

# the **LITTLEHAWK.COM**

## Internet Team Worksheet

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**TEAM NAME:**

**TEAM MEMBERS:**

In 2011 *The Little Hawk* is implementing version 2.0 of how content will be produced and uploaded to the Web. In the past staff members have been responsible for a day or have had to upload one story per issue. This has caused confusion and a great deal of just regurgitating content from the newspaper onto the Web site. To improve this system you are now going to work on a team. Your team is going to responsible for updating as much content as you possibly can for your week. The team that does the best job will be awarded a pizza party at the end of the trimester.

What does an outstanding internet team do during their week? Below is a list of possible options. To earn an A the team must publish five posts and ten Facebook posts.

### **INTERNET TEAM OPTIONS**

#### **REPORT ON BREAKING NEWS**

If something newsworthy happens then the team's number one job is to cover it, cover it well and get it up on the Web as fast as possible. Speed is essential for a good internet team. Breaking stories as quickly as possible will keep people coming back to the site to see what is going on at City High. Remember all posts need an image.

#### **PREVIEW AN EVENT**

What is going on during your week? Take a look at the school calendar and pick a few events that deserve to be previewed. Find out the who, what, how, where, why, and when before doing a few interviews. The post only needs to be 100 to 200 words. It does need to be posted a day or two before the event.

#### **COVER A LIVE EVENT**

If you have a smart phone or if it is in this building then you can do live Tweeting and Facebook updates for a sporting event. For a play you could do post play interviews or a slide show of photos from the event.

#### **CREATE A SLIDE SHOW**

If you or another reporter takes hundreds of great photos from an event the internet team can sort through the photos to make a collection of the best photos to post online. Make sure to batch process them as RGB, 72 pixels per inch and less than 3x5 inches. Check the batch processing video on [www.jrogers78.wordpress.com](http://www.jrogers78.wordpress.com) if you need help.

#### **CREATE VIDEO CONTENT**

There are Flip cameras at your disposal for you to take video of school events, interview people, and create video highlights from events. Make sure to link video content to other stories and content in the newspaper.

#### **LINK**

The web is a web. The Web site needs to connect not only to the print edition of *The Little Hawk*, but to other Web sites. Make sure to research what is out there on the web and provide links to other sites for the viewers.

#### **INTERACT WITH READERS**

Make sure to use Facebook and the Web site to interact with readers. This can be done through contests, having students send in photos, comments, and responding to Tweets or Facebook posts.

#### **CREATE A CONSISTANT EDITORIAL VOICE**

The voice of *The Little Hawk* on Facebook should be consistent. Most posts are engaging, but maintain a level of professionalism. Students want to read your opinions about current issues at the school, sports, and relationships. Make sure to have repetitive columns or opinion pieces that viewers can find over and over again.

### **Tips**

- TALK TO YOUR TEAM EVERY CLASS PERIOD

- TRY SOMETHING FUN AND DIFFERENT!

- THE WINNING TEAM GETS A PIZZA PARTY

- WHAT IS HAPPENING TODAY??? KEEP YOUR EARS TO THE PAVEMENT

- WHAT IS HAPPENING TOMORROW?

- WHAT DESERVES TO BE COVERED THIS WEEK

- EVERY POST NEEDS AN IMAGE

- LINK TO OTHER WEB SITES

- CONNECT TO THE PRINT EDITION

## **INTERNET TEAM ACCOMPLISHMENTS**

### **What has my internet team done this week?**

List off below everything that your team has accomplished from the possible tasks listed on the first page.

### **TIPS**

- TALK TO YOUR TEAM EVERY CLASS PERIOD

-TRY SOMETHING FUN AND DIFFERENT!

-THE WINNING TEAM GETS A PIZZA PARTY

-WHAT IS HAPPENING TODAY??? KEEP YOUR EARS TO THE PAVEMENT

-WHAT IS HAPPENING TOMORROW?

-WHAT DESERVES TO BE COVERED THIS WEEK

-EVERY POST NEEDS AN IMAGE

-LINK TO OTHER WEB SITES

-CONNECT TO THE PRINT EDITION

### **Why should we win the pizza party?**

Write a paragraph below on why your team is the greatest internet team on staff.