

Breaking news checklist

Promote the news

- Post to Twitter (and have staffers post to their Twitter accounts)
- Post to Facebook
- Send breaking news text alert
- Send breaking news e-mail alert
- Send a message to MySpace friends
- Create a widget so others can add news to their site
- Buy keywords on Google/Yahoo/Facebook
- Send to Drudge, Reddit, Digg, Fark
- Send info to bloggers/sites who cover that topic
- Post info in forums related to that topic
- Put together a print promotion plan

Tools to use on your site

- Use an alternative home page design
- Create a poll
- Start a breaking news blog
- Should any of your staff bloggers promote on their blog?
- Are there community members who can blog about this topic?
- Link to blogs outside your site
- Start a discussion forum
- Ask readers to submit photos
- Create a live chat
- Create a hastag for Twitter/Flickr/etc.
- Ask readers for YouTube videos
- Ask readers what questions they have/what info they know
- Add a Google locator map
- Create a Google map that allows readers to add content
- Create a searchable database
- Q&A with reporter or editor or source
- Ask Twitter followers for feedback or help
- Add links to more coverage elsewhere on the web
- Create a site that captures social media conversation on the topic
- Aggregate content from other sites onto our site
- Create an RSS feed for continuing content
- Allow readers to subscribe to that RSS via e-mail
- Post large photos online (in a blog or story)
- Offer print pages for sale
- Highlight the best comments from readers

Don't forget

- Take screengrabs
- Alert advertising department so they can sell ads around the news/content