Breaking news checklist

Promote the news
❑ Post to Twitter (and have staffers post to their Twitter accounts)
❑ Post to Facebook
❑ Send breaking news text alert
❑ Send breaking news e-mail alert
❑ Send a message to MySpace friends
❑ Create a widget so others can add news to their site
❑ Buy keywords on Google/Yahoo/Facebook
❑ Send to Drudge, Reddit, Digg, Fark
❑ Send info to bloggers/sites who cover that topic
❑ Post info in forums related to that topic
❑ Put together a print promotion plan

Tools to use on your site
❑ Use an alternative home page design
❑ Create a poll
❑ Start a breaking news blog
❑ Should any of your staff bloggers promote on their blog?
❑ Are there community members who can blog about this topic?
❑ Link to blogs outside your site
❑ Start a discussion forum
❑ Ask readers to submit photos
❑ Create a live chat
❑ Create a hastag for Twitter/Flickr/etc.
❑ Ask readers for YouTube videos
❑ Ask readers what questions they have/what info they know
❑ Add a Google locator map
❑ Create a Google map that allows readers to add content
❑ Create a searchable database
❑ Q&A with reporter or editor or source
❑ Ask Twitter followers for feedback or help
❑ Add links to more coverage elsewhere on the web
❑ Create a site that captures social media conversation on the topic
❑ Aggregate content from other sites onto our site
❑ Create an RSS feed for continuing content
❑ Allow readers to subscribe to that RSS via e-mail
❑ Post large photos online (in a blog or story)
❑ Offer print pages for sale
❑ Highlight the best comments from readers

Don't forget
❑ Take screengrabs
❑ Alert advertising department so they can sell ads around the news/content