



# 3 TIPS FOR THINKING LIKE A JOURNALIST

## IDENTIFY YOUR AUDIENCE

WHO IS YOUR TARGET AUDIENCE? >

WHAT DO YOU WANT THEM TO KNOW? >

WHAT INFORMATION DO THEY EXPECT YOU TO PROVIDE?

In the case of a city, the customers are your residents. Examples of things they likely want to know about are:



Changes That Will Affect Their Pocketbooks



Upcoming City Events



City Projects That Will Impact Daily Lives

## ANSWER THE 5 Ws



> Provide answers to all 5 in announcements for all forms of content including websites and social media.

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> Include the **most important information at the beginning**, with pertinent information located within the first two sentences.

## IDENTIFY THE BEST WAY TO SHARE INFORMATION

TEXT > GRAPHICS > PHOTOS > VIDEOS

Sometimes a written explanation is best. However, visual representations like this infographic can often help people to understand a concept better than words and are a great way to augment an article.



Plus, social media posts that include a visual element get more attention than simple text posts!

