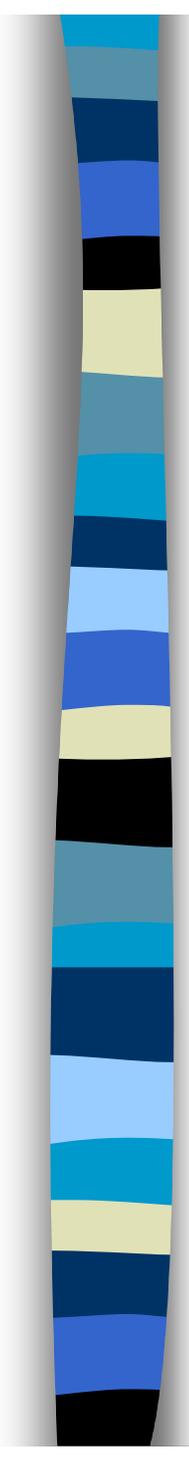


# Facebook

It's all about interaction

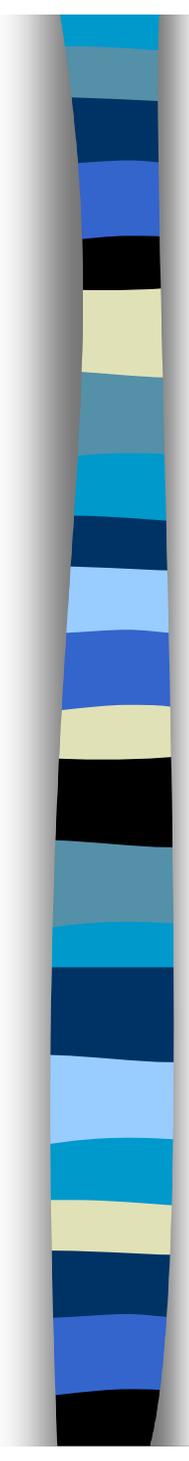
Daily Herald Staff training  
Jan. 29, 2012





Facebook comments =  
reader interaction =  
higher page counts = return visits

- The life of a story no longer ends when it is published. Instead, with online commenting, its life is just beginning.
- Comments provide journalists with a great opportunity to engage readers, see different opinions, learn new angles to a story, and develop sources.
- We also want increased traffic on stories from Facebook. The more people comment and share our stories, the higher FB ranks them as top stories, pages people might be interested in.



Riley, the DEA agent, said he was saddened by the arrests, but they were the "right thing to do." "Quite frankly, it makes me sick to my stomach," he said. "From my point of view, I'm battling the Mexican cartels (and) 100,000 street gang members in Chicago — and now I've got to worry about this."

Brehm's next court date is Jan. 29 in front of Judge Daniel Guerin. The officers, who were placed on leave by Schaumburg after their arrests Wednesday, are scheduled to appear Jan. 31 before Judge Blanche Hill Fawell.

### Comments (0)



DailyHerald.com is now using Facebook comments to offer a more inclusive, social and constructive discussion. **Guidelines:** Keep it civil and on topic; no profanity, vulgarity, racial slurs or personal attacks. People who harass others or joke about tragedies will be blocked. If a comment violates these standards or our [terms of service](#), click the X in the upper right corner of the comment box. To find out more, read our [FAQ](#).

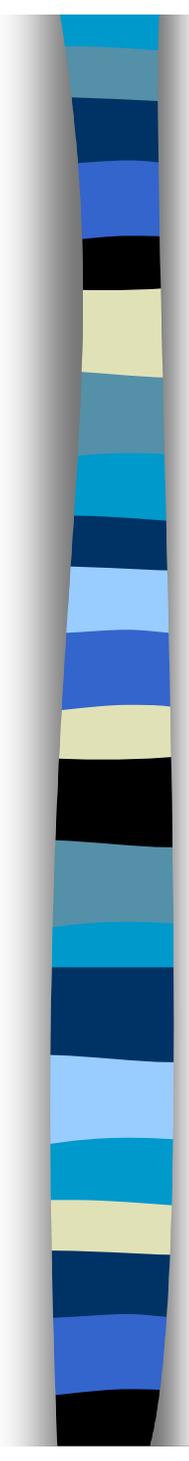


Add a comment...

Post to Facebook

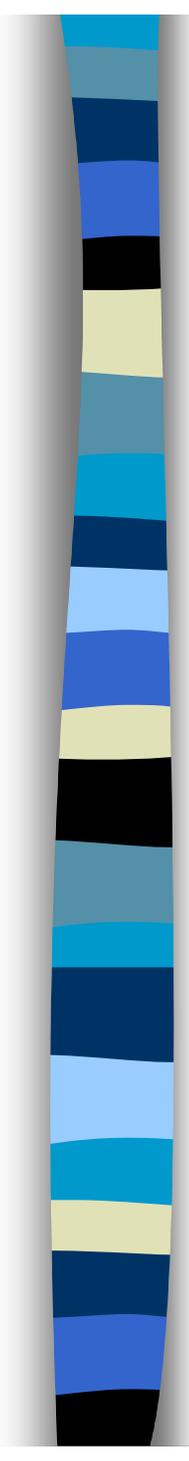
Posting as Daily Herald (Not you?)

**Comment**



# What we expect from you

- You should be posting your stories and other Daily Herald stories to your Facebook pages that will likely draw more reader engagement. Just like we used the term “talkers” for the print product, there are online “talkers” that we want to promote on Facebook
- You should be commenting on your stories, asking questions, responding to questions.



# Tips for posting

- **Passion topics:** People are passionate in the suburbs about their kids, their schools, their money, their commutes, their politics. You know what people in your towns care about; post that.
- **Quirky:** People are fascinated with the unique, the special, the quirky.
- **Images, videos** are most “shareable” so when you post those stories on FB, it’s worth mentioning that attached multimedia assets.

# Which stands out more?



Michelle Holdway and 2 others shared a link:



**Illinois ranks lowest in pet ownership. Really?**  
[www.dailyherald.com](http://www.dailyherald.com)

Illinois residents don't appear to be too fond of pets. Our state ranks in among the lowest in the nation for pet-owning households, with roughly a third of us owning



Michelle Holdway via Daily Herald

Mac and Emily are famous now.

Like · Comment · 1 2 · 2 hours ago ·



Neil Holdway via Teresa Schmedding

Scroll through the pictures with this story to see some of the Daily Herald staff's pets, including a certain pair who would really like some of my chowda.

Like · Comment · 1 1 · 4 hours ago ·

See 2 more posts from Teresa Schmedding and Daily Herald



James Schmedding

I have your dog and I will perform surgery if you refuse to meet my demands.



Unlike · Comment · Share · 10 hours ago via OS X ·

You, Jennifer Schmedding and 9 others like this.

View all 5 comments



LeAndrea Durham-Scott That is to funny!!  
9 hours ago · Like



Jennifer Schmedding I hope this is a vision of her future.  
7 hours ago via mobile · Like



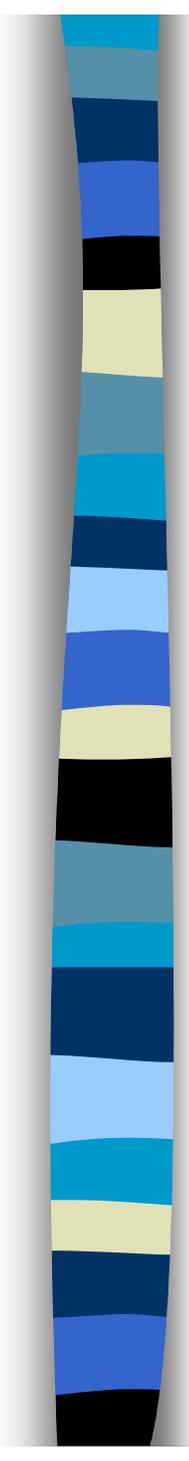
James Schmedding As a K9 Terrorist or a veterinarian?  
7 hours ago · Like



Jennifer Schmedding I think she's cut out for either.  
7 hours ago via mobile · Like



Write a comment...

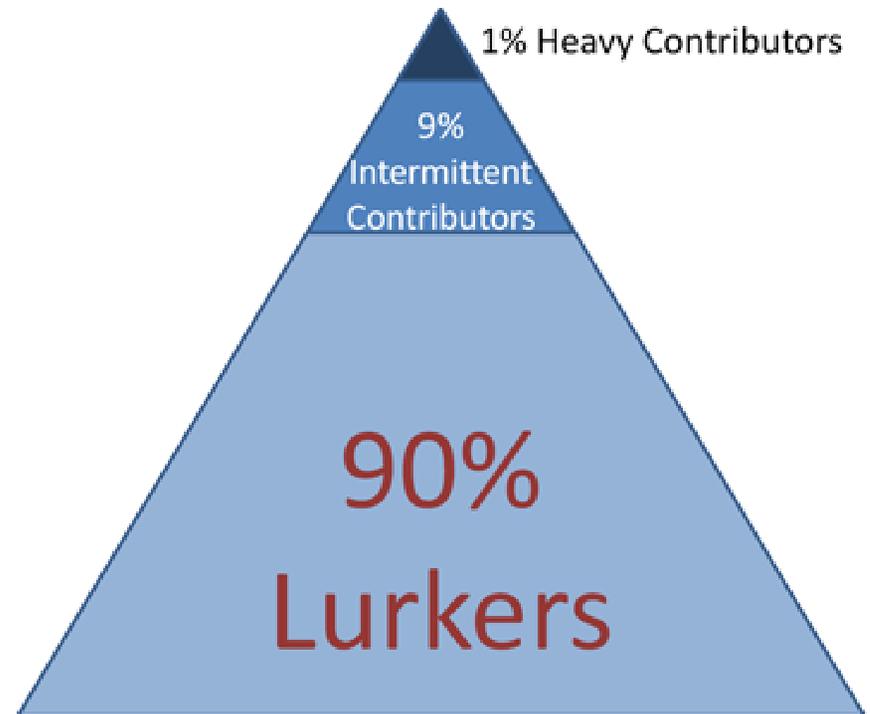


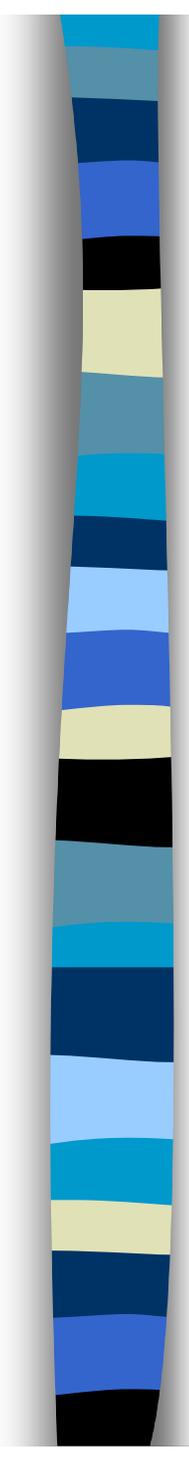
# Tips for posting

- **Timing:** Talk to readers when it's convenient for them, not you. FB traffic peaks 1-3 pm daily. Wednesday 3 pm is the best time. Thursday, Friday are best days. Monday-Wednesday are the worst. Pre-8 am, post-8pm the best.
- **Word choice:** Words that end to increase engagement: comment, take, submit, like, tell us.
- **Questions:** Ask them at the end v. the beginning. Why questions generally perform poorly. "Where," "when" and "should" get high comment response; "would" often gets high likes.

# Participation inequality

- Comments likely represent only a sliver of audience.
- The craziest, angriest shout the loudest.
- Don't take five comments on your story against pension reform and believe that "everyone" is against pension reform.



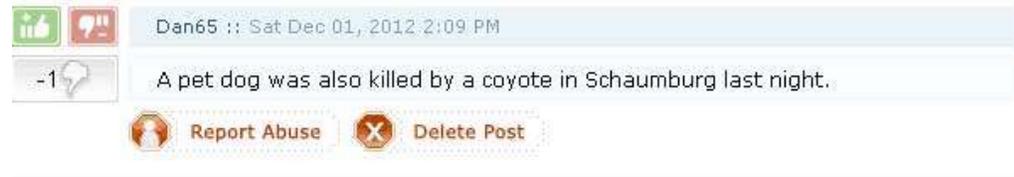


# Handling comments

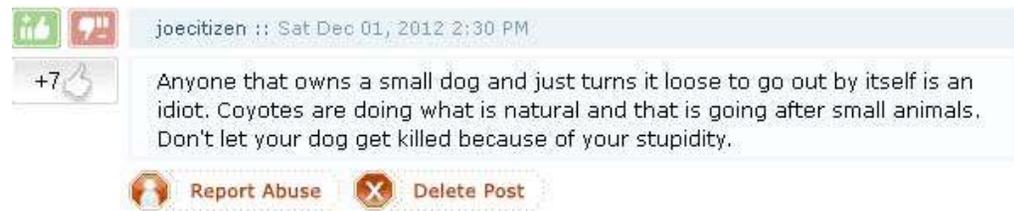
- Go on the offensive. Find your story, post a comment on it. Ask a question: The legislators were sworn in today: What questions should we be asking them during the upcoming session? You can help start the conversation – and get it off on the right foot.
- Don't show your agitation or aggravation

# Handling comments

- Do not respond to someone who is clearly trying to bait you.
- We want to encourage quality comments so make attention v. giving all your attention to the negative ones.



A screenshot of a Facebook comment. The comment is from a user named 'Dan65' and is dated 'Sat Dec 01, 2012 2:09 PM'. The text of the comment is 'A pet dog was also killed by a coyote in Schaumburg last night.' To the left of the comment, there is a thumbs-down icon with '-1' next to it. Below the comment, there are two buttons: 'Report Abuse' and 'Delete Post'.



A screenshot of a Facebook comment. The comment is from a user named 'joecitizen' and is dated 'Sat Dec 01, 2012 2:30 PM'. The text of the comment is 'Anyone that owns a small dog and just turns it loose to go out by itself is an idiot. Coyotes are doing what is natural and that is going after small animals. Don't let your dog get killed because of your stupidity.' To the left of the comment, there is a thumbs-up icon with '+7' next to it. Below the comment, there are two buttons: 'Report Abuse' and 'Delete Post'.



A screenshot of a Facebook comment. The comment is from a user named 'JakeGriffin' and is dated 'Sat Dec 01, 2012 3:51 PM'. The text of the comment is 'Dan, do you have more specifics? Schaumburg police say they are unaware of such an attack. Call me at 847-427-4602 if you know more. Thanks, Jake.' To the left of the comment, there is a thumbs-up icon with '+1' next to it. Below the comment, there are two buttons: 'Report Abuse' and 'Delete Post'.



Lake County :: Wed Jan 09, 2013 4:00 PM

+16

Journalist and article author Josh Stockinger is quite irresponsible in his professional work.

He should know better reporting "machine guns" when in fact the guns in the article are semi-automatic (meaning you don't have to reload everytime you shoot).

There is vast difference between "machine guns" (fully automatic) requiring the shooter to only hold down the trigger to release endless rounds and all other guns that require each shot to have a separate trigger response by the shooter.

I don't own a gun nor do I have a FOID and even I know this.

Tut tut Mr. Stockinger

Report Abuse Delete Post



AbJuViMi :: Wed Jan 09, 2013 4:01 PM

+2

But what if he's a "Good Guy" with illegal guns, How is he going to stop the bad guy with a gun?

Report Abuse Delete Post



JVM :: Wed Jan 09, 2013 4:17 PM

+16

The "journalist" that wrote this article shouldn't be writing. In fact, all the mainstream "journalists" writing articles on guns now shouldn't be writing. They don't know "jack" about the culture. I really have to question prior articles and reports written by these "journalists".

I guess one CAN shine a turd with words.

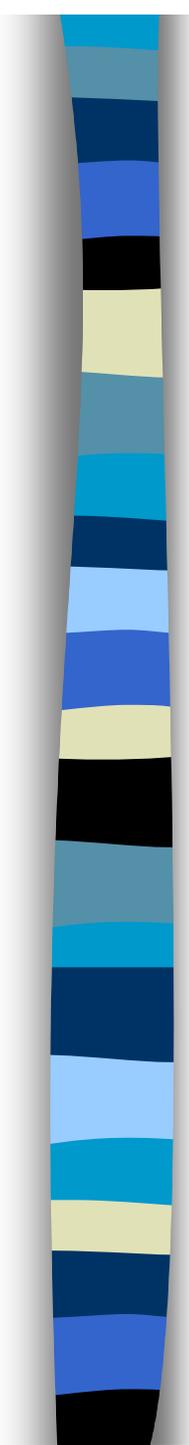
Report Abuse Delete Post



rmuser :: Wed Jan 09, 2013 4:46 PM

+10

A hole lot of oogily boogily in that headline. Machine guns are illegal on the federal level and the penalty is much worse than two years in prison. No mention at all if the guy is a felon. If he was not a felon at the time, what he possessed is 100% legal in most states, the difference is, Illinois requires the FOID. I'm actually surprised he got two years. As far as bomb making materials goes what was it? Fertilizer and diesel fuel would qualify



# Handling comments

- Feel free to reply to a person's post or tag them comment on the story.
- Never treat anyone differently online than you would in person. Don't correct them for typos. Don't be rude. Don't cut them off.
- If you see a great comment, say thanks and that you're going to suggest it for the Comment Extra column or commenter profile (then share that comment with Teresa and Jim Slusher).
- If someone points out an error and they're right, thank them and correct the story. If they're wrong, be careful about correcting them. You can cite the correct information, but don't get into an argument.

# Handling comments

- Do not take comments personally, no matter how personal they

are. They put the commenter in a bad light far more than they do you or your story.

Spenser :: Tue Oct 09, 2012 10:32 PM

Kerry,

I was looking for you to do something more constructive than point out what the venue was serving in the lobby. Perhaps if you had spent less time at the bar, you would have reported the juggling ability and evasion displayed by Walsh. (When did you become an entertainment reporter? Watch out, Dann Gire!)

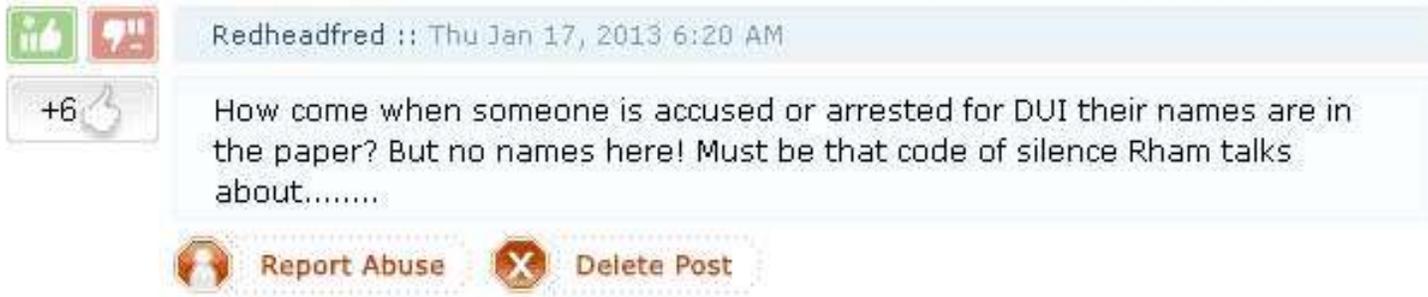
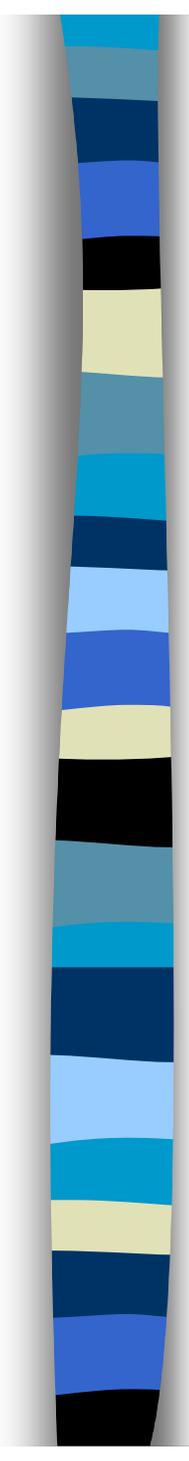
The way Joe could start out a response with "No" then provide an explanation that was the exact opposite. How Joe spent several minutes hemming and hawing and posturing and grimacing when asked about the state's pension deficit and never provided any possible solutions or recommended changes to the system going forward.

If you ever decide to be a news reporter again, you might have conversations like the ones I had with Walsh staffers, many who aren't pleased with their candidate and how he's conducted himself, especially tonight.

 Report Abuse  Delete Post

# Handling comments

- You are not committed to a lifelong discussion. You can bail at any time.



Redheadfred :: Thu Jan 17, 2013 6:20 AM

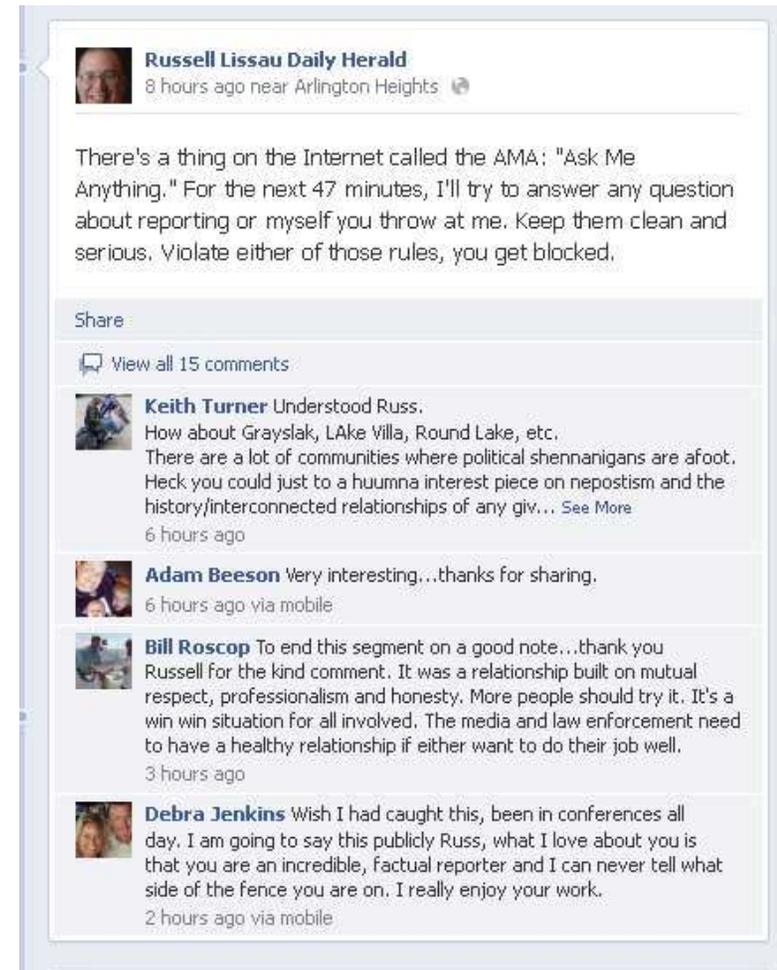
+6 

How come when someone is accused or arrested for DUI their names are in the paper? But no names here! Must be that code of silence Rham talks about.....

 Report Abuse  Delete Post

# Handling comments

- Remember you are always acting as an employee of the Daily Herald.
- People are more likely to engage with you as a person. Be professional but real.
- Be creative.



**Russell Lissau** Daily Herald  
8 hours ago near Arlington Heights

There's a thing on the Internet called the AMA: "Ask Me Anything." For the next 47 minutes, I'll try to answer any question about reporting or myself you throw at me. Keep them clean and serious. Violate either of those rules, you get blocked.

Share

View all 15 comments

**Keith Turner** Understood Russ.  
How about Grayslak, LAke Villa, Round Lake, etc.  
There are a lot of communities where political shennanigans are afoot. Heck you could just to a humna interest piece on nepostism and the history/interconnected relationships of any giv... See More  
6 hours ago

**Adam Beeson** Very interesting...thanks for sharing.  
6 hours ago via mobile

**Bill Roscop** To end this segment on a good note...thank you Russell for the kind comment. It was a relationship built on mutual respect, professionalism and honesty. More people should try it. It's a win win situation for all involved. The media and law enforcement need to have a healthy relationship if either want to do their job well.  
3 hours ago

**Debra Jenkins** Wish I had caught this, been in conferences all day. I am going to say this publicly Russ, what I love about you is that you are an incredible, factual reporter and I can never tell what side of the fence you are on. I really enjoy your work.  
2 hours ago via mobile