

Media & Digital Advocacy Reference

Module 3.7 - Earned Media + Digital Strategy

The Newsworthiness Checklist

Your story needs to hit at least **3 of 6** to be pitchable:

Criteria	What It Means
Timeliness	It's happening now or connects to current events
Proximity	It's local — affects the journalist's audience directly
Impact	It affects a significant number of people
Conflict	There's tension between parties, values, or interests
Human Interest	There's a person at the center whose story creates empathy
Novelty	Something unexpected, first-of-its-kind, or counterintuitive

The 80/20 Rule of Digital Advocacy

80% community building and education — stories, celebrations, introductions, education

20% asks — calls to action, petitions, events, donations

Most advocacy social media fails because it's 100% asks. Build trust first.

Platform-Archetype Matching

Platform	Best For	Content Style
Facebook Groups	Protectors, Traditionalists, Country Raised	Personal stories, local photos, events
Instagram	Idealists, younger Protectors	Behind-the-scenes, before/after, short video
X/Twitter	Pragmatists, Idealists	Stats, links, threads, commentary
YouTube/Podcasts	All archetypes	Interviews, documentaries, educational series
TikTok	Younger audiences	Short, raw, authentic — not polished
Nextdoor/Local	Country Raised, Traditionalists	Neighbor tone, local impact

Earned + Digital Coordination

Step	What to Do
1. Earn the story	Get a local reporter to cover your issue
2. Amplify digitally	Share the coverage across platforms — third-party credibility

3. Drive to action	Use press credibility to power your digital asks
4. Sustain the conversation	Keep the story alive with follow-ups and community responses

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