TODAY’S TIP:
When asking for comments and stories by email, organizing the replies will be easier if you: Ask people to use a specific subject line or set up a special inbox. In the headline, use a Call-to-Action like “Tell us” or “Send us.”

Here is how Atlanta’s WABE is asking a question a week:
Tell WABE: Is Your Job Involved in Responding To The Crisis?

What a week it’s been. Police nationwide school shooting threats and new cases of the coronavirus turn news and social media into a meme. And as we find ourselves dealing with the impact of self-isolation across the country, we’re reaching out to our communities to share their stories. And now, the easiest way to reach them is digitally.

This week’s newsletter (a special edition to our biweekly schedule) is a roundup of tips on how to incorporate engagement into your routine. For example, how to broadcast your talk show on Facebook Live (stay tuned for our next webinar).

And be sure to follow the link to our poll on what kind of digital engagement training you would like next.

Need an uplifting wash-your-hands singalong? Check this out from Neil Diamond.

Rest well, stay healthy.

Connect with us on social