The SOCIAL MEDIA MONETISATION PLAYBOOK

2023

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FOREWORD

Digital platforms, and social media in particular, have created an always-on environment of information abundance, dominated by trivia and disinformation. A select few influencers on social media convert millions of viewers as a commodity audience into eye-watering income with a relentless stream of content. And the range of platforms and production elements with which to reach audiences increases ad infinitum. The pace of change has increased beyond the rules we use to govern it and the schema we use to navigate it.

This social media ecosystem opens new questions about content monetisation for public interest journalism. Finding diversified revenue sources to pay for production in social media environments dominated by digital platforms is far from guaranteed. There are fundamental structural challenges that determine the logic of engaging in the social space, with far-reaching consequences for publishers and complex terrains in which policies and practices need to be navigated. Amongst other factors that need to be contended with, there are shrinking pools of advertiser budgets due to economic shocks; content collaborations being restricted to Western territories; limited feature rollout to smaller languages; small returns from platform advertising; and constantly changing and opaque algorithms.

Digital media organizations typically develop their own niche rather than competing with legacy media, and favor traditional indirect revenue sources like commercial display advertising, and institutional donors, while progressively developing more sophisticated native, sponsored or partnership offerings. A limited few mission-driven or product-differentiated organizations have turned to direct revenue from their audiences via digital subscriptions, membership, crowdfunding, or donation schemes. Others have developed adjacent offers as consultants or trainers, for example. Certainly, the financial resilience of media organizations hinges on their capacity to adapt, diversify, and experiment. The search for alternative sources of finance is constant.

By imperatif of the landscape, this includes social media monetisation. Yet direct and indirect social media revenues are poorly understood. Independent digital media outlets face constant battles for formal recognition by social media platforms, which impedes progress and presents very real frustrations and barriers. We need to continually examine and re-evaluate how to navigate the skills, tips, and business techniques that are necessary to thrive as journalists — and as media managers — in this new media environment. We need to critically appraise the different ways in which quality news and information can make money in varied contexts, and shine a light on areas of social media monetisation in otherwise little-understood contexts with critical insights on operating in these digital spaces.

[International Media Support](#) (IMS) is committed to strengthening our media partners as organizations and businesses so that they can defend and assert their editorial independence. Finding workable sources of revenue is a key component of this work — having money that can cover costs or be reinvested is a cornerstone of operations that are viable and sustainable. This is also an essential step in resisting media capture, reaching diverse audiences, and driving forward with journalism in the public interest that holds those in power to account. Our approach to business viability is to ignite interest, connect and enable capabilities in local contexts for future-oriented responses, so that our media partners can harness their entrepreneurial spirit and feel more confident in the business side of their operations.

Our support is tailored to each media partner's needs, where they are in their life cycle, and to the politically pressured and fragile economies in which our partners operate. Too little research into what makes journalism sustainable is focused on these kinds of economies.

In particular, how publishers can monetise in a rapidly changing social media environment is poorly documented and little is known about what works in practice. This is the second in a series of Revenue Playbooks where we look under the hood of more unconventional revenue streams, with an emphasis on timely and useful steps to adoption. The first was [the Native Advertising Playbook](#). This Social Media Monetisation Playbook reviews otherwise opaque revenue opportunities. In a rapidly shifting space, it offers a snapshot from which further exploration of possibilities may spring. Here, as part of the capacity building and support given to our media partners in Georgia, we have worked together with On.ge to cast new light on alternative economic practices emerging from the grassroots up and determined by the prevalent contextual logic.

Dr Clare Cook
Head of Journalism and Media Viability IMS

INTRODUCTION

This playbook is designed for media managers and journalists who are looking to monetise their social media channels and diversify their income — particularly in countries where English is not the predominant language. It will provide you with practical strategies and tips for creating and monetising content on social media, as well as insights into the unique challenges and opportunities that come with operating in a non-English speaking environment. Whether you're a seasoned media professional or a novice just starting out, this book is the perfect guide to help you navigate the complex world of social media monetisation and succeed in the digital age.

In searches for revenue diversification, SOCIAL MEDIA MONETISATION is a concept that often arises. It's a way to leverage channels direct-ly where they are; not by trying to direct traffic elsewhere, but by working directly with existing audiences on a particular platform. Social media has revolutionized the way we communicate, connect, and consume content. For media managers and journalists, this has opened up new opportunities to monetise these channels and diversify their income. However, with so many platforms and strategies to choose from, it can be difficult to know where to start. That's where books like the following come in:

- "Monetizing Media: Leveraging Audiences and Advertising in the Digital Age" by Mark R. Levy
- "The Business of Influence: How to Create, Manage, and Measure Brand Advocacy" by Brent Csutoras
- "Social Media Monetization: How to Make Money from Social Media" by John L. Miller
- "Creating and Monetizing YouTube Channels" by Michael Miller
- "Monetizing Social Networks: How to Make Money from Social Media" by Brandon Eley

However, these and many other excellent books and guides often overlook the specific operating contexts of working in smaller countries and in less widely-spoken languages, which are often not included in social media platforms' country programmes. Most platforms have limited their monetisation systems to selected countries, and sometimes to selected languages, preferring to focus on English over lesser-used languages. As a result, many media outlets in smaller countries, operating in smaller languages, miss out on the opportunity to earn additional income from social media.

This playbook was written based on the experiences — both the successes and failures — of On.ge, a digital media outlet based in Georgia, in the Caucasus region. Despite operating in a region and language not favoured by most social media platforms in their official monetisation programs, On.ge has succeeded in leveraging their social media assets to create a viable and sustainable source of income. In Georgia, as in many other markets, many of the traditional methods of monetising social media are not readily available. Advertising revenue from large corporations is limited, due to the small size of the market, and sponsored content can be ineffective due to the language barrier. Therefore, media managers and journalists in a country like Georgia need to be cre-

ative and think outside the box when it comes to monetising their channels. This can include developing unique content and building a loyal following in order to leverage partnerships and collaborations, or exploring alternative revenue streams such as affiliate marketing and e-commerce.

The key is to be open-minded and willing to try new things, and not to be discouraged by the limitations of the market. With ingenuity and determination, it is possible to diversify your income wherever you are working, and to succeed in the world of social media monetisation.

This playbook is an attempt to share some of those methods and ideas developed to monetise social media in a country where English is not a prominent language. While it could prove useful for any media outlet wishing to explore and experiment with alterna-

tive forms of monetisation, it will be most beneficial in countries where direct platform monetisation is unavailable, as it draws mainly on the experience, success and experiments with social media (SoMe) monetisation by On.ge, one of Georgia's leading digital media.

It offers both conventional and unconventional means to assess and grow social media channels, and provides ideas on how to turn that engagement into money.

The playbook will break down some of the strategies and insights that can help you navigate the challenges of social media monetisation, and prepare you to adjust your strategies accordingly.
The scope of this playbook is limited to the experiences of independent media in Eastern Europe on key social

media channels (Facebook, Instagram, Tiktok, YouTube).

The book is divided into three sections: Context, Tactics, and Implementation. To aid you in your efforts, a comprehensive toolkit featuring a variety of online resources has been compiled to assist you in your social media monetisation.

Section 1: Context

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1.1. TEN PRINCIPLES OF ENGAGEMENT

When it comes to monetising social media channels, there are certain principles that any media outlet should keep in mind to ensure success. By following these principles, you can create and monetise content that resonates with your audience and generates revenue.

IMPORTANT !

There are several situations where it may be necessary to consult with legal experts when it comes to social media monetisation:

- **Intellectual property:** to ensure you are not infringing on any intellectual property rights, such as copyrighted material or trademarks, when monetising your social media channels.
- **Data privacy:** to ensure you are complying with data privacy laws in the country in which you operate, as data privacy laws and regulations vary between countries.
- **Advertising standards**: to ensure you are complying with the advertising standards of the country in which you operate.
- **Sponsored content and influencer marketing:** to ensure you are complying with the laws and regulations on sponsored content and influencer marketing in the country in which you operate.

1. Adaptability: Be flexible and adaptable to changes in the social media landscape.
2. Innovation: Stay up to date with the latest trends and platforms, and be open to trying new things.
3. Consistency: Post regularly and consistently to keep your audience engaged.
4. Diversification: Explore multiple monetisation methods, such as sponsored content, affiliate marketing, and e-commerce.
5. Measurement: Track your progress and measure the success of your monetisation efforts.
6. Transparency: Be open and honest with your audience about your intentions and the way you monetise your social media channels.
7. Community building: Foster a sense of community among your followers and encourage them to interact with each other.
8. Experimentation: Be willing to experiment with different strategies and tactics to find what works best for your audience and your monetisation goals.
9. Compliance: Ensure that your monetisation efforts comply with all relevant laws and regulations, such as the US Federal Trade Commission's guidelines for sponsored content and disclosure.
10. Observe the digital world, and, most importantly, your readers. Constantly research what they are reading, watching, and where they are spending their time.

TIP: Being aware of news and changes in the digital industry helps you to identify if a new app or feature is worth investing your time and resources in.

Here is a short list of websites that can help you stay informed on the latest digital industry trends:

- TechCrunch: A leading technology news website that covers startups, venture capital, and the latest technology trends.
- Digiday: A digital media and marketing publication that offers news, analysis, and insights on digital advertising, marketing, and content.
- Marketing Land: A digital marketing news website that covers topics such as search engine optimization, social media, and mobile marketing.
- VentureBeat: A technology news website that covers digital startups, venture capital, and emerging technologies.
- eMarketer: A digital market research company that provides data and insights on digital marketing, media, and commerce.
- Business Insider: A business, celebrity, and technology news website that provides information and insights on the latest in the business world.
- Social Media Today: A website that offers information, insights, and updates on the latest in the world of social media.
- The Verge: A website that focuses on technology, science, art and culture, providing news and reviews on the latest in the world of technology.

1.2. ON.GE — A BRIEF OVERVIEW

Georgia is a former Soviet republic in Eastern Europe with a population of 3.7 million. Freedom House defines the media environment as "pluralistic but partisan". In a 2022 report, the group said that although free expression is broadly allowed, the government has become increasingly aggressive towards journalists. The Media Sustainability Index by IREX states that the main challenges for Georgia's media are: a lack of access to public information, self-censorship, and poor technical facilities.
These factors are compounded by a contracted advertising market and increased competition for the advertising revenue that is available.

On.ge

City: Tbilisi, the capital of Georgia
Language: Georgian
Launch: 2016
Team: 28 people
Type of media: Online media
Audience:

- Website: 1 million unique visitors per month (average)
- Facebook: 502,000 followers (across several pages)
- Facebook Groups: 137,000 members (across several groups)
- Instagram: 31,000 followers (across three Instagram accounts)
- TikTok: 65,500 followers (across two TikTok accounts)
- Twitter: 1,256 followers (across two Twitter accounts)

Monetisation Focus: Creating additional financial income from social media channels.

In 2016, a team of young developers at Omedia, a Georgian software development company, set out to create a media outlet that would challenge the status quo in the country. Utilizing their expertise in web development, the founders of On.ge aimed to test media sustainability through a business-minded approach and user-friendly website experience.

The experiment was a success. Despite limited financial resources, On.ge quickly became one of the largest online media outlets in Georgia. The company's business model is built entirely on advertising, through the sale of display and native ads, as well as content distribution services for businesses. On.ge operates several editions, including News.on.ge, an entertainment

edition known as Journal, and Next. on.ge, a science and tech edition. The company also owns several other services, such as Teoria.on.ge, a driving license practice service, and Spellcheck.on.ge, a Georgian-language spell-checker.

The COVID-19 pandemic presented a significant challenge for On.ge. The company's main source of income, advertising, decreased, as small businesses, which were the outlet's main advertisers, struggled to survive. To adapt to this change, On.ge researched the challenges facing its business partners. The main challenge identified was the cost of publishing a sponsored article on the site. To address this, On.ge sought to create new and cheaper advertising options for businesses, while maintaining its existing partnerships.

In 2020, a report by Statista showed that ad spending on social media surpassed other forms of advertising

for the first time, with predictions of continued growth in ad spending per internet user in Georgia. On.ge recognized this trend and took the decision to monetise its robust social media channels, which include Facebook, Instagram, TikTok, Twitter, Telegram, and email newsletters.

However, in Georgia, direct monetisation of these platforms is not possible. Instead, On.ge turned this challenge into an opportunity by offering advertisements through its social media channels. This solution is cheaper for businesses and more efficient for targeting specific audiences. In this Playbook, we will explore On.ge's example to show how to diversify income sources and monetise social media in countries where direct monetisation from platforms may not be possible. Creators from Georgia have been unable to join partnership programmes such as YouTube Partnership, Tiktok or Facebook monetisation.

Some of the most widely-used social media platforms in Georgia include Facebook, which has a high penetration rate, Instagram, and TikTok.
One challenge for media outlets in the country is to get their accounts verified by platforms, which can be difficult due to the small market and the small language. This can limit the reach and monetisation potential of media outlets on these platforms.

Internet penetration in Georgia is relatively high; around 60% of the population has access to the internet.
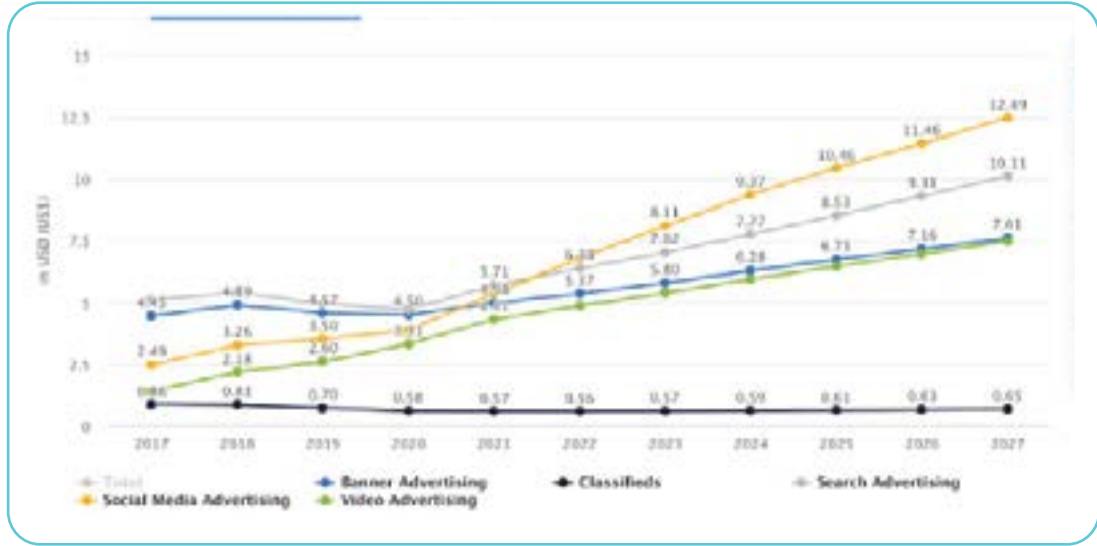
Online Ad Revenues: A Year-over-Year Growth

Section 2: Tactics

International Media Support and On.ge
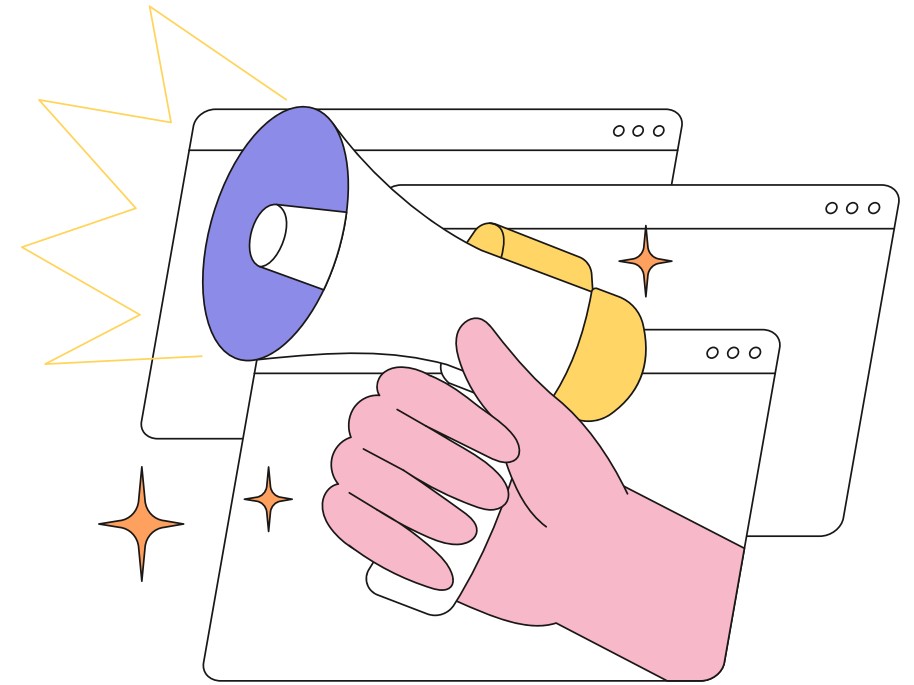
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2.1. MONETISING SOCIAL MEDIA ASSETS

When talking about media sustainability, we hear over and over that diversifying revenue is the key to financial success. Though it may seem like generic advice, it can help your organisation thrive if executed properly. Diversification of revenue ensures a stable cash flow to pay for the costs associated with producing and distributing content.

Media organisations enjoy certain unique benefits regarding social media monetisation. They can cover many topics, and their different sections and editions can naturally attract people who are united around specific interests (TV show lovers, foodies, gamers, etc.). Understanding a social media platform's logic combined with a well-connected audience can drive success.

Social media platforms have different types of algorithms by which posts and information are served to users:

- Content-based filtering: Recommends content to users based on their past behavior and interactions.
- Collaborative filtering: Recommends content to users based on the behavior and interactions of similar users.
- Hybrid recommendation: Combines both content-based and collaborative filtering to make recommendations.
- Graph-based algorithms: Are used to analyze the connections and interactions between users in a social network, such as identifying communities and influencers.
- Natural language processing algorithms: Are used to analyze and understand text data, such as posts and comments, in order to identify sentiment, topics, and keywords.
- Deep learning and machine learning algorithms: Are used for image and video analysis, user behavior prediction, and generating recommendations.

There are dozens of potential digital revenue streams for the media, but this playbook focuses on two main bulwarks of social media indirect monetisation: native brand partnerships and content creation.

In order to start making money via your social media channels, you first need to assess what you curate. Evaluating and monetising a media organisation's digital assets can be a complex process, but there are general steps that can help guide the process.

1. **Inventory and assess your digital assets:** This step involves identifying and cataloging all the social media assets that your media organisation produces or controls, such as website domains, social media accounts, email lists, and video content. You'll want to evaluate the value of each asset based on factors such as traffic, engagement, and revenue potential. Be as specific as you can: For example, when thinking about monetising your Instagram account, disaggregate all the elements that might potentially be monetised: Posts, Stories, Highlights, Instagram Live, etc.

2. **Understand your audience:** In order to monetise your social media, you need to have a clear understanding of who your audience is and what they are looking for. Use analytics to identify the demographics, interests, and behaviors of your audience, and use this information to guide your monetisation strategy.

3. **Determine your monetisation options:** Once you have a clear understanding of your social media assets and your audience, you can start to explore different monetisation options. These could include

advertising, affiliate marketing, sponsored content, e-commerce, and subscription models. See section 2.4 for more on direct monetisation on social media.

4. **Develop your monetisation strategy:** Based on the understanding of your social media assets, your audience, and your monetisation options, start to develop a comprehensive strategy that aligns with your goals and audience needs. This could involve a mix of different monetisation methods. At this stage, it is also crucial to define clear metrics that will be used to evaluate the success of your strategy. It's important to keep in mind that it should be flexible enough to adapt to changes in market trends or audience behaviour.

5. **Develop a monetisation plan:** After identifying your monetisation options, you'll want to develop a plan that outlines how you will implement each strategy. This plan should include goals, timelines, and metrics for measuring success.

6. **Monitor and optimize:** Once your monetisation plan is in place, you'll need to monitor the performance of your social media and adjust your strategy as needed. Use analytics by social media platforms to measure the effectiveness of your monetisation efforts and make any necessary adjustments to increase your revenue.

It's important to remember that monetising social media assets is not a one-time task, but an ongoing process that requires constant monitoring and optimization.

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Here is how a simple monetisation plan might look for one of your media organization's social media channels.

Monetisation Option	Goal	Timeline	Metrics for Measuring Success	Monitoring
Advertising *Running sponsored posts or paid Instagram campaigns to promote products and services.*	Increase ad revenue from this channel by 15% in the next 6 months.	Start running sponsored posts and paid campaigns in the next month, and achieve a 15% increase within 6 months.	Number of ad impressions and revenue generated from ads.	Monitor the effectiveness of this strategy at the 3-month mark and adjust accordingly.

It's important to keep in mind that, depending on your audience and the type of content you produce, some monetisation options may be more suitable than others. Additionally, as with any monetisation plan, it's important to consider the legal and ethical aspects of monetising your social media channel, as some strategies may be prohibited or may generate backlash from your audience.

What should you take into account when determining the value of your social media assets:

- Number of followers
- Engagement rate
- Revenue potential (Popularity of the social media platform in the country)
- Competitors' results (if applicable)
- Specifics of the price model: cost-per-click (CPC), cost-per-impression (CPM), or cost-per-action (CPA).

2. 2. MONETISING COMMUNITY ASSETS

Social media companies reward engagement: after all, they need to ensure that people are coming back to their platforms. If you have social media communities where people love to discuss different topics, you are already one step closer to making money from monetising community assets: such as Facebook groups, Instagram communities, etc. Some of these digital spaces might be short-lived, as they go through a life cycle of their own, but you can still learn a lot from seizing the opportunity.

FACEBOOK GROUPS

In 2018 Facebook started prioritizing "posts that spark conversations and meaningful interactions." Posts from friends, family, and Facebook Groups were prioritized over organic content from Pages. This process continues to shape the platform's algorithms and user experience.

On.ge created its first thematic Facebook groups shortly after Facebook's new priorities were announced. The main motivation was to create "cozy" digital spaces for readers to connect with the outlet and with each other.

On.ge uses Facebook Groups to:

- Gather communities around different topics covered by On.ge. For instance, On.ge regularly addresses mental health topics, consequently fostering a substantial community of 13,700 members within a Facebook group aptly named "Mental Health Forum".

- Collect data on what is trending and interesting for their target audience: Monitor the conversation, use Facebook group insights to identify posts with the most engagement and reach, survey members with the built-in poll function (you can also use Google Forms, SurveyMonkey, or Mailchimp).

- Promote materials, increase traffic to the website, and raise engagement — i.e. when the entertainment edition writes about a new HBO show, the target audience is not only the general public who follows On.ge's Facebook page, but also members of the biggest group owned by On.ge, "One more episode and…". Such an article shared to the group often gathers more pageviews and comments than those shared on On.ge's main Facebook page.

2. 2. MONETISING COMMUNITY ASSETS

Community assets for media outlets refer to the various elements and resources of social media platforms that foster community engagement and build a loyal audience.

On.ge has created, maintained, and managed several groups. All groups are managed by one community manager and a group of volunteer moderators. *(The stats are listed as of May 2023)*

- A group for TV show lovers: "One more episode and…" (44,137 members)
- A group about international news (28,700)
- A group about science (17,000)
- A group about movies (15,461)
- A group about mental health (13,700)
- A group about books (10,033)
- A group about Tbilisi, the capital of Georgia (5,600)
- A group about podcasts (3,561)
- A Group about economics (3,500)
- A Group about Netflix (2,877)
- A Group about tech (2,800)
- A Group about TikTok (2,375)
- A Group about education (2,300)
- A Group about the Georgian Parliament (1,658)
- A Group about fighting disinformation (1,380)
- A Group about GenZ culture (882)

Some of these groups are fairly active and still growing, while some others (such as the podcasts and coronavirus groups) are mostly running on auto-pilot. It's impossible to care for all communities equally, so it can be a good idea to invest more time and energy in promising communities while leaving other groups mostly to their own devices.

2. 2. MONETISING COMMUNITY ASSETS

HOW TO TURN A FACEBOOK GROUP INTO A VALUABLE COMMUNITY ASSET?

Create a Niche Group: A Group is a place to spark discussion, so it should be about a specific topic. If you create a general group where thousands of Facebook users just exist and never engage with posts, then the chances of monetisation decrease. Don't just invite everyone, choose carefully.

The topic you create a group about should be very close to your values, mission, and vision. It might be something you write well about (TV Shows) or something that aligns well with your values (fighting disinformation). From time to time, YOU have to be the one who starts a conversation, so you should be familiar with the topic of the group.

Give the group an identity: Give it a catchy name, an original cover image, and a distinct visual identity.

Set the rules: While there are a standard set of rules from the platform (no hate speech, no harassment, etc.), you can also set group-specific rules: for its mental health group, On.ge does not allow self-promotion from therapists; for its TV shows group, there is a strict no-spoilers policy.

Invite like-minded members: The most successful method On.ge has found to gather readers with the same interests in a group is to include an excerpt at the end of relevant articles: "If you like this topic, join this group to discuss it with other readers". This helps gather an active and interested community around the topic.

Cross-promote the group on other channels: Post about your group on Instagram, TikTok, or maybe send out a newsletter about it.

Create content; give value: Start creating content specifically for the group, as no one wants to start a discussion in an empty space. Ask engaging questions, and offer content which might be interesting for members.

Don't just share links from your website. Strategies that avoid linking directly to websites outperform strategies based on clicks and self-promotion.

Encourage members to share and create content:
Post photos, videos, and memes around the topic. Organize the group with topics and hashtags.

Involve your team: On.ge found that the best strategy for creating engagement was to start a conversation among members of staff, which others would gladly join.

Be regular: post, review, edit, and moderate the group every day.

Nurture your community: After some time, the group will start to breathe independently. Keep a close eye on members: reward positive engagement and acknowledge active members.

2. 2. MONETISING COMMUNITY ASSETS

Rewards may be financial, tangible, or intangible. Sometimes a badge of "conversation starter" holds greater value, sometimes writing an article based on the group members' activity encourages them to stay involved and feel appreciated. E.g. "10 movies most often rewatched by On.ge's group members" might be a good listicle to make members happy and generate traffic from the group to the website.

After the community has been formed, rules might need to be adjusted. Maybe some rules should be dropped or others adopted based on feedback from members. These actions make members feel involved and appreciated.

If some members are more active than others, in content creation, rule creation, etc., appoint them as moderators. Giving members more power motivates them, and they will become a part of your team.

On.ge has separate Messenger chats for group moderators, who are not employees. These chats consist of discussing rule violations, content, and have blossomed into friendships, thus creating stronger communities in the groups.

Start monetisation: Evaluate your group and its assets. Every piece or action in your group can bring in money if it attracts the eyes of your audience. Some ideas include:

1. Offer to place an advertiser's logo on the cover photo of a group (e.g. "Movie group — powered by WOLT, the delivery service"). This can be useful when a company wants to associate itself with a large group with shared values.

2. Hold contests. This is a win-win, as you give value to members and create engagement in the group while also providing visibility to the advertiser. On.ge had success with several kinds of giveaways and contests in groups, livestreams, and chat rooms curated by a brand. For example, this giveaway in collaboration with a gift shop called Meeony, which gave away a bag and T-shirt with TV-Show prints to members of the movie group.

3. Pin a promotional post at the top of the page. The advertisement should be relevant to the group.

4. Share an advertiser's post or article to the group.

2. 2. MONETISING COMMUNITY ASSETS

How to know if your community asset is established enough to start making money?

There is no one right answer. There are groups with as few as 5,000 members — with very niche, targeted communities — which can be monetised, while others with as many as 100,000 members — but with very general topics, less engagement, or no sense of community — which fail to attract any advertiser.

On.ge has monetised groups of 30,000 and 5,000 members, while failing to find advertisers for a group of 15,000 members.

A close look at the group insights and constant analysis of your engagement data is important to feel the heartbeat of a group. High engagement levels and fewer inactive users are good indicators that a community has started building, has clear topics, and has an audience which shares common interests — these are the kinds of groups advertisers might see value in partnering up with.

Audience size and engagement:
Perhaps the most important factor to consider when determining if a social media community asset is ready to monetise is the size and engagement of its audience. Look at the number of followers, the level of engagement (likes, comments, shares) and the overall reach of the account. A large and engaged audience is more likely to be valuable to advertisers and brands.

Consistency and quality:
Consistent and high-quality content is also important. This helps to maintain and grow your audience, which will increase the value of your social media asset. The more high-quality and consistent your content is, the more likely your audience is to stick around, engage, and recommend your account to others.

Niche and audience: The niche of the account and its audience should align. The more specific and targeted the niche, the more valuable your account will be to advertisers and brands that are looking to reach that specific audience.

Branding and professionalism:
A well-branded group is also more likely to be perceived as valuable to advertisers and brands. This includes having a consistent style and aesthetic, good profile and cover pictures, and declared rules for the community.

Be mindful of Facebook community standards: Even when the group is created by your official page, and all administration rights belong to your employees, the group is still owned by Facebook. You create the rules of communication in the group, but there are even more rules in the Facebook community standards, and some of them can be quite tricky to enforce. Your group might be suspended or even deleted if members violate those standards, and especially if you, as a moderator, don't take action.

2. 2. MONETISING COMMUNITY ASSETS

One of On.ge's most successful groups, "Mental Health Forum", was almost suspended when one member anonymously posted a question about suicide. Facebook identified the post as a violation of their standards (more on Facebook's suicide and self-injury content policy here). Even if a suspension is wrongful and can be disputed, it can take days or weeks to get the group back online, potentially costing you members and partnerships. Note that Facebook's Admin Assist offers powerful tools to keep your group safe while keeping you, as an admin, in full control. Find more about Admin Assist.

When do we leave a community dormant?

- If there has been no significant growth for 6 months despite creating dedicated content specifically for the group. The optimal growth rate for a Facebook group can vary depending on the goals of the group, the audience, and the topic. However, a healthy growth rate for a group is around 10%–15% per month. This means that if a group starts with 1,000 members, it should aim to add 100–150 members per month.
- The topic the group covers is no longer relevant for its members, for example, a Coronavirus group.
- Inactive members: If the group has members who haven't been active for an extended period of time, it may indicate that the group is no longer relevant to them or that they are not interested in the content.
- Low return on investment: If the group is not generating enough revenue or leads to justify the time and resources being invested in it.
- Lack of interest from the target audience: If the group is not reaching the desired target audience or if the target audience is not interested in the content being shared, it may be a sign that the group is not aligned with the company's goals and objectives.

TIP!
On.ge still moderates dormant groups (deleting spam, approving members, etc.) while no longer creating specific content for them. On.ge still uses such groups to disseminate relevant articles, without expecting engagement from members, only impressions. Some groups can be rebranded to align with a renewed strategy, but the topic of the group should not be drastically changed, or you risk losing members.

CASESTUDY — CLUBHOUSE

Clubhouse, an audio-based social media platform, emerged in 2020 and quickly gained popularity in Georgia. On.ge recognized the potential of the platform and was one of the first organizations in the country to establish a presence on it. On.ge began hosting discussions and gathering listeners, and after reaching over 5,000 followers, began monetising their Clubhouse rooms.

During the peak of Clubhouse's popularity, On.ge was able to secure two partnership deals. However, the platform's audience lost interest quickly, and after evaluating the situation, On.ge decided not to invest further time and resources into the platform.

Despite the trend being short-lived, On.ge's presence on Clubhouse had larger consequences for the organisation:

1. On.ge established its image as a media outlet that is quick to adapt and always where their readers are.
2. Some "rooms" hosted by On.ge were paid for by companies who wanted on the bandwagon but had failed to allocate resources fast enough.
3. The large level of interest in an audio format inspired On.ge to explore new opportunities. Two podcasts were commissioned after the short-lived clubhouse experience. One of them, a mental health podcast called the Laboratory of Calmness, gathered a dedicated fanbase and has become another asset in On.ge's efforts to diversify their income.

2. 2. MONETISING COMMUNITY ASSETS

MONETISING AN INSTAGRAM COMMUNITY

TIP!
When you create valuable content, you form a personal connection with your followers. Building trust takes time and effort, but if you manage to connect with your audience, they will feel like they're interacting with a person and not with some faceless entity. However, you should always stay true to your values and respect your audience by delivering quality content — whether it's sponsored or not. Once users align themselves with a community's values, they are more willing to pay for specific products or support the digital space financially.

Virtual Gift program

For Example, Seen — an international media company with over 6 million subscribers and over a billion views annually — monetises its community on Instagram with the help of a virtual gift program that allows viewers of reels or livestreams to donate $00.1 to you via a 'star'. Since joining the program in 2016, they have seen increased revenue on each of their videos as loyal followers 'gift' them small amounts for their content. It's worth noting that the majority of Seen funding comes from in-ad revenue and digital brand partnerships. Virtual gift programs are not a dependable income source — it's an additional bonus and doesn't make up the majority of Seen's revenue.

You may verify your eligibility for the program and proceed to apply through the application process available on the webpage: Meta for Creators.

Creator Subscription Program

Another way to raise revenue through an Instagram community is the Creator Subscription program. The program allows creators to share exclusive posts with subscribers, essentially allowing creators to lock certain reels and posts behind a paywall. Creators can also chat directly with subscribers to create a stronger community. However, the program is still limited to certain countries. You can check if it is available in your country on "Meta for Creators" — the official resource for any topics related to content creation and monetisation on Facebook and Instagram.

The Virtual Gift program and Creator Subscription program on Instagram represent direct methods of social media monetisation. However, these programs are not accessible in some countries. You can check the eligibility requirements here.

2. 3. MONETISING PACKAGES

After ensuring that you are ready to start monetising your digital assets, it's time to translate your hard work into commercial opportunities — in an easily digestible form for potential sponsors.

On.ge created two main offers for potential partners, both with a different end goal in mind.

Engagement package
Key Performance Indicators (KPI) =Engagement
Contests, community-based articles, interactive multimedia (Facebook and Instagram stories, polls)

Visibility package KPI=Reach
Livestreams, pinned posts, covers/banners, TikTok videos/Instagram reels

Advertisements a business partner can place in On.ge groups:

1. Cover photo (banner/logo placement)
2. Sharing material to the target audience/pinned post
3. Contests
4. Discount codes/affiliate links
5. Thematic content
6. Live broadcasts
7. Thematic audio chat rooms

Best Practice:

As an editorial policy, mark sponsored content/native advertising/paid placement with a special hashtag. #Ad, #Sponsored #Partnership, or anything you choose and agree on. The advertisement must be transparent both on your website and on social media platforms.

Once On.ge formulated a clear vision of what they were selling, they began to consider potential partnerships. On.ge grouped potential partners into three categories.

Existing Partners skeptical about trying new partnership formats: These brands were very hesitant to spend money on something that was not yet tested. On.ge offered them a small fraction of their social media promotion services for free. For Example, On.ge created an AR filter for a bank operating in Georgia free of charge. Once the company saw the results of using new technology to enhance their digital campaigns, they included the cost of the AR filter in their next campaign's budget.

Existing partners who were willing to experiment: On.ge offered these partners 15%–20% discounts on social media promotion packages.

New partners who would be potentially interested in new advertising opportunities due the low price/new audiences: On.ge reached these clients using ad agencies, and after several collaborations, turned them into existing partners who were willing to experiment.

2. 3. MONETISING PACKAGES

CASE: ON,GE FOR UNFPA

Client: UNFPA Georgia

Problem: sex-selective abortion

Main Messages:

1. Every child deserves love from their parents
2. Having a daughter is a great joy
3. Fighting harmful traditions around sex detection and superiority of male newborns

Target Audience: young married couples.

As part of the campaign, On.ge made a series of TikTok videos talking about two topics:

1. Myths related to pregnancy and why many Georgians try to find out the gender of their child
2. Statistics — more than 31,000 girls were not born in Georgia from the 1990s to 2015 due to selective abortion

As part of the campaign, On.ge liaised with TikTok influencers (Ruska Makashvili and Tato Karchava), who created tailored content on this topic.

Results:

1,400,000 Total Views of the campaign hashtag

74,000 Likes across four TikTok videos

1,600 comments across four TikTok videos

Campaign journey (Roadmap)

The campaign journey for SoMe is similar to native advertising campaigns on other platforms, described in detail in The Native Advertising Playbook.

Getting the task right

Working with the client to gain a clear understanding of their needs and the desired results.

Creating Content

Producing and publishing content. Be flexible about changes that can occur along the way.

Analyzing the results

Reporting to the client and analyzing the campaign internally: Determine what worked and what could be improved for the next collaboration.

CASE: MOVEMENT TV

Movement is a digital storytelling media platform in Georgia. It was created in 2017 and combines two platforms: Movement and Movement EDU, the educational platform for 2D animations. They focus on social and cultural issues, off-the-record topics, tell human stories, and more. The movement selectively engages in commercial collaborations. For each project, they partner with only organizations or companies with common values, so commercial projects go through a long selection process.

The team has 6 people. They work with freelance specialists, operators, videographers, photographers and others per project too. This allows the visual side to be diverse, as every specialist has a different vision. The Movement searches for new visual forms and languages.

The main social media platform for Movement is Facebook. Sharing of commercial content on Facebook is part of the agreement — with one package of cooperation, Movement creates videos and delivers them to the customer, and with the other package, it creates as well as shares videos on its own social networks.

Content is also distributed on Instagram, although in different formats, Reels or posts (quotes from content). Videos are also uploaded on YouTube.

For more transparency, the videos distributed on social networks are marked with Paid Partnership. Some videos also have a partner logo.

MOVE MENT

2. 3. MONETISING PACKAGES

INDIGO CASE:

Indigo is a Georgian cultural magazine that focuses on discovering new authors, interesting opinions and ideas for the future. Indigo explores trends of literature and art.

Indigo started using Instagram commercially after they reached 10,000 followers. As of August 2023, Indigo has 40,000 visitors per month on its website, 300,000 visitors per month on Facebook, and 20,000 visitors on Instagram. In total, they reach 2 300 000 people on social networks per month.

In Indigo, paid partnerships on social networks are an additional part of the main advertising packages. In advertising partnerships, Indigo has three roles — first, a production entity: Indigo creates videos with partners' branding (font and logo) and does not distribute them on Indigo's own channels, and the second — Indigo produces videos and shares them on its own Facebook page, and third - partners send Indigo their existing videos to distribute to the Facebook page - i.e. media "rents" its own audience to the client.

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2. 4. DIRECT MONETISATION ON SOCIAL MEDIA

All the big social media platforms provide built-in ways to make money as a creator, but unfortunately, lots of them restrict the countries that are supported. For example, it is extremely difficult to monetise TikTok as a news publisher outside of the US, UK, Germany, France, or Spain. TikTok also prioritizes individuals over "brands". This calculator shows you how much money you can make as a creator on various platforms.

It's worth noting that in order to monetise your content on these platforms, you need to meet their criteria, such as having a certain number of followers and level of engagement on your account. Additionally, you will need to comply with the terms of service for each platform and be aware of any legal and ethical requirements for monetising your content.

Facebook: Facebook offers several ways to monetise your content and earn money, including sponsored posts, Facebook Live, and the Facebook Gaming Creator Program.

YouTube: YouTube is one of the most popular platforms for earning money. You can monetise your videos through advertising, sponsorships, and affiliate marketing.

Instagram: Instagram offers several ways to monetise your content and earn money, including sponsored posts, product placement, and affiliate marketing.

TikTok: TikTok offers monetisation options through the Creator Fund program, which pays content creators a share of ad revenue generated by their videos. TikTok also allows creators to monetise their content through live streaming, e-commerce, and brand deals.

2. 4. DIRECT MONETISATION ON SOCIAL MEDIA

Content monetisation formats and requirements on the main social media platforms

FACEBOOK

META has strict policies but simple requirements to start monetisation. As of August 2023, on the in-stream ads you need to have the following:

- 600,000 total minutes viewed on Facebook in the last 60 days.
- At least five active videos.
- Your content has to be at least a minute and should be optimized for an ad break.

You can see the countries where monetisation is available here.

If you want to monetise your LIVE content, you need to meet additional requirements:

- At least 60,000 minutes of the 600,000 total minutes viewed in the last 60 days must include minutes viewed from live videos.
- Have 10,000 Page followers

There are several options for monetising your Facebook assets: Ads, subscriptions, branded content, "stars", revenue from reels, and paid online events. Check your page's eligibility for Facebook monetisation here.

MONETISATION OPPORTUNITIES ON FACEBOOK:

- **In-stream ads** — These play wherever that content is viewed, for instance, in the Facebook News Feed and Facebook Watch, primarily delivering mid-roll ads within video content.
- **Reels** — Facebook is creating a variety of opportunities for creators to earn money through their reels. The Reels Play bonus program pays eligible creators based on the number of views of their qualifying reels.
- **Fan Subscriptions** — This is a tool similar to Patreon. Fans of your page can pay monthly to subscribe. In exchange, they get a special badge next to their name, and you're able to offer them exclusive offers.
- **Branded Content** — Facebook's Brand Collabs Manager connects you with brands looking to promote their products and services on active pages.
- **"Stars"** — Facebook users can buy "stars" to send to their favorite creators asdigital tips while livestreaming.
- **Paid Online Events** — Created during the pandemic, paid online events allow you to host seminars, tutorials, or performances that can be viewed only by those who pay.

2. 4. DIRECT MONETISATION ON SOCIAL MEDIA

YOUTUBE

On average, a YouTube channel can receive around $18 per 1,000 ad views. This equates to $3–$5 per 1,000 video views. Use this calculator to see how much money established channels earn. The actual rates an advertiser pays may vary.

General eligibility requirements:

- Have at least 4,000 watch hours over the last 12 months.
- Have at least 1,000 subscribers.
- Have Google AdSense enabled.

Creators who use YouTube to reach their audiences have several ways to monetise their content.

- Ads through the YouTube partner program — Get ad revenue from display, overlay, and video ads.
- Channel memberships — Your members make recurring monthly payments in exchange for special perks that you offer.
- Online store — Your fans can browse and buy products, like merch, from your store on YouTube.
- Super Chat, Super Thanks & Super Stickers — Your fans pay to get their messages or animated images highlighted in chat streams.
- Affiliate Marketing — including affiliate links in your video content.
- Shorts Bonus Fund — Creating unique and original YouTube Shorts makes you eligible for YouTube's monthly bonus awards for creators.

Check Google's video guidelines to make sure your content qualifies.

2. 4. DIRECT MONETISATION ON SOCIAL MEDIA

Youtube Case from Georgia

Channel Name: Studio Bicycle (Studia Velosipedi)
Subscribers (February 2023): 321K
Most Popular Video views: 41M - Published 4 years ago
Video Views in Total: 352K+
Channel Type: Education
Channel Created: June 26th, 2017

"Jose" is the first educational commercial multi-series cartoon for preschool children in the history of independent Georgia. The project helps children to get education in a non-formal way: teaches them the names of the colors, seasons, etc. The team dedicated to this project consists of 8 people, 5 of which are animators, and 3 are composers. Other professionals are sometimes needed for specific series.

Revenue from YouTube is not predictable and depends on ads. Around Christmas, for example, this income is much higher, because placing ads becomes more expensive. According to Giorgi Marshania, founder and director of Jose, when YouTube changed its policy on children's content, the project's monthly income from Youtube decreased by 70%.

It should be noted that the amount of income also depends on the length of the videos. When the video is shorter than 10 minutes, there is less chance of monetisation. The income from Youtube is currently at least 5% and at most 20% of Giraffe Jose's monthly income. Commercial Partnerships are still the main source of revenue for the project. Because the income is unpredictable, the creators of Jose do not make financial decisions based on it.

YouTube Monetisation Rates of each country are different.

The highest-paying revenue countries include the United Kingdom, the United States, and Canada, while Indonesia and Pakistan's lowest-paying countries. Jose's creator is certain that if the videos were in English, the earnings from Youtube would be much higher.

Three success tips from Jose's Youtube Channel:

1. **Consistency** - If you publish consistently, you get more chances to learn more about YouTube and its algorithm, both of which are vital to channel growth. Consistency is more than publishing content. It's about learning the process that creates success. YouTube rewards consistent channels by pushing them higher in the search and recommended lists

2. **Unique / Niche Content** - Before the creation of this brand, Georgian children learned mostly from English-language sources. Obviously, parents prefer that their children get this knowledge in Georgian.

3. **Believing in the idea** – The team behind Jose believes in the importance of their work. If you are excited about what you do, there is a better chance that you will attract a big audience.

2. 4. DIRECT MONETISATION ON SOCIAL MEDIA

INSTAGRAM

General eligibility requirements:

- Comply with Instagram's content guidelines and monetisation policies.
- Have an Instagram Creator or Business account.
- Be in locations where features are available (the US, UK, Japan, Spain, Italy, and more).
- Be at least 18 years old.
- Have between 1,000–10,000 followers, depending on the feature.
- Have a PayPal account to receive payments from Instagram.
- Be honest with your audience and disclose when you're sharing commercial content.

Monetisation on Instagram can take many forms, from working with brands, earning ad revenue on reels, accepting tips, or using the Instagram Subscriptions feature.

- **Instagram Affiliate** — You can add affiliate links to Instagram Stories. Instagram allows this as long as you disclose to your audience that it is an affiliate link.
- **Badges** — During live videos, viewers can purchase what Instagram calls Badges to support creators.
- **Ad revenue share program for Reels** — This is a way for creators to earn money directly through Instagram instead of through a brand sponsorship or an affiliate program. Because of Instagram's recent focus on Reels, this feature will replace In-Stream video ads (previously known as IGTV ads).
- **Subscriptions** — recurring monthly income from offering exclusive content and experiences to your most engaged followers.

Instagram Monetisation: A Complete Guide for Creators and Influencers

Section 3: Implementation

SOCIAL MEDIA
MONETISATION
PLAYBOOK

3.1. THE TEAM

The optimal social media indirect monetisation team, should, at a minimum, consist of professionals in the following roles:

- Project manager (most often doubles as an account manager)
- Salesperson
- Digital content manager
- Content creators

  - Copywriter
  - Photographer
  - videographer/video editor
  - Audio editor

- Designer
- Advertiser (a person who is in charge of all social media and online advertising, pay-per-click, Google ads, display ads, etc).
- Community manager (a person, who manages and nurtures online communities of the organization).

Not all these positions need to be full-time; some tasks may be combined with other editorial work or may be outsourced to freelance contributors. The composition of every team responsible for a paid social media

campaign should be determined on a case-by-case basis. Each project will be different, and the team must reflect the project's objectives, scale, complexity, and deadlines, as well as the outlet's editorial and business model, human resources, skills, and technical capacity.

The project manager/account manager's responsibilities include:

- Processing incoming partnership requests from new or existing clients.
- Managing individual projects, including:
- Consulting with the client.
- Narrowing down the brief from the client.
- Creating an offer/presentation in response to the brief from the client.
- Tasking the project's creative team.
- Acting as a bridge between the client and the creative team.
- Setting and overseeing deadlines.
- Tracking KPis (key performance indicators).
- Assessing the project's results, impact, and effectiveness.
- Preparing a report for the client.
- Overall management of the project.

3.1. THE TEAM

The project manager's qualifications should include:

- A deep understanding of the local advertising market
- Understanding of digital marketing
- Strong communication skills
- Experience in preparing commercial offers
- Ability to identify clients' goals and objectives
- Ability to formulate and set tasks for the creative team
- Ability to assess statistics and analyze data

The project manager's qualifications should preferably include:

- Work experience as a project manager or account manager in a digital agency, media organisation, or in IT;
- Experience in managing teams

3.2. HOW TO START

1. Assess your existing social media channels.

2. Put this new inventory in your commercial offer.

3. Offer existing clients a discount to use this new format of advertising.

4. Offer new clients campaigns on your social media assets alongside regular ad placements.

5. Assemble a creative team, working closely with a digital content manager.

6. Determine pricing.

7. Determine tools for reporting.

3.3. THE PROCESS:

If a client is interested in social media campaigns on your channels, it's time to pull up your sleeves.

STEP 1:
First meeting with the client

STEP 2:
Preparing an offer

The Project manager/account manager, sometimes together with the digital content manager, sets up a meeting with the client. The purpose of this meeting is to understand the client's needs and fill out the brief.

A brief includes the following information:
- The client's contact details.
- A description of the campaign.
- A description of the target audience for the client/specific campaign.
- The goals of the advertising campaign.
- The social media channels which are important to the client.
- Deadlines.
- The Budget.

It is advisable to agree on a specific date to present your offer, which you will create in response to the client brief.

The project manager, digital content manager, and creative team brainstorm on the ideas, content, and channels most suited to the client's goals.

> **TIP:**
> Be sure to include a client's priorities and go above and beyond, by offering additional creative ideas. If a client wants to be represented on Instagram, don't only include a series of posts and stories, but also offer Livestreams, contests, and collaborations with the influencers.

The Project manager drafts an offer for the client, which includes details about the content, channels, and budget.

After presenting the offer to the client, a final round of negotiations should take place. Clients might have some feedback or try to negotiate on the price.

> **TIP:** Instead of cutting back on the offer and decreasing the budget, try to add to the production. If a client wants to pay less for two pieces of content, offer them three in the same price range.

3.3. THE PROCESS:

STEP 3:
Reach an agreement with the client

1. **Prepare a contract**
2. **Clearly define payment agreements and content ownership terms**
3. **Sign the contract**

By the end of the negotiations, you should have negotiated with the client:
- **A clear action plan: content drill down**
- **Clear deadlines**
- **Clear KPIs**

TIP:
Opt for a maximum of three to four KPIs per campaign. Continual tracking and recording of these chosen KPIs is critical for the campaign's successful execution and analysis.

KPIs for a social media campaign might include:

1. Engagement rate: The percentage of people who interact with a piece of content, such as likes, comments, shares, and clicks.
2. Reach: The number of people who see a piece of content.
3. Impressions: The number of times a piece of content is seen.
4. Click-through rate (CTR): The number of clicks on a link divided by the number of impressions.
5. Bounce rate: The percentage of people who leave a website after only visiting one page.
6. Conversion rate: The percentage of people who take a desired action, such as making a purchase or signing up for a newsletter.
7. Net Promoter Score (NPS): A measure of customer loyalty and satisfaction.
8. Audience demographics: Information about the age, gender, location, and interests of a brand's audience.
9. Social media ROI: The return on investment of a brand's social media efforts.
10. Sentiment analysis: The analysis of the emotions, opinions, and attitudes of users towards a particular topic or brand.
11. Shares: The number of shares or reposts of a post or other piece of content.
12. Shares of voice: The percentage of mentions, shares, and conversations about a brand in comparison to its competitors.
13. Traffic: The number of visitors to a website from a social media platform.
14. Video views: The number of views.

3.3. THE PROCESS:

STEP 4:
Implementation

1. **Content creation:** The creative team starts producing the agreed content. This might involve close contact with the client to gather additional information, such as a brandbook, any visuals already present for the campaign, and important messages the content needs to convey.
Content needs to be written, recorded, taken photos of, prepped, edited, and ready for final approval by the client.

2. **Approval:** Send final drafts of the content to the client for a final round of feedback and to get final approval. Make sure that edits are minimal and do not require complete reshooting or rewriting. This can be avoided by having a clear brief and an agreed outcome on paper/via email.

3. **Publishing:** Publish the content to your social media channels. Tag the client.

> Make sure to have a specific hashtag or tag system for sponsored posts, to be transparent in your ad placements

4. **Monitoring feedback:** The community manager or content manager is responsible for managing feedback. The comments, especially under sponsored content, need to be monitored and cleared of spam carefully.

5. **Reporting to the client:** Analyze the reach, comments, engagement, and results from the campaign. Create an appealing report format, and make sure the client knows the successes or failures of the campaign.

> It is important to be transparent with clients in order to build trust and nurture long-term relationships. Even if a campaign has less-than-ideal results, report frankly and analyze the reasons why it did not go as expected and why the KPIs were not met. Reasons to consider include: content quality, bad timing, an uninteresting topic, the wrong target audience, the wrong channel, technical difficulties, and miscommunications. If the client is unhappy, offer a discount or bonus content for the next project.

3.4. BUDGETING

Cost components:

- Management costs.
- Content creation costs (human resources and equipment).
- Cost of placement and distribution on your channels.
- Paid promotion (can be part of your budget or be on the client's side).
- Your profit margin.

Important elements:

- Monitor the competition: What do other companies/media outlets in your region charge for the same services?
- Have a clear and transparent policy about controversial topics and political ads (On.ge charges x2 for topics related to gambling and politics, even if it does not go against On.ge's editorial policies).
- Have a clear and transparent policy on Corporate Social Responsibility CSR and charity projects (On.ge consistently offers discounts or promotes specific charities for free).
- Be respectful of deadlines and ask the same from your clients. It's impossible to create quality content in a day. Sometimes it's better to refuse a client than to overload and stress the team with too-tight deadlines, and subpar-quality content.
- Consider a surcharge for working on holidays or weekends and for operating on short deadlines.
- Create special offers for new or returning clients when your team has more free time. For example, the second half of January can be slow after an overwhelming December and following the holidays. Reach out to your clients and offer discounts on their upcoming campaigns if they place an order in a timeframe convenient for you.

Avoid risks:

- Study the advertising laws in your country.
- Carefully study the social media advertising policies for each of your channels. Facebook has a lot of restrictions, and violating them will not only cause problems for the client's content, but your channels and groups might also be in danger.
- Have a clear feedback management policy. Monitor comments to engage, analyze, and clear spam.
- Respect copyright laws in all content production.
- Even if the content is free, always give credit to the original creators.

Section 4: Toolkit

SOCIAL MEDIA
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CANVA

Summary: A graphic design platform used to create social media graphics, presentations, posters, documents, and other visual content.

Price: Free version available.

DRIBBBLE.COM
UNSPLASH.COM
FREEPIK.COM

Summary: Free stock photos, images, vectors, and videos. Read the license terms before using graphics from these services.

Price: Free version available.

BEFUNKY

Summary: An online photo editor that lets you edit photos, apply effects, and create collages.

Price: Free version available.

PIXABAY
FREEMUSICARCHIVE.ORG

Summary: An online photo editor that lets you edit photos, apply effects, and create collages.

Price: Free version available.

UPSCALE MEDIA REMINI

Summary: AI-powered tool that automatically upscales images in a matter of seconds. Increases resolution up to 400%.

Price: Free version available.

TRELLO

Summary: A collaborative work management app designed to track team projects, highlight tasks underway, show who they are assigned to, and detail progress towards completion.

Price: Free version available.

SLACK

Summary: An instant messaging program. Although Slack was developed for professional and organizational communications, it has been adopted as a community platform. Users can communicate with voice calls, video calls, text messaging, and send media and files in private chats or as part of communities called "workspaces". Slack also uses IRC-style features such as persistent chat rooms (channels) organized by topic, private groups, and direct messaging. In addition to these online communication features, Slack integrates with other software.

Price: Free version available for workspaces of up to 50 users.

GOOGLE DRIVE

GOOGLE SHEETS
GOOGLE DOCS
GOOGLE FORMS
GOOGLE SLIDES
GOOGLE KEEP

Summary: Google Docs Editors is a web-based productivity office suite offered by Google within its Google Drive service. The suite includes Google Docs, Google Sheets, Google Slides, Google Drawings, Google Forms, Google Sites, and Google Keep. Google Drive is a file storage and synchronization service developed by Google.

Price: Free version available.

MOJO

Summary: An app to create Reels, Instagram Stories, and social media posts. Includes over 500 unique, animated templates, original text styles, music, and more.

Price: Free version available.

SNAPSEED

Summary: A photo-editing app for iOS and Android used to enhance photos and apply digital filters.

Price: Free version available.

FILMORA

Summary: An easy yet powerful video editor. Allows you to quickly and easily create video stories from your video clips, photos, and music. An easy-to-use video editing app with advanced features and tons of music, stickers, filters, effects, and transitions to be creative.

Price: $7.99 per month.

YOUTUBE AUDIO LIBRARY

Summary: In the Audio Library in YouTube Studio, you can find royalty-free production music and sound effects to use in your videos. Music and sound effects from the YouTube Audio Library are copyright-safe. The Audio Library is found exclusively in YouTube Studio.

Price: Free version available.

INSHOT

Summary: An editing app for videos and photos. Easily make basic videos and even apply more advanced effects like video collages, smooth slow motion, stop motion, reverse video, and more.

Price: Free version available.

SOCIAL MEDIA MANAGEMENT TOOLS

BUFFER
HOOTSUITE
SPROUTSOCIAL
AGORAPULSE
SENDIBLE
POSTMYPOST.IO

Section 5: Takeaways

SOCIAL MEDIA
MONETISATION
PLAYBOOK

TAKEAWAYS

In this playbook, we have discussed various strategies and tactics for monetising social media channels and diversifying income for media managers, journalists, and other professionals. The key takeaways from this book can be summarized as follows:

1. Assess and create an inventory of your social media assets. Understanding the value and potential of each asset can help optimise your monetisation strategy.
2. Understand your target audience and tailor your content to their interests and preferences. This will increase engagement and reach, which are critical to monetisation efforts.
3. Stay up-to-date with the latest trends and platforms in the social media landscape. Be open to trying new things and experimenting with different strategies and tactics to find what works best for your audience and your monetisation goals.
4. Diversify your monetisation methods. Instead of relying on one income stream, explore multiple options such as sponsored content, affiliate marketing, and e-commerce.
5. Measure your progress and track the success of your monetisation efforts using key performance indicators (KPIs). Use data to make informed decisions.
6. Be transparent with your audience about your intentions and the way you monetise your social media channels. This will help build trust and credibility with your audience.
7. Foster a sense of community among your followers and encourage them to interact with each other. Building a community can help increase engagement and reach, which can ultimately lead to more monetisation opportunities.

In conclusion, monetising social media channels and diversifying income can be a challenging task. In this process, it's important to distinguish between direct and indirect monetisation: the former involves earning revenue directly from the platform, by being a part of offered partnership programs, while the latter includes activities driving income indirectly, including utilising native advertisement strategies and branded content creation on social media channels. By understanding your audience, staying up-to-date with the latest trends and platforms, diversifying your monetisation methods, tracking your progress, being transparent, and building a community, media managers, journalists, and other professionals can increase their chances of success.

SOCIAL MEDIA MONETISATION PLAYBOOK

IMS
GOOD JOURNALISM | BETTER SOCIETIES

On.ge