

SOCIAL MEDIA & KNOWING YOUR AUDIENCE

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AGENDA

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QUESTIONS?

AMY NAKAMURA

I'm Amy, a social media editor at The Washington Post. I work across platforms such as Reddit, Instagram, Facebook, X and more. Before coming to The Post, I worked at USA Today, The Wall Street Journal, and Hawai'i Public Radio (my hometown NPR station). I'm also a graduate of Syracuse University, where I studied Magazine Journalism and International Relations.



01

WHAT IS THE GOAL OF MY POST?

Why am I sharing this story with my audience? What do I want them to learn or take away from our reporting?

02

WHICH PLATFORMS AM I USING?

Are you using a link-based platform or an image-based platform? Are people able to easily get to your website to read more?

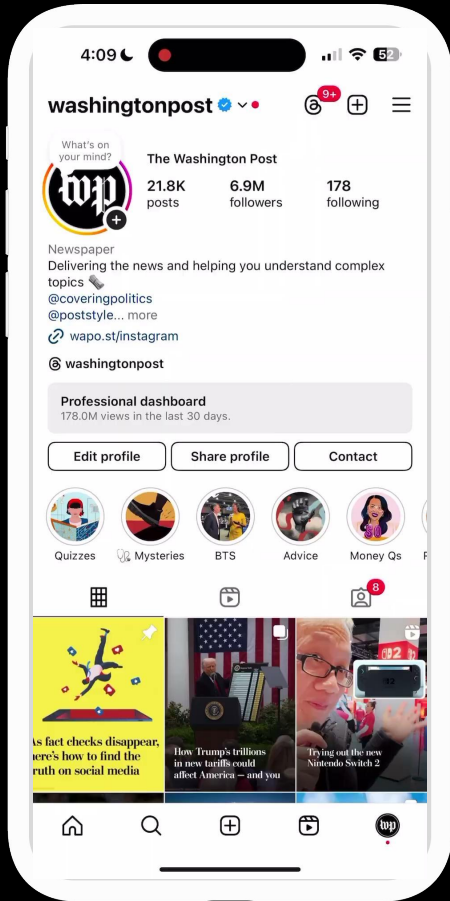
03

WHAT ARE THE MOST IMPORTANT DETAILS OF THIS STORY?

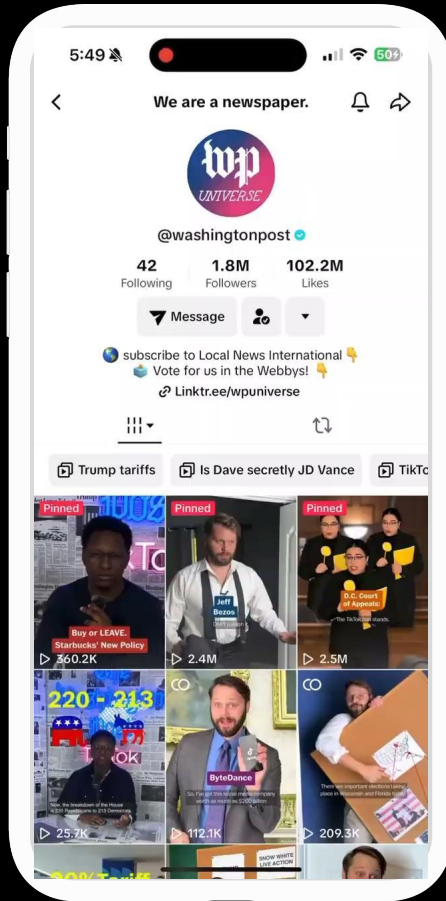
Is this breaking news, enterprise or evergreen content? What photos, videos, quotes or details would make this most compelling to folks as they scroll on social?

QUESTIONS TO ASK WHEN BUILDING OUT SOCIAL POSTS

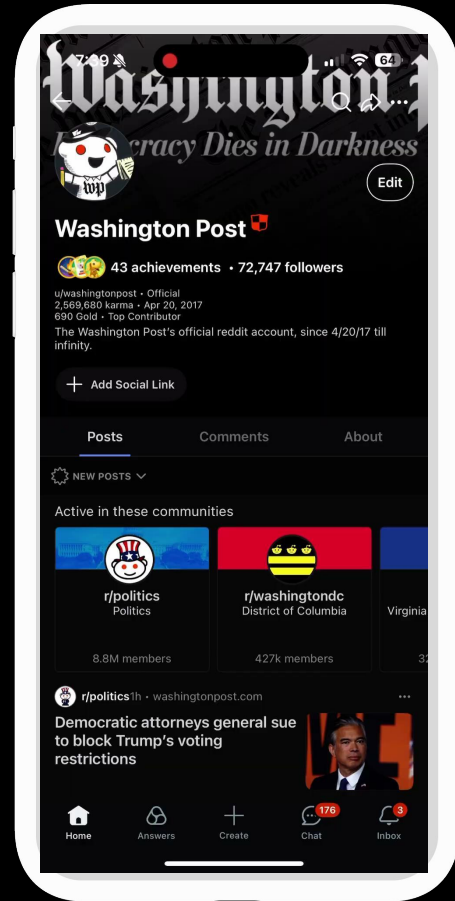
In my role as a social media editor, I'm using a lot editing and critical thinking skills to make sure I'm doing the story justice. It's important to collaborate with reporters and other producers to make sure you're making news ***accessible and understandable***.



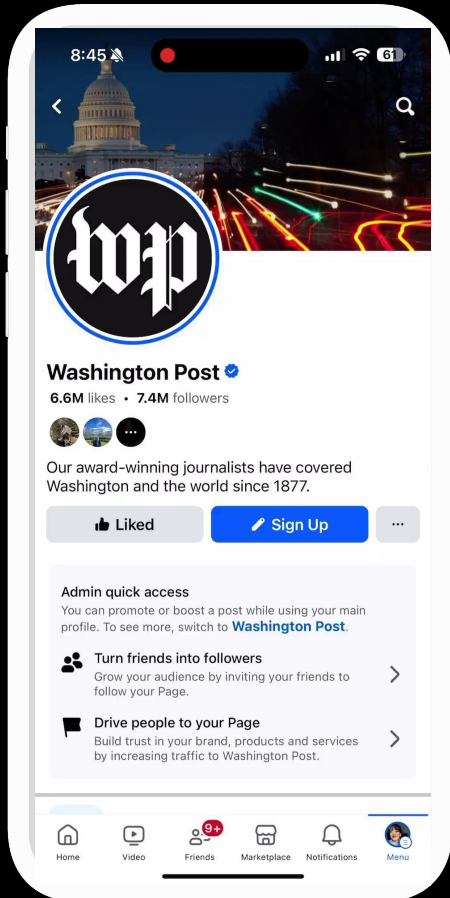
INSTAGRAM



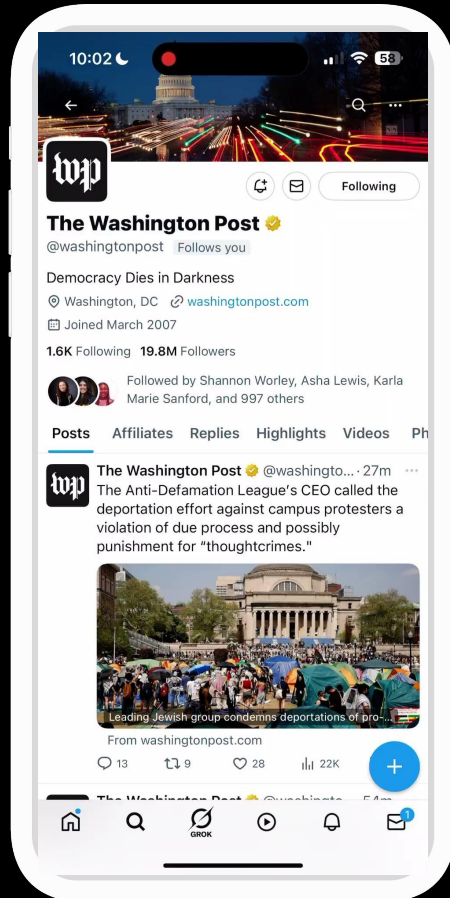
TIKTOK



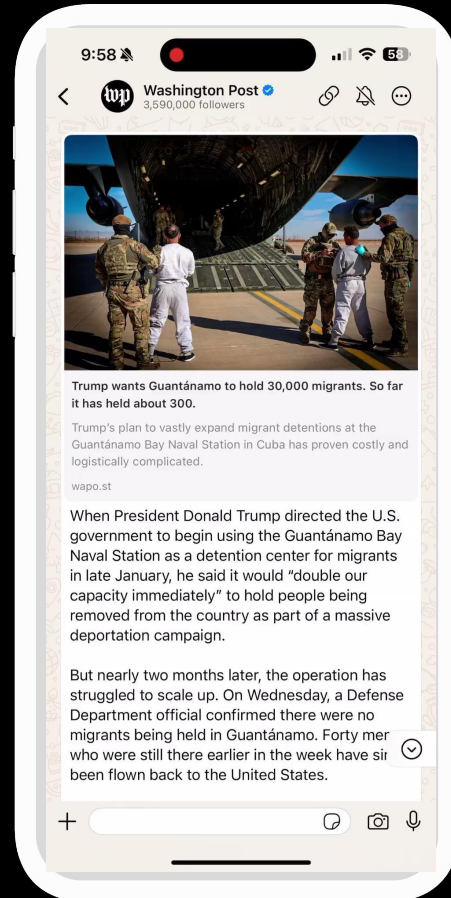
REDDIT



FACEBOOK



X/THREADS/BLUESKY



WHATSAPP

Strategy around social


A few things we consider when crafting a social post at WaPo

- **Shareability:** Is there a quote or a big number from the story that stands out? Is this headline one you would send to your friends? What action do you hope folks take from seeing this story (commenting vs. liking)?
 - Writing strong, understandable and, at times, shorter headlines for social also contributes to strong shareability
- **Strong visuals:** Especially for visual platforms like Instagram or TikTok, visuals are very important. If we do not have a strong lead image for a complex story, we are less likely to promote on image-based platforms.

DON'T BE AFRAID TO TRY SOMETHING NEW

The Washington Post
@washingtonpost.com

she took the midnight train going anywhere



This disruptive late-night train commuter is ... a horse
The horse, which reportedly escaped from nearby stables, trotted into Warwick Farm Station near Sydney, hung out...

wapo.st

April 11, 2024 at 10:23 AM
Everybody can reply

121 reposts 37 quotes 572 likes

35 158 572

The Washington Post
@washingtonpost

Walugi was robbed and humiliated



Perspective | Walugi was robbed and humiliated by Nintendo, and his fans are furious

From washingtonpost.com

5:56 PM · Jun 12, 2018

291 10K 19K 22

romanceordelusion · 2y ago

WAPO posting from the whole article

washingtonpost OP · Official · 2y ago
BC / Downtown

everyone deserves access to cherry blossom updates 🌸 - Amy

squidlees · 2y ago

The hero we all need.

16 16

poststyle and washingtonpost

What album feels like spring to you?



We asked our colleagues.

7,781 64 812

Liked by sarahboooooo and others

poststyle Spring is here! The birds are chirping, the flowers are blooming, and the speakers are booming... more

4:30

RNC 2024

We're asking attendees at the Republican National Convention

We're asking attendees at the Republican National Convention

2 reposted

Milwaukee
297 recent posts featured this place

dylan wells · 2024-7-18

I asked Republicans at the 2024 GOP convention their song of the summer.... more

Add comment...

Quick tips for your **personal** social media accounts

- **The first 10 seconds of your video matter the most.** This means its good to frontload your interesting content and then cut back to it later in the video
- **Create content that feels native to the app/platform.** Content that is overproduced can fall flat compared to quick hits made from your phone.
 - (IG has said it's algorithm prioritizes videos made with its Edits app)
- **Consistency is key.** Posting consistently can build habit with your audience and the algorithm

Reddit terminology

- **Karma:** This is an approximation of the upvotes you get on your Posts and Comments minus the downvotes. There are four types of karma: Post, Comment, Awardee, and Awardee
- **Subreddits:** A community in reddit related to pretty much any noun. The biggest subreddits typically revolve around media aggregators, or topics and locations, like r/Politics, r/Coronavirus, r/WashingtonDC, etc.
- **Moderators:** Subreddits each have moderators to keep the content on that sub within the rules and keep order. These people are all unpaid volunteers.

- **Redditque:** Your behavior on Reddit (best practices can be found here)
- **Flair:** These tags are added to the top of posts. They vary by subreddit, but it can help to show popular topics in the subreddit. Some pages also use flairs to flag paywalls.
- **OP:** This stands of Original Poster
- **AMA:** Ask-Me-Anything

Guidelines for self-promotion on reddit

"It's perfectly fine to be a redditor with a website, it's not okay to be a website with a reddit account." - Confucius

reddit is a community, and these guidelines are based on both [reddiquette](#) and [reddit's rules](#).

Self-promotion is generally frowned upon, but if you want to have a presence on reddit you should fully read [reddiquette](#) and the [FAQs](#) so that you understand the culture and social norms. If you run a website, publication, blog, app, or other project and would like to participate on reddit, you'll need to first make sure that you're following all of the guidelines in the [FAQ on spam](#).

These guidelines are the same whether you run a major publication or brand or if you have a personal blog or project.

tl;dr: Don't just spam out your links, and don't blindly upvote your own content or ask anyone else to!

Why? Because reddit is a community, not a platform for self-promotion.

https://www.reddit.com/r/reddit.com/wiki/selfpromotion/#wiki_guidelines_for_self-promotion_on_reddit

How to run an AMA

Ask-Me-Anything sessions are a great opportunity to explain more about your company and the work that you do.

We ask teams to pitch AMAs at least 2 weeks before the story publishes. AMAs last a minimum of one hour, but can go as long as reporters like. To set up an AMA, you need:

- A headline
- An explanation of the topic
- A proof photo

r/USCIS • 2 mo. ago
washingtonpost • Official

We are reporters covering politics, immigration and Homeland Security, and the Justice Department and civil rights for The Washington Post. Ask us anything about President Trump's latest executive orders and the new administration.

News

During the first week of his second term, President Donald Trump signed a list of executive orders, including an attempt to end birthright citizenship.

Trump's order seeks to reinterpret the 14th Amendment of the Constitution, which grants citizenship to all people born on U.S. soil, a change legal scholars say is illegal and will be quickly challenged in the courts.

U.S. Immigration and Customs Enforcement officials have also been directed by Trump officials to aggressively ramp up the number of people they arrest, from a few hundred per day to at least 1,200 to 1,500. The Trump administration has also stopped taking appointments for migrants waiting in Mexico to request asylum through the CBP One mobile app.

Trump's efforts are likely to face legal challenges, but lawyers say immigrants are not entitled to public defenders and therefore will have a difficult time defending themselves in a fast-track process, especially if they are detained. Trump officials have abruptly halted some contracts that provided legal guidance to detainees.

- [Trump signs executive order attempting to end birthright citizenship](#)
- [Trump officials issue quotas to ICE officers to ramp up arrests](#)
- [Trump ramps up ICE arrests, alarming cities and immigrant communities](#)
- [What ending birthright citizenship could look like in the U.S.](#)

I'm Amber Phillips, a Washington Post political reporter, and for nearly a decade, I have authored The 5-Minute Fix newsletter, which explains and contextualizes the biggest political news of the day, to help everyone better understand U.S. politics. I'm on social @byamberphillips.

I'm Maria Sacchetti, a Washington Post reporter covering immigration and Homeland Security. Hablo español. Story ideas welcome maria.sacchetti@washpost.com.

I'm David Nakamura, a Washington Post reporter covering immigration and the Department of Homeland Security. I have also covered the Obama and Trump White Houses, the Justice Department, foreign affairs, Washington DC city government, education and sports.

Proof photos
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QUESTIONS?

ASK ME ANYTHING! :)



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THANK
YOU

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