



Cartoon Network doubles output in 50% less time with ClickUp

Once slowed by disjointed tools and processes, Cartoon Network's social media team adopted ClickUp to optimize content planning, production, and execution workflows to become a social media publishing powerhouse.

Quick stats

50%

decrease in time
to publish

4

months ahead of
planning schedule

2X

channel managing
capacity

2K

assets created
with ClickUp

The problem

Cartoon Network's social media team used multiple legacy calendars and task management tools, which fragmented their collaboration and publishing processes. Any changes required manual updates across multiple systems—making it difficult to measure production timelines and especially hard to act fast when something needed a last minute change.



"The most painful thing was that when we needed to move a post, which is a daily occurrence, we had to make the update in multiple systems. You could easily see how that layer of duplicative work is time consuming."

Sarah Lively, Director of Social Media, Cartoon Network

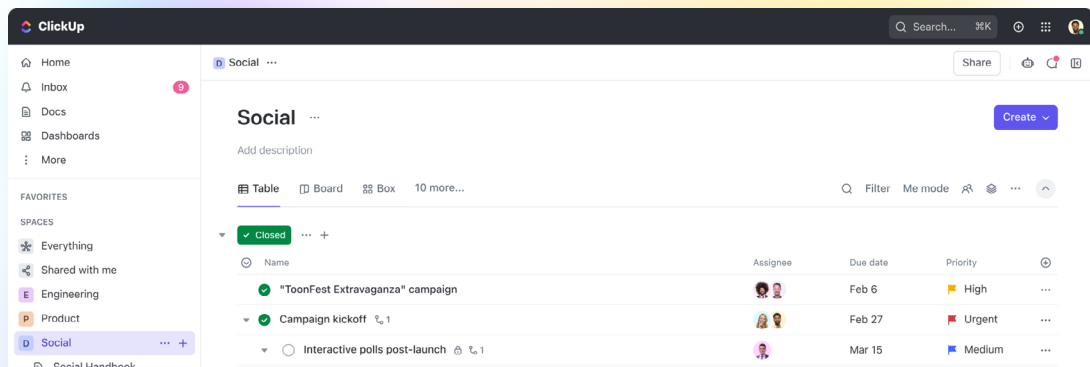
Transforming the team's workflow became Sarah Lively's number one priority. As the Director of Social Media, she knew they had to **find a solution that could incorporate strategic planning, publishing, and execution all in one platform.** This solution would create a single source of truth for posting schedules, latest updates, content approvals, and more.

The deciding factor

After thoroughly evaluating all contenders and building a 17-page comparison report for procurement, it was clear to Sarah and her executive team that ClickUp stood out as the best platform for the job. **There were three core differentiators** that Sarah knew would drive immediate impact for her team:

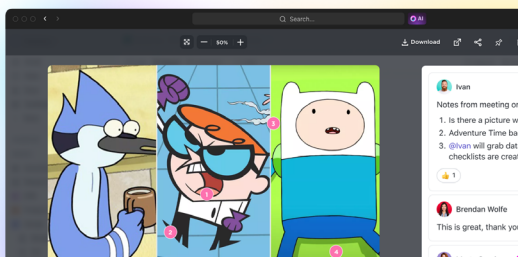
1 Flexible workflows and views

Custom [task statuses](#) for specific workflows **allows the team to move faster, and it improves accuracy and expedites approval timelines**. Additionally, the ability to set up custom views like [Table](#), [Board](#), and List, ensures each person has what they need in a format that works for them without impacting the overall system.



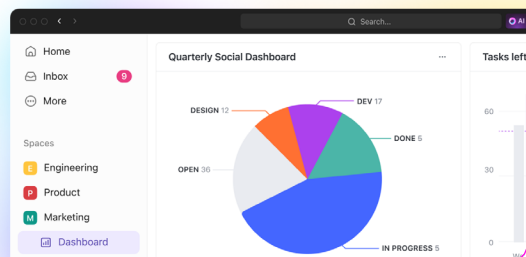
2 Real-time collaboration

Comment threads, attachments, and the holistic visual experience within a [task](#) make **collaboration easier and centralized**. The team uses templates for specific brands that standardize and streamline communication.



3 Visibility into effectiveness

ClickUp Dashboards make reporting easy. *"Before ClickUp, I never knew what our content production was like. Now, I can easily see the volume our team is producing. It's what I'm most proud of!"* Sarah says.



The results

Now that Cartoon Network's social media team has a single source of truth with ClickUp, **they publish content faster and manage twice as many social channels than before.** They've made it easy for the global marketing team to see posting plans, strategy docs, and reporting. This transformation has garnered a lot of interest across other divisions at Cartoon Network to start using ClickUp.



"When it comes to managing social media, no other tool is as robust as ClickUp. If you want to know everything that's going on at any point in time, no other tool can give you the same level of insight."



50% decrease in time to create and publish social media content with ClickUp



4 months ahead of schedule, instead of publishing content by the day



2X as many social channels managed with the same team size



2,000+ content assets created and published leveraging ClickUp

Cartoon Network is a cable TV channel owned by the global media and entertainment company Warner Bros. Discovery. The channel delivers hilarious comedy, unexpected surprises, and edge-of-your-seat action through the best in animated TV shows and blockbuster movies.



Industry
Media

Employees
1000+

ClickUp Use Case
Marketing