

Your guide to live blogging



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Introduction

This ebook contains tips, case studies and expert advice on the how's and the why's of live blogging, one of journalism's most versatile formats. To help you get the most out of your live blog, we've put together a collection of insights and strategies from some of journalism's most innovative live bloggers. Happy blogging!

Welcome to the world of live blogging!

In the modern media landscape, audiences expect news when it happens. Gone are the days when day-old newsprint was considered current. Today, news consumers demand instant insight, and to deliver it, journalists and information providers must embrace a multitude of publishing platforms; live blogs should rank high on every publisher's list.

But what, exactly, are live blogs, and what are they good for? If you've ever asked either of these questions, keep reading: this document was created for you.

Consider this scenario: you're an American sports journalist in Madrid covering the 2019 Champions League final between Liverpool and Tottenham Hotspur. Pre-match tensions are high, with Liver-

pool looking to avenge their loss in the final a year earlier to Real Madrid, and Tottenham seeking its first-ever European Cup. Then, just 24 seconds into the match, Liverpool earns a penalty after Tottenham's Moussa Sissoko handles the ball in the area. Mohamed Salah converts the second-fastest Champions League final goal, setting the stage for a Liverpool 2-0 victory. Pandemonium ensues.

And your US-based audience, avid fans of the world's game, missed every second – in a match where seconds mattered – because their local TV provider does not provide a subscription to Europe's greatest soccer contest. Your live blog was their only way to watch history unfold.

Ready to learn more?

Live blog basics

A live blog, sometimes referred to as “live text,” is a blog post that provides rolling textual coverage of an ongoing event supplemented with images, videos, and other digital mediums. According to The Guardian: “Live blogs provide commentary and analysis alongside breaking news rather than summarising the event after it is over. It’s a transparent format in which the writers are able to update and amend their commentaries in easily digestible paragraphs.”

Live blogging through the ages

What started in the mid-2000s as software for techies to broadcast technology conferences has since become an essential format for journalists and other information providers to distribute chronological digital coverage.

Personalisation is a live blog’s comparative advantage. Unlike television, which must be watched in a linear way and in real time (although viewers can record it and watch it later), live blogs allow readers to start at any point in the story and reread, save, share and digest information at their own pace.

These features have made live blogs increasingly popular among readers. In 2012, researchers at City University London found that live blogs get 300% more views and 233% more visitors than conventional online articles on the same subject. Live blogs also outperform online picture galleries, getting 219% more visitors.

In 2013, the Reuters Institute for the Study of Journalism published a chapter on live blogging as part of its annual Digital News Report. It found

Live blogging can be used for a wide variety of events and circumstances – such as sports, elections, conferences and private events. As live blogs are constantly evolving, news organisations use live blogs for a number of reasons: to reach wider audiences, to increase the transparency of the traditional news-making process, to increase content engagement, and even to generate new streams of revenue through blog syndication.

that readers increasingly prefer live blogs to static content and believe live coverage to be more balanced and neutral. Additionally, 62% of survey takers said live blogs are the best format to consume news at work.

More recent figures suggest that live blogging continues to appeal to online readers. A study published in a 2018 medical journal found that using live blogging tools to cover industry conferences increased view time and engagement with conference material.

Journalists have been observing these trends for years. Audiences are spending less time reading full news stories and more time engaging with highlights and breaking news – everything from basketball buzzer beaters to coverage of natural disasters. In fact, when big news breaks, studies show that readers actively seek out quality information through online search – before content is shared on social media. That’s one reason why having a live blog dedicated to breaking news coverage will boost your site’s profile online.

But the benefits are not limited to the immediate time during and after an event. It turns out that readers go back, again and again, to visit live blog timelines of events in the past. “Our experience is that live blogs drive lots of traffic to our site,” said Sybille Klormann,

an editor at Zeit Online covering politics and economics. “We are often surprised at how many people visit these blogs, especially during elections, but also show a continued interest afterwards.”

Live blogs are digital natives

Examples of live blog successes are everywhere, even for specialised publications. Aleks Vickovich, wealth and legal managing editor at Momentum Media in Australia, says one company publication, ifa (Independent Financial Adviser) used a live blog to cover two weeks of financial hearings in 2018. As a result, ifa saw its new traffic increase by 200%. For a publication with “an extremely niche audience of hard core fans,” Vickovich said the growth made possible with live blog was staggering. “We had something like 60,000 unique visits in the two-week period, which is about twice what we usually get in a month.”

Part of that success is because live blog content is becoming more visible in web searches. Why does this matter? Because when the text of a live

blog post appears as native content to search engines, it raises the profile of that news organisation’s coverage in new web searches, and also helps with the site’s SEO (search engine optimisation) overall.

Bottom line: “Live blogging can be a very valuable resource to your readers if done right,” says professional blogger Cameron Chapman. “If you take the time and keep focused throughout an event to provide useful information to your readers, they’ll often consider your blog the go-to place for event coverage in your industry. If it’s done poorly, though, all those blog posts will likely just be looked at as filler or fluff by your readers, and may even annoy some to the point they unsubscribe from your RSS feed.”

By the numbers

Blogging Statistics

(Source: Tech Jury, March 2019)

1. In 1999 there were 23 blogs on the Internet; today, there are over 505 million.
2. Bloggers post 5.8 million new pieces of content every day.
3. 77% of internet users read blogs.
4. 57% of marketers plan on increasing their blogging.

Live blogging basics

Where to begin?

Pick a platform:

The first step is choosing a blogging platform. Sourcefabric's [Live Blog](#) is a powerful, professional open-source live blogging tool created for journalists and bloggers on the go. Once you've registered, you're just a few steps away from live blogging.

Prepare, prepare, prepare:

Coming up with material ad hoc is not the best practice for maintaining a successful live blog. Even though events unfolding in real time often leave little to no opportunity to prepare, there will inevitably be in-between moments where not much is happening. During these times, it's important for you to have some relevant material prepared in advance, general knowledge on the topic you're covering, and reliable contacts who can assist you.

Why is this important? Because to keep your audiences you need to engage them. If you prepare well you can offer your visitors supplementary information in the form of other articles, quotes, statistics, and photos (to name just a few). This will make your blogging experience more exciting and less nerve wracking!

Prepare some more:

You must also think about the type of content you'll be putting on your blog. Will it be pictures and videos, or just text? Thinking about this before you start will help you to allocate resources, and gather material such as social-media handles, if you're going to be tagging people in your posts.

Growing your audience:

How to boost engagement and popularise your live blog

Now that you're up and running, it's not too early to think about how to increase traffic and engagement for your blog. We've got you covered there, too. Here are a few tips from some of the top live blogging professionals. In particular, we'd like to thank Paul Bradshaw, who runs the MA Data Journalism and MA Multiplatform and Mobile Journalism at Birmingham City University and authored the book *The Online Journalism Handbook*, for sharing his insights.

Be relevant – ensure your live coverage provides value

The networking nature of live blogging is one of its most distinguishing qualities. That is to say, while you cover breaking news or an event, any number of individuals or media agencies may be blogging and/or covering it too – as well as watching it on TV. Prior to dedicating the time needed to make a good live blog, it's important to ascertain whether or not your coverage will provide value and be able to capture an audience.

One way to accomplish this is to see what syndicated content is being shared in your ecosystem. This should give you a good idea of what other agencies collectively feel is relevant news for your followers. In addition, making use of Live Blog's analytics feature will reveal, especially over a period of time, what kind of stories attract readers and keep their attention.

Be accurate – make certain you post verified facts

It is of the utmost importance that you publish accurate, verified information. Therefore, you must be careful when the live event you're covering features disputable facts or different perspectives of events. This particular problem is common during elections, when anyone and everyone can have an opinion. In these cases, it's critical to establish procedures which allow you to verify that what is being said is actually true.

Similarly, if you happen to be covering volatile situations such as demonstrations, riots, or something similar, you will find any number of varying perspectives about what is happening and why. These circumstances put you under pressure to confirm the hard facts surrounding the situation.

In both cases, having a reliable reporter or reporters who can conduct the necessary research and provide you with accurate information is usually the best option. If you don't have your own reporters, once again we recommend that you consult the syndicated content within your ecosystem to find out which information a variety of sources agree upon and choose to publish.

Differentiate yourself – provide your audience with rich insights

A common live blogging mistake – and one that will leave your blog with little to no value – is to simply make a note of what is occurring. Many other coverage providers are doing exactly this, so you should give special consideration to filtering, aggregating, and posting only the most insightful content. Together with this curated content, provide some analysis on what is happening. Some questions to consider are: why is this information important or not important? What insights does it provide for the topic that you are writing about?

It's also a good idea to supplement your live coverage and analysis with multimedia. Adding multimedia enriches the quality of your coverage. Some examples of this come in the form of audio, video, or social media.

Socialise – encourage your audience to participate

Finally, given their instantaneous nature and multimedia structure, live blogs are the perfect opportunity for you to interact with your viewers, so make sure that readers are able to comment and share. Not only will they feel more connected and involved in the experience, but they will also provide you with additional content and inspiration.

For instance, comments encourage readers to return to a site to follow a discussion or debate. By paying attention to what people are saying, you will gain insight into the quality of your blog as well as your editorial strategy, and this can be used to develop future blog topics. You may also be able

to incorporate direct user feedback in real time, including eyewitness reports or accounts of what

other news agencies and sources of information are reporting.

Pro Tips: Blogging insights from a newsroom insider



Süleyman Artiisik, online editor and dpa-live product manager at dpa, Germany's largest press agency, has five tips for live blogging coverage that keeps readers coming back for more.

Speed is your friend

Live blogs are well suited to situations where it's just about getting the facts across rather than going in depth on a topic. For me there's no faster journalistic format than live blogging.

Every event deserves its own playbook

At dpa, we usually meet as a team about a week before an event we're planning to cover and put together a script that we want the reporting to follow. Here you really have to think in terms of pure storytelling, from the opening scene to the dramatic arc of how an event plays out, and structure the blog so that you're building suspense, one post at a time.

Creativity is key

For me, the multimedia aspect is one of live blogging's main differentiators. Something we appreciate about Sourcefabric's Live Blog is that it makes it easy to include multimedia. Also, all of our reporters use the Live Blog mobile app, which we use especially for photos.

Learn from every device and format

Live blogging is TV without the live image. Mobile devices were once called second screens but today we have to think mobile-first. At dpa, we optimise our live blog coverage for mobile users, meaning shorter, snappier text – a maximum of two paragraphs. And we create our own graphics in-house.

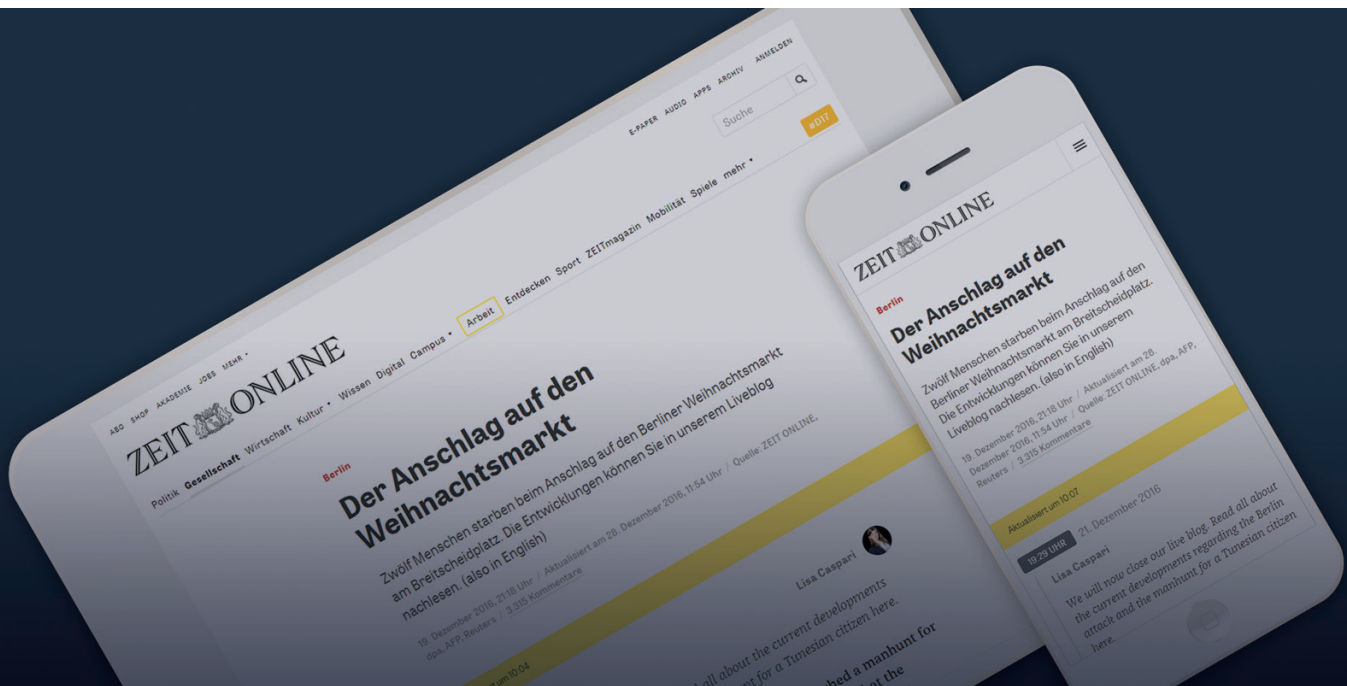
Source from your networks

My tip for covering live events is to create Twitter lists related to your topic – and start following them.

Case Studies

Case study 1

Live blogging breaking news: Best practices from Zeit Online



National elections, terror attacks or fast-changing situations in world affairs: these are all examples of the types of live breaking news stories for which the German news outlet Zeit Online uses Live Blog.

As one of Germany's largest news organisations, Zeit Online attracts over nine million viewers a month to its website. At times, a substantial amount of this traffic can be driven by its live blog coverage. We asked Sybille Klormann, lead editor for all live blogging projects, to tell us Zeit Online's best practices for this dynamic form of real-time coverage.

Choose your coverage strategically

A live blogging tool is ideal for fast and rapid-changing news. However, prior to beginning your live coverage, it's always important to verify what is actually happening and think about the best way to cover the story.

Once the situation is verified, the local and regional implications must be considered. News providers only have a small window of time to decide if it's in their editorial interest to cover the story, meaning that they must gauge whether or not there's enough interest and popularity among their audience.

For example, Zeit Online chose to cover the airport attack in Brussels with a live blog since it was of significant interest. Other examples in which it was necessary to decide quickly whether or not using a live blog were the terror attacks in Manchester or Berlin.

Think in terms of editorial resources

Producing a good live blog requires advance planning. Some practical questions to consider: is there enough staff available at that particular moment and are there reporters on the scene able to provide

information, verify facts, as well as submit images and videos?

Another question concerns the linguistic capacity to cover a particular story. Klormann cited examples where a language barrier at first made it difficult to provide adequate live coverage, specifically the 2016 attempted coup in Turkey. In cases like this, Zeit Online needed to rely on secondary sources of information, which made things more difficult than usual, Klorman reported.

Build in communication and collaboration tools

Using established lines of communication is essential for a time-sensitive format like live blogging. Zeit Online's preferred channel is Slack. Klormann reports the editorial team uses this communication and collaboration tool in order to share information among their reporters and affiliates across the globe. They use this network not only to share information, but also for receiving remote blog contributions as well as to conduct quick and accurate background and fact-checking research. Finally, Live Blog can also be used as a collaboration tool, to let newsroom staff know who's working on which story at any given moment.

Adapt to the changing media landscape

Because news consumers have taken a much greater interest in live blogs, Klormann observed that the format has also become more professional. In the current media environment, live blogs are a go-to form of storytelling. Rather than asking themselves what to cover in this way, news agencies are devoting more energy to how they should structure their live blogs.

In one instance, when Zeit Online covered the battle for Mosul, they experimented with what was referred to as a "slow blog". Instead of the standard instant-update format, Zeit Online collected and curated various articles as background information using their live blogging tool. They felt that this was a unique and innovative way to consolidate and present all of the articles and updates related to the battle, which took place over a longer period of time.

Take advantage of new technology

Advancements in technology are another point of consideration as they not only make the blogging process faster and simpler, but also provide live blogs with a sleeker appearance and allow for the integration of more types of multimedia. For example, embeds have become much more sophisticated and are a popular way to share a variety of media; social media activity has increased; mobile devices play a larger role in both the consumption and production of news; and the ability for news consumers to interact and engage with the news via a comments section has also become commonplace.

Case study 2

Live blogging sporting events



4:1

🕒 65'



Bayern München

4' Ribéry
10' Lewandowski
49' Robben
68' Lewandowski

Half time 2:1

April 8, 2017 | Allianz-Arena | Referee: M. Fritz | Attendance: 75000

Borussia Dortmund

20' Guerreiro

Live blogs are perfect for fans who want to follow their favourite teams, and they're great for publishers, too, as the format appeals to a large cross-section of people – from die-hard fanatics eager for play-by-play commentary to the casual fan looking only for a game's highlights.

Yomi Omogbeja, editor-in-chief of AthleticsAfrica.com, says that for his news organization, "live blogging adds an extra dimension of live coverage" that has helped his site become "more competitive by reporting during the event rather than afterward." Live blogs have helped Omogbeja's site, which started as a side project during his university days, become one of Africa's more widely-read sites for track and field news.

Your sports live blog can join the ranks of the well-read by following a few simple rules and practices:

On your marks, get set, prepare

As with any journalism project, preparation is essential to key to success, and nowhere is that truer than with live blogging. Gathering stats, biographical information about athletes and other relevant information before the whistle blows will help you respond quickly to changes in the action, and to supplement your feed's insights when the action slows. For instance, to live blog a running event, like a marathon, you might prepare posts detailing runners' profiles or compile a few interesting facts about the race and its history.

Know the score ...always

Keeping track of the score or race status is paramount to covering any sporting event. If you're using Sourcefabric's Live Blog to chronicle the action, the platform's scorecard features allow for the score to be clearly presented, and additional features enable other details – such as quarter results in an American football game – to be displayed easily and succinctly.

Making use of custom post types – such as time of possession cards – is another way to present information in an engaging format. Live Blog's "Statistics in Charts" and "Statistics in Percentages" post types, which can be found on GitHub, are all ready to be copied and pasted into Live Blog's custom post types manager.

Engage audiences creatively

Another strategy for successful sports live blogging is to incorporate social media into your overall plan. For example, introducing a social media hashtag, such as #LondonMarathon, before an event takes place, you'll be able to find relevant social media posts to include in your live blog. This can also help people on those channels find your live blog content.

Turning on your live blog's commenting feature, which allows you to collect, moderate, and publish reader comments, is another way to engage readers. Fans often like to connect with other fans and comment on the on-field action; make it easy for them to do so.

Keep it simple

Giving your live coverage a clear structure will help your readers keep track of important updates and help latecomers to your coverage get up to speed quickly. Pinning a post will mean that it stays at the very top of your live blog's timeline, ensuring that it is the first thing a reader sees. Highlighting posts that contain important pieces of information, such as who is leading at the halfway mark, allows for readers who are pressed for time to quickly scan through your live blog.

Don't bury the lead

Once the final whistle blows, consider flipping the order of your content – last to first – to create a multimedia archive of the event itself. During the match readers want the latest updates to come up first, but after it ends (and readers know the outcome), your blog can still be a resource for those interested in dissecting the match or race in reverse.

Case study 3

Live blogging a conference



Live blogging a conference is a natural fit. But if you want to increase user engagement and generate great social media coverage, you'll need to follow a few simple steps.

Prepare

Before the event gavel falls, here are a number of steps that you should implement to ensure fast and efficient conference coverage:

- Ahead of the event set up your Twitter search (and other social media channels) to monitor relevant accounts and hashtags. You can also prepare your first social media posts based on the results of your research and schedule them to be published during the coverage.

- In advance, prepare posts introducing the speakers of your conference so that at the beginning of a session you can publish quickly, without having to thumb through the program.
- Store your images in a folder available to everyone
- In case your blog is sponsored by a media partner or other type of sponsor, make sure to set up a branded blog and prepare sponsored posts.

Build a team

Live blogging might be a new tool in your communication toolset and building a live blogging team with clear responsibilities is key to a successful live coverage of your event. No matter if there is only

one person taking care of the live reporting, a team or if you decide to turn your conference participants into reporters – make sure to clearly assign your team members to the following roles:

- **Who is responsible for the blog as a publication?**
- **Who can publish to the timeline and who is just contributing?**
- **Who takes care of the social media coverage and is curating the reader comments?**

Think about your target audience

Take a minute to think about your target audiences. A live blog can be used for both internal and external communication; people not attending the conference can also follow the discussions and keynotes on the conference website and even participate by commenting on the live coverage. But apart from this rather classic use-case, your live blog can also engage the participants of the conference itself.

If you're the conference organiser, you could even screen your live blog directly into the conference room to bring more visibility to the arguments developed during the discussion. This is the approach that the M100 Sanssouci Colloquium used in March 2018. During that event, which brought together Europe's top editors, commentators and public figures, a live-blog editor functioned as a moderator by embedding relevant tweets and comments from the audience, allowing instant interaction with the speaker.

As the event organiser Sophia Wellek said: "Through the live blog, different opinions were visible at the event and attendees could participate digitally in the debate. At the same time, quotes from speakers

could be highlighted and content reproduced. As a result, the tool did not only enrich the discussions, but also facilitated the coverage of the event."

Engage your audience

By posting your live blog within the conference itself, you can help participants feel more engaged by seeing their quotes, tweets or comments appearing "big" on the screen. This may even have a moderating effect on ongoing discussions in a conference panel: the live blog sums up the discussion in a way that helps to avoid endless repetitions of arguments already made and shared.

Archive your blog, document your event

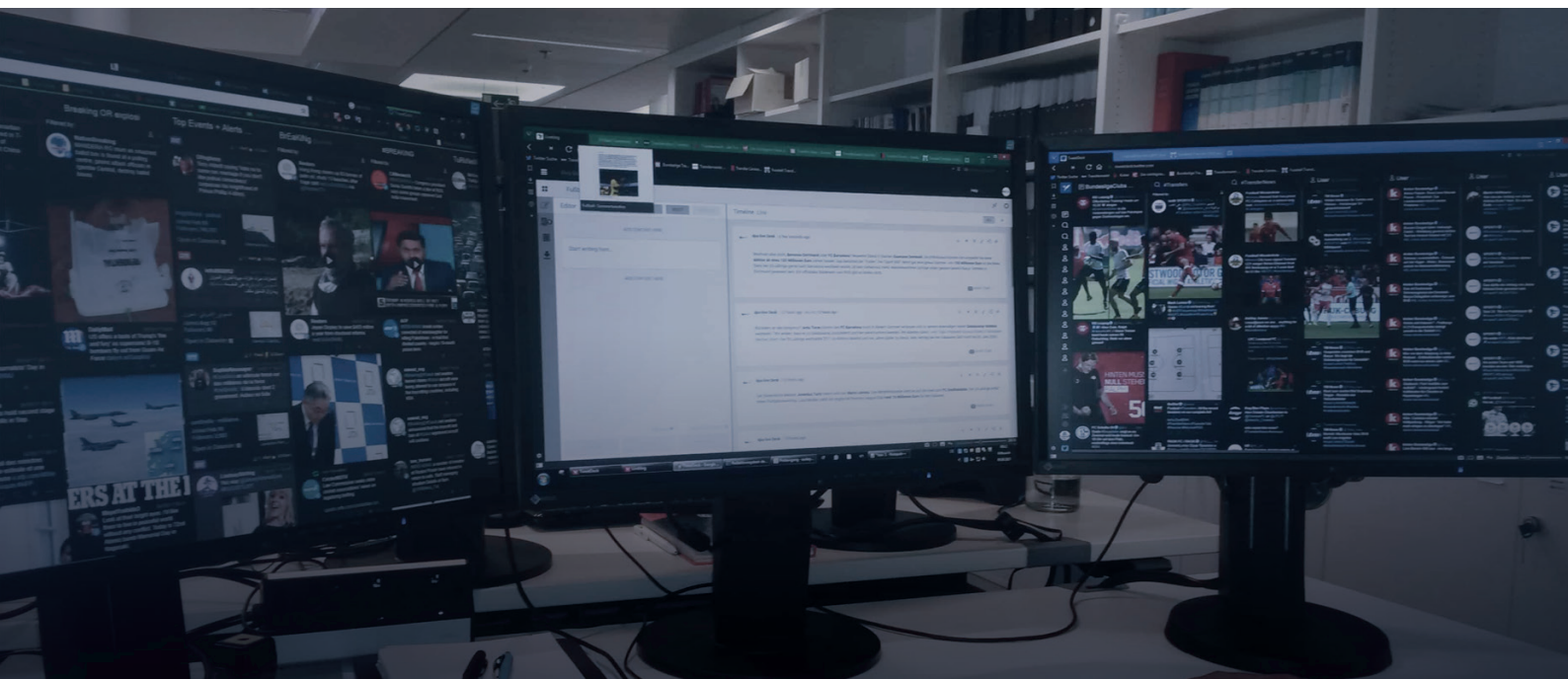
Many conference organisers have to document the conference output and impact in order to report to their sponsors or initiators. A live blog will help you with it and save a lot of time. If you cover a conference with a live blog you can archive the blog by saving it with the first post on top, emphasising certain posts as highlights and pin a summary to it on top of the timeline. This way your live coverage becomes a multimedia documentation of the event and by making use of the analytics feature in many live-blogging tools, you can even prove the impact by tracking and sharing the number of visitors on each and every blog.

Extra tip – Set up sponsored blogs

To offer an extra option to your sponsors, consider branding your conference live blogs. All you need to do is to create a branded output channel and apply the logo and corporate colour of your sponsor to your blog. How many sponsors do you have? With a live blog you can create as many branded versions of the blog as is needed for your business.

Case study 4

Live blogging an election



In any democracy, the build-up to an election generates mountains of headlines. Before ballots are cast, the pace of election coverage generally allows for readers to consume news at a manageable pace. But election night is another matter. With high stakes and results pouring in at a furious pace, news organisations must be nimble to meet the needs of their audience.

It's in moments like these when a live blog can help bridge the gap between content and consumer needs. Apart from its ability to instantly synthesise and share live breaking news content such as polling results, party tweets, quotes, and coverage of live streams, a professional live blogging tool – such as Sourcefabric's Live Blog – offers a number of features to optimise breaking news coverage

and provide viewers and readers with engaging, minute-by-minute updates.

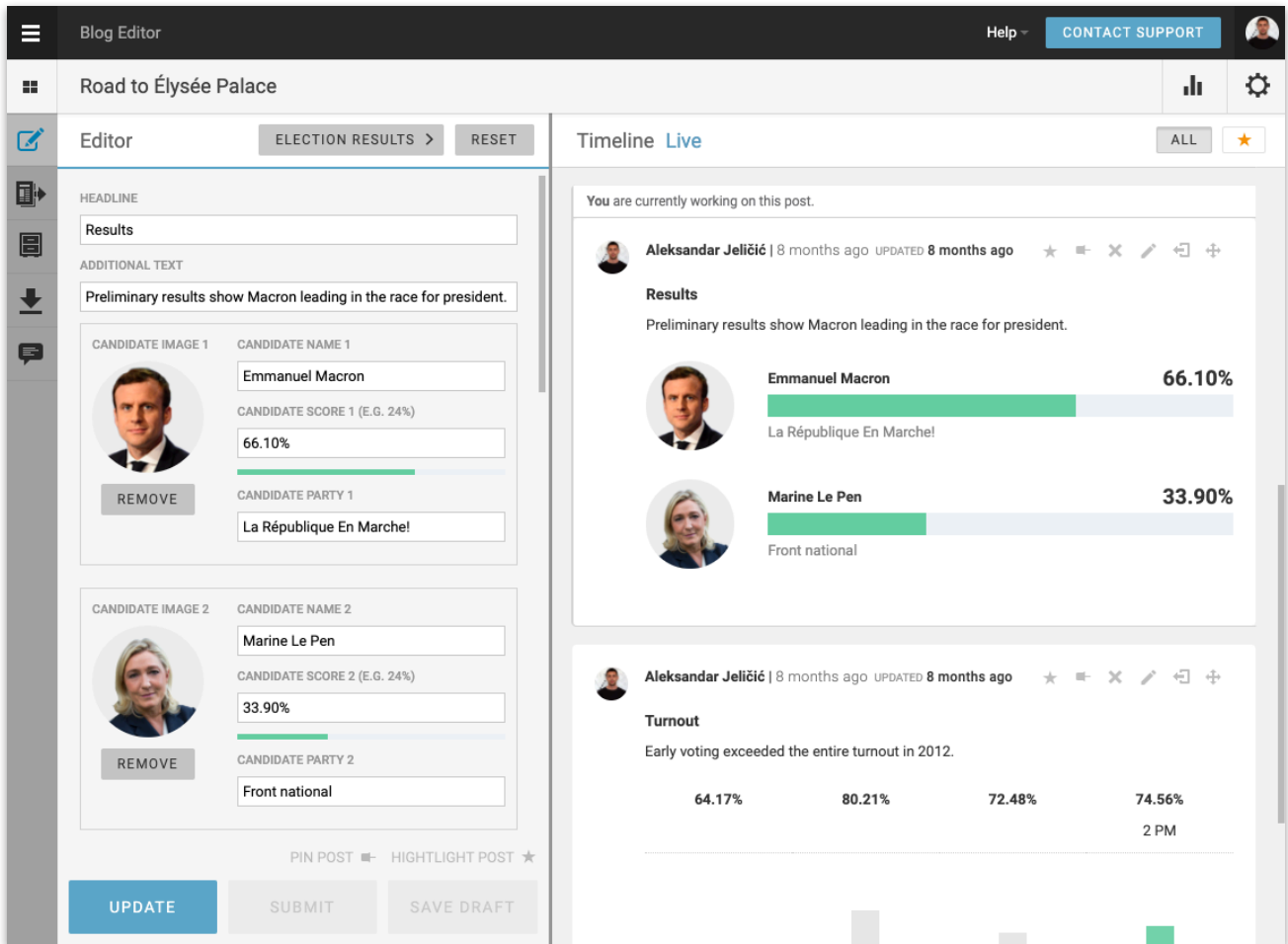
So, where to begin?

Step 1: Create custom post types

One of the first steps in live blogging elections is creating custom posts before the vote tallying begins. For instance, if you're using Live Blog, you could easily build colour-coded custom posts for each party, complete with graphs or charts. As the polling results change, all you need to do is add the percentages to your blog feed and then publish it for your audience.

You might also want to document voter turnout, statistics that can be configured in terms of time,

location, or other. With some basic HTML knowledge, the ability for blog editors to get the most out of custom posts is limited only by their imagination.



Step 2: Take your audience on a visual tour

Let's face it: elections can be boring, especially if coverage is all about numbers. Break up the math lesson by adding image slideshows to your blog, a handy tool for when images are the primary interest of your subscribers. Photographs tell a story with more impact, and as is often the case, the photo can be the story. Photos of the candidates to peoples' reactions in the streets offer powerful narratives to the political number-crunching.

Step 3: Highlight and pin posts – prioritise your information

Last but certainly not least, blog editors should highlight and pin posts to ensure that the most important political news is given priority and made easy-to-access for subscribers. Highlighted and pinned posts are an easy entry point to the most decisive moments of political coverage that may get lost in the constant stream of data as election night grinds on.

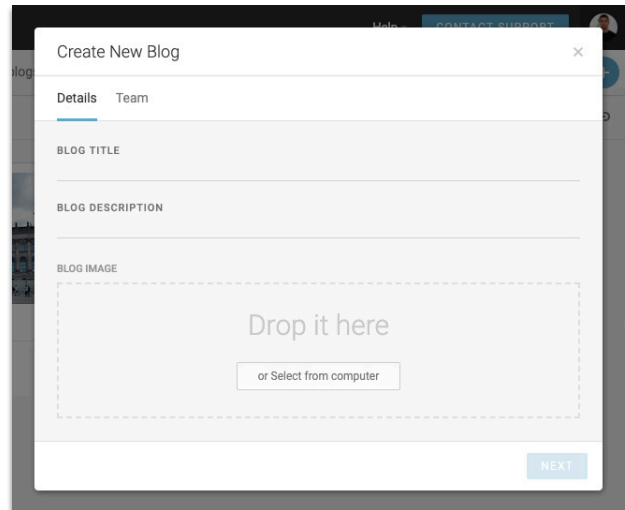
Ready, set, launch: Putting your new know-how into practice

Setting up Sourcefabric's Live Blog platform

Here's a quick guide to getting started with [Sourcefabric's Live Blog](#). From setting up your blog to curating and publishing content, you'll be live blogging like a pro in no time. For more detailed instructions, check out the [Live Blog manual](#).

Step 1: Start creating

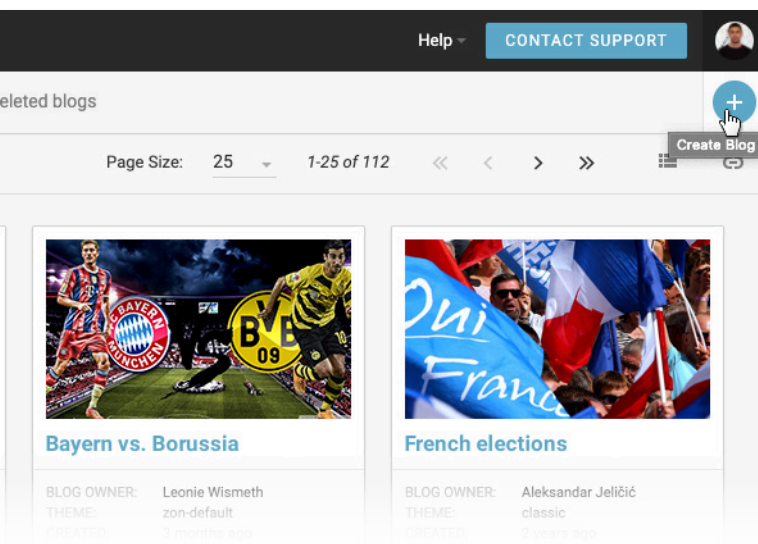
To create a new blog, click the "plus" icon in the top-right corner of your screen.



Step 2: Assemble your team

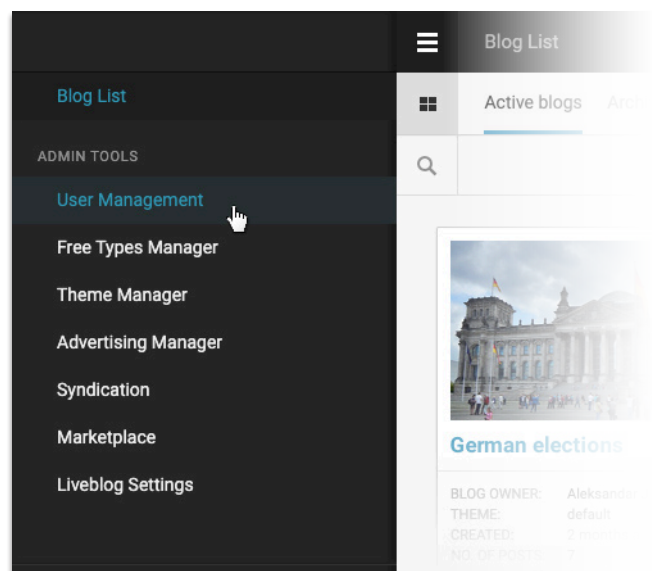
After creating a blog, you have the option to set up a team. Only users who are already in the system can be assigned authorisations to edit, contribute, and work in the back end of your blog.

To add new users, click on the dropdown menu in the top-left of the screen and select "USER MANAGEMENT."

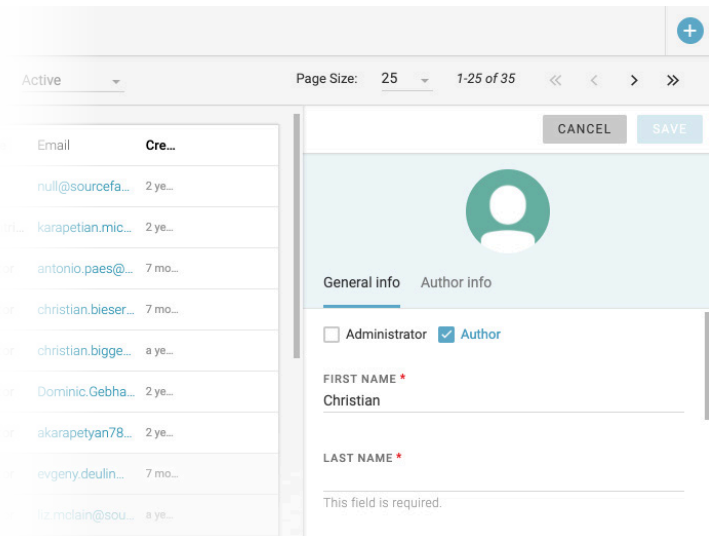


This opens a small window labeled "Create New Blog." In this section, the only required field is "BLOG TITLE." Without entering a title, you can't proceed to the next phase.

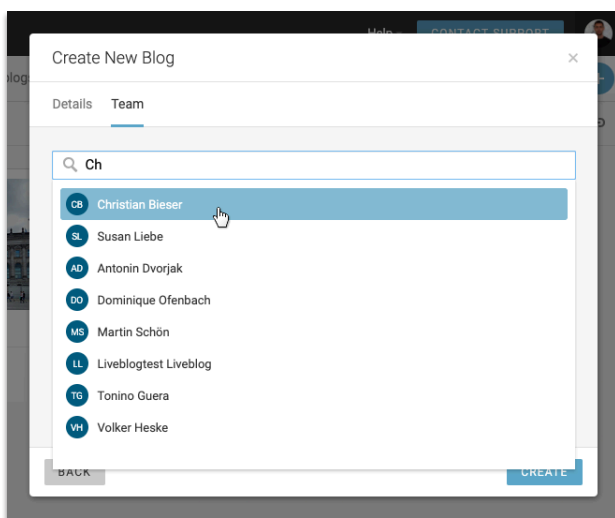
The most important factor in naming your Live Blog is to communicate clearly the subject you are blogging about. It's also useful to search for and use some keywords or trending topics related to your coverage, as it will boost visibility and drive more web traffic to your blog.



On the following page, click the plus sign in the upper-right corner of the dashboard. A menu will appear which allows you to create new user profiles.



A live blogging team ideally consists of at least 2-3 people, although the team size is relative to your needs and goals. Teams are comprised of editors and contributors. While contributors can only write posts, editors approve, publish, and decide how to present and order posts. Every team requires at least one editor. If you're operating alone, then you are both editor and contributor.




The first action to take is decide on roles and create users for your team members in the system accordingly. Then you can add them to the team by typing

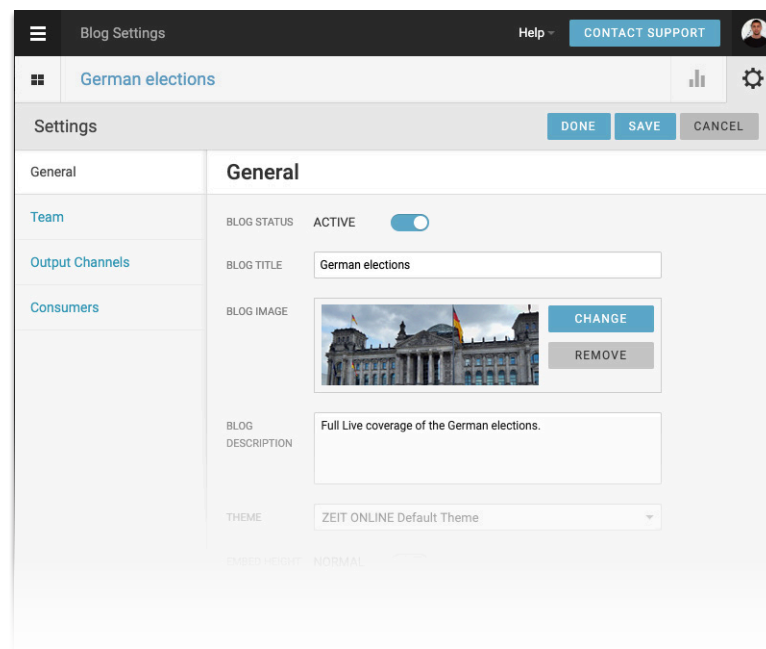
their usernames. After you've selected your team, click "CREATE" and start blogging.

If live breaking news is the focus of your blog, then it's a good idea to have a reporter on site to provide an eyewitness account of events. Another great feature of Live Blog is [our mobile Reporter App](#). With the app, your contributors on the ground can submit and publish updates, photos, and other forms of multimedia directly to the blog from their phone.

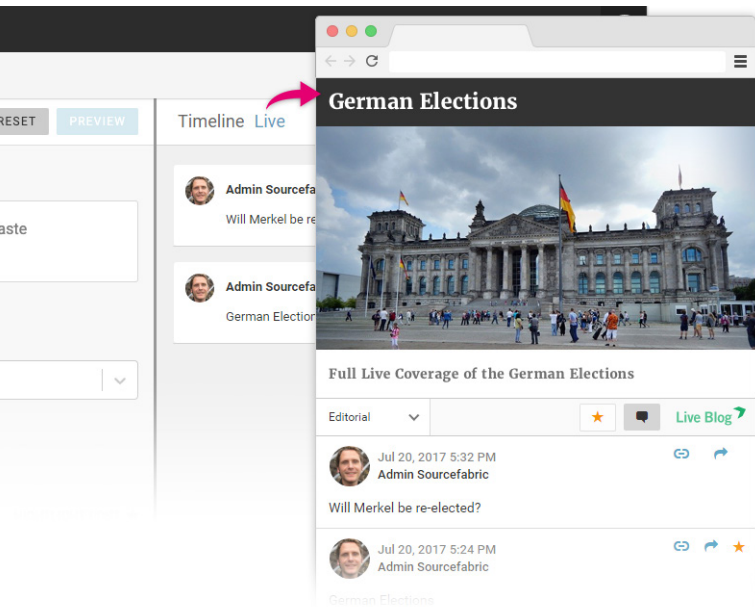
Other team members can monitor social media and other channels, including competitor blogs and content from news organisations. They can use this information as either direct embeds in the blog timeline or as indirect sources of information.

Step 3: Create and publish live content

Once your blog has been created, you can start publishing live news instantly. To begin, click the "Settings" icon  in the upper right corner of your blog. This takes you to a screen which shows both an embed code and a web address. Either one of these can be copied and pasted into your web publishing system of choice such as WordPress, Drupal, or Joomla. Once you have done this, everything you post can be published live.



There is a second option which can be used to instantly publish your content. If you click on the “Live” button above the content stream in your dashboard, it redirects you to a Live Blog domain where you can both preview your coverage and even publish it there directly if you don’t have your own website.

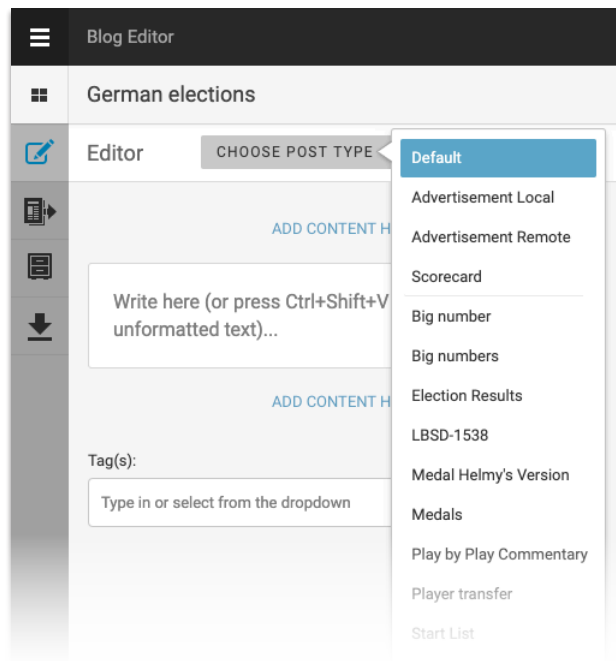


Step 4: Post content for publication

When creating a post, you can add text, images, videos, or other forms of multimedia such as embeds and quotes in the “ADD CONTENT HERE” box. Clicking on the text above or below the box allows you to change the type of media that you would like to use. You can also include additional media in a post by clicking this same option below your text and then dragging and dropping media into the post.



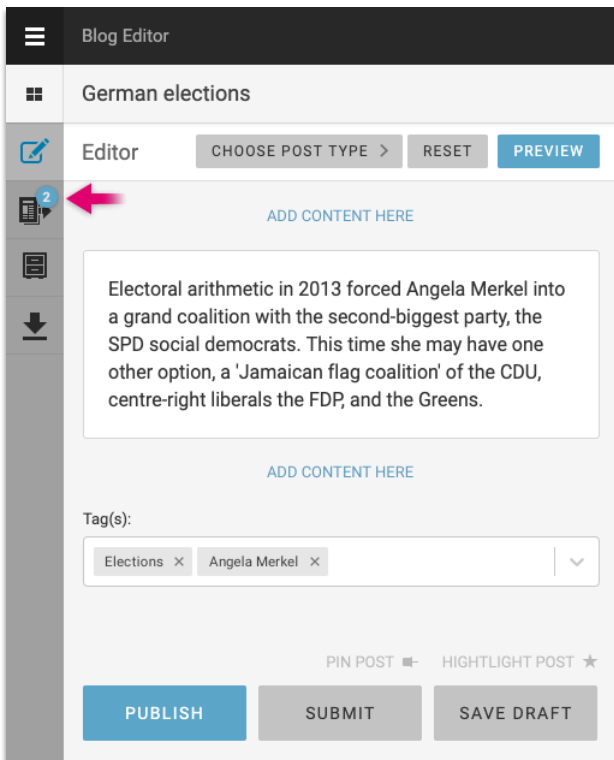
The “CHOOSE POST TYPE” option provides you with a number of templates for different types of content, ranging from news coverage of elections and sports to advertisements.



Once you’ve added some content, options will appear at the bottom: “PUBLISH,” “SUBMIT,” and “SAVE DRAFT.” All team members can offer contributions to the blog by using the “SUBMIT” function, and this allows the editor to review, edit, and curate items before publishing them.

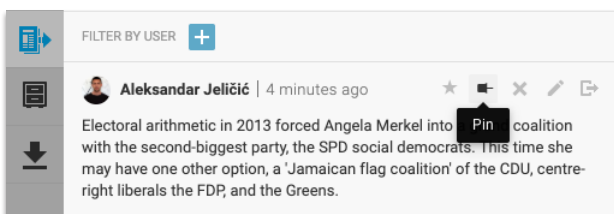
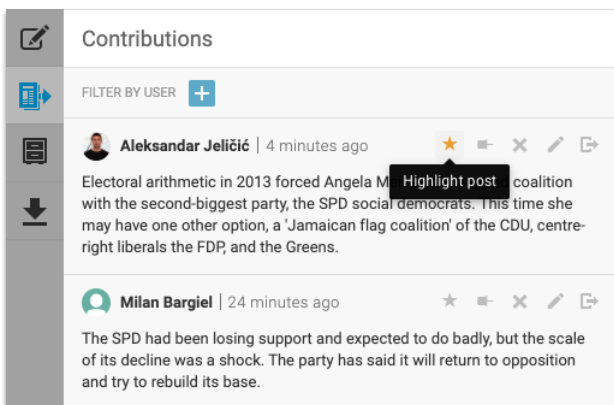
When content is submitted for review, a notification will appear in the “Contributions” inbox on the left of the screen, which is where all submissions are stored as drafts for editors. Depending on your user role, you may be able to publish directly on the blog by using the “PUBLISH” function.

If you choose not to publish or submit, but would rather save unfinished or ongoing work, click “SAVE DRAFT.” Anything saved as a draft is only visible to you.

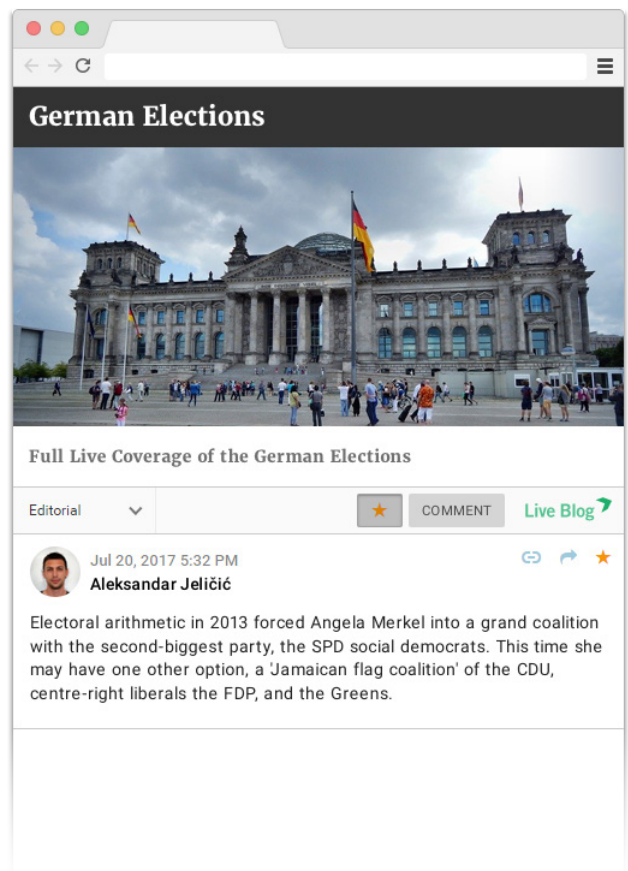


Step 5: Make sure your readers get the right content

As an editor, it's important to make sure that your readers always have access to the most important information, no matter when they start reading. Editors can "Highlight" or "Pin" posts both when reviewing a contribution or after an item has been published to the Live Blog stream. The icons for these actions appear at the top-right of a draft or post.



Pinned posts will always remain at the top of your blog stream, while those that you highlight are marked with a gold star. What makes highlighted posts really useful is that they can become instant curated content. To see how this works, click the "Live" option from Step 2 to preview the blog. Then, once you click on the highlighted post option next to "COMMENT," all highlighted posts will be grouped into a list for your subscribers.



The rest is up to you!

There has never been a better time to get into the live blogging game. Whether you're a journalist, newsroom manager, conference organiser or information provider, launching a live blog will help you attract new readers, and better engage with those you already have.

Of course, new content types take time to master. At Sourcefabric, we have years of experience working with live bloggers across the media industry. If you have any questions about our professional Live Blog platform, get in touch or sign up for a free Live Blog demo. We'd love to hear from you. Send us an email to saas@liveblog.pro

