

Social Media Management of the Web series

EnchufeTv

Road to the transmedia in Ecuador

[Carlos Ortiz, Miguel Granda, Abel Suing]

Abstract—The research focuses on how social networks can be platforms for promoting audiovisual products as the Comedy Web series EnchufeTv produced in Ecuador. The purpose is to know the positioning of an audiovisual project created exclusively for the Web and analyzing the management of social networks. Quantitative and qualitative methods are used through Web-tools: SocialMention, Google Trends and Followthehashtag; and interviews with experts. The research concludes that there isn't a proper use and exploitation of social networks, there is a tendency to publish more content a few days, in addition there is also the need of training in order to have feedback from the fans or as well as a Community Manager to be responsible for professional management that It will be reflected in the increase of users.

Keywords—transmedia, humor, communication digital, television, Internet, social networks, TIC.

I. Introduction

Researches on analyzing digital social networks regarding communication science is small, even more in "Ecuador that has a long way to go and there is little communication research" [1]. Relationships and interactivity generated by social networks have become the target of many organizations that have seen in them a platform to expand and promote their product, it is what Castells [2] defines as a network society which structure is composed of activated networks by digital technologies of communication and the information based in microelectronics.

The growth of network users could be explained by globalization but also by the "rise of a middle class in Ecuador between 2003 and 2012 grew a 35%" [3] and it has resources to acquire mobile devices that include access to Internet.

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The relationship of social networks with the media is ever closer, as much for the press, radio and television, they have joined to these in order to come closer to their audiences [4].

The objectives of the research are to analyze the management and handling of social networks in an entertainment program; determine the positioning process in social networks and analyze the growth of followers and fans on social networks.

Due to the acceptance, popularity and gratuity offered by social networks have made that the project EnchufeTv achieve success not only in YouTube but in other online social spaces that promote their sketches and advertising videos; its growth is steady, allowing its incursion and positioning in international markets.

In Ecuador there are corporate accounts considered large, which they have not been conducted a study to determine the success they have achieved; even less of audiovisual products on the network, so it is important to conduct a study on the use and management that the project Enchufe Tv give to digital social networks.

Since the rise of social networks, these have become indispensable tools for transmitting mass messages and viralization of contents whether they are informative, educational and in this case of entertainment whose objectives and forms of presentation go according to their interests: attracting audience, interaction with fans, or simply seeking position in the Web.ks.

The leading role that they have achieved in recent years in social networks is notorious, as well as the participation of citizens from any social status, and age who use them to express their ideas, emotions, realities and what the user deems appropriate. "Networks are structures of social relations that bind elements or agents of society (individuals and / or organizations) through links or bonds that can be represented, respectively, by lines and nodes" [4].

The EnchufeTv project begins in November 2011, it launches its first sketch in its own YouTube channel, entitled "El Peor Casting" that it currently (November 5, 2015) has had 3,425.002 reproductions, each week actors are involved in different situations, "views from its black, absurd and satirical humor that have made today's Ecuadorian Web series be placed at the fifth largest channel of YouTube in Latin America" [5]. On March 13, 2013 EnchufeTv became Partners with YouTube; Touché Films¹ will earn a percentage based on the number of reproductions of their videos.

¹Productora ecuatoriana creadora de contenidos de entretenimiento para nuevos medios, creadora de EnchufeTV

EnchufeTv has earned several international awards in November 2013 in the first YouTube Music Awards, it won first place in the category "Golden Play" attributed to YouTube channels with more than one million subscribers. In September 2014 the Streamy Awards awarded EnchufeTv with the recognition of the "Show of the Year" chosen by the audience, and were nominated as the best "International Show".

In November 2013, EnchufeTv received the "Play de Oro" in New York, in the first edition of the YouTube Music Awards, because it exceeded the million subscriptions, although until the end of September 2013, it had more than 4 million subscribers and one million daily visits. It's in the top 50 of the most watched channels on YouTube [3].

The SocialBakers Web portal [6] discloses Ecuadorian YouTube channels with the most views in 2014, first is the Ecuadorian Comedy Web EnchufeTv with 1'312,321.723 reproductions.

The main social network that handles this comedy series is YouTube but there is also growth in other social networks (Facebook and Twitter) is a phenomenon on the Web, occupies important positions in national and international statistics for network management.

The hypotheses of the research are: 1) There is no accurate usage and exploitation of social networking tools; 2) The EnchufeTv channel only posts content in its social networks on the day of the launch of its videos; and, 3) Most interaction occurs on its accounts during the presentation of their videos.

II. Methodology

The research was conducted through quantitative and qualitative methods. Collecting data from official accounts on social networks of EnchufeTv, to select the sample, a video was chosen in a quarterly basis since its release, it was only considered the sketch category, ignoring segments: microYAPA, Making Off and spOnsOr. In total 12 videos. For the analysis of data in the social networks it was used the following tools: SocialMention, Google Trends and Followthehashtag.

In addition, interviews to experts were conducted to contrast the vision for EnchufeTv. The interviewees were: Dr. Francisco Campos, professor of the Department of Communication Sciences of the University of Santiago de Compostela; Carlos Correa, head of Networking and Planning at the Center for Entrepreneurship "Prendho" and Dr. Sabela Direito, member of the research group Novos Medios, Faculty of Communication University of Santiago de Compostela.

III. Results

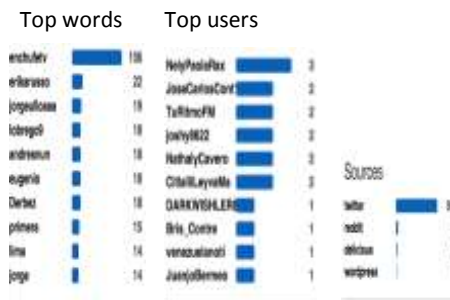
SocialMention: Measures the influence using 4 parameters: strength, feeling, passion and scope, on July 27, 2015 the positioning of the word "EnchufeTv" in the network was tabulated.

Figure 1: Graphics in the searches of the term "EnchufeTv" on 07/27/15. Source: SocialMention. Preparation: own

50% strength	1:3 feeling
7% passion	47% scope
Average eight minutes mention	
last mention 13 minutes ago	
93 only authors	
43 retweets	

information was the social network Twitter, the hashtag that was used the most was #EnchufeDePaseo referring to the tour that the group did Mexico.

The largest supplier source of



Google Trends: This application provides information about the relevance that terms of search in the network have, since 2004 until today. On July 27, 2015 the positioning in the network of word "EnchufeTv" with the Google Trends tool was tabulated.

Its highest peak in July 2014 date that EnchufeTv was interfered in a controversial case on its sktech "Trailer del Chavo (The Movie)" which was released on July 6, 2015, where public opinion and the communication media made echo of the video, generating thousands of comments of EnchufeTv.

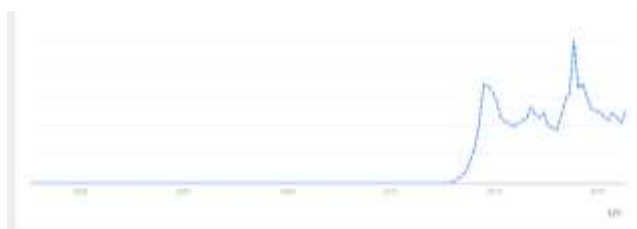


Figure 2: Evolution of searches for the term "EnchufeTv" since 2004 on 07/27/15. Source: Google Trends, 27/07/2015. Preparation: own.

Followthehashtag. Hashtags make it easier for people to find and follow discussions on trademarks, events and promotions. It also allows performance monitoring of the promotions through social media.



Figure 3: Featured data search with the hashtag #EnchufeTv of 18/07/2015 20:34 - 28/07/2015 9:59. Source: Follow the Hashtag, 27/07/2015. Preparation: own

As in previous tools the hashtag EnchufeTv (#EnchufeTv) was introduced during the week of July 18, 2015 to July 7, 2015, 229 hours were measured and as a result it has 140 tweets that reach 3.344.651 people with a frequency of 0.61 tweets per hour of 127 different twitters.

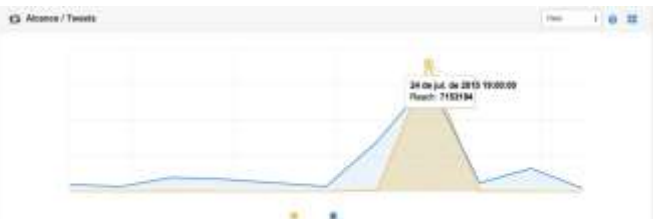


Figure 4: Day of higher range in the use the hashtag #EnchufeTv 18/07/2015 20:34 to 07/28/2015 9:59. Source: Follow the Hashtag, 27/7/2015. Preparation: own

The day that the hashtag #EnchufeTv had a great reach and impact was on July 24, 2015 at 19:00, reaching the highest point within the time of the research

On Sunday, June 21, 2015 at 20:00 the audiovisual Web project Enchufe TV makes the launch of its Sketch called "Mundo Fútbol" in the YouTube platform, which was spread through all its social networks.

The day that had the most views was between Sunday night the day of its launch and Monday with 786 526 visits, then visits decrease. For Sabela Direito we should bet on transmedia narrative, that is to come out of everyday life, the traditional, and the interaction involves different users to create virality by the importance that it makes them feel. Furthermore, the active management carried out delimits the necessary engagement for success in the network and this about creating a brand image and be able to exploit it. The success of social networks is accompanied by the same management.

Figure 5 shows the number of comments generated by the sketch "Mundo Fútbol" in a week. The day of most comments was between Sunday night the day of its launch and on Monday with 966 comments, Wednesday there is a deficit, probably the comments were deleted by users or by the owner of the channel and the possibility of being marked as spam.

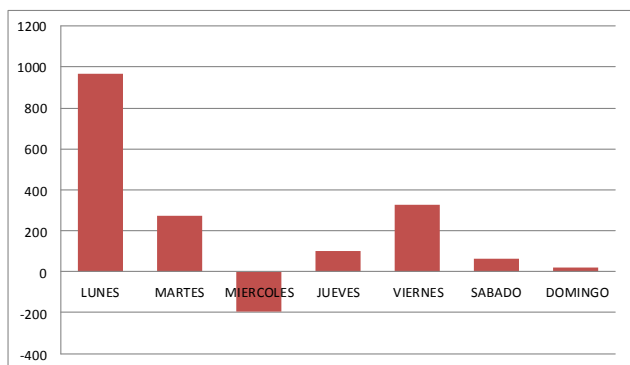


Figure 5: Number of daily comments of the sketch "Mundo Fútbol" (YouTube-comments). Source: Summary sheet of interactivity YouTube. Preparation: own

In "positive feedback" all profiles who like the YouTube video are represented, and on Monday there is ample margin in the graphical representation where 41,266 profiles liked the video "Mundo Fútbol".

In the percentage of positive scores of the visits, Figure 6, out of the total 65,463 likes, on Monday the highest percentage of likes is recorded, as from Wednesday the percentages have ups and downs, the percentage of people who saw the video and gave a positive assessment is 2.78%.

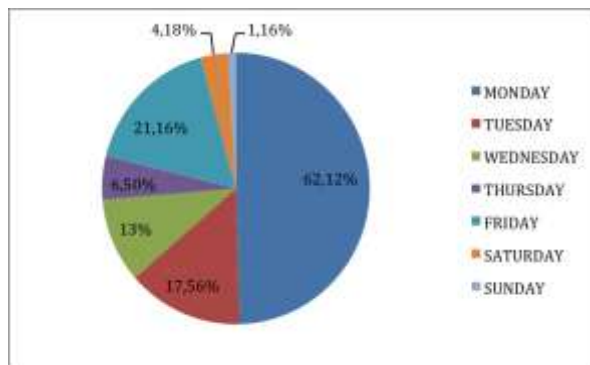


Figure 6: Percentages of comments on visits. Source: Summary sheet of interactivity YouTube. Preparation: own

During the seven days of investigation the video "Mundo Fútbol". It could be observed that the only response of the channel EnchufeTv was the day of the launch, comment automatically generated by the publishing in the social network Google +, hence the remaining days of the research there was no interaction from EnchufeTv with its subscribers and audience, to Dr. Francisco Campos, interaction is very important for an organization on the Web, conversation means that at least two parties speak or many parties talk to each other, so if indeed it is an organization that wants to be on networks, it has to be very active in the conversation [8].

The owners of accounts in social networks have to humanize, the lack of interaction is a big problem of the media "communication media still think that they are facing a mass and begin to release contents, on the Web in social media and it is not like that, contents don't have to be thrown out, contents must generate empathy [9].

Sabela Direito considers that there is some passive tendency not to answer, which is serious for the proper management social networks, it is wrong and that is the main strength that companies would have to bet on, TV channels, radio channels and those who want to succeed in this field.

The consequences that would bring the no interaction by organizations is that investment is lost, the emission is not a conversation, it is a broadcast and that's basically an expense, it is not an investment, in economic terms the answer would be that it is an expense not an investment.

IV. CONCLUSIONS

Based on research it is concluded that there is no continuous publications, there is no interaction with users, given to the lack of response in Videos, status, tweets, messages to internal networks and email. Interestingly, a few publications made use attachments as image, links, and videos, nevertheless its followers are increasing, so the hypothesis is tested No.1: There is no accurate usage and exploitation of social networking tools

The hypothesis number 2: "The EnchufeTv channel only posts content in its social networks on the day of the launch of its videos" was not proven, there is a tendency to post more content on Fridays, while the rest of the week remains passive generating less content, on Sunday the launch is limited only to a single publication to promote it.

The verification of the hypothesis No. 3: "Most interaction occurs on its accounts during the presentation of their videos" varies according to the social network. In YouTube the first day of the launch of the video is where most visits occur, comments, likes and dislikes, in relation to the other days, in Twitter it also applies because the tweet containing the video link is the most interacted. In Facebook the video ranked fourth out of all publications in the study period.

The use of social networks indisputably is part of the daily activities of millions of people. Its use can be varied as well as the time you spend on them. This daily transit of people in social networks represent an accumulation of needs, one and the most common is the entertainment, through the use attachments resources such as text, image and video. There are several advantages that social networks give to native enterprises of the Web, such as the EnchufeTv project, some of the advantages that can be highlighted are; the immediacy in disseminating videos, gratuity, vitalization of its content, opportunity for growth, interaction, space and presence on the Web.

The native platform Enchufetv is YouTube, is admirable the ability to merge multiple social networks to promote its videos and also succeed in all its social accounts. Despite its success in social networks the presence of a Community Manager was not felt, due to the lack of response and zero feedback.

The new Web audiovisual market requires innovative producers who unleash comments, opinions that enable the sensitivity of its followers, to feel identified with its videos, the purpose is to achieve a participation that will make its followers feel part of EnchufeTv project.. Being the Web a young market and less researched, is necessary to increase studies, statistics and surveys in order to meet this new audience and its needs for further audiovisual products development, communication and commercial products vary according to the needs. The members of Enchufe Tv should be trained to use social networks, so that there would be a feedback with fans or a Community Manager to be responsible for professional management of its networks that eventually will be reflected in the increase of users with good opinion about EnchufeTv project.

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