

BET Networks Surpasses Tentpole Social Goals



Overview

BET Networks is the leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. Seeing a rising number of entertainment options available to viewers, the network knew that figuring out how to break through the clutter of always-on social media would be key to building awareness and engagement for its growing programming slate of series and events. With an active roster of show talent and producers, BET had a built-in community at the ready to connect with this audience. Greenfly helped the network harness the influence of these advocates.

Opportunity

The BET social team's goals were to build awareness for the network's shows and ensure they were engaging their audience around timely social media moments. The team knew the most valuable, focused eyeballs were with the fans that followed their favorite stars across platforms, and the biggest opportunity to meet their goals was to provide content efficiently to those stars to post on their personal profiles. The challenge? Delivering quality promotional assets to the network promptly.



Success Story | TV Networks



Partnership

BET engaged Greenfly to enable social collaboration with their large roster of talent, who share social content with their followers including trailers, behind-the-scenes moments and tune-in promos. The social team uses Greenfly to organize, curate and share original content with talent for social posting. Media is accompanied by suggested copy, tune-in dates, and hashtags. They also request original content from talent when they're on set.

Greenfly enables BET to efficiently gather content in one place, so the team can quickly upload it to their network social channels. Greenfly facilitates seamless, real-time social content distribution across shows and talent, and gives the BET team visibility into who shared what assets, at what time, to what platform, and how well that content performed. Talent from 25 BET shows are now using Greenfly.

Results

3 of the top 10

cable award tentpoles on social in 2019

100%

of *Boomerang* cast using Greenfly

4X

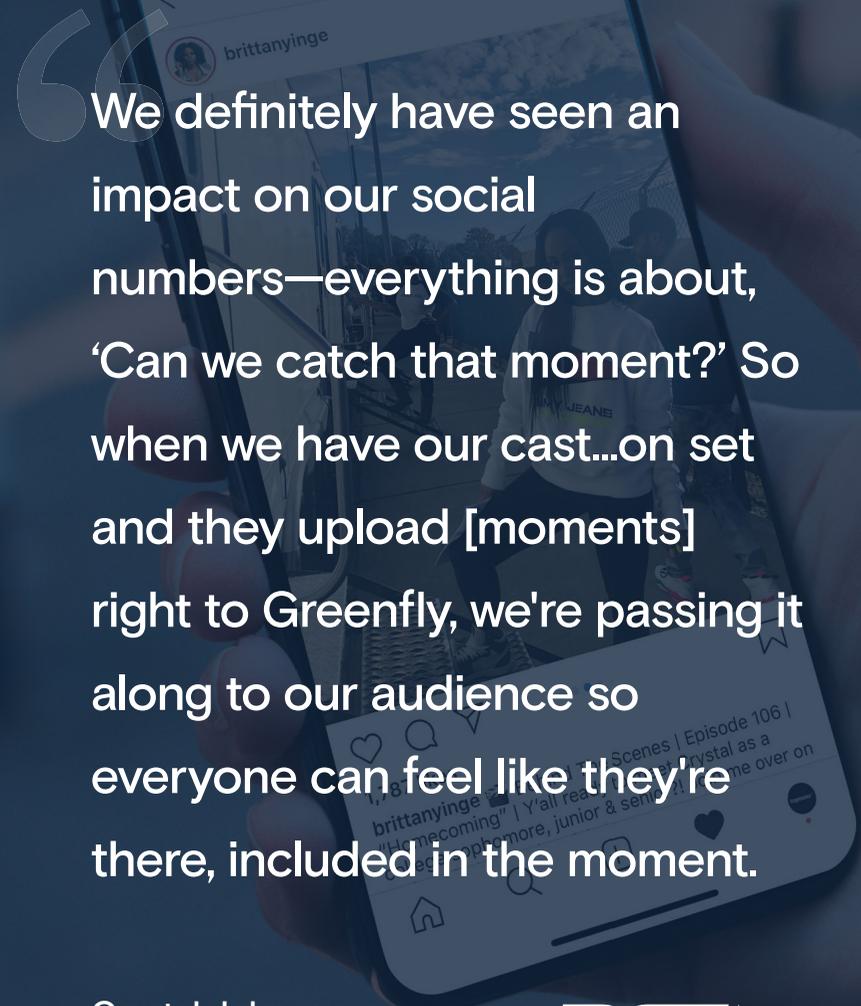
engagement when artist shared *BET Awards* performance

Impact

Greenfly has become instrumental in helping enhance the BET brand by allowing the social team to leverage the power of network celebrities. The platform has helped BET improve its internal team communications with talent, particularly in fulfilling ongoing talent requests for sharing specific show moments. And, Greenfly has made it easy for the team to communicate to senior leadership how their efforts are affecting the trends and building awareness for linear network priorities.

BET talent and social teams shared 2,200 assets to social in just the first three months of using Greenfly. In 2019, BET had three of the top 10 tentpole cable award shows based on social interactions.* These milestones could have only been reached with assistance from talent sharing social assets, dramatically expanding the network's organic reach.

*Source: Nielsen Social, 1/1/19 – 12/31/19, Cable Specials, excluding non-Award Show Premieres, ranked by episode.



We definitely have seen an impact on our social numbers—everything is about, ‘Can we catch that moment?’ So when we have our cast...on set and they upload [moments] right to Greenfly, we're passing it along to our audience so everyone can feel like they're there, included in the moment.

Crystal Johnson
Sr. Social Media Producer, BET

