

# How to Write a Newsjacking Blog Post

***Copy and paste the template of your choice into a new document.***

One thing to note with newsjacking: if the topic is or could be perceived as sensitive, be *very* careful with your writing and positioning. Your decision to cover the story and/or the approach you take in your post could be controversial and negatively impact your brand.

## Outline: [Blog Post Title]

Link to Original Story: [Insert Link if Available]

Author: [Enter Author Name]

Due Date: [Enter Due Date]

Publish Date: [Enter Desired Publish Date]

Buyer Persona: [Enter Targeted Reader and/or Buyer Persona]

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## [Blog Post Title]

*Make sure the title clearly identifies the breaking news story and runs for 60 characters or less.*

## Introduction

*Lead into the post with a short 100-200 word introduction. Be sure to highlight:*

- *The quick facts as they are known, with a link to the original story if available.*
- *The reason why what you're talking about is important.*
- *Who, what industry, or what sector of the industry this applies to.*
- *What you'll be covering [i.e. "in this post, we'll explain what has reportedly happened, how it may affect your company, and provide four tips for what to do next."].*

## What Happened

*Flesh out the story in more detail than in the intro with more background, information, and sources. Keep the first part of this section factual, and if you feel compelled to, input your opinion on the story afterwards.*

*Inserting your opinion can be a questionable move, so make sure you get the okay from appropriate stakeholders before publishing opinions – particularly on sensitive news stories.*

## What's Happening Now/Next [Optional]

*If the story is still breaking, you may want to leave this blank. However, if the dust has settled and you have reliable information on what the ripple effects of this news story will be, mention them here so readers know what to expect.*

## What This Means For You

*If the story you're covering impacts a larger audience than your niche readership (say, a new government regulation impacting many industries), narrow down the scope of the implications of this event to your specific reader. Maybe you're writing for the hardware industry, and new trade regulations will impact shipments and prices of raw materials to manufacturers. In that case, talk about how the new law can or could disrupt or impact that part of a reader's business.*

## What You Can/Could/Should Do Now [Optional]

*Again, giving advice in the wake of or in the aftermath of a breaking news event isn't always the best idea. However, if you're able to link to legitimate sources on what the best course of action is, you can. Here, academic and government sites would be a fair place to draw next steps from.*

*If you do wish to provide your own opinion on what to do next, make it clear that these next steps are suggestions as to what a reader may consider doing, not requirements.*

## Closing

*Wrap up your amazing new blog post with a great closing. Remind your readers of the key takeaway you want them to walk away with and remind them to check back in to this page with any updates if the story is ongoing.*

## Call-to-Action

*Last but not least, place a call-to-action at the bottom of your blog post. This should be a lead-generating piece of content or a sales-focused landing page for a demo or consultation. For a newsjacking piece, consider putting a CTA on your blog subscription so readers can stay up-to-date with related stories that you cover.*

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## Checklist Before Publishing

- Did you provide a clear, factual approach to explaining this situation to readers?
- Did you provide relevant and accurate facts and stats to back up your writing?
- If you offer an opinion, is it fleshed out and justifiable?
- Did you properly cite and backlink your sources?
- Does your story offer a unique angle, fact, or approach that readers would not be able to access elsewhere?
- Did you spell check and proofread?
- Are there at least 1-2 images?
- Did you set a reminder to revisit this post periodically and update it with new information if/when it becomes available?
- If there are long-term implications of this story, do you provide actionable insights or next steps that will help readers navigate and understand the situation in the long run?