

Creation of Social Media Strategy and Guidelines for STV

Broadcasting since 1957 and reaching 4.2m people per month, STV is Scotland's digital media company and the Channel 3 licence holder for Scotland. STV broadcasts a distinct schedule comprising network programming and Scottish production. The business produces a range of content for both STV and other major broadcasters, including cutting edge drama, entertainment series, special election programming and original documentary. With stv.tv attracting around 3m unique users per month and STV content increasingly being available across multiple platforms staying on the cutting edge of social media is extremely important for STV.



The Brief:

As a large high profile media owner, STV needed to develop a Social Media strategy and guidelines which enabled STV to effectively and consistently engage with its audiences across all social media platforms.

The Guidelines:

The guidelines were created in order to define the company rules for employees when involved in any social media on STV's behalf, including:

- ✿ Explaining the importance of transparency when dealing with the public;
- ✿ How to share the correct information;
- ✿ Why acknowledging and correcting mistakes promptly if they do occur is imperative;
- ✿ The importance of accuracy and personal responsibility for acting on the company's behalf;

The new Social Guidelines were tailored across the different STV business units including STV News, STV Appeal and STV Sport.

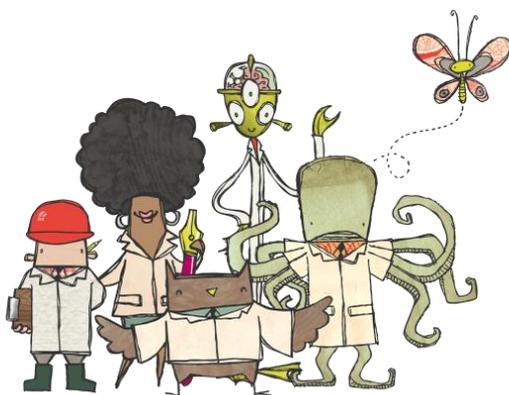
STV and SiteVisibility:

SiteVisibility has a relationship with STV beyond Social Media, managing their SEO and PPC campaigns for a variety of their sites. In 2011, STV asked SiteVisibility to assist in their social media activity. SiteVisibility undertook research, staff consultation, best practice guidelines, guideline and strategy definition and internal training to help embed the new procedures into the way STV work.

Testimonial:

"We are very pleased with the Social Media guidelines that SiteVisibility has created for us. It has simplified and organised our Social Media activity in a rapidly growing and complex area of corporate communications"

Gill Petrie
Multi-Platform Marketing Manager
STV



We can do the same for you:

T: 01273 733 433
E: sales@sitevisibility.com
W: www.sitevisibility.com
[@sitevisibility](https://twitter.com/sitevisibility)

SiteVisibility, Kingslake House | 1-5 Union Street
| Brighton | BN1 1HA
83 Victoria | London | SW1H 0HW