

Newsjacking Recap

What? How? Where?

What?

- **Broaden** your news sources, **cultural** checkpoints...
- **Follow** breaking news, scientific breakthroughs, **latest trends** and **memes**...
- Take **advantage** of known **opportunities** – calendar dates, up and coming events etc
- **Avoid** crime stories, tragedies or sensitive emotive issues

How?

- Select **brand/social issue** that would fit with the **story**... find **connection**...
- Look for an **aspect** of the news story that will **relate** to **brand** values/benefits/USP or slogan
- **Copywriting** style – “tongue in cheek”, bold, humorous, **tone** of **voice** of existing headline, add a twist...

Copywriting

- Andy Maslen, Luke Sullivan, John Caples,
- [Grammarly](#)
- [Wordstream.com](#)
- [Portent.com](#)



Headlines

- Make a Bold Statement
- Ask a Strange or Funny Question
- Make an ambitious promise and over deliver on it
- Create a sense of urgency
- Stand out from the crowd
- Make your headlines work out of context
- Use as fewer words as possible
- Write something that people will want in their newsfeed
- Use interesting adjectives
- Pique people's curiosity

Task

- Write **Multiple** Headlines or Tweets...
- ...Vote on the Best

Where?

- Twitter, print ads, billboard...
- **Mock-up** strongest idea to more **finished** standard: marker pen, **hand drawn** and/or Photoshop/InDesign/illustrator **visual**