

Online Content Sources/Oversight

Type	Creator(s)	Frequency			Oversight/Grade
		Daily	Weekly	Monthly	
All constitute "beats" (See "Beats" inset)	Beat report	Reporters	X		Beats editor(s), adviser
	Photo of the Day	Photographers	X		Photo editor(s), adviser
	Video	Videographers		X	Adviser
	'Snapshots'(graphic beats)	Graphics reporters		X	Adviser
Tabber/"top stories" tab	Editors (management & section)		X		Management, adviser
Social media (Twitter, Facebook) (See "Social Media" inset)	Various (sports eds, management, beats eds, Student Section ed)	X			Management, adviser
Blogs	Bloggers		X		Management, adviser
Slideshows	Photographers			X	Photo eds, adviser
Weather forecast	Videographer, reporter		X		Management, adviser
Sports Updates	Sports updates ed	X			Sports ed(s), management, adviser

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?

The screenshot shows the HiLite Online website interface. Red arrows point from text labels to specific sections on the page:

- Sports updates** (Daily (as needed)) points to the "SPORTS STORIES" tab in the navigation bar.
- Beats** (Two to five per day) points to the "RECENT UPDATES" section.
- Photos of the Day** (Once per day) points to the "Photo of the Day" section.
- Weather updates** (Once per week) points to the "Weekly Weather Outlook with Patricia Bryant" section.
- 'Snapshots' (graphic beats)** (Once per week) points to the "Photo of the Day" section.
- Videos** (Once per week) points to the "Video" section in the navigation bar.
- Slideshows** (Once per month) points to the "Photo of the Day" section.
- Twitter/Facebook** (Two to five per day) points to the "Social Networking" section.
- Ads** (Once per month (or as needed)) points to the "Advertisement" section at the bottom.
- Top stories** (Once per week) points to the "TOP STORIES" section.
- Blogs** (Once per week (per blogger)) points to the "BLOGS" tab in the navigation bar.
- Issuu.com** (Once per month) points to the "OUR LATEST ISSUE" section.