## **GENERAL NEWS**



- Assess story.
- Decide best platform/s for the story, and whether there are elements of the story that could be developed for another platform.
- Decide story roll-out (broadcast/publication/posting) schedule to maximise audience engagement. Identify whether cross platform promotion/"teasers" would help.
- Identify suitable tags/hashtags, FB groups to include in posts.
- During production, assess whether any elements emerge as possible content on another platform. For example a strong interview for a social media video may be suitable for radio or could be reversioned for television news.
- Review story development has any new story information emerged that would change platform priorities or the roll-out schedule?
- Have any new pegs emerged that would warrant changing the roll-out schedule. For example, a government announcement on a related issue or an event overseas.
- Monitor audience engagement with preview/teaser posts. Assess whether you have the expected level of interest, the right angle, or what you can do to boost audience engagement.
- Broadcast/publish/post.
- Undertake a detailed assessment of audience engagement, looking at social media analytics, posts, views, time spent watching, shares, increase in subscribers, comments and other means of gathering audience feedback.
- Discuss what could be improved next time. Share information with colleagues.