



Web and Social Media Content Governance Instructions
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TABLE OF CONTENTS

I.	New Episode Promotion: Cleaning Up Segment Copy	2
II.	New Episode Promotion: Posting to AAM Website	2
III.	New Episode Promotion: Posting to PRI	3
IV.	New Episode Promotion: Social Media Engagement	5
V.	Town Hall Promotion	6

New Episode Promotion: Cleaning Up Segment Copy

Except for Town Hall episodes, each individual segment from the show is reworked as written copy to be used on the AAM website and PRI's website. This process is as follows:

- The Executive Producer creates a Google Doc for each segment with the lede and segment transcripts
- For each segment, write a clear, descriptive title and 2-4 sentence teaser
- Select images to use with the segment, and request caption and credit information from reporters to adapt. If collecting your own images, make sure to search from Creative Commons content safe to use without payment. Reliable sources include Wikimedia (includes government images) and Bing's image search (under "License," select "Free to Share and Use")
- Edit text for readability, add in hyperlinks, etc.
- Submit to Executive Producer to review and approve
- Executive Producer will then send to reporter for final approval

NOTES AND SUGGESTIONS

- This is the perfect opportunity to request a headshot and bio from the reporters, which you will need for the AAM website and PRI's website
- Preference should always be given to horizontal images
- For Q&A interviews, request that reporter provides image of interviewee if possible. In addition to teaser text, be sure to include a short introductory paragraph before Q&A contextualizing the interview
- Try not to completely rewrite these segments, since they will be accompanied by their original audio. Instead, think of it as "cleaning up" the segments.

New Episode Promotion: Posting to AAM Website

When a new episode of America Abroad Radio is ready to release to the public, you will create a main page for the episode, which is populated with an "accordion" list of segments. You want this to be live prior to the Tuesday release of the show and the Wednesday eblast. The process is as follows:

- Log in to America Abroad's website
- In top row of navigation, hover over "Content" and then "Add Content" and then "Radio"
- Under "Title," type episode title
- Set program date to the Tuesday the show officially airs
- Select appropriate tags under "Country," "Region," and "Topic"
- In separate browser tab, return to Soundcloud main episode page and select "Share" button. In the pop-up, select "Embed." Choose first image (it should already be highlighted), and then copy the code in the box. Example: `<iframe width="100%"`

```
height="450" scrolling="no" frameborder="no"
src="https://w.soundcloud.com/player/?url=https%3A//api.soundcloud.com/tracks/23545
4077&auto_play=false&hide_related=false&show_comments=true&
show_user=true&show_reposts=false&visual=true"></iframe>
```

- Back on AAM “Create Radio” page, go to body text and select “Source” button. Type in <p>, and then paste embed code from Soundcloud. Add </p> to the end. Example:
<p><iframe width="100%" height="450" scrolling="no" frameborder="no" src="https://w.soundcloud.com/player/?url=https%3A//api.soundcloud.com/tracks/235454077&auto_play=false&hide_related=false&show_comments=true&show_user=true&show_reposts=false&visual=true"></iframe></p>
- Unselect “Source,” press enter, and then paste the body copy from the eblast. To retain formatting, select the clipboard icon with a “W” and then paste directly into the pop-up box. Otherwise, if pasting directly into page body, be sure to strip formatting from eblast text by converting to plain-text first.
- Insert any needed hyperlinks, formatting, etc.
- Under “What We Do,” select “US Public Radio Series.”
- Under “Featured Voice,” add “Madeleine Brand” if appropriate.
- Under “Stories,” you will add each individual segment. For example, for the first segment, add in title. Then in body, repeat the process above to embed Soundcloud player, only for individual segment instead of full episode. When selecting the embeddable player on Soundcloud, you will highlight the second image, for the medium-sized player. Then paste in segment body text as you did for the full episode above. End segment with the reporter’s bio in italics. Example: *Andrew Stelzer is a freelance producer based in the Bay Area....*
- Repeat for each segment.
- When finished, hit “Save.” This will make the page live.

NOTES AND SUGGESTIONS

- There is a limit to the number of segments that can be included in an episode page’s “accordion.” As a result, for some episodes additional segments have been made stand-alone radio pages, which interrupts the navigational flow. This has also happened when a segment needs a unique URL, which is why it is preferable to link to individual segments from their PRI pages instead of AAM’s pages.

New Episode Promotion: Posting to PRI

When a new episode of America Abroad Radio is ready to release to the public, you will also create an individual episode page on PRI.org. You want this to be live on the Tuesday release of the show and before the Wednesday eblast, which usually requires giving PRI’s editors >24 hours notice. The process is as follows:

- Log in to PRI.org

- In top row of navigation, hover over “Content” and then “Add Content” and then “Episode”
- Under “Title,” type episode title
- Set program date to the Tuesday the show officially airs
- Under “Program,” select America Abroad (start typing it and the name will appear)
- Under “Teaser,” insert first 1-3 sentences from show description. This will appear on the preview page of all AAM episodes AND as the first paragraph on the episode page.
- Under “Body,” paste in plain-text version of remaining show description from eblast. Add formatting, hyperlinks, etc. using WYSIWYG editor.
- Download full episode MP3 from Soundcloud page and upload under “Audio.”
- Under “Hosts,” select Madeleine Brand (start typing it and the name will appear)
- Under “Producers,” select Rob Sachs and yourself (start typing it and the name will appear)
- Under “Reporters,” select the segment producers (start typing it and the name will appear).
 - Note: If a reporter is not in the system, you will create a new producer page for them. To do so, open PRI in a new tab. In top row of navigation, hover over “Content” and then “Add Content” and then “Person.” Type their name. Select “America Abroad” under program. Under “Position,” write Reporter. Upload their headshot. Under “Teaser,” write first line of bio. Under “Bio,” type in full bio, including the first line under “Teaser.” If applicable, under “Twitter,” type Follow [REPORTER NAME] on Twitter and then paste in the URL for their twitter page. Example: <http://twitter.com/reportername>. Save.
- Under “Tags,” type in any applicable tags, separated by commas.
- Ignore “Stories in this Episode” for now. As each individual segment goes live on PRI, you can add them in here later.
- Hit “Save,” and then select “Needs review.”
- Email PRI web producer Jonathan Kealing at jkealing@pri.org to let him know the show is ready to go live. Also, let him know how many related segments will be posted throughout the month.

To encourage engagement with the show throughout the month, we stagger individual segments to “go live” later on. Ideally, this means 1-2 segments will be posted each week until the next episode is aired. PRI ultimately has control over when the shows are posted, and you will need to keep an eye out for when they are officially published.

To create each segment page, follow this process:

- Log in to PRI.org
- In top row of navigation, hover over “Content” and then “Add Content” and then “Story”
- Under “Title,” type episode title
- Under “Teaser,” paste teaser text from Google Doc. This will appear on the preview page of all AAM stories but NOT on the story page itself.

- Upload main show image. A pop-up box will request caption and credit information. You will also need to select whether the image is Creative Commons or PRI owned. Save.
- Under “Body,” paste in plain-text version of segment text from Google Doc. Add formatting, hyperlinks, etc. using WYSIWYG editor.
- To insert additional images throughout the story body, select the “Image” icon all the way to the right of the Body editor. Upload image, select “Original Image,” and add in alt-text. Click submit.
- Download segment MP3 from Soundcloud page and upload under “Audio.”
- Select “Authors” tab on left navigation. Add in name of reporter. Set credit to “Reporter.” Under “Program,” select America Abroad.
- Select “Relationships” tab on left navigation. Check the boxes for all appropriate sections. Finally, if there are related AAM stories in the PRI database, add them in under “Related Stories.” (Otherwise, PRI will populate this automatically.)
- Select “Tags” tab on left navigation. Insert appropriate tags for each section, as relevant.
- Select “Publish Dates” tab on left navigation. Change “Broadcast Date” to reflect the date of the main episode’s publication.
- Hit “Save,” then select “Needs Review.”
- Email PRI web producer Jonathan Kealing at jkealing@pri.org to let him know the segment is ready to go live.
- Repeat for all segments throughout the month.

New Episode Promotion: Social Media Engagement

A challenge for America Abroad Radio is to maintain interest in the project between episodes. This is why a major effort has been made to promote the main episode in the first week of the month, then stagger promotions throughout the remainder of the month.

The main social platforms AAM uses for engagement are Facebook and Twitter. Ideally, AAM will post to Facebook 3x/week and to Twitter 3x/day. Because this is more content than an episode truly allows, episode content is interspersed with links to relevant past shows and news related to previous shows. (For example, during the elections in Burma, we reposted much of the content from that program, framed as giving background to the breaking news.)

To increase AAM’s reach, be sure to tag others in your Twitter posts whenever possible to show up in their feeds. To make this work easier for yourself, when each episode is ready, search for all listed reporters, interviewees, and organizations mentioned on Twitter and make a document of their Twitter handles. When promoting the show or segments, be sure to include these names. At the start of the month, thank reporters on the show, thank interviewees, and thank represented organizations.

For an example of an episode's month of social postings, [click here](#). This original content was supplemented by retweets of relevant news postings from sources like PRI, NPR, the New York Times, Washington Post, etc.

You will need to monitor what people are saying about AAM and the topics we cover on Twitter. I used TweetDeck for this purpose, which displayed multiple columns in its dashboard, some showing mentions of AAM, others showing the feeds of people and organizations featured on previous shows, and others showing general tweets about topics we've covered. Be sure to favorite and retweet any positive mentions of AAM on Twitter and Facebook, and reply anytime it's relevant.

On Facebook, efforts should be made in the new year to increase the variety of posting types to give AAM more of a human face. These could include: audio, photo, video, or text teasers from upcoming shows; behind-the-scenes posts about AAM's main production team; queries to followers about questions to ask show guests or topic ideas. Efforts to increase followers and visits to the AAM website via Facebook ads should also resume. At the end of this document, you will find instructions for creating Facebook ads.

Town Hall Promotion

AAM's Town Halls provide an opportunity to engage international audiences online before and during the events. They also help to beef up content and activity on AAM's social media platforms, showing the organization to be dynamic and participatory. Below are ways we've used social media to promote the Town Halls:

- Pre-Event: Using the hashtag #AAMTownHall, promote the work of moderators and speakers on all social channels; send messages via Facebook and Twitter to organizations and influencers who might be interested in attending/participating in the event or sharing it with their followers; soliciting questions for the event's panelists; sharing links to register for the event or to view live online
- During Event: Provide in-person guests provided with handout listing our event hashtag and Twitter handles for all participants; dedicated staff member live-tweets event, while responding to any in-person or online audience questions; instead of expensive live stream service, provide real-time feed via Periscope, which online followers are encouraged to watch; other staff tweet candid photos and impressions immediately before, during, and after the event
- Post-Event: Recap online conversation with Storify; post video feed on all channels; use event to drum up excitement for next month's Town Hall episode

NOTES AND SUGGESTIONS

- While the excitement generated before and during the Town Hall are helpful to AAM's social media presence, these are often the episodes with the least audience

engagement. This is in no small part due to the lack of “segments” that can be used to promote the episode throughout the month. Efforts should be made to create web-exclusive content related to the show that can be uploaded to PRI and used as substitute stories.