

Digital Tools for Community News Publishers

CJET – October 2012

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- Content Management Systems
- Mobile
- Project Largo
- Social Distribution
- Analytics
- And Much, Much More!

Content Management Systems

3 Main Types

- Open Source
- Proprietary
- Custom



Open Source

- Pros
 - Free*
 - Community and Support
 - Open Standards
- Cons



Open Source

- Pros
 - Free*
 - Community and Support
 - Open Standards
- Cons
 - Not *Really* Free

Google

Search

how to add facebook to wordpress site

how to add facebook to wordpress site

how to add facebook **like** to wordpress site

how to add facebook **link** to wordpress site

how to add facebook **feed** to wordpress site

stackoverflow

Questions Tags Users Badges Unanswered

Top Questions

interesting

354

featured

hot

week

month

0
votes

0
answers

1
view

Prevent cache in SWF chart refreshUrl

javascript html flash charts swf

49s ago Sunny 40

0
votes

0
answers

1
view

Random directions

java

1m ago Reshad 110

0
votes

0
answers

2
views

Dreamweaver/Localserver not clearing session variable values?

dreamweaver

1m ago user1299028 55

Open Source

- Pros
 - Free*
 - Community and Support
 - Open Standards
- Cons
 - Not *Really* Free
 - Lack of Dedicated Support

Themes, Modules and Plugins

The image displays five separate Google search results stacked vertically. Each result includes the Google logo, the word 'Search' in red, the search query in a search bar, the search count, and the search time.

- Search:** wordpress themes
About 142,000,000 results (0.20 seconds)
- Search:** drupal themes
About 6,640,000 results (0.14 seconds)
- Search:** wordpress plugins
About 73,000,000 results (0.17 seconds)
- Search:** drupal modules
About 17,400,000 results (0.16 seconds)

Each search count is circled with a red oval.

Open Source

- Pros
 - Free*
 - Community and Support
 - Open Standards
- Cons
 - Not *Really* Free
 - Lack of Dedicated Support
 - Uneven Quality

Proprietary

- Pros
 - Dedicated Support
 - Managed Development/Updates/Hosting
- Cons
 - Cost
 - Company Can be Sold/Acquired/Shutdown
 - Closed Technology

Custom Development

- In-house
- Agency
- Freelance/Contractor



Custom Development

- In-house
- Agency
- Freelance/Contractor
- “Helpful Cousin”

Things To Consider:

- Your Needs
- Cost
- Ease of Use
- Flexibility/Extensibility

Your Needs



What Can You Afford?

- Initial Development
- Ongoing Support/Maintenance
- New Functionality

NOT a one-time cost

Ease of Use

- Usability: not just for your readers
- Ability to tailor to your workflow
- What the #&@^ is a “Node”



Flexibility/Extensibility

- Presentation
- Data Portability
- Integration With Other Tools

If a business opportunity arises, does your CMS allow you to respond quickly?



Made to Measure

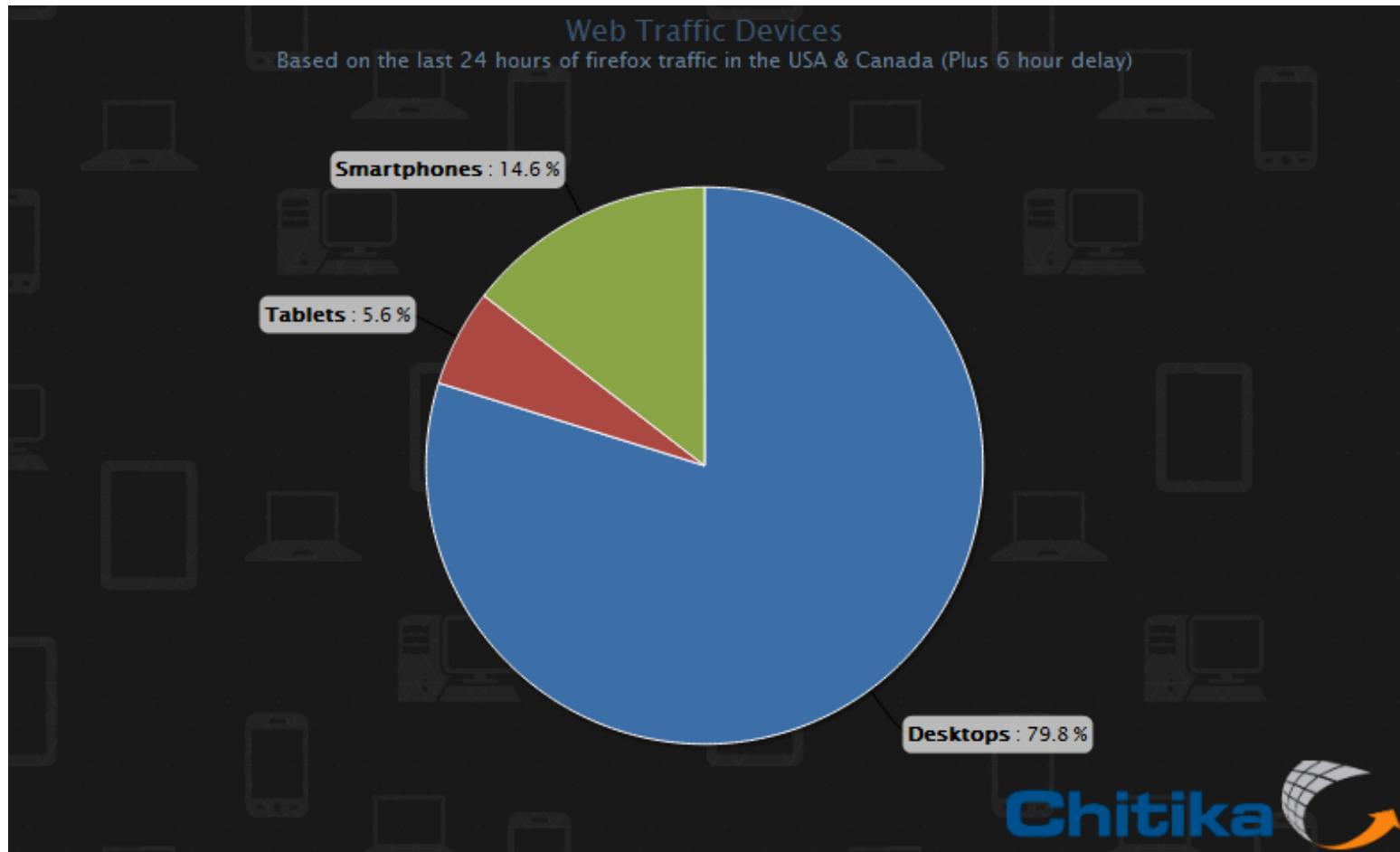
by Allen Tan for Issue № 4

As speakers like Brad Frost and [Karen McGrane](#) have maintained for some time, the future CMS wants to treat [content like water](#), to be poured into different containers.

But amidst this discussion of our content's future, there's little talk about the future form of the containers themselves. Take a look at pieces from the *Atlantic* ([1](#),[2](#),[3](#)), CNN ([1](#),[2](#),[3](#)), and the *Guardian* ([1](#),[2](#),[3](#)), and you'll notice that articles from the same website share the same template design. This shared layout, filled every time writers publish their stories, was created alongside a homepage layout, a search page layout, and an index page layout, all as parts of a design system.

The trouble with rigid containers like the article template is that they pretend as if all content takes the same shape. The designs don't adjust to the needs of individual articles: long titles and pull quotes fit awkwardly, and the same visual weight is given to beautiful panoramic photos and to portrait snapshots. Interactive elements struggle to fit inside existing templates, relegated to [small sidebars](#) or appearing in popup windows. Long-form features, when they're not broken up by arbitrary pagination, appear in long columns that are grueling to read. Print magazine designers, on the other hand, pride themselves on integrating these elements into beautiful wholes, keeping readers interested by fitting supporting pieces [into the perfect place](#).

Moving away from the Desktop

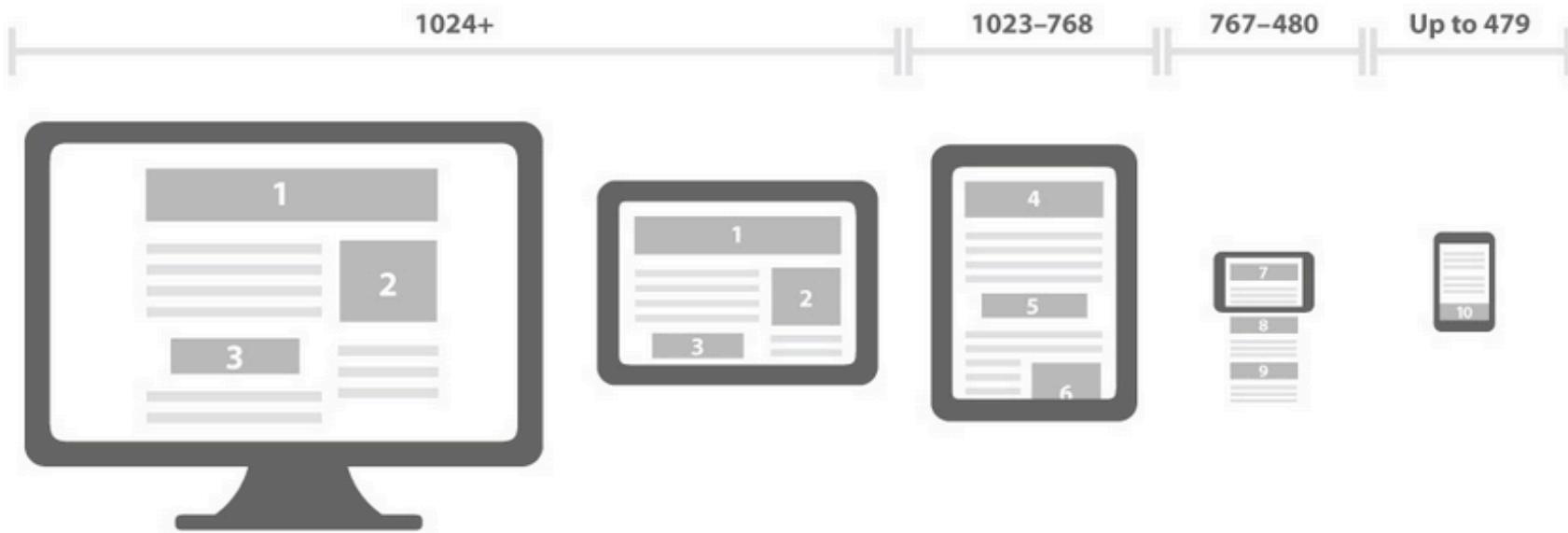


Source: All Things D, May 2012

Responsive v. Mobile v. App



Responsive Design



[✉](#) [f](#)

QUARTZ

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43 minutes ago

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Thu at 8:30 PM

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Technology drives us toward autonomous cars, safer roads

Rich-world megatrend: older workers are keeping the young out of jobs

By [Stephanie Gruner Buckley](#) — 43 minutes ago



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planet money THE ECONOMY EXPLAINED

about podcast radio this american life

f | t

jobs

Episode 411: Why Preschool Can Save The World

A robber baron who spent his billions on finger paint and changing tables. Decades-long studies that found preschool made a huge difference in the lives of poor children. And a Nobel prize-winning economist.



Largo Project LP

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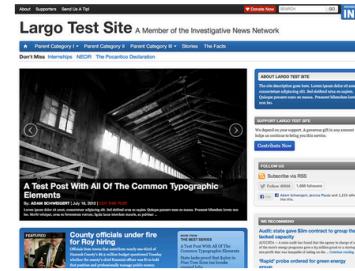
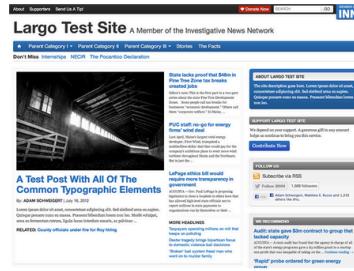
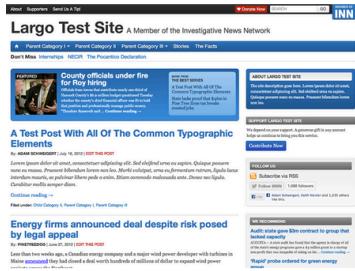
Project Largo is a WordPress starter/parent theme developed by the Investigative News Network.

Largo incorporates a number of features from NPR's [Project Argo](#) but has been significantly expanded to include a number of additional features to make it easier to set up and more flexible to better support the needs of a variety of news publishers.

Key Features

Responsive design to accommodate a variety of devices, screen sizes and resolutions

Three homepage layout options (blog, newspaper and carousel) to support different news site presentation needs ([Click to view larger](#))



Highly-configurable responsive navigation menus built with the needs of news publishers in mind

ABOUT PROJECT LARGO

Project Largo is a fully-featured responsive WordPress parent theme and associated plugins for developing news websites. [Learn more »](#)

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FORK OUR CODE ON GITHUB

Project Largo is an open source project and we welcome your contributions. Fork our code and help make it even better!

[Fork](#) 2

RECENT STORIES FROM INN MEMBERS

Eye on Elections: Fil-Am Journalist Explains the GOP Appeal

New America Media | October 20, 2012

Photo Bryan Reynoso "Balitang America"

Baby Steps for a Highly Anticipated Balboa

Project Largo

- WordPress-based
- Optimized for News Publishers
- Responsive Design
- Easy to Setup and Customize
- Developer Friendly
- Regular Updates/New Features
- Open Source

Largo Test Site

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State lacks proof that \$46m in Pine Tree Zone tax breaks created jobs

By: PINETREEDOG | February 22, 2012

Editor's note: This is the first part in a two-part series about the state Pine Tree Development Zones. Some people call tax breaks for businesses "economic development." Others call them "corporate welfare." In Maine, ...

FEATURED



County officials under fire for Roy hiring

Officials from towns that contribute nearly one-third of Hancock County's \$6.9 million budget questioned Tuesday whether the county's chief financial officer was fit to hold that position and professionally manage public money. "Theodore Roosevelt said ... [Continue reading →](#)

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[State lacks proof that \\$46m in Pine Tree Zone tax breaks created jobs](#)

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['Rapid' probe ordered for green energy group](#)

AUGUSTA — The head of the state's accountability agency promised a legislative committee on Friday to "follow the money" as she investigates the \$1.1 million grant that went to a now defunct energy

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A Test Post With All Of The Common Typographic Elements

By: ADAM SCHWEIGERT | July 16, 2012

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eleifend urna eu sapien. Quisque posuere nunc eu massa. Praesent bibendum lorem non leo. Morbi volutpat, urna eu fermentum rutrum, ligula lacus interdum mauris, ac pulvinar ...

RELATED: [County officials under fire for Roy hiring](#)

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Editor's note: This is the first part in a two-part series about the state Pine Tree Development Zones. Some people call tax breaks for businesses "economic development." Others call them "corporate welfare." In Maine, ...

PUC staff: no-go for energy firms' wind deal

Last April, Maine's largest wind energy developer, First Wind, trumpeted a multimillion-dollar deal that would pay for the company's ambitious plans to erect more wind turbines throughout Maine and the Northeast. But in just the ...

LePage ethics bill would require more transparency in government

AUGUSTA — Gov. Paul LePage is proposing legislation to close a loophole in ethics laws that has allowed high-level state officials not to report millions in state payments to organizations run by themselves or their ...

MORE HEADLINES

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[Audit: state gave \\$3m contract to group that lacked capacity](#)

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CONNECTICUT HEALTH I-TEAM

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I-TEAM TICKER
After SSRIs: Yale Scientists Map New Pathway To Treat Depression

For a decade, scientists have been trying to explain why a single dose of the drug ketamine manages to do what typical antidepressants don't: Lift symptoms of chronic depression within hours, rather than weeks, in treatment-resistant patients.

Lisa Chedekel reports

Can Medical Homes Reduce Health Disparities?

Patient-centered medical homes are designed to improve health care quality while lowering costs, but advocates also want to make sure that the new primary care model tackles another issue – health equality.

Colleen Shaddox reports

Breast Cancer Gene Patent Suit Heads Back To High Court

The American Civil Liberties Union (ACLU) this week asked the U.S. Supreme Court to invalidate patents for two genes used to test for hereditary breast and ovarian cancer held by a Utah Company.

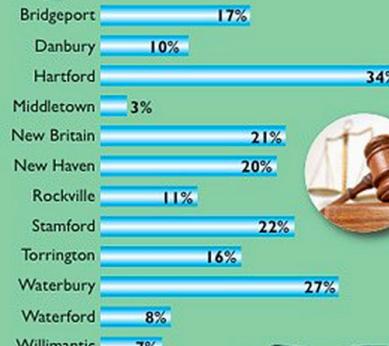
Barbara Puffer reports

Westport Plastic Surgeon Again Cited By DPH

A Westport plastic surgeon who is on

TOP STORY
Juvenile Delinquency Cases and Detention Admissions by Court, FY2011

The percentage of juveniles sent to pre-trial detention centers after arrest or referral varies among Connecticut districts.



Source: Judicial Branch website (www.jud.ct.gov) and Judicial Branch, Court Support Services Division.

Frequency Of Juveniles Detained Varies Widely

By: LISA CHEDEKEL AND ELIZABETH HAMILTON | September 25, 2012

Juveniles in the Hartford judicial district who break the law are far more likely to be locked in a pre-trial detention center following arrests or referrals than juveniles from the state's other districts, an analysis of data from the judicial department shows. More than a third, or 34 percent, of new delinquency cases in Hartford juvenile court ended up in secure detention, compared to 17 percent in Bridgeport

ABOUT CONNECTICUT HEALTH I-TEAM

The non-profit **Connecticut Health Investigative Team** is dedicated to producing original, responsible, in-depth journalism on issues of health and safety, in Connecticut and the surrounding region. [Learn More »](#)

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SUSAN CAMPBELL
Pay As You Go Health Care

Joyce Hodgson has always worked and at times she's had excellent health insurance. Five years ago, she became executive director of Little Theatre of Manchester at Cheney Hall, where she is the only paid person on staff – and has no health insurance.

[More from Susan Campbell »](#)

EYE ON VETERANS
Genetic Link To PTSD Could Lead To Vet Drug Treatment

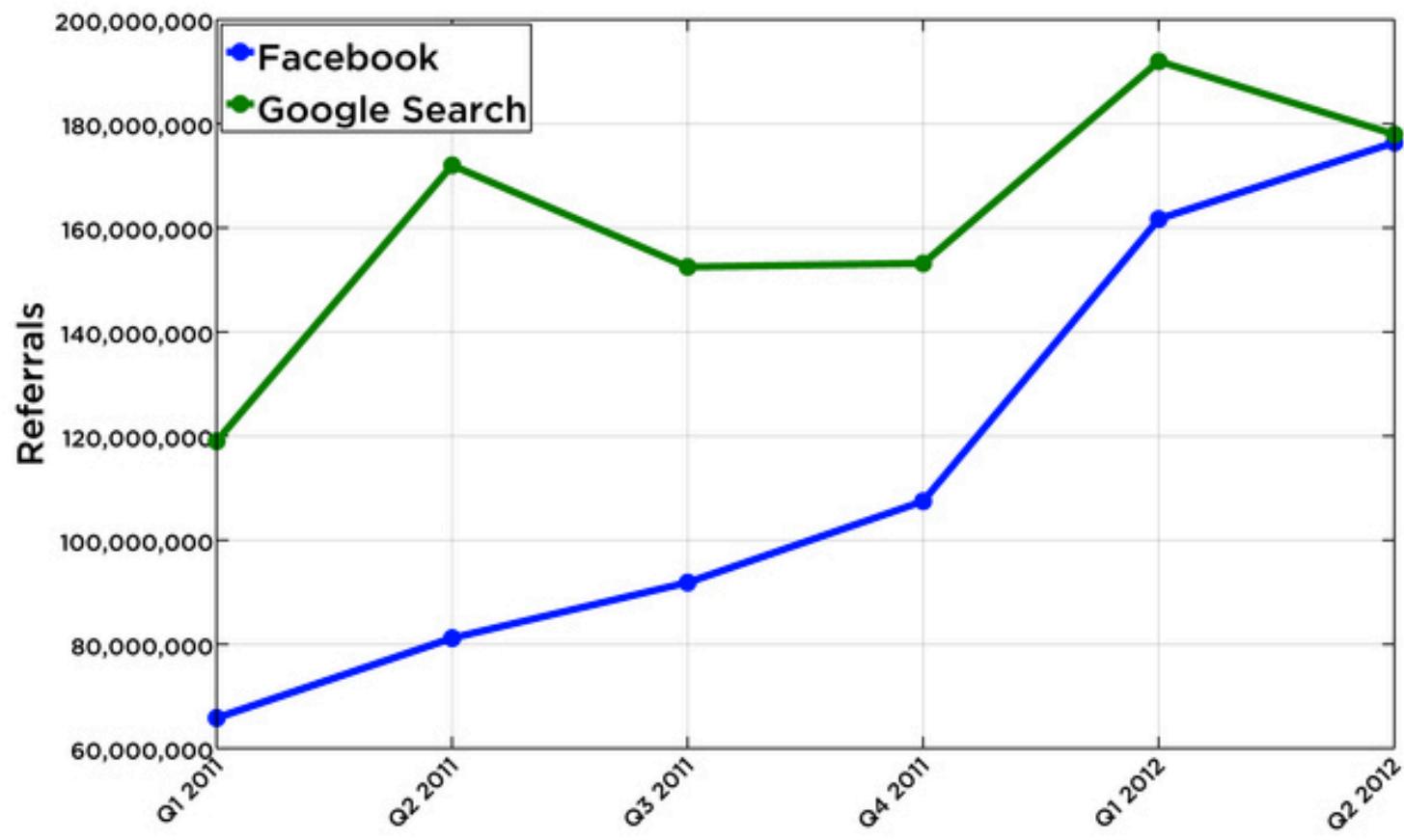
A recent study that discovered a genetic link to Post Traumatic Stress Disorder (PTSD) could ultimately lead to breakthroughs in treatment or prevention, but advances are at least a decade away because

LargoProject.org

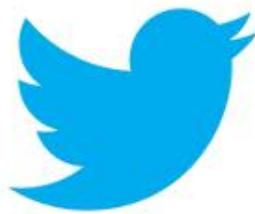
adam@investigativenewsnetwork.org

Distribution is social.

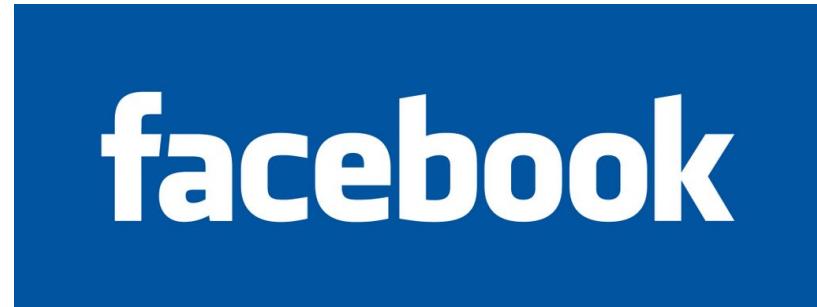
Search Engines vs. Social Referrals



Source: Buzzfeed



- Twitter is mandatory.
- Organization account should be professional, have a good (small) logo, post regular updates, and follow local leaders, all staff, and key audience members.
- Staff accounts should be encouraged, conversational, professional, approachable.



- Also mandatory.
- Your audience is on Facebook.
- Organization page should have a good logo, your mission, your contact information, and regular updates.
- Staff accounts should have 'subscribe' enabled.
- Be aware of EdgeRank.
- Use Insights.

Google+



Pinterest

Analytics

- Google analytics
- Buffer app
- Facebook Insights

Enterprise-class web analytics.

Delivered on Google's world-class platform. [Learn more](#)

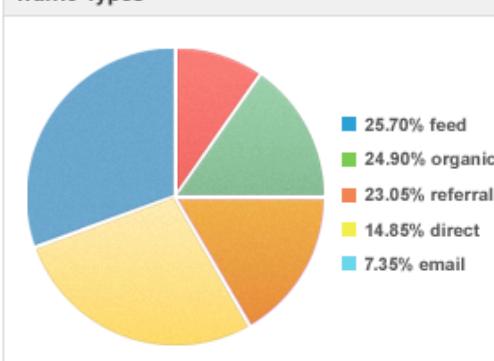
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My Dashboard

Daily Visits



Traffic Types



Time on Site by Country

Country/Territory	Visits	Avg. Time on Site
United States	67,445	00:01:54
United Kingdom	18,948	00:01:37
India	8,882	00:00:58
Canada	6,371	00:01:02
Germany	5,845	00:00:32
France	5,243	00:00:38

What to Measure

- Traffic sources: social, direct, search engine.
- Referring websites.
- Trends in pageviews, uniques, time on site.
Check % change, not just the number.
- Headlines and topics.
- Devices your audience is using.
- Set goals.



Connect Account

Write a post here to add to your Buffer...

INN
1770 tweetsINN f
Investigative
5 posts

Pending

Analytics

Friday 19th October

6:15 AM State of California to investigate SF's handling of special ed services <http://j.mp/RJI6P2> #education via @CaliforniaWatch1
retweets0
mentions1
clicks1.9k
potential0
favorites

5:20 AM Cash fn

0
retweets

Overview

Likes

Reach

Talking About This

All dates and times are in Pacific Time

Export Data



Thursday 18th Oc

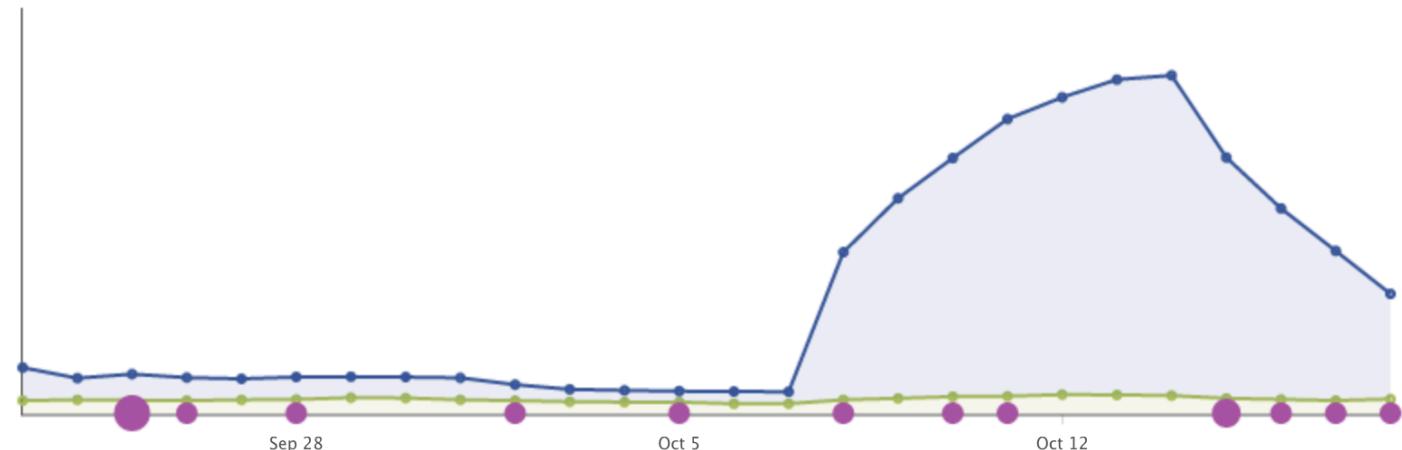
Total Likes?

Friends of Fans?

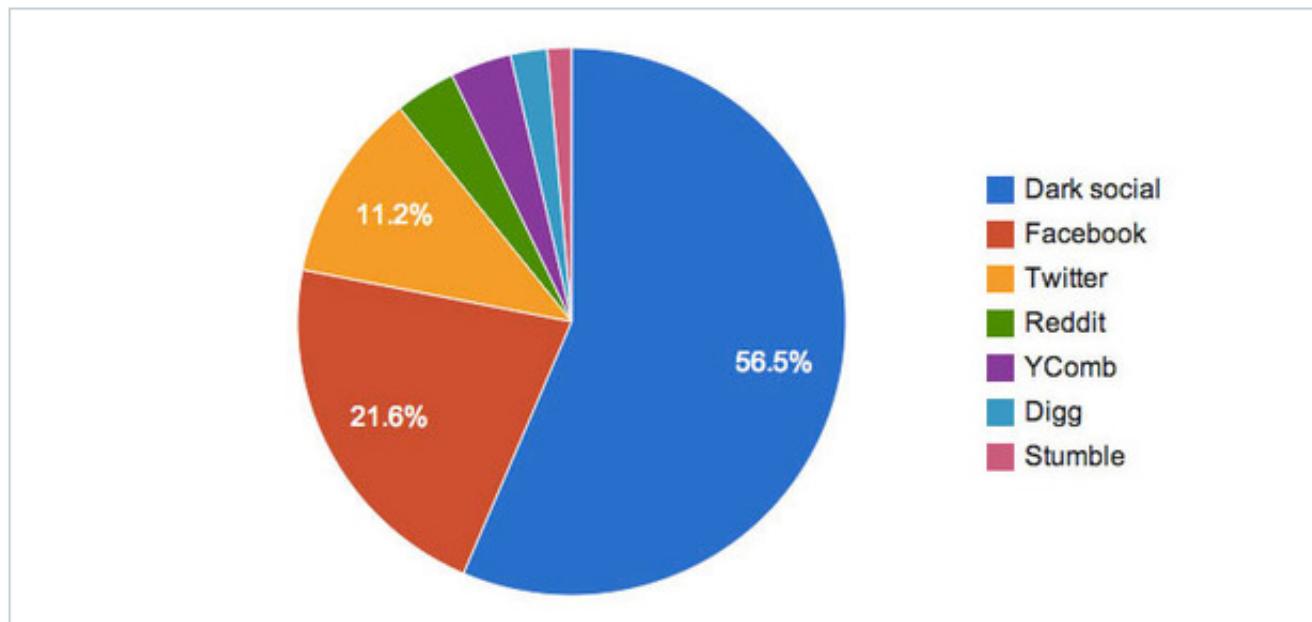
People Talking About This?

Weekly Total Reach?

Total Subscribes?

1,336 ↑ 1.29% 755,547 ↑ 1.38% 31 ↓ -24.39%2,191 ↓ -69.99% 1 ● 0%■ Posts? ■ People Talking About This? ■ Weekly Total Reach?

Dark Social



Source: The Atlantic

Testing

- The best tools for publishing and promoting today will not be the best in 6 months.
- Test headlines, tone, post format, personalization, and anything else you can think of.
- Use analytics to measure your success.

Other tools

- Social management: Bufferapp, Tweetdeck, Twitter app, Hootsuite
- Newsletters: MailChimp
- Forms: Jotform, Google Forms, Survey Monkey
- A/B testing: Optimizely
- Workflow Tools: Google Docs, Hackpad, Springpad, Evernote, Basecamp

