

A quick guide to Digital 1As

As digital planners, one of the easiest and clearest ways to think about content is in terms of a Digital 1A. Like our print 1As, our digital 1As are where we put our best content.

Unlike our print 1A, though, our digital 1As are:

- Tailored to a platform
- Tailored to our audience
- Can change throughout the day

Our digital 1As are wherever our audience encounters our content online and enters the audience funnel.

Our digital 1As are:

- Our homepage
- Our social media pages (mostly Instagram and Facebook)
- Our search ranking
- Our newsletters

HOMEPAGE 1A

- What your readers find when they open your website
- Top 3-6 stories placed strategically on the home front
- Mix of top subscriber, best top of funnel, news of the day, emotion
- Don't forget sports and features in the mix!
- Best subscriber content should stay boosted 2-3 days

SOCIAL 1A

- Mostly for Instagram and Facebook
- Instagram: What is the story most likely to get click-thrus and visual
- Facebook: What is your most emotional story — tugs at heartstrings, makes people angry, etc.
- This should be the post (or posts) you would most like people to see or will have most interaction

SEARCH 1A

- Identifying which stories are primed to do well in search so they can get extra attention when optimizing.
- Can be based on "news of the day," breaking news events or viral trends.

- Can also be on evergreen search trends for your area
- Identify which flavor the story is — News of the Day or Evergreen

NEWSLETTER 1A

- What are the 3-4 stories that people in your audience funnel need to read?
- Newsletters bring mid-funnel folks down to the bottom
- News of the Day, community-oriented, feel-good, development and real estate are all good contenders.
- Don't forget sports as an option!
- Think outside the box! Obits, opinion content, etc. are also good for newsletters