

Social storytelling

A quick overview of what makes
a successful social post

What does a social post need to be successful?

VISUALS

Of everything: people you interview, key moments at an event, or even important locations.

Oftentimes, social posts require more visuals than an onsite or print story does, so the more you can get the better.

CONTEXT

Social posts are a great opportunity to highlight different angles of a story, so communicating with the producers and providing additional information can help make a post really shine.

ACTIONABLE

Most often, the posts that are most shareable are ones that can speak to a daily occurrence in someone's life, or contains "news you can use" that compels someone to action.

The process of turning a story into a post

Formats, topics and the mystifying needs of the algorithm all play a part into what form a story takes on the feed.

Here are some guidelines to help determine what format is the best fit.

Single slides

Most often used for breaking or hard news stories. However, an eye-catching analysis or op-ed headline can get people to take the extra step to click to the site.

Carousels and threads

Think of these as condensed snippets of a story. Lists and quotes tend to be most shareable.

Reel or Tiktok

Sometimes seeing the moment or hearing someone talk about it is the most impactful way to deliver the news. These are great for discoverability and reaching a wide audience.

Visual types

Illustrations

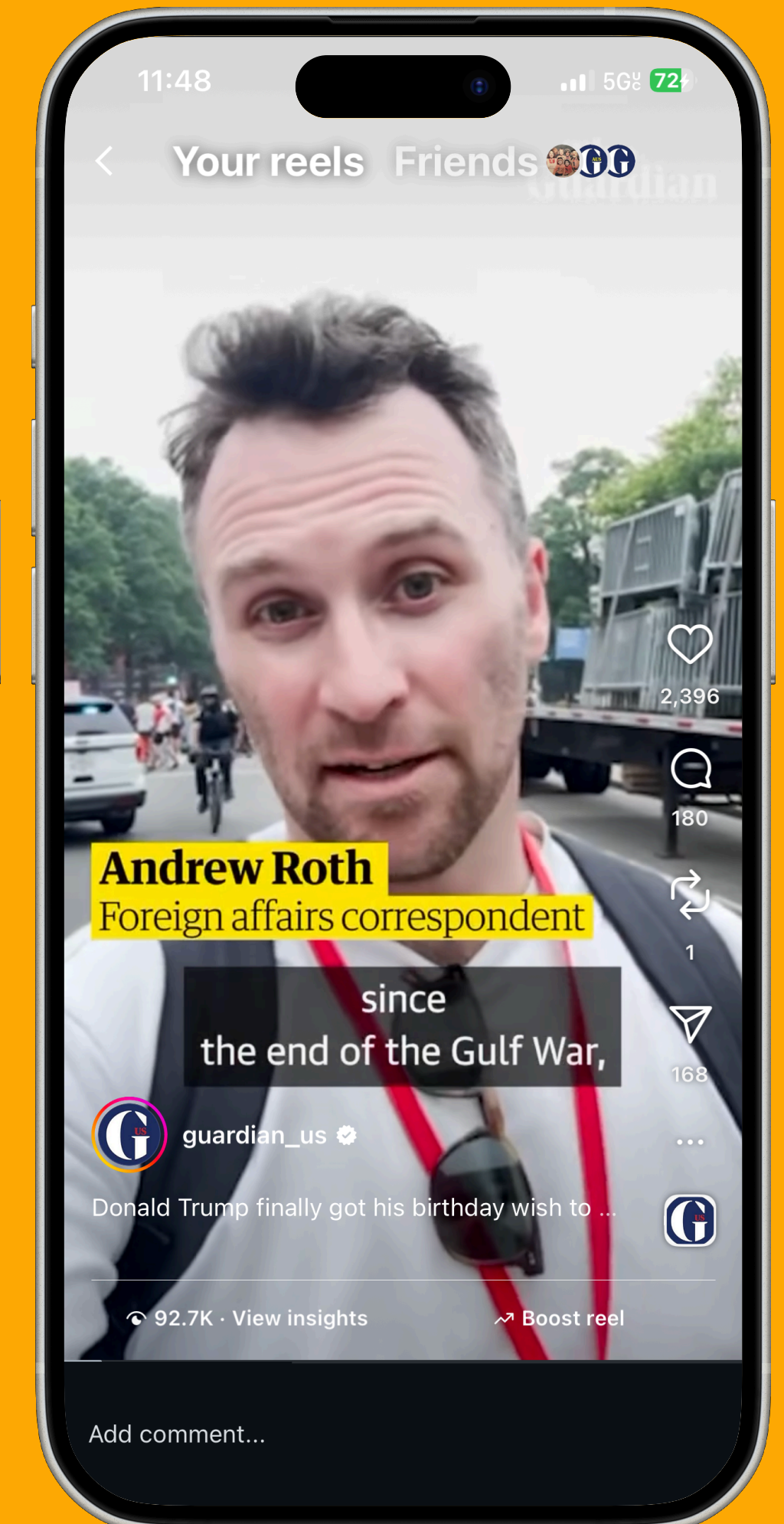
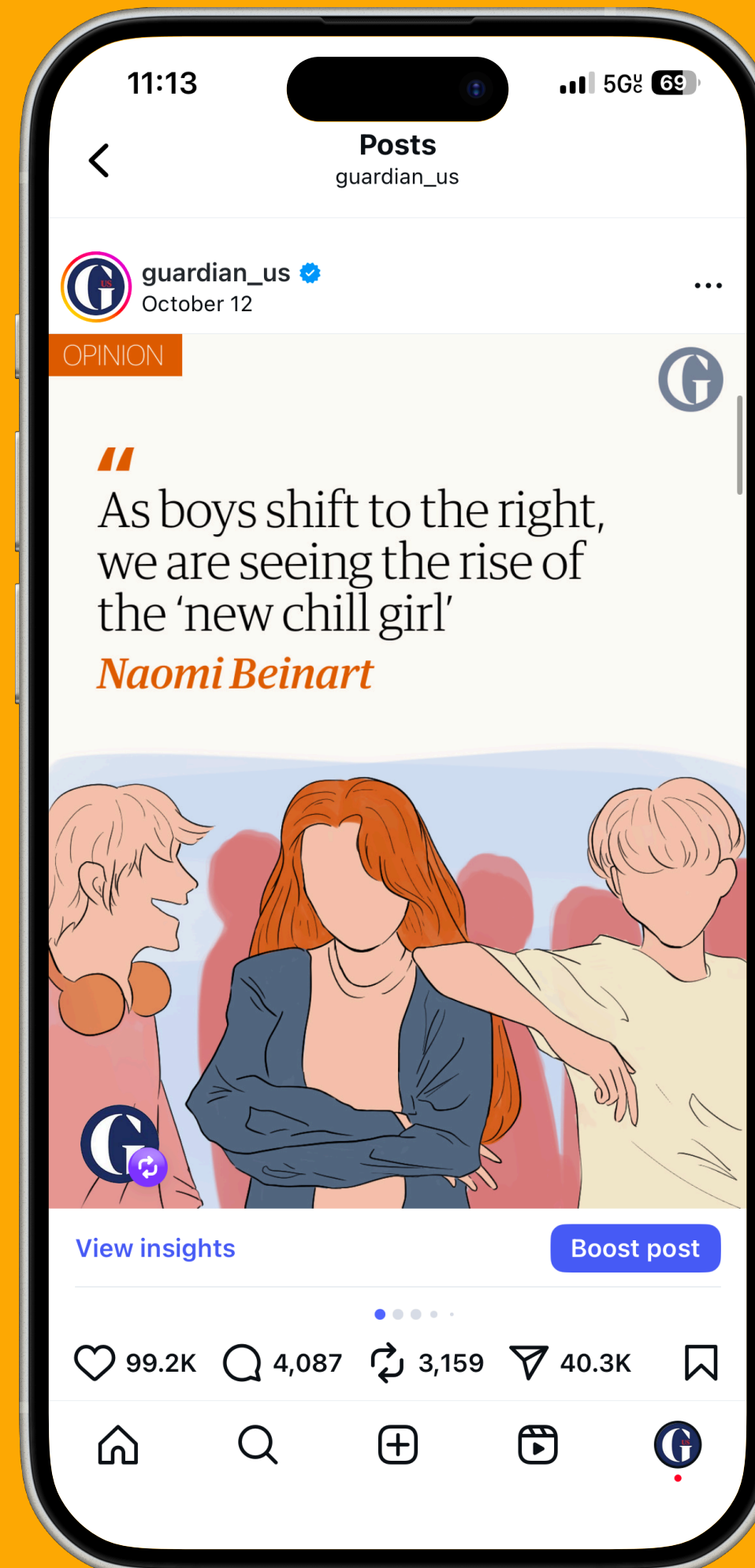
- For sensitive topics
- Stories on mental health, abstract concepts or trends

Photos

- Breaking news, stories where you need to see the moment or topic, interviews

Video

- Events with a reporter-to-camera, speeches, stories where you want to see it happening



EXAMPLES

Whether it's for a feature or breaking news - visuals are key to help a story stand out on the feed

From left to right, counterclockwise:

- Animated carousel for an environmental feature
- Exclusive interview with personal photos
- A buzzy moment caught by a reporter
- Shareable list of Democrat wins on election night

