

# Audience Engagement Plan

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# The Story



## She Stalked Her Daughter's Killers Across Mexico, One by One

Armed with a handgun, a fake ID card and disguises, Miriam Rodríguez was a one-woman detective squad, defying a system where criminal impunity often prevails.

“Ever since 2014, [Miriam Rodríguez, 56] had been tracking the people responsible for the kidnapping and murder of her 20-year-old daughter, Karen (**they had abducted her daughter for ransom.**) Half of them were already in prison, not because the authorities had cracked the case, but because she had pursued them on her own, with a meticulous abandon.”

“On Mother’s Day, 2017, weeks after she had chased down one of her last targets, she was shot in front of her home and killed.”

## The Story (cont.)

“...her story represents so much of what is wrong in Mexico — and so remarkable about its people, their perseverance in the face of government indifference.”

**Then... a few years later, a young boy named Luciano had the same thing happen to him.**

“Luciano’s kidnapping stirred something... residents don’t speak out against organized crime. The police are unlikely to do anything, while the cartel almost certainly will — most often in the form of revenge ... But the kidnapping of an innocent 14-year-old boy broke the quiet understanding that the cartels had with the people of San Fernando.”

# Audience Research

**Who's the audience?** I believe the audience to be people in the United States (mostly since it's a NYT article) who have a passion for immigration laws, cartel-inspired violence in less-fortunate countries, and reform efforts for police.

**Where are they best reached?** I think these specific groups can be best reached on Facebook Groups (I believe there are already some created for protests against violence/police reform, but we can always make one ourselves and invite people) and targeted newsletters that would be sent to groups interested in the topics specified above.

**How can we engage this audience before publication?** We should work to engage these audiences pre-publication by sending out a newsletter overviewing the story, and posting on the NYT's Instagram/Twitter/Facebook.

# Content Plan (Instagram, Twitter, Facebook)

For this publication, my strategy was to hit the **most popular social media sites often**. I believe that Facebook, Instagram, and Twitter are popular, especially in terms of news outlets. I also think Twitter can have a large impact on viewership, since people are able to retweet what they like.

I made a few posts before the article “aired” and a few post-publication.

I set up posts on all 3 of these platforms, at varying times to promote viewership both during the day and at night. I also think that 1 post per day is enough (on multiple platforms, so technically 2 or 3 posts, but they all have the same caption/graphic), because no one wants to be bombarded with more than one notification about the same article in a day.

I also made the decision to post different sections/areas of the article on different days, so that if someone didn't want to read the full article the first time around, they might be more inclined to read at least one portion of it, if it caught their attention more than the original posting.

The span is about a week for the content to post.

# Content Plan (in Sheets)

[https://docs.google.com/spreadsheets/d/1\\_bfVKLwLxNOKayTm4m8CjzrYNHlO5Eu9dZp0V70xrM/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1_bfVKLwLxNOKayTm4m8CjzrYNHlO5Eu9dZp0V70xrM/edit?usp=sharing)

| TASK                               | DATE                    | TIME           | MEDIA                            | INFO  | CONTENT   |
|------------------------------------|-------------------------|----------------|----------------------------------|---|---|
| Post 1                             | Thursday, May 6th       | 8:00 AM        | Instagram, Facebook, and Twitter | Introduction post; overview of what the story will be about and what to look forward to. Post on all three accounts, one picture from the article itself.   | <a href="https://www.nytimes.com/2020/12/13/world/americas/miriam-rodriguez-san-fernando.html">https://www.nytimes.com/2020/12/13/world/americas/miriam-rodriguez-san-fernando.html</a> |
| Post 2                             | Friday, May 7th         | 11:00 AM       | Facebook and Twitter             | Post the subtitle 'A Mother's Hunt for Her Daughter' and a quote from that section. Include photo or graphic with strong caption and hashtags.  | Picture/graphic with hashtags   |
| Post 3                             | Saturday, May 8th       | 12:00 PM       | Instagram and Facebook           | Post the subtitle 'Luciano's Kidnapping' and a quote from that section that is embedded in a graphic. Be sure to write a caption (about 2 sentences) that overviews the story and say when the story will be published.   | Graphic   |
| Post 4                             | Sunday, May 9th         | 1:00 PM        | Twitter                          | Post the subtitle 'An Awakening' and a picture to go with the tweet. In the tweet itself, say that the story will be released tomorrow on NYT's site. Include relevant hashtags.  | Picture/graphic with hashtags   |
| <b>Publication of Story on NYT</b> | <b>Monday, May 10th</b> | <b>8:00 AM</b> | <b>NYT website</b>               | <b>Post the full story itself to the website; if possible see if this can notify avid NYT users (people with NYT subscriptions) through email, etc</b>  | <a href="https://www.nytimes.com/2020/12/13/world/americas/miriam-rodriguez-san-fernando.html">https://www.nytimes.com/2020/12/13/world/americas/miriam-rodriguez-san-fernando.html</a> |
| Post 5                             | Monday, May 10th        | 2:00 PM        | Instagram, Facebook, and Twitter | A second mass post to all three platforms should follow the release of the story... with a graphic from the article. Caption should point out that this story is about kidnappings and reform movements. **Link to the article should be in bio of Instagram and Twitter profile for easy access. | Picture/graphic with hashtags and link in bio   |
| Post 6                             | Tuesday, May 11th       | 10:00 AM       | Facebook                         | Post another picture from the article and make sure link is somewhere (in post) for people to click on. Use hashtags and see if you can post it to a specified FB Group.  | Picture with link   |
| Post 7                             | Thursday, May 13th      | 5:00 PM        | Twitter and Instagram            | Post final graphic about behind the scenes of the project to NYT's Twitter and IG feed, making sure to note the author's work.  | Graphic with link in bio (final)  |

# Content

Social Content for Instagram: social story (Instagram stories)

Social Content for Twitter: social video (Adobe Spark Video)

Social Content for Facebook: graphic (Canva)

# Social Content for Instagram: social story (Instagram stories)

## ***How Violence Across Mexico Affects Families***



swipe up to read the full story.



Across Mexico, criminals are kidnapping more and more children every day.



But some parents and community members are taking it upon themselves to fight the violence.



swipe to read.


One mother who lost her son says:



“Together we can fight back. We must rid ourselves of the fear to stand up and speak out.”



## Social Content for Twitter: graphic with quote

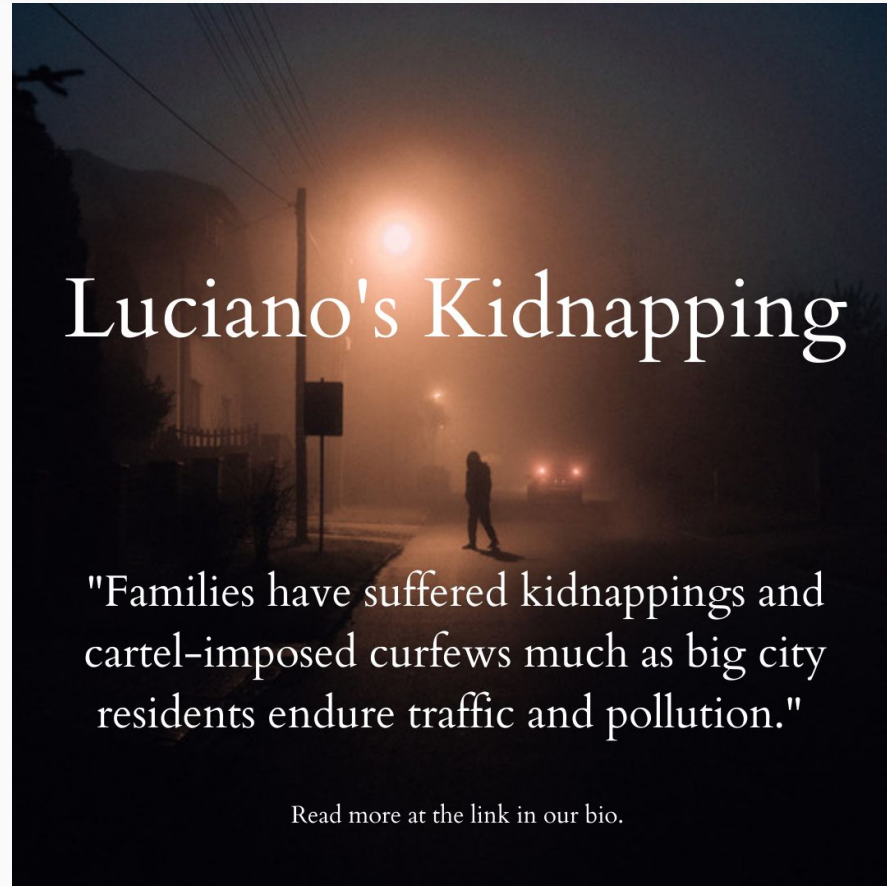


“Just outside city limits, a cluster of highways untangles, each leading to strategic border crossings with the United States. Off the motorways, dirt roads in the scrubland provide a web of smuggling routes ideal for traffickers.”

Click the link in our bio for the full story.

This graphic will be used in Twitter feed, with a super short caption identifying the story. The link should be in the Twitter handle's bio. Use hashtags.

# Social Content for Facebook: graphic (Canva)



Content Plan (post #3) graphic on Facebook (also could be used for Instagram), used with a caption with a bit of insight into the article and that it will be published on the 10th.

# Ongoing Engagement

- Each week on Mondays for the following month, make sure to **read through comment sections on all 3 platforms**, and respond as necessary.
- Build the possible Facebook Group on police reform and immigration agenda, adding new users when necessary and **keeping up to date** if others in the group post events or news.
- See if it is possible to do a **follow-up with the writer of the NYT article**, and post this follow-up to the 3 platforms.
- **Use metrics** on all 3 platforms to see the effectiveness of this project, including how many people liked/commented/retweeted each post and the viewership for the created content. If need be, **write notes on what went well**, what didn't, and what to use/not use in the next social engagement plan. (Discuss with other plan members)