

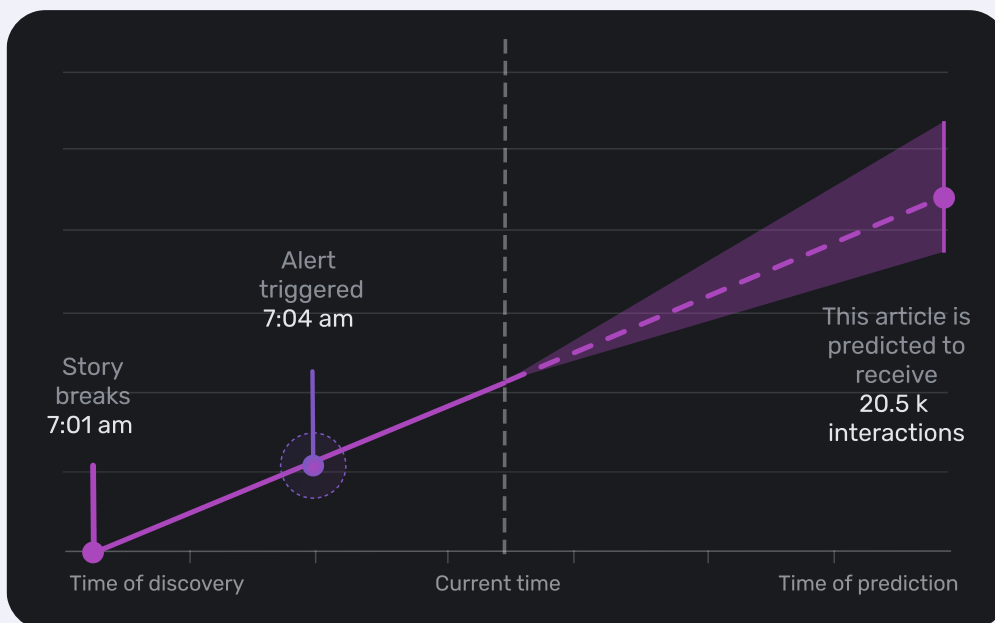
How to stay ahead of algorithms and breaking news across platforms

A publisher's guide to NewsWhip for social teams to react first, maximize engagement, and tailor strategies to confidently navigate today's fragmented platforms.



NewsWhip gives you an edge to find trends and break news faster

Pain: If you're not first to discover or react to breaking stories, you risk losing engagement and the chance to lead the conversation



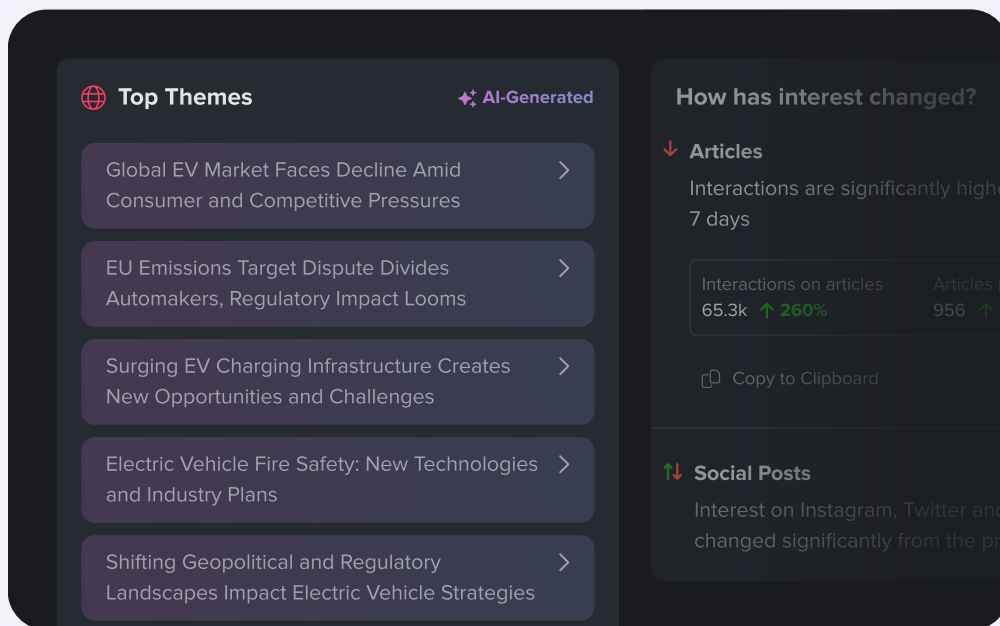
Solution: NewsWhip's real-time alerts, proprietary metrics, and customizable tools deliver unparalleled speed of discovery and breadth of insights

- Track speed:** Use Highest Velocity to measure how quickly stories are spreading
- Predict growth:** Leverage Predicted Interactions to spot stories likely to gain momentum including those starting in unexpected places
- Act fast:** Set bespoke alerts by platform with custom engagement thresholds

Result: Act first, shape the narrative, and amplify your reach far and wide

NewsWhip's cross-platform coverage uncovers stories before they turn into headlines

Pain: Too many stories across too many platforms make manual tracking an almost impossible task



Solution: NewsWhip filters the noise across social media, summarizing and surfacing the stories audiences care about most

Refine focus: Create unlimited custom dashboards to track platform-specific content, apply precise search criteria, and sort by key metrics with flexible date ranges

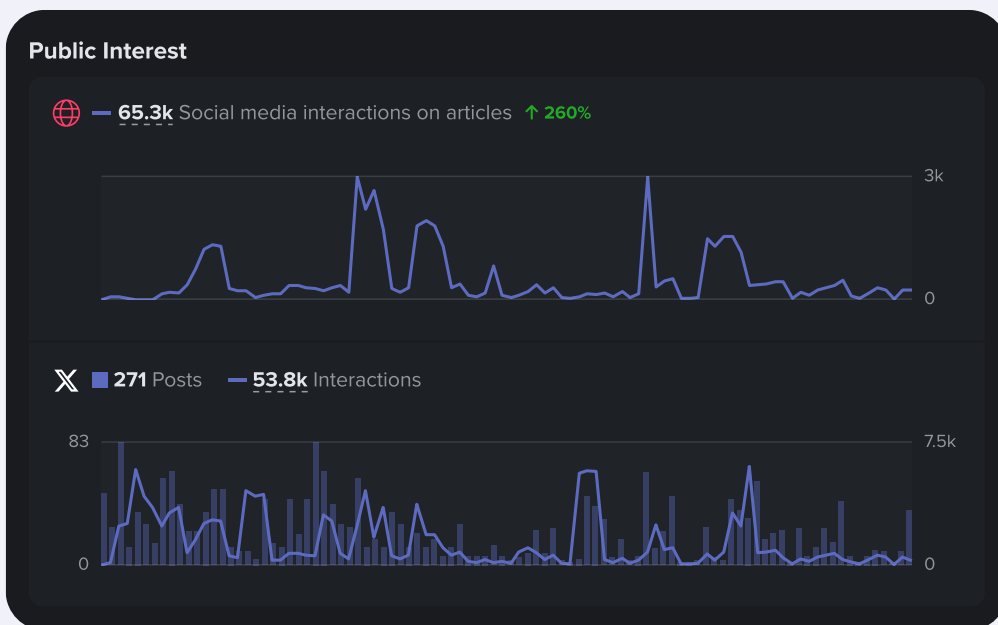
Instant insights: Use Highlights for immediate context with AI-generated Top Themes, summarizing top articles at a glance

Stay informed: Use AI Digests to get daily or weekly summaries tailored to your needs

Result: Save time, eliminate manual legwork, and act on surfaced opportunities

NewsWhip helps you tailor strategies for fragmented audiences across channels

Pain: Different platforms require unique content strategies for success



Solution: NewsWhip gives you the flexibility to adapt and the insights to create a cohesive cross-platform strategy

Real-time adaption: Compare engagement across platforms using Timeline visualizations and Overperforming metrics to spot what's exceeding expectations and when

Fine-tune strategies: Track your social accounts by platform, compare engagement levels, and determine which content types resonate most on each channel

Benchmark smartly: Build competitor dashboards to directly compare performance, using engagement stats and platform-specific metrics to inform your approach

Result: Adapt quickly, react to competitors, and maximize engagement

Why NewsWhip?

NewsWhip helps publishers embrace a sustainable approach to social media business and audience development, moving beyond reactionary strategies and allowing teams to stay in sync with the biggest digital trends.

With our extensive web and social coverage, rapid content discovery, and predictive analytics, we empower newsrooms to strategically engage with platforms in ways that drive lasting value.

NewsWhip delivers unmatched speed and precision through:

- | **Custom dashboards and real-time alerts** tailored to your needs
- | **Proprietary metrics** like Predicted Interactions and Highest Velocity
- | **AI-powered insights** for faster, smarter decisions

With NewsWhip, social teams can move fast, act smart, and maximize engagement by staying ahead of trends and what audiences care about across every platform.

“ Spike helps us set an agenda for the day: to see what people are reading and where to focus editorial attention. ”

Audience Development Manager , Hearst



www.newswhip.com

Dublin: Huckletree, 42 Pearse Street, Dublin 2

NYC: WeWork 1460 Broadway, New York, NY 10036



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