

## Goosing best practices and guidelines for planners

Goosing is an opportunity for us to look at premium stories that underperformed to help “goose” the story to get it out of the underperforming category and to assess what we could have done better. These conversations assess various aspects of the story, and the expectation is that people come to the discussion with an open mind, a good attitude and a willingness to reconsider decisions made in the story’s initial editing or planning.

Prep work from the planner is especially important, since this should be a fast, action-oriented meeting where editors and producer/planners are immediately taking action on stories.

Goosing meetings should be held later in the week to help shape plans for resharing on the weekend.

**Please note:** This is a digital-focused conversation. This is not about print in any way, and any print plans can be left out of the discussion.

### How to prepare for a goosing meeting:

\*Make sure you know the benchmarks for your paper. These can be found in Data Studio under the [Content Benchmarks dashboard](#). Narrow down your results by selecting New England in the Gannett region field.

\*Open the [Stories Under Benchmarks dashboard](#) in the data studio the day before the meeting (or the morning of, if your meeting is later in the day).

\*Look at the premium stories on the right-hand side in the underperforming list and click on each of the Presto IDs to open the How Did This Story Do? dashboard for each one. Take note of how long the story has been posted: If the story published within the last two days, it might not be worth goosing until the following week if it’s still underperforming then, or can go at the bottom of your list to talk about if you have time. When considering whether to discuss a more recent underperforming story, look to see if the story was expected to have strong search interest. Also, if it was shared on social that week and underperformed, wait to reshare until next week.

\*Enter the information on main headline, Presto ID, page views, sub page views and subscribers on your goosing tracker spreadsheet. (If you do not have one of these, please reach out to planning desk managers for a template.)

\*Make a note for discussion during the meeting of what the social and alert plans were on each story, when each story posted, and where the story was pinned/boosted and for how long. Also note the social chatter.

\*Reach out to a regional SEO champion for some keyword research about best terms or interest level.

### During the goosing meeting:

\*The planner should lead the goosing meeting and place Presto IDs and original main headlines into the chat as the stories are discussed.

\*The planner should provide information on the original pin, social and alert plans and be willing to discuss making plans for a reboost, resocial and/or realert on the story being goosed and/or changes to strategy for future stories. Come to the meeting with an idea for a plan to reboost, resocial or realert.

\*People should put headline suggestions in the chat for discussion.

**\*Any actions decided on during this meeting should happen during the meeting. The planner should serve as a traffic cop, making sure someone is updating the headline, new social plans are added, etc., during the discussion. We don't want any action items outstanding after the meeting. Monitor the time: If too long is being spent on one story, move to the next.**

### What to look at while goosing:

\*Main headline and/or page title: What would people search to find this story? What keywords would they look for? Are they at the front of the headline? Do we have non-searcher friendly terms in the headline? Would someone click on this on social media? Is it missing keywords? This conversation is typically led by the editors, but planners can chime in and should steer the conversation broadly.

\*Are there H2s optimized for search, or are they print-focused? Would the story benefit from adding H2s?

\*What was the original social plan on the story? Would this benefit from a reshare on social for the weekend? If we didn't social on all platforms, should we add an Instagram post, for example? Should we include something specific in the social chatter? Are there specific groups who would be interested in the story we could target with a social post? Do we need to change up the social chatter?

\*Would this benefit from a reboost? How was it already boosted? Should we re-boost higher over the weekend?

\*Was there a news/push alert? Would this benefit from a new alert with a different headline or different language at a different time and/or on a different day of the week?

\*Was this featured in the newsletter? If not, would it benefit from getting into a newsletter?

\*Do we need to change the promo image?

\*Does the story need a follow-up or breakout, potentially metered, that would link to the premium story?

\*Should this story be metered instead?

\*Knowing what we know now, was this the best way to write this story for our audience? Or is our audience just not interested?

\*Was this story popular with our existing subscribers?

**\*Not every low audience piece needs a goose:** Some have a small but loyal audience. Some have a subscriber audience that meets benchmarks, so it's more of a retention play. Some were just timely and later changes will not help. Some of the pieces did not turn out the way we had hoped and cannot be improved. Some we simply take as lesson-learned and work to do better in the future.

### After the meeting:

\*The day of the next goosing meeting, check the stats on the stories you goosed the previous week and update the tracking sheet with new page views, sub page views and subscribers since taking new action on the story.

