Content Strategy:
Metro/Regional

The Content Buckets

Located in Google Drive -- Team Drive under <u>Content Strategy Guides</u>

The ones you will use the most:

Breaking News

Daily Stories

Enterprise

Column

Live Blog

Aggregation News

Breaking News Content Strategy:

The Guide: [What's in it]?   [The Checklist]

A Few Highlights:

- **Posting** -- post 2-4 graphs and photo asap; exit file for 5 minutes
- **Communication** -- share the file; call for access
- **If on the scene first** -- notify photo desk before going; shoot cell phone photo and send to photo and webteam; shoot video if important action/interviews
- **From office** -- procure surveillance video, 911 calls audio, mug shots from police, etc.; email them to photovideodesk.

- **Updates** -- use original file throughout the day unless major development. Update heads, excerpts, title tag to!o
- **Accelerate** -- watch Parsely, add content for spikes (listicles, live blogs, social media reaction, etc.)
- **Social** -- tweet from the scene

Strategy for a breaking news story:

[Sample](#) breaking news story

Top Article Title

West Oakland homeless encampment catches fire

Homeless encampment catches fire in West Oakland

Firefighters say West Oakland homeless encampment catches fire

Title Tag

West Oakland: Homeless encampment catches fire

Homeless encampment catches fire in West Oakland

Homeless encampment catches fire in Bay Area

Excerpt

For the second time in a month, a fire ripped through an Oakland encampment.

No injuries after fire on Peralta Street

At 8:19 p.m., firefighters responded to reports of an outside fire in the 3600 block of Peralta Street, Oakland Fire battalion chief Erik Logan said.

Breaking News: What makes the best featured image?

Featured image = **HORIZONTAL** only

Enterprise/Column Content Strategy:

A Few Highlights:

- **Posting** -- trending asap; others scheduled; entire package ready
- **Communication** -- <u>front end</u> with photo & graphics; posting times must be communicated to all
- **Photo/Video** -- do interviews together (<u>all</u> interviews for big stories)
- **Headlines** -- engaging is critical; columns -- last names as lead-ins
- **Links** -- curated for similar topics; automated for Primary tag on trending topics and developing news
- **Social** -- encourage sources to share; use their handle in tweets

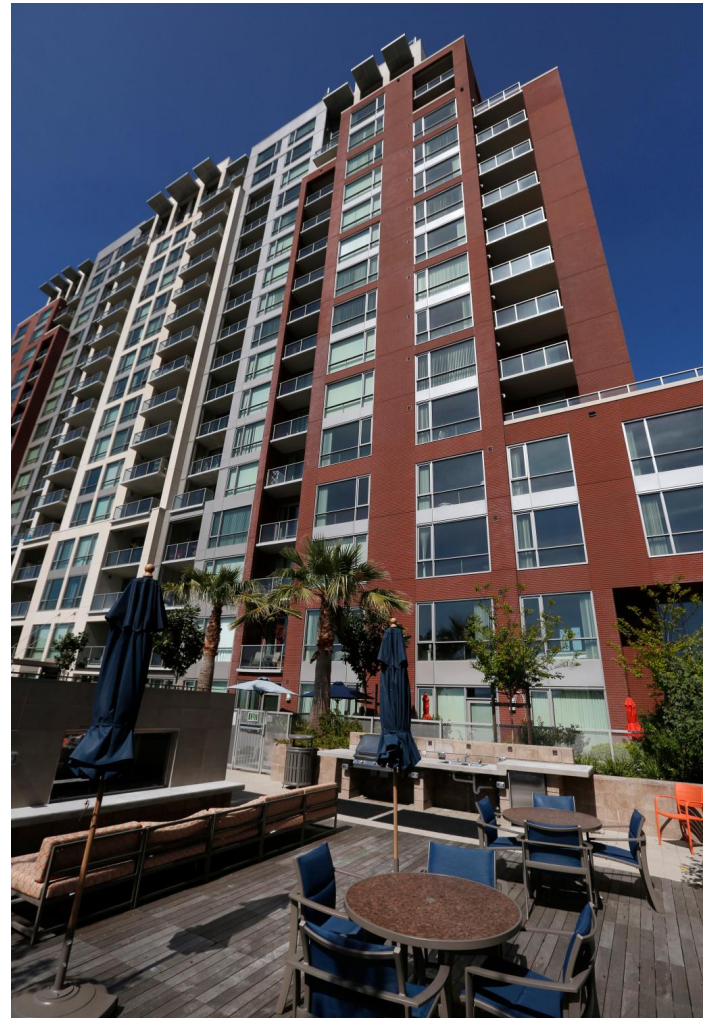## Enterprise: Selecting the best featured image

File photo from 2014:

- Doesn't read well small
- Doesn't illustrate the story
- We have new staff photos that show what it looks like completed.

Luxury high-rise boom makes downtown San Jose a millennial magnet

Beautiful shot of the building but it's VERTICAL.

You must crop a vertical to use it as a featured image -- in this case, the photo can't be cropped.

Includes a millennial but doesn't say downtown. This could be the newest CEO in Silicon Valley….

Nice view of inside the swanky building, but there are no people. This is great detail for a photo inside the story but not a featured image

THIS IS THE ONE.

- It shows a happy millennial with downtown buildings behind her -- perfect match for the headline.

- It's Horizontal!

Documents

Adding Documents:

- Reporter/editor sends webteam the document, a short headline, a sentence about what readers will be looking at and the URL for the story to which it should be attached. The document must be in PDF form.
- The producer loads this into ScribD and adds the code to the story. If the reporter/editor is in the story, the producer will email the code to him or her to add.
- Reporter/editor adds the code at the bottom of the story. For multiple documents, consult the webteam.

Where is the Facebook post for my story? Introducing Echobox