

# MULTIPLATFORM NEWS TIPS



## Planning:

- What's the story you want to tell? What's the question you want to answer?
- Who are your sources? Are they reliable?
- How will you tell the story? Text, images, graphics, audio, video or a combination?
- Where will your story be published? On websites, social media, or as a podcast? Which social media platform: Facebook, YouTube, Instagram, TikTok? For Facebook & YouTube, shoot in landscape mode or horizontally; Instagram and TikTok are vertical. NB: Maximum duration of a TikTok video is 90 seconds.
- Who is your audience? Identify opportunities for interactive elements and audience engagement.

## Aim to:

- Spark curiosity. Make sure the start of your story is compelling and interesting
- Build audience appeal by developing the story line, the emotional connection and by using interesting story telling tools.
- Share valued information; share facts!

## Engage your audience:

- Get straight to the point. Front load. The first 3-10 seconds are the most important for any social video. Make this part of your video as engaging as possible.
- Make sure your writing is conversational, concise and friendly.
- Make your stories meaningful. Audiences value accurate, informative and authentic stories.
- Consider personalising your story by including a walk and talk or piece to camera, by interacting with interviewees and/or the subject matter.
- Layer up! Enhance your video with graphics, on-screen text, satellite imagery or maps, sound effects or music matched to the story line. Consider adding a poll or survey.
- Add to your post: Take advantage of features that allow you to tag friends, or "check in" to a specific location. This can help your post reach more people.
- Take advantage of analytics to monitor watch time, the click-through rate, and the number of subscribers. If your click-through rate is low, it's a sign you need to write more engaging headlines or choose better thumbnails.
- Get advice from friends and colleagues. What did they learn? How did they feel? Would they share it with friends? What would make it even better?
- Remember your hashtags and to tag relevant organisations and people.

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## Your apps:

- Consider using Canva, Otter, Teleprompter Pro, CapCut or Kinemaster.

## Content gathering in the field:

- Understand the risks and hazards. Go as a team and look out for one another. Take measures to reduce the risks.
- Identify possible interruptions – loud noises, people disrupting your shot.
- Consider lighting, framing and the background.

## Verification:

Before publishing a photo or video found through digital newsgathering, verify the source and the content. Examine the user's posts across multiple social media platforms and ask yourself:

- What is their location and which languages do they use? Does this match the content?
- Do they have an obvious agenda or motivation for sharing the content?
- When was the account created? Was it created recently with the intention to mislead?
- Does the content match the season/weather or time of the event?

## Legal & ethical issues:

- If you wish to use someone's video or photo in your reporting, you need to get the owner's signed permission. This safeguards you from legal issues if the owner sells the video to a social media syndicator or another news organisation.
- Do not compromise on your editorial standards, including on matters relating to privacy, using images of children or of people in distress.
- Do not edit or manipulate video or images with the intention to deceive the audience or change the editorial integrity and intent of the story.
- Do not share/amplify disinformation
- Establish consistent practices for taking and saving your notes.

## Content scheduling:

- A social media publishing schedule helps build a steady and consistent feed, and supports a higher level of story engagement. Consider the lifestyle of your audience. When do they go to work, how long do they spend commuting, when are they in an office, when is their lunch break? These questions can help you find the best times to post. Employ an all-purpose scheduling tool to manage the publishing schedule.