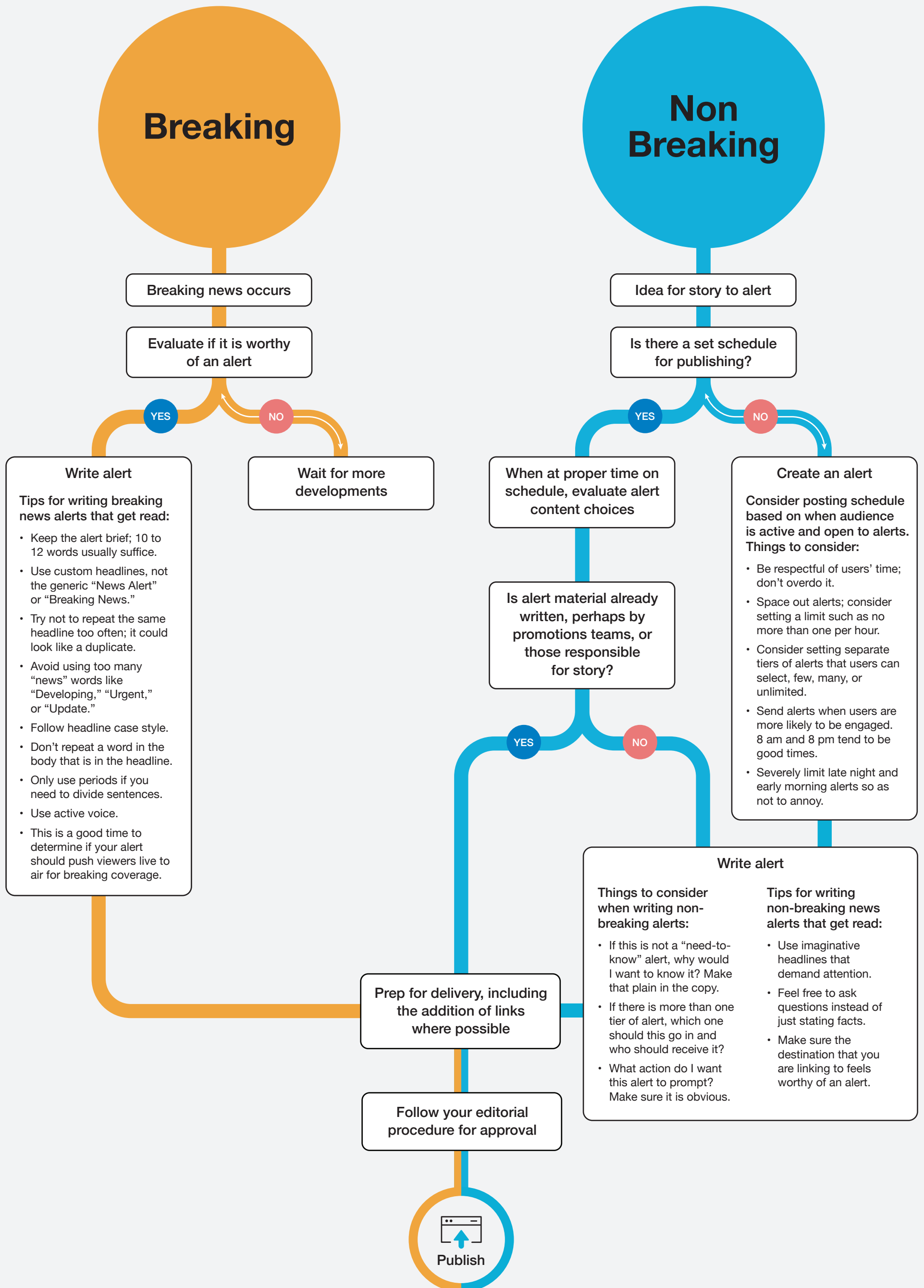


News Alert Best Practices



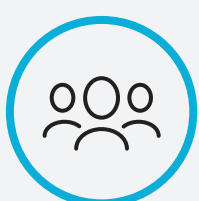
News Alert Best Practices



Dos and Don'ts

Remember that your alerts ultimately go to people, not their devices. Use them to communicate as you might face to face:

- Be conversational, like you are talking just to that one user.
- Make content timely. Don't alert something that is not going to publish or happen until the following day.
- Make content actionable, like urging tune in to an interview on a broadcast.
- Ask a question with an alert, such as, "Will you need an umbrella on your morning commute?," link to latest weather forecast.
- Create a sense of urgency, "What you need to know before you head out the door this morning."
- Pique curiosity and make users want to click through with writing style and word choice.
- For lighter fare, consider including an emoji or two, but don't overdo it.
- Explore using rich media where technically feasible. A strong news image, weather map or even a GIF can really hook users.
- For breaking news, sometimes the alert itself is all the info a user needs. Don't feel you always need to require or provide a click-through.
- If the alert is going out through SMS (vs. your app), put your organization's name at the beginning. For example, "WXYZ News Alert".
- Own local content. Heavy news alert users are probably getting national and world news alerts from large national news organizations.
- The speed of an alert is not as important to the user as you may think. Make sure the facts are straight and the desired action is available before sending alert.



Getting and keeping alert subscribers

It's easier to convert your current users to loyal alert subscribers than it is to find new ones:

- Make it easy for your current audience to subscribe; efficient app onboarding and website prompts work best.
- Make it clear what they will receive, including how many per day. Provide tier options to let people choose the number if you can.
- Make it easy to change preferences or even unsubscribe. This will keep people happy with your brand even if they don't want as many alerts.



How much is too much?

Most news organizations send only two or three alerts per day, with a range of one to five being most common. Err on the side of fewer, then add alerts as you get a feel for what works and how people are using them. Check your subscribes and unsubscribes on a regular basis and compare them to your alert frequency to paint a picture of how many alerts users really want.