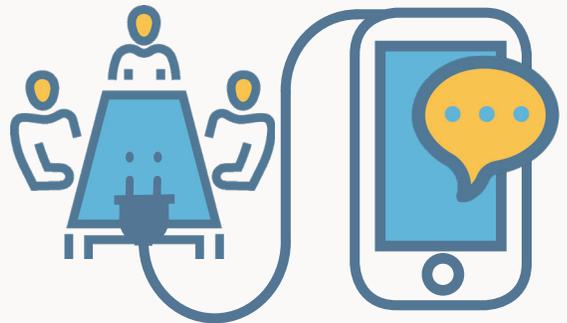




Always responding

■ WHAT IS IT?

The [Ogden Standard-Examiner](#) hosted conversations on social media, [invited community members](#) to report delivery problems, [asked for nominations](#) for the town's best Mexican restaurant and [clarified its sign-in policy](#). Importantly, the news outlet consistently responded to user comments on social media, helping educate its audience about how the news is made.



■ WHO'S BEHIND IT?

The Standard Examiner is a daily newspaper serving Northern Utah. The newsroom partnered with [Joy Mayer](#) and the [Reynolds Journalism Institute's Trusting News](#) project to test a range of trust-building strategies, grouped under themes such as "[Engage Authentically](#)" and "[Tell Your Story](#)." Newsrooms are urged to share story progress, host meaningful conversations and "interact like a human." Results from the first phase of the project newsrooms are [here](#). Dozens more newsrooms have [joined](#).

■ DOES IT WORK?

Communities and newsrooms vary, so a technique that works in one place may not in another. Of the Standard-Examiner's tests during the first phase, 18 were "[especially successful](#)" or [ideas to steal](#) and 11 "[fell flat](#)." Results were especially good for [hosted conversations](#). Consistent replies to comments encouraged discussion, driving views and shares. On the other hand, a [soundless text-on-video](#) post detailing ways to reach the newsroom didn't meet expectations.



■ HOW TO DO IT

See the Trusting News [tip sheet](#) on being accessible and responsive. Specifics: Have easy-to-find contact info, invite input on coverage decisions, and bring community members into the newsroom. "Have a goal," the Trusting News team says, "of responding to every reasonable message and piece of feedback you get." Replying to your audience — whether it is a simple "like" on a comment or a full-blown reflection — shows that you're listening.