



## Social media strategy - The Durango Herald

The social media strategy for The Durango Herald is different from other news properties or BCI as a whole due to staffing and the implementation of "metered access."

The Durango Herald and its social media representatives will use social media to accomplish the following goals.

- Drive traffic to the website.
- Provide critical and timely information to our audience.
- Increase the overall quality of news coverage.
- Introduce our audience to online features they may not be aware of.
- Engage our audience in transparent dialogue.
- Convert casual readers to digital subscribers.

Driving readers to the website is important but is not our ultimate goal. In a way, the first five items contribute to the sixth. If readers visit the website, they achieve one level of engagement. If they receive breaking news information, we have provided a valuable service. If we crowd source information and use social media to bolster our reporting, readers have a sense that they have contributed. Introducing them to online-specific features illustrates that the website is more than a print replication and through conversation, we become part of their community. By doing all of the above, we strive to show readers enough value in our digital offerings that they are no longer casual readers and become subscribers.

While all employees are encouraged to use their individual social media accounts to advance their work, this document will address staffing and scheduling of BCI representatives on these platforms.

The information below largely applies to the City and News desks, though editors in Sports, A&E, Opinion and what are considered Lifestyles sections online (Food, Family, Travel, Health and Religion) should try to apply the intent of this document to their specific desks and schedule staff accordingly. Each desk editor should assess whether or not a unique account on social media platforms is warranted, or if the general Herald accounts are best situated to handle the needs of the desk.

The Social Media Reporter will be the representative on social media during his/her normal schedule. If the social media reporter has work requiring their full attention elsewhere, it is the responsibility of reporter, City Desk Editor and Online Editor to ensure social media representation during this time. The social media reporter's schedule will be made available to all desk editors.

Outside of the Social Media Reporter's schedule, someone appointed by the City and/or News desks will be assigned the responsibility of representing The Durango Herald on these platforms.

The representative should consider including some of the following approaches.

- Speak with other reporters and look at the 21-day plan for topics that may have hard to find sources. Reach out on the various platforms to search for relevant stories or individuals to contact.
- Post various types of content. Here are some examples.
  - Post a link to the photo gallery that accompanies a story instead of always the article.
  - After a heavy rain, link to the live river flow page or after a large winter storm, link to the interactive snow data or the weather page where we have ski and avalanche reports.
  - If a story has a taxonomy that associates it with a topics page, ("Mining" for example) link to the Special Section on mining instead of the individual article.
  - Ask a question and reference the online poll question, soliciting reader engagement.
  - Post road work, an event or the next day's school lunch menu and reference the afternoon updates page in the evening.
  - Post something about this day in history and link to And the West is History ([durangoherald.com/section/news13](http://durangoherald.com/section/news13))
- It is also important to retweet posts from staffers and other entities providing valuable information. Some to follow are Colorado State

Patrol, La Plata County Office of Emergency Management and City of Durango.

- The representative will on occasion be asked something about other departments such as advertising or circulation. The representative will politely direct the person to the appropriate channels for those questions.