

Top 5 Things Your Newspaper Can Do NOW On Social Media!

Newspapers and Social Media are siblings of content; they both run 24/7, they reach people across all geo- and psycho-graphics, and their objective is to inform, educate and inspire. People have been gathering information through the written word for hundred of years, but what has changed today is how quickly that content spreads. If there is breaking news, Social Media spreads that information faster than any other medium. According to a 2014 study by [Pew Research](#), 30% of the general population gets its news from Facebook. If your newspaper is looking to break the mold from black and white print into today's digital age, Social Media has the momentum to move content far and fast.

1. Post Original Content

If “Content is King,” then newspapers and Social Media rule the kingdom in tandem. In order to engage your audience and grab their attention, your newspaper must post original content that enhances the narrative of your pulse on what's hot, what's not and what's trending. If you have an entertainment section, start an entertainment blog. Topics can range from *Jurassic World vs. Jurassic Park* to the *Top Summer Streaming Netflix Picks*. Is your paper focused on world news? Generate content about World Travel or Travel Safety Tips. Original content keeps your audience engaged because it's relevant, relatable and real-time.



2. Keep Your Posts Short!

Since 2000, the average person's attention span has dropped from 12 seconds down to eight, which is less than a goldfish! That's why “less is more” in Social Media. Facebook posts with 80 characters or less receive on average 66% higher engagement. Your newspaper should view its Social Media channels as an invitation for readers to further explore your content. Keep Social Media posts short and succinct. Intrigue and invite people with teasers - your audience doesn't need the full story up front.

3. Use Your Archives for Nostalgic Posts

The great thing about news is that even old news can be relevant, when used appropriately. Your audience wants to make a personal connection with your newspaper. It's important to stay connected, not just to what's happening now, but on historical moments as well. When you use your archives for nostalgic posts, it allows your viewership to feel you are one of them; you are able to make a connection *with* them and not just *to* them about something impactful.

Tampa Bay Times @TB_Times · 29 May 2014
In honor of social worker Gareth White's death, our #TBT today revisits @LaneDeGregory's, "The girl in the window." tbtim.es/3lq

RETWEETS 2 FAVORITES 2

jaxdotcom @jaxdotcom · Jun 25
Michael Jackson, who died 6 years ago today, performs at Jacksonville's Gator Bowl on July 23, 1984 #tbt

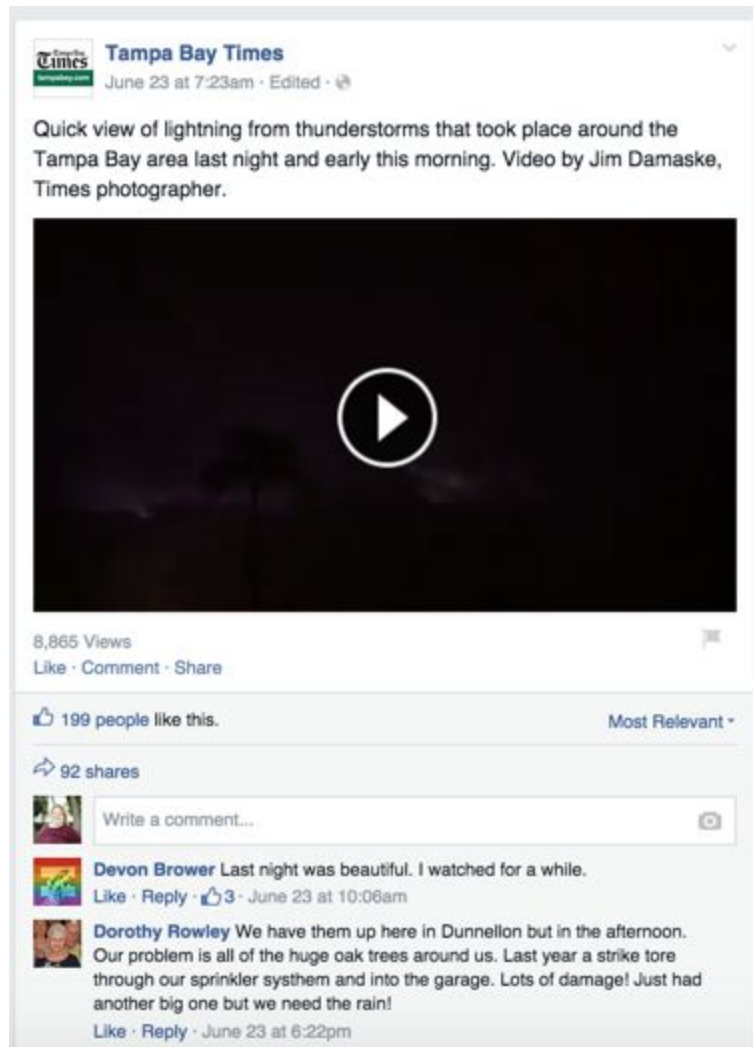
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4. Make It A Conversation

Posts asking questions generate comment rates double that of non-question posts. Because a newspaper is a one-sided conversation, Social Media can be the tool to engage with your audience and let them be heard. You're not just a brand, you're *one of them*. You'll have a natural leg up because people love to talk about news, so provide them the freedom to dialogue with you and fellow readers - create a community of conversation.

5. Try Something New & Innovative!

Your newspaper is an ever-evolving medium. Don't be afraid to try something new! Find innovative and interesting ways to share stories, connect with your audience and educate the masses. Whether it's lo-fi or hi-fi, copy or imagery, think outside the box. Be bold (and not just in your **typeface**).



Tampa Bay Times
June 23 at 7:23am · Edited · 🌐

Quick view of lightning from thunderstorms that took place around the Tampa Bay area last night and early this morning. Video by Jim Damaske, Times photographer.

8,865 Views
Like · Comment · Share

👍 199 people like this. Most Relevant

🔄 92 shares

Write a comment...

Devon Brower Last night was beautiful. I watched for a while.
Like · Reply · 🇺🇸 3 · June 23 at 10:06am

Dorothy Rowley We have them up here in Dunnellon but in the afternoon. Our problem is all of the huge oak trees around us. Last year a strike tore through our sprinkler system and into the garage. Lots of damage! Just had another big one but we need the rain!
Like · Reply · June 23 at 6:22pm



Tampa Bay Times
June 27 at 12:04am · 🌐

The Saturday, June 27th front page.

Tampa Bay Times
A RIGHT FOR ALL
Supreme Court rules, 5-4, same-sex marriage legal in every state.

Decision called a "victory for America" | Emotions run gamut, with work still to do | In ecology, a passionate discourse on race

Like · Comment · Share

👍 706 people like this.

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