Online Content Sources/Oversight

<table>
<thead>
<tr>
<th>Type</th>
<th>Creator(s)</th>
<th>Frequency</th>
<th>Oversight/Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beat report</td>
<td>Reporters</td>
<td>X</td>
<td>Beats editor(s), adviser</td>
</tr>
<tr>
<td>Photo of the Day</td>
<td>Photographers</td>
<td>X</td>
<td>Photo editor(s), adviser</td>
</tr>
<tr>
<td>Video</td>
<td>Videographers</td>
<td>X</td>
<td>Adviser</td>
</tr>
<tr>
<td>‘Snapshots’ (graphic beats)</td>
<td>Graphics reporters</td>
<td>X</td>
<td>Adviser</td>
</tr>
<tr>
<td>Tabber/”top stories” tab</td>
<td>Editors (management &amp; section)</td>
<td>X</td>
<td>Management, adviser</td>
</tr>
<tr>
<td>Social media (Twitter, Facebook) (See “Social Media” inset)</td>
<td>Various (sports eds, management, beats eds, Student Section ed)</td>
<td>X</td>
<td>Management, adviser</td>
</tr>
<tr>
<td>Blogs</td>
<td>Bloggers</td>
<td>X</td>
<td>Management, adviser</td>
</tr>
<tr>
<td>Slideshows</td>
<td>Photographers</td>
<td>X</td>
<td>Photo eds, adviser</td>
</tr>
<tr>
<td>Weather forecast</td>
<td>Videographer, reporter</td>
<td>X</td>
<td>Management, adviser</td>
</tr>
<tr>
<td>Sports Updates</td>
<td>Sports updates ed</td>
<td>X</td>
<td>Sports ed(s), management, adviser</td>
</tr>
</tbody>
</table>

Beats
What are they?
Beats are regular reports/updates on some area of the school.

Who writes them?
Every reporter (with few exceptions) is assigned a beat.

How often?
Each reporter writes a beat once every three weeks.

How spaced?
The reporters are divided into three groups—A, B and C. Those groups correspond to which week the beat is due in each three-week cycle.

Social Media
Who updates?
Several people have the ability to update our social media outlets. Mostly, the job falls to the management team, but others, like our Student Section editor, the sports updates editor, photo editors and our beats/calendar editors, can also tweet/update Facebook.

How spaced?
Some tweets/updates post immediately. For some we can anticipate the best time angle and can schedule those to update later using devices like TweetLater.com.

How often?
We try to get at least three to five tweets/updates posted daily.

Online updates: Where do they appear & how often?

- **Sports updates**
  - Daily (as needed)
- **Beats**
  - Two to five per day
- **Photos of the Day**
  - Once per day
- **Weather updates**
  - Once per week
- **‘Snapshots’ (graphic beats)**
  - Once per week
- **Videos**
  - Once per week
- **Slideshows**
  - Once per month
- **Twitter/Facebook**
  - Two to five per day
- **Issuu.com**
  - Once per month
- **Ads**
  - Once per month (or as needed)