



AMERICA AMPLIFIED: Digital tools for community and audience engagement

Community & Audience Engagement on Facebook

Groups vs. Pages

- **Facebook page:** Your organization's profile on Facebook where you share news stories and station updates is a page. People who are not admins on a page can comment on the page's posts but cannot create posts on the page themselves. Pages are useful for audience engagement and for sharing information, but for COMMUNITY engagement, you'll want a GROUP associated with your page.
- **Facebook group:** Anyone who is a member of the group can create a post that will appear on the page and other members' news feed. Group admins or moderators can approve posts from members before they go live. That makes groups particularly useful in two ways:
 - You can start a group associated with your page and have approved moderators help run the conversation while allowing it to flow organically
 - You can join existing groups around a topic, place, or interest, and join the conversation yourself to find sources, ask questions, and listen to people who AREN'T part of your core audience.

Measuring Engagement Success on Facebook

Qualitative Success

- Comments from readers about content
 - Is your reporting producing thoughtful, productive conversation in the comments?
- How content is being shared
 - Are readers sharing your content with their networks, sharing to feed vs. direct messages? You can often discern what motivated them to share based on the method they used. A DM means they found it interesting to a specific person, sharing on their feed means they saw it as broadly informative to everyone they know. Both are meaningful!
- Feedback from readers on content or process
 - What are readers saying about the topics you're covering or the way you are doing it?



Quantitative Success

- Number of people reached
- How many people are you reaching on Facebook?
- Engagement (likes, comments, shares)
- In what ways are those people engaging?
- Link clicks to your site
- Are your posts driving people to your site?

Community & Audience Engagement on Instagram

Reporter Takeover Q&A Example Workflow:

- **Formulate a topic** (Reporter + editor + social lead, 2 or 3 days prior): Maybe you're introducing a new reporter, maybe you just did a big investigation and you want to give people an opportunity to ask questions about it. Collaborate on a topic or story and give the takeover some direction.
 - Agree on some language and write the copy.
 - Give your social media person some time to create the visuals.

- **Pre-promote the takeover** (Social lead, 1 day prior):

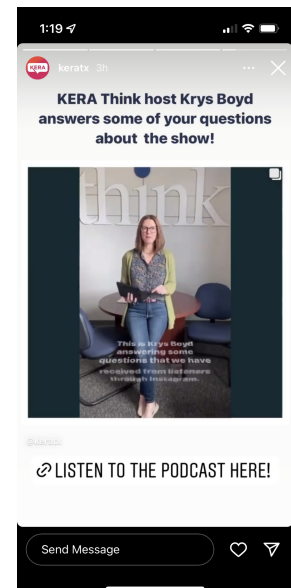
let people know you're going to do a takeover and what it will be about! This could be...

- A graphic posted to your feed + story
- A pre-recorded video of the reporter announcing the takeover in stories
- ... or BOTH!



- **Run the Q&A (day of)**

- Pre-record selfie video
 - Reporter → social lead
- Post to Instagram stories and collect responses using the "Questions" sticker in Create mode.
 - Social lead
- Collect and vet questions/responses to send to the reporter.
 - Social lead → reporter





- Reporter responds on video and sends to social lead to post.
 - Reporter → social lead
 - *if the reporter doesn't have time to record a selfie video response, they can send written answers that the social lead can post over an image related to the Q&A topic. But! Video gets more engagement.
- **Post & Repeat until the Instagram story expires**
- **Add it to your highlights for posterity!**

Community & Audience Engagement on Twitter

Twitter Spaces

- Twitter Spaces are live audio conversations hosted by an account. You can bring a guest on (a reporter and an editor, a reporter and a community leader, etc) and have a discussion that adds value to your reporting.
- **Tips for Getting Your Twitter Space Started:**
 - Get your guest line-up ready (think outside your newsroom)
 - Schedule it and promote it
 - Tweet about it in the days and hours leading up, and have your guests promote it on their accounts, too!
 - Have a rough script
 - Don't just wing it! Treat it like a two-way or other live interviews on-air, but less formal
 - A quick run of show meeting in advance can save you a lot of trouble
- **Tips for Running Your Live Twitter Space:**
 - Think about dead air time at the start: How will you fill that?
 - Have a Slack convo on the side between the host, guest, and perhaps someone from your team listening in who can act as a producer.
 - Keep the conversation short and sweet!
 - Take live audience questions via Tweets
 - Pin tweets on your profile for people to find out more about the topics you discussed in the Space.
- **Tips for After Your Twitter Space:**
 - If you recorded it, think about downloading it or saving it another way.
 - Share it again!
 - Track it how many listens it gets during the live Twitter Space and after it's posted



- Keep an eye out for any lingering audience questions and answer them.

Still have questions about engagement on Facebook or Instagram? Feel free to reach out to Chelsea or Matt on slack or chelsea@americaamplified.org; matt@americaamplified.org

Still have questions about twitter spaces? [Check out this helpful guide from Twitter](#). And/or email Lindsey Erdody (lerdody@wfyi.org) or Slack message Lindsey in the America Amplified workspace.