

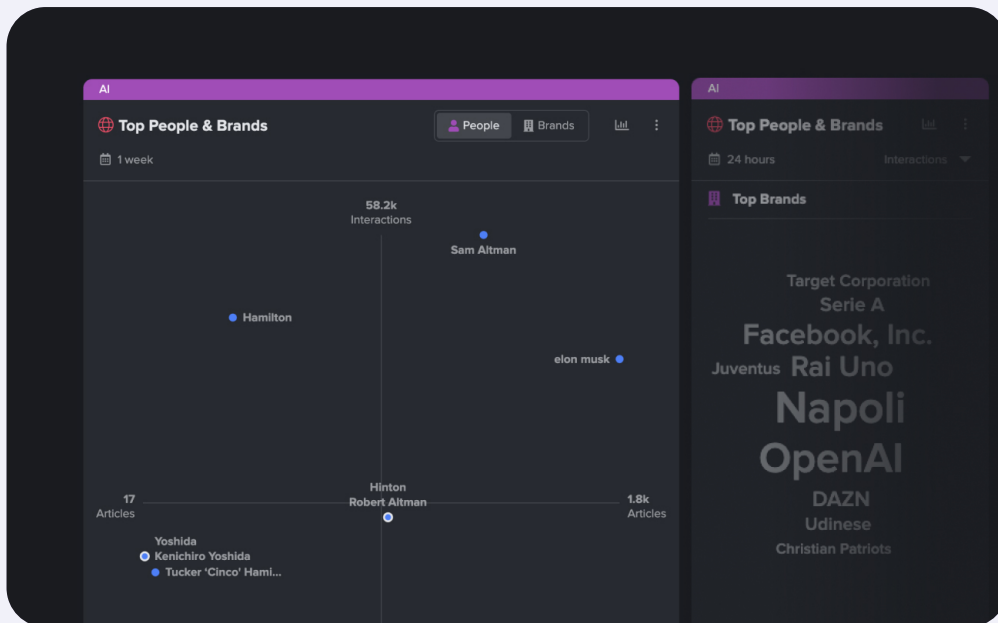
How to find unique stories and focus coverage across platforms

A publisher's guide to NewsWhip for editorial teams to uncover pre-viral stories, prioritize resources, and refine approaches for cross-platform coverage.



NewsWhip helps you find pre-viral stories before they take off in your community

Pain: It's easy to miss emerging stories when there's too much noise and too little time



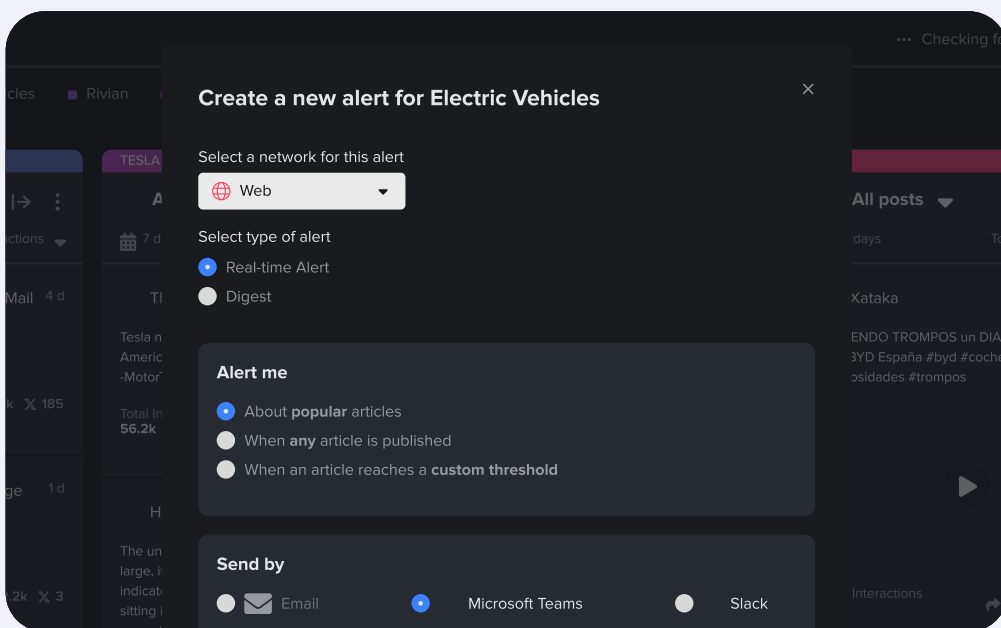
Solution: NewsWhip surfaces pre-viral stories and key signals to help you act quickly on what matters most

- Spot pre-viral:** Use Highest Velocity to detect stories gaining momentum before competitors, ensuring early coverage
- Highlight patterns:** Leverage Top Themes to identify trending narratives and unique angles that set your reporting apart
- Track signals:** Use Interest Quadrant to uncover hidden opportunities in audience engagement and gauge story potential

Result: Identify impactful stories early, ensuring your coverage stands out and leads the conversation

NewsWhip keeps you focused on the stories your audience cares about

Pain: Limited capacity and resources make it difficult to focus on everything relevant to your beat.



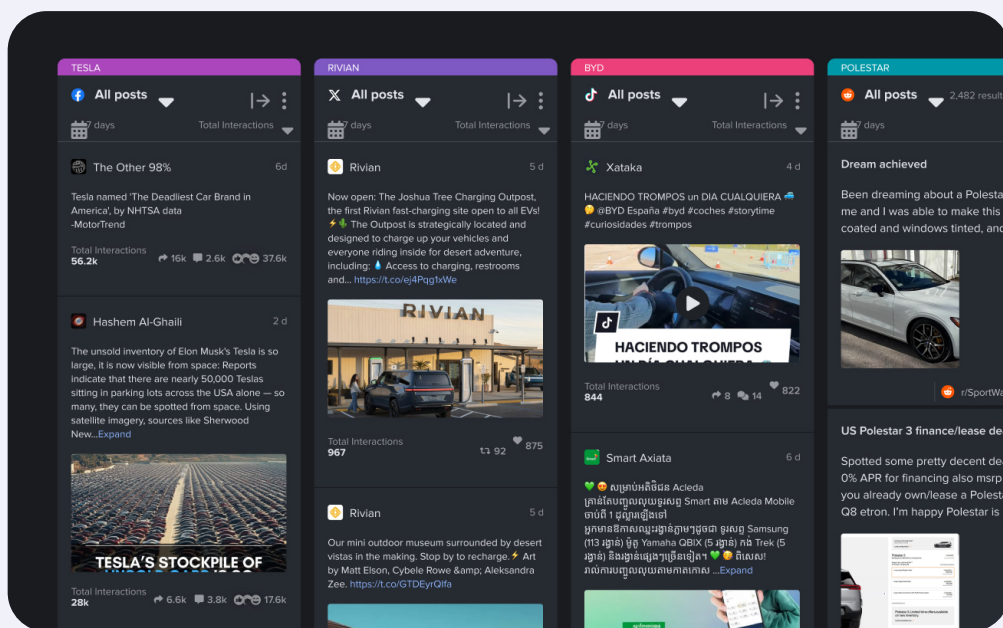
Solution: NewsWhip provides clarity on which stories deserve attention, helping you focus where it counts

- Flag top-performers:** Use Overperforming metrics to surface stories exceeding typical engagement, signaling high interest
- Predict peaks:** Analyze Historical Data to anticipate audience engagement spikes and optimize coverage timing
- Automate monitoring:** Customize Alerts to track key developments, ensuring you react to fast-moving stories before they peak

Result: Focus your resources on stories that matter, saving time and boosting editorial impact.

NewsWhip sharpens editorial strategy for impactful cross-platform coverage

Pain: Each platform requires a tailored approach, making consistent, impactful coverage difficult.



Solution: NewsWhip provides the insights you need to adapt your strategy and maintain consistency.

- Tailor storytelling:** Compare engagement metrics to adjust content formats and angles for each platform
- Align teams:** Use Report Builder to deliver clear, actionable insights that keep editorial teams in sync
- Fill gaps:** Monitor competitors to identify coverage opportunities and ensure your reporting remains distinctive

Result: Deliver seamless, audience-driven coverage across platforms that amplifies your reach.

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 equips editorial teams with the tools to:

- | **Uncover emerging stories** with precision and speed
- | **Allocate resources effectively** through clear prioritization
- | **Adapt and align coverage** across platforms for maximum impact

With NewsWhip, editorial teams can take control, stand out with unique coverage, and engage audiences across every platform.

"We use the Reddit integration with NewsWhip every day to find great stories. It's a really useful tool to see what's generating conversation and find posts that are on the cusp of going viral."

Head of Social Reach, PLC



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