Audience Engagement for the Stand

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Background

- Audience: The South Side
- Voice: Newspaper speaking for the community
- Contributors: Residents and students in the South Side Community
- Mission: Community engagement
- Vision: To be the main media anchor for residents of the South Side



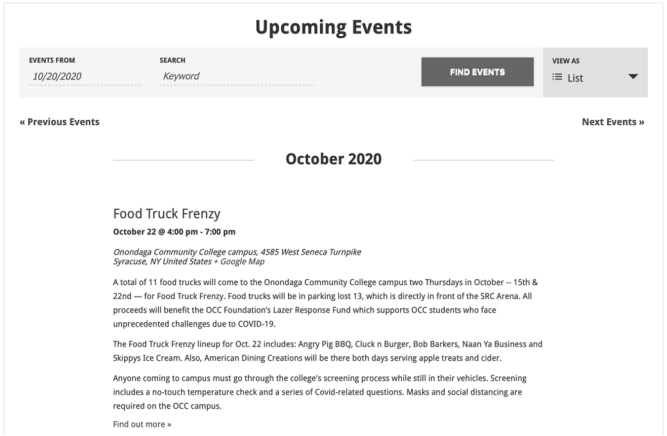
General Ideas

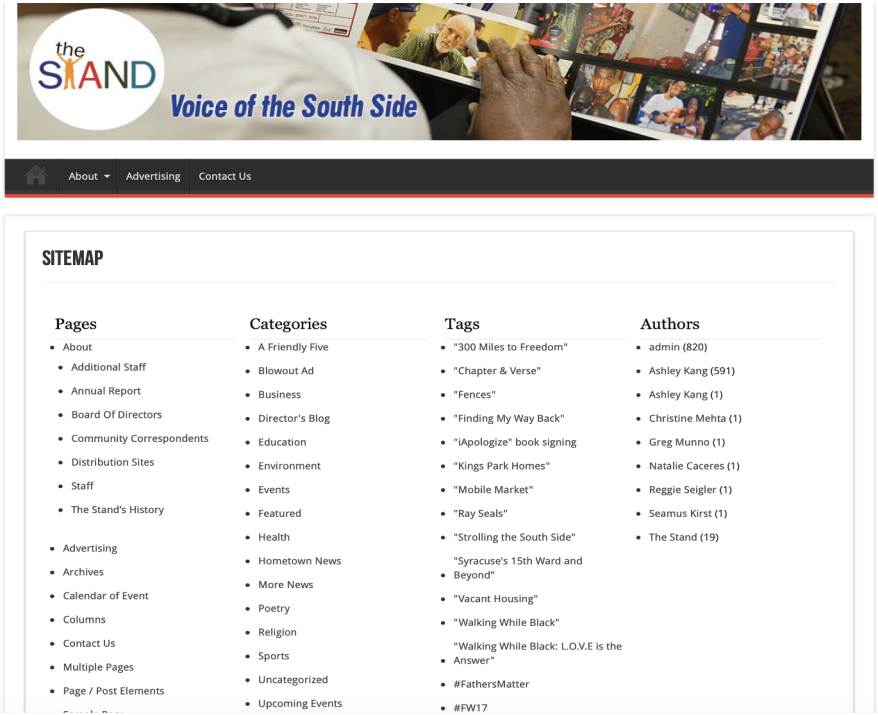
- Already have many good news stories, but what we want to improve is how to make the community be engaged continuously, making the site updated
- Incorporate other forms of media to tell stories (photos, videos, podcasts, etc)



What the Stand is doing well..

- Sitemap is very specific
  - Makes it easier to find a specific story or person
- Social media is kept up
- Twitter and Facebook are connected with website
- Includes a variety of different stories
- Having the community calendar for activities





Engagement on Social Media

- Flims: Make a short video to propaganda our project
- Recruit students who are good with video, audio and photography to add more content
    - Ex.) An interview that is done over a podcast with a resident of the South Side (doesn't have to be related to a specific story)
- Using Google Analytics to track engagement
- Adding photos to social media posts on Facebook and Twitter (tends to do better with engagement)
- Creating polls that could go with stories
- Brand engagement -- have the same good username across all social media platforms
    - Makes it easier for people to find and remember
- Short profiles about editors, writers, photographers, videographers etc..
    - Lets people know who are the faces of the Stand
    - Add contact information
- Going live on Facebook and Instagram if covering an event



Improvements for Overall Engagement

- Offline activities：posters on bulletin boards, flyers in the local community
  - Recruit visual design/public relations students to help make posters and flyers
  - Peripheral products (T-shirts, stickers, pens with *The Southside Stand* Logo for subscribers and contributors)
  - Flyers with a brief history of The Stand

Evaluation

- Connect website and social media platforms to Google Analytics
  - Set engagement goals and keep track of them in the three-month project
- If not enough, Hootsuite could be utilized (if budget allows)

