffic to their site by 70% after implementing social sharing icons.

The Project

As the top driver of traffic to their site, social media has long been an important part of Oil City News' digital strategy. Their posting frequency and overall strategy on social media sites, including Facebook and Twitter, has kept users engaged in their content. However, users had no way to easily share news with others on their own social profiles directly from the Oil City site. Oil City News was able to quickly add social sharing icons by leveraging existing functionality in [Jetpack](#), a plugin they already had installed. As part of this social amplification effort, Oil City News also implemented social icons in the header of their site to allow users to easily navigate to their social channels.



The Results

Often overlooked as an impactful element of news sites, social sharing icons proved to be a valuable tool for content amplification and distribution when added to Oil City News' articles. These icons were added to the bottom of the article, allowing readers to digest the content, then take the next step of sharing it. Shortly after implementing these sharing icons, Oil City News was able to reap the benefits of their users' new ability to share content when one of their stories went viral. During a four-day period starting the day that this story was published, Oil City News saw the following:

148K

Or 3.5x the number of sessions from social media driven by the next best performing story in the site's history

500

Nearly 500 shares on that story's article page

Worth said he's been learning about the issues specific to the county commissioners' purview. One is private property rights. "Wyoming is a "fence-out" state," he said. The issue first came up for him when his 40 acres in Park County was completely locked in by a private ranch, which told him it was incumbent upon him to put up fences to keep the cattle from grazing on his land.

He said he's seen the issue come up with regards to trespassing on private land, and whether it is private landowners' responsibility to fence off their property, an expensive proposition.

"This is a black-and-white, critical issue that we need to get legal opinions on," Worth said.

Share this:



Related Stories from Oil City News:

[Politics in the Park series begins with candidates for Board of County Commissioners](#)
June 30, 2020

[Sweeney: facing Wyoming's budget crisis without raising taxes is 'ridiculous'](#)
July 12, 2020

[Casper mayor says possible county-wide 'shelter in place' order would be a joint decision](#)
April 3, 2020

IN THE FIRST THREE MONTHS SINCE IMPLEMENTING THE SHARING ICONS, OIL CITY NEWS HAS SEEN:

4,000

Over 4,000 shares of their content from the new icons

70%

70% more traffic from social media compared to the previous three months

32%

Returning users from social media now represent 32% of that traffic, up from 29%

\$16K

Over \$16k in ad revenue from the additional social pageviews

Additionally, the social icons added in the header of the website have driven over 3.5k clicks to Oil City News' social media channels directly.

The Results

Social sharing icons proved to be a simple, yet impactful implementation for Oil City News. This has allowed them to organically extend their social reach, creating additional awareness of the site and its content. As social media continues to be a driving force of traffic for local news publishers, giving readers the ability to share content opens up new avenues for the amplification of the news that impacts their communities. As a result, new users are driven to and return to the site, ultimately opening up opportunities for increased revenue.

Learn more 10up.com