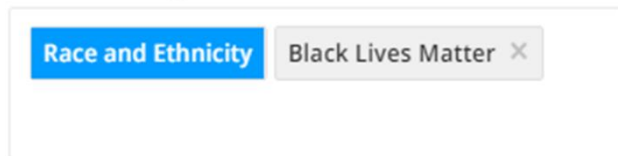


How to tag diverse content in Presto

How do you know if your newsroom is generating enough content of relevance to diverse audiences? The answer is to track it in Presto and measure how much of your total output is being created with those audiences in mind.

Content Tags ⓘ



System Tags



There are several System Tags in Presto that will allow you to **accurately measure and track** this content. System Tags are added manually, so you won't skew the results with auto-tagging. They also appear in a separate field in Presto, so it should be easier to see whether a story has been tagged or not. (See the example at left. For videos, use the Content Tags field.)

These tags are based on the audience benefits that are of the **highest interest to BIPOC digital news audiences**, as determined by network

research.

As a rule, coaches (and not reporters) should apply these tags to content so that you are consistent about how you treat them. There are 17 tags* to use:

System Tag	Definition
FF-Crime & Safety	USATN content that addresses the experiences and concerns of BIPOC audiences related to crime, policing, gun violence, incarceration and criminal justice system disparities.
FF-Schools & Education	USATN content that addresses the experiences and concerns of BIPOC audiences related to education at all levels, including language access. Also, content that connects education to public health and economic mobility.
FF-Jobs & Careers	USATN content that addresses the experiences and concerns of BIPOC audiences related to career development, jobs, financial health and barriers in the workplace.
FF-Consumer Scams	USATN content that addresses the experiences and concerns of BIPOC audiences related to consumer scams, especially how to avoid them.
FF-Health & Wellness	USATN content that addresses the experiences and concerns of BIPOC audiences related to health disparities and the availability and affordability of health care. Also, wellness trends and community resources.
FF-Immigration	USATN content that addresses the experiences and concerns of new Americans and the impact that immigration policies have on legal and undocumented people.

FF-Personal Finance	USATN content that addresses the experiences and concerns of BIPOC audiences related to money management and financial health.
FF-Technology	USATN content that addresses the concerns of BIPOC audiences related to technology, including consumer technology, social media and tech careers.
FF-Social Issues	USATN content that addresses the experiences and concerns of BIPOC audiences related to how societal barriers impact the individual, such as racism.
FF-Human Interest	USATN content that addresses the experiences and concerns of BIPOC audiences related to culture, spirituality, notable people, holidays and traditions.
FF-Food	USATN content that represents BIPOC food cultures and traditions. Food businesses with BIPOC owners. Also, content that connects food to public policy and health.
FF-Sports	USATN content that addresses the experiences and concerns of BIPOC audiences related to fan loyalty, local leagues, notable athletes and trends.
FF-Parenting	USATN content that addresses the concerns of BIPOC audiences related to parenting styles, resources, child care, families and the parenting experience.
FF-Environment	USATN content that addresses the experiences and concerns of BIPOC audiences related to climate change and its impact.
FF-Pop Culture & Music	USATN content that addresses the experiences, interests and concerns of BIPOC audiences related to pop culture, music, trends and fashion.
En Español	Used to identify any content produced in Spanish.
Inclusion	USATN content that elevates the perspectives and experiences of specific segments of our audiences through the lenses of disability, gender, generation, geography, class and sexual orientation. Note: Content that is inclusive solely in terms of race and ethnicity should be marked with an “FF” system tag. Content that is inclusive in terms of one of the specific segments listed here AND in terms of race and ethnicity should receive both tags.

If a story, gallery or video addresses more than one audience benefit, pick the System Tag that best describes the content. Except for the En Español and Inclusion tags, **please use only one System Tag per story, video or gallery.**

**Why FF? It stands for “Family Forward,” the audience segment developed by legacy Gannett before the merger. Typing “FF” in the System Tag field quickly brings up the options.*

USATN = USA TODAY Network. BIPOC = Black, Indigenous, People of Color.