Ways to Engage Readers

Articles
- articles by community leaders, students
- make categories that fit your community...if you have many non-profits
then have a non-profit subsection

Email Newsletters
- a market-wide coverage ENL
- ENLs that are specific to groups and businesses/industries
- topic specific ENLs
> government & schools
> sports & entertainment
> healthcare

Polls
- daily would be great!
- cover all types of topics...maybe do history on Monday, sports on Tuesday, etc...
- place in appropriate subsections of your site
- promote in your email newsletter

Comments
- from 1up!'s engine
- from Facebook's engine

Events
- ask readers to submit events to post
- to have their own calendars (for groups and businesses...like a hospital subcalendar)
- have an "all events" subcalendar, but do one for the big topics: groups, entertainment,
sports, schools, government

Links
- ask readers to submit links to post
- to have their own links directories (for groups and businesses)
- up-sell features like logos

RSS
-incoming from other websites, especially niche-topic websites easy way to add hands-free
national coverage
-encouraging the placement of the site's feeds on other sites

Social media
- cross-posting to social media
- social media share links
- add social media feeds in the website to increase traffic...like your mayor's, the President's
- set up social media links directories for business, schools, government, sports teams, local videos, photo galleries

Community Outreach
- presentations to school and community groups about the importance of the media and the part it plays in our democracy

Submissions
- News Tip, lifestyle submission forms, photos,

Analytics, SEO and sitemap.xml
- watch your stats to see what gets the most traffic
- set up meta data
- use WCAG features (alt tags, etc.)

Video, photo and audio galleries
- from Youtube.com, other CDNs of filtered/local content
- have group and business galleries
- set up galleries of submitted and/or pre-existing content
- live event streaming

Ask an Expert
- find local experts
- find seasonal experts

Third-party content
- weather...widgets, of course, but maybe a whole page
- sports
- maps

Mobile app
- with focus on breaking news
- add value added features to classifieds
- encourage citizen journalists...run a contest of "most submissions"

Classifieds
- with photos and videos
- make sure to post them to the app for emailing, mapping, calling features

Site management
- have a style guide to ensure consistency...don't jerk readers around
- make sure everything flows well...not too many steps to get to anything
- staff should know minimal html...to help format cleanly, WYSIWYG editor
- footer with contact information, links, maps, etc.