

Max Social

Use Facebook, Twitter and Instagram to engage your audience

Your audience spends 2.6 hours a day on social networks compared to 21.8 minutes watching local TV news. Facebook, Twitter and Instagram draw hundreds of millions of users daily. Max Social can make it easier for your station to tap into this growing audience and produce broadcast content that is more relevant, authentic and timely.

Integrated workflow

TV stations need to reach people, at any time, on any platform. Max Social allows you to leverage and inform your social audience all from a single system. New content can be posted to your social channels in seconds as stories are produced for your broadcast, all without adding additional staff.



You can use Max Social to do a better job during severe weather, keeping your audience safer with automated Weather Watches and Warnings while your talent is covering the full story on air. Before, during and after dangerous weather events, Max Social helps keep your audience engaged with your station.

Now you have cameras virtually everywhere

Max Social Dialog allows you to search and utilize user generated social media posts to increase content in your broadcast.

Some of the biggest stories in recent years have broken on social media, captured by a cell phone and posted out to social media, use these compelling photos and videos to help tell your weather story before, during and after to help extend your reach. Max Social Dialog was designed to bring these stories to your air in less than 90 seconds, making it a powerful news-gathering tool. For weather, traffic and other news, video from your audience can add a fresh, candid perspective to every news show.

Facebook

74%

of Facebook users access the site daily

51%

visit the site multiple times a day

Twitter

42%

of Twitter users access the site daily

25%

visit several times a day

Share of U.S. adults using social media, including Facebook, is mostly unchanged since 2018, by Andrew Perrin and Monica Anderson, Pew Research Center, April 10, 2019

Help increase your audience and revenue

For both increasing audience and revenue numbers, stations who use Max Social discover that engaging with social media helps attract viewers to more-lucrative platforms.

Max Social allows you to post updates and breaking news in a strategic, consistent and timely manner, perfect for teasing and promoting your broadcast. While your news is on the air, the Max Social Dialog feature uses social media's interactivity to help keep viewers watching longer.

Using Max Social Post Turbo and Dialog can give you a consistent look and story across all your channels, helping you execute on your social strategy.

Visit ibm.com/weather/industries/broadcast-media or reach us by email at weather@us.ibm.com.

© Copyright IBM Corporation 2019

The Weather Company, an IBM Business
1 New Orchard Road
Armonk, NY 10504

Produced in the United States of America
November 2019

IBM, the IBM logo, ibm.com, and Watson are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at <http://www.ibm.com/legal/us/en/copytrade.shtml>.

The Weather Company® and the Weather® logo are trademarks or registered trademarks of TWC Product and Technology, LLC, an IBM Business.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

ibm.com/weather

