

Audience plans: Part 1

Project stories

What is an audience plan?

- Audience plans are an outline of social, alert, boost and publish plans for a story we expect to be a big win.
- The planner creates a plan that also incorporates social chatter.
- Work with your editors to identify stories that will need special treatment and an audience plan.
- The plan should be started at least a week in advance of the story's publication and finalized on the planner's end four days from publication.
- Include any galleries, social videos, YouTube videos, Canva cards or other related content in your plan.

When should you do an audience plan?

- Stories getting "in depth" treatment
- Stories being sent through Storytellers Studio
- Stories we expect to be big subscriber wins (check your benchmarks!)

Parts of an audience plan: Placement and publication schedule

- Which sites will the story be posted to? Is it being shared with other papers or across the entire region?
- What time and date will the story post?
- Where should the story be boosted?
- If other sites in the region are picking this up, where should it be boosted for those sites? Be as specific as possible.
- What cannot be changed in the Presto fields?
- How long should the story be boosted in the original spot?
- When and where should it be reboosted at which sites?

PRESTO: 4268827001

GALLERY PRESTO: 6765857002

The Storytelling Studio worked its magic on the presentation, using Hadley's great story and Deb's amazing photos and videos.

Placement and Publication Schedule

- The story will be posted to all [sites](#) **5 a.m. on Tuesday, March 16.**
- The DOTs (our normal sites) or expeditors (guild sites we don't work with) will pin it (unless you already have) ASAP that morning to a 1-4 position on the homepage.

SPOT 1 for Seacoast, Fosters, Burlington

SPOT 2 for everyone else

- Don't change the headline and brief fields – these are tied to the special Storytelling presentation.
- **Leave pinned in top 10 for 3 days** - longer if traffic is still driving there
- **Repin in Spot 1 on Sunday, March 21, for Seacoast and Fosters;** if others run it in print ~~repin~~ in spots 2 to 5 depending on local content on the day it goes in print.

Gallery: is metered while the story is premium.

Pin in spot 2 to 5 on Seacoast and Fosters on March 19 with a Gallery Caption Override leading back into the story

Parts of an audience plan: Social media

- Break it down by platform: Facebook, Twitter, Instagram (posts and stories), TikTok and/or YouTube
- Post times and for which sites
- Social chatter for various posts
- Will social cards be needed?
- Do we have video, great art or something unique we can feature?
- Reshare plans

Facebook

8 a.m. Tuesday, March 16 – for Seacoast & Foster - WD

- [10 a.m. Tuesday March 16 – regional post for all other DOT sites --CV](#)

SAME CHATTER FOR BOTH POSTS

Jeff Pelkey will tell you funeral homes were among the first to know how serious this new virus was. What he didn't know then was how much a pandemic could change the business of death.

"I literally sat down in the lobby and went, 'Holy Moses, this is really bad.'"

COVID didn't just change how we dealt with life. It also changed our relationship with death.

In a year filled with more death than we've ever seen, a small funeral home in Kittery, Maine weathers the changes. Read this subscriber exclusive story that shares how COVID changed how we die, how we grieve and how we move on.

LINK

- [10 a.m. Friday, March 19 – gallery on all DOT sites same chatter language -- CK](#)

["I lay in bed at night thinking about these families." said a local funeral home director who grants access to the process of grieving during the COVID pandemic. LINK](#)

- -ADD comment that reads: Dig in more with this subscriber exclusive. If you are a subscriber, we'd like to thank you for being one of our favorite people and supporting local journalism. If you are not a subscriber, what's keeping you from signing up? LINK TO STORY

- [Sunday, March 21, 7 a.m. --- Social Card re-teasing the story on Seacoast & Fosters](#)

CHATTER: The world has changed because of COVID-19, and so has death. Subscribers can get unprecedented access [through into](#) J.S. Pelkey and Son Funeral Home, where Jeff Pelkey has served as funeral director for more than 22 years and the change happened almost overnight. LINK & SOCIAL CARD

https://www.canva.com/design/DAEYeMZJNos/BeIrSh6QEwLhJ9v4f6CJkA/view?utm_content=DAEYeMZJNos&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

- [Sunday, March 21, 10 a.m. --- Social Card re-teasing the story all other DOT sites](#)

CHATTER: The world has changed because of COVID-19, even death. Subscribers can get unprecedented access through into a community's funeral home, where Jeff Pelkey has served as funeral director for more than 22 years and the [changed](#) happened almost overnight. SEPARATE BITLY LINKS & SOCIAL CARD

https://www.canva.com/design/DAEYd-3NBXI/XPeI5jO0rTB763r4O1VKIA/view?utm_content=DAEYd-3NBXI&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

IG

- 8 a.m. Tuesday, March 16 – Story for Seacoast (in canva <https://bit.ly/3vksbh5> -CV //posted natively – CK
- 10 a.m. Tuesday March 16 – all other sites where we have native IG access

Twitter

- 6 a.m. Tuesday, March 16 – for Seacoast & Fosters

"It's hard to say to Mrs. 'fill in the blank,' 'I'm going to send you an email and I need you to fill it out and send it back,'" says Jeff Pelkey, a Kittery, Maine, [#funeraldirector](#). [#COVID](#) [#CovidDeaths](#) [LINK](#) --WD

- 10 a.m. Tuesday March 16 – all other sites

Chatter: Jeff Pelkey will tell you funeral homes were among the first to know how serious this new virus was. What he didn't know then was how much a pandemic could change the business of death. [#funeraldirectors](#) [#morticians](#) [#COVID](#) [#covidfunerals](#) [LINK](#) –CV

- Friday, March 19 – gallery on Seacoast and Fosters and all DOT sites. Use the same language as Facebook. – CK
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- Sunday, March 21, 7 a.m. --- Social Card re-teasing the story on Seacoast & Fosters
- Sunday, March 21, 10 a.m. --- Social Card re-teasing the story rest of New England – same

SAME CHATTER FOR BOTH SUNDAY TWEETS: The world has changed because of COVID-19, even death. Subscribers can get unprecedented access into a community's funeral home where a change to life and death happened almost overnight. [#longform](#) [#storytelling](#) [#indepth](#) (WD accidentally used FB language)

Parts of an audience plan: Alerts

- Alert time and for which sites
- Alert headline and chatter
- Any additional alert times and which sites, with headline and chatter

Alert language

- 8 a.m. Tuesday, March 16 – for Seacoast & Fosters -- WD

ALERT HEADLINE: "Almost like a reality television series ... we didn't sign up for" The funeral business was more about the living than the dead. Until 2020

ALERT BREIF: A story documenting the nature of a New England funeral home director's work over the course of the COVID-19 pandemic.

- 9:10 a.m. Tuesday, March 16 – Seacoast & Fosters Desktop Brower Alert -- (peak hour for desktop sites is 9 a.m.) -- WD

ALERT HEADLINE: "Almost like a reality television series ... we didn't sign up for" The funeral business was more about the living than the dead. Until 2020

ALERT BREIF: A story documenting the nature of a New England funeral home director's work over the course of the COVID-19 pandemic.

- 8:30 a.m. Sunday, March 21 – phones and web browser - Providence, MetroWest, Milford, Gardner, Taunton, Newport, Norwich (scheduled for 9a. Couldn't get to scheduling push until 8:49a WD)

ALERT HEADLINE: "Almost like a reality television series ... we didn't sign up for" The funeral business was more about the living than the dead. Until 2020

ALERT BREIF: A story documenting the nature of a New England funeral home director's work over the course of the COVID-19 pandemic.

Other notes to include

- USAT sharing plans, if any
- When the story is running in print, if we don't want other sites to run it before the originating site
- Any other notes about the story that will be helpful
- Any notes on SEO
- Differentiated chatter and plans for various states, if applicable

Wait! Where can I find a template?

- We have an audience plan template in our New England Planning Desk > Training and guidance > Digital and social planning guidance folder.
- Here is a [direct link](#).
- This link should be view-only, but if it allows you to edit it, please don't. Download your own copy to build audience plans from.

Final thoughts

- Stay in close communication with editors and your manager while creating this plan.
- Have a meeting with your manager while building the plan to discuss.
- The finalized plan should be shared with editors and planning managers.