Building & Managing Communities

- Creators; Curators; The People Formerly Known as the Audience
- Data informs who we recruit, how we manage and compensate Contributors
- CRM lets Contribs build Reputation and for us to reward them appropriately
Knowing Individual Members

Profile

Personal Options
Name
Contact info
About Yourself
Account Management
Editor's Assignments
Legal Info

Documents Info

Legal Documents

Address
Social
Admin Features
Vendor ID
Publish Fee

Upload Profile

I Used A Matchmaker (shared by Shannon Miller)
Published & Live
Total Visits: 12,804
Cosmopolitan: 6,819 Visits
Elle: 3,985 Visits

I Can't Let Go Of Guilt
Published & Live
Total Visits: 12,763
Good Housekeeping: 4,606 Visits
Cosmopolitan: 6,157 Visits

I Struggle To Enjoy Sex (shared by Christine Suhar)
Published & Live
Total Visits: 2,315
more clan: 2,265 Visits
Good Housekeeping: 250 Visits

I Struggle with Sex, so I Offered a Free Pass
Edit | Quick Edit | Trash | View | Clone | New Draft | Follow
Published & Live
Total Visits: 85,386
Cosmopolitan: 53,932 Visits
Good Housekeeping: 11,362 Visits
Woman's Day: 8,155 Visits
redBook: 6,847 Visits

I Wasn't Allowed To Date (Aussa Lorens)
Published & Live
Total Visits: 71,419
Cosmopolitan: 65,780 Visits
Elle: 5,638 Visits

I Write To People In Prison
Published & Live
Cosmopolitan: 2,285 Visits

I Attempted Suicide
Published & Live
Total Visits: 10,016
Good Housekeeping: 3,081 Visits
Cosmopolitan: 6,935 Visits

Shannon Miller 2015/11/23
Fellissa Aard 2015/11/22
Christine Suhar 2015/11/27
Sarah Hosseini 2015/11/19
Aussa Lorens 2015/11/18
Britni de la Croix 2015/11/16
Lea Grover 2015/11/17
Lean Team Delivering Platforms, Products, Tools

Identify, Recruit, On-Board, Manage Contribs
Integrate tightly with Hearst’s CMS -- MediaOS -- and our analytics SoR
Integrate loosely with Finance and AP systems

Iterations are informed by data and driven by execution of people like Roger and Sagar
WP API - The Mix Lander

WP API

WP Post

WP Post

WP Page

WP Page

AngularJS
Identifying and On-Boarding Contributors

JOIN THE MIX

First Name
Last Name
Email
How did you hear about us?
Link to writing sample
Link to writing sample

# 1264 Karen Harper karen@credentialsmedia.com Google search Sample Work 1 Sample Work 2
Send this user a "Welcome to The Mix" message? Please Do Not Now

# 1263 Diane Stoppyra diane@exzerro.us A Marie Claire story! Sample Work 1 Sample Work 2

# 1262 Felicia Silver felicia.silver@gmail.com google Sample Work 1 Sample Work 2

# 1261 Cate Sutherland Cate_sutherland@yahoo.com Online Sample Work 1

New WP User
Communications Workflows

- **Pitch**
- **Draft**
  - **Community Editor Reviews**
    - Accepted
    - Declined
  - **In Final Review**
    - Accepted
    - Declined
      - **Declination Notification**
    - **Final Review Notification**
- **Published & Live**
  - **Published & Live Notification**

Flowchart showing the stages of a communications workflow from pitch to published & live, with options for acceptance or decline at various stages.
Managing Contributions

API Request: Please create article from post
Obtain and ingest post data + images
Report on article status, ID, and URL

TheMix.hearst.com

MediaOS Plugin

WP REST API

Syndication sub-system

Cosmopolitan.com

Edit Interface

JSON API

ELLE.com

Edit Interface

Cross-site syndication

Syndication sub-system

MediaOS

WordPress
Managing Contributions

TheMix.hearst.com

WordPress

MediaOS
Rewarding Contributors

Published & Live
Total Visits: 29,404
Cosmopolitan: 13,974 Visits
Good Housekeeping: 9,639 Visits
Elle: 3,271 Visits
redbook: 916 Visits
marie claire: 1,604 Visits
Managing Compensation

Compensation Report

Fees: $4,350.00
Bonuses: $2,326.51
Stories Published: 72
Contributors: 84

Ready for Finance Approval

Mark month as PAID
Download CSV file for finance approval/review
Download Audit Trail file
Download Author Summary file

Hearst Finance
Contributor Relationship Management

Thanks
Roger Theriault – Sr. Back-End Engineer – @RogerTheriault
Sagar Sood – Front-End Developer – @SoodSagar
Steve McNally – VP – Community Strategy & Platforms – @sjkmcnally