

Guide to Digital Engagement

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Digital Strategy

How Do We Want to Be Perceived on Social Media?

Voice	Playful, witty & sincere. Light humor.
Emotions	Nostalgia, joy, fun, pride & curiosity.
Feel	Fresh, community driven, education focused, authentic, trusted experts, versatile & nostalgic.
Look	Color schemes and design elements align with NPR, PBS, PBS Kids & MSU branding depending on the content — often a mix, with no hard rule.
Goals	Each post has a narrative that feeds into the greater messaging of a long-term campaign, which can run concurrently with other campaigns. Build social partnerships and deliverable packages that promote collaborations, cross-sharing, and reaching new audiences.

Digital Content: Should reflect [WKAR's Content Strategy](#) — click for editorial vision and pillars.

MAP OF WKAR SOCIAL CHANNELS



Handle: @wkarofficial



WKAR - Public Media from Michigan State University

Handle: @wkarofficial



Handle: WKAR at Michigan State University



Handle: @wkar



WKAR Family

Handle: @wkarfamily



WKAR News



Handle: @wkarnews

Post Types & Aspect Ratios

Facebook

	Reel	Reel Thumb.	Stories	Video	Live Video	Link Thumb.	Image	Ad
Vertical (9:16)	✓	✓	✓				✓	✓
Horizontal (16:9)				✓	✓	✓	✓	✓
Square	✓			✓			✓	✓

Instagram

	Reel	Reel Thumb.	Stories	Video (Boomerang/GIF)	Live	Image	Ad
Vertical (9:16)	✓	✓	✓		✓	✓	✓
Horizontal (16:9)				✓		✓	✓
Square	✓	✓		✓		✓	✓

LinkedIn

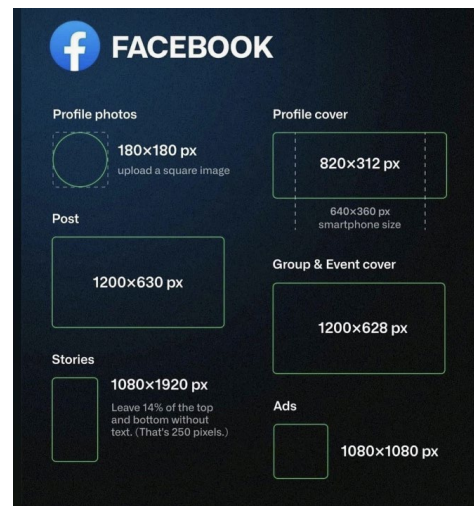
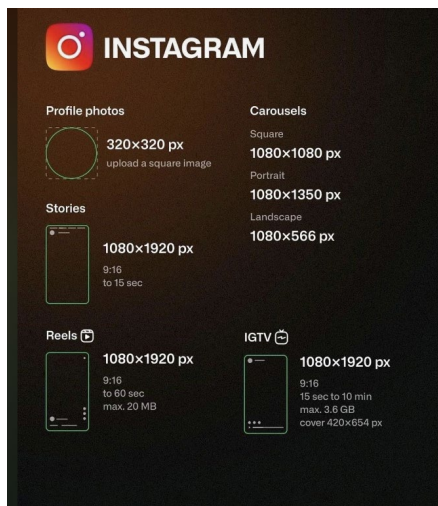
	Video	Live Video	Link Thumb.	Image	Ad
Horizontal (16:9)	✓	✓	✓	✓	✓
Square	✓			✓	✓

YouTube

	Video	Video Thumb.	Live Stream	Short	Short Thumb.	Community Image
Vertical (9:16)				✓	✓	
Horizontal (16:9)	✓	✓	✓			✓
Square						✓

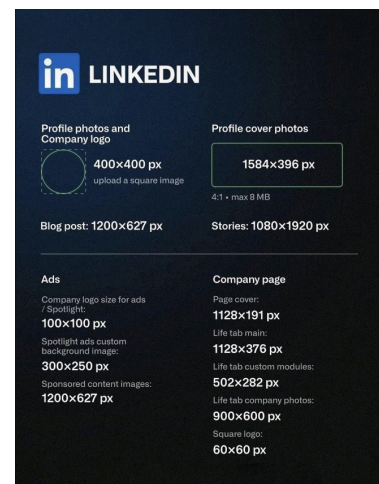
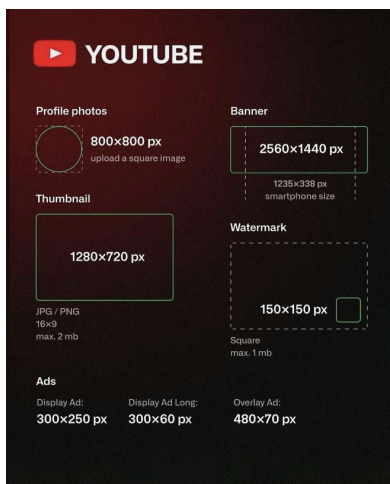
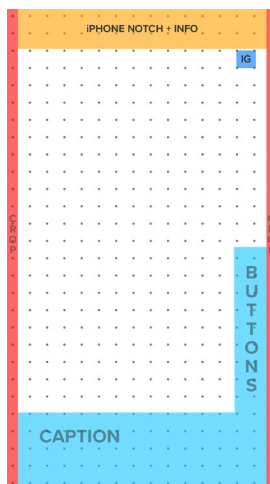
Size Guide & Templates

Size Guide



PBS Template for Insta, Facebook Reels & Thumbnails

Insta thumbnails need to be designed as 1080x1920 with important details included in the central square (1080x1080) because the same .jpg feeds two tabs with different layouts — Grid and Reels.



Facebook Cover Photo Guidelines



Reels: Types & Examples

This is not an exhaustive list. There are endless types — get creative with edits.

Reel Type	Watch Examples
Acting Out Popular Audio Clip	Watch example
Aesthetic - Lofi	Watch example
Aesthetic - Nature Shots	Watch example
Animation	Example A · Example B
Art Showcase	Example A · Example B · Example C
ASMR	Watch example
Audiogram w/ Captions	Watch example
Auto Gen Voice Over	Watch example
BTS Humor	Watch example
Building Timelapse + Final Product	Watch example
Clip w/ Custom Text	Example A · Example B · Example C
Crowd Interviews at a Concert	Example A · Example B
Cuts to Beat of Music	Watch example
Daily Struggle	Watch example
Destination Showcase	Watch example
DMs/Comments	Watch example
Expectation vs. Reality	Watch example
Find My Account	Watch example
First Person POV w/ Gopro	Example A · Example B
Fit of the Day (Fast Cut Transitions)	Watch example
Flashbacks Showcasing Old Media	Watch example
Font Forward	Example A · Example B
Get Dressed With Me	Watch example
Get Ready With Me	Example A · Example B
Green Screen	Watch example
Horizontal Video Made Vertical	Example A · Example B
Hot Take	Watch example
https://later.com/blog/instagram-reels-trends/	Watch example
I'm Hopeful	Watch example
Industry Humor	Watch example

Reel Type	Watch Examples
Instructional - Multiple video posts (NOT REELS)	Watch example
Kids Educational Activity	Watch example
Kids Program (Catchphrase Ranking)	Watch example
Life Hack	Watch example
Lip Sync - Popular Audio Clip	Example A · Example B · Example C
Makeup Tutorial	Watch example
Making Art	Watch example
Meme + Green Screen	Example A · Example B
Multiple Screens	Watch example
Person Spotlight +	Watch example
Podcasts	Watch example
POV	Watch example
Promotion	Watch example
Reason/Purpose	Watch example
Recap	Watch example
Responding to	Watch example
Romanticizing Life	Watch example
Seasonal Kid & Adult Activity	Watch example
Self interview	Watch example
Simple Voice Over	Watch example
Split Screen - Panel Event	Watch example
Surprise, Surprise	Watch example
The Artist, The Art	Watch example
Timelapse	Watch example
Timeline + Media Clips	Watch example
Today's Mood	Watch example
Transition - Clothing	Watch example
Transition - Snap	Watch example
Transition - Swipe	Watch example
Transitions	Watch example
Unexpected POV	Watch example
Workplace Humor	Watch example
Year in Review	Watch example

Note: Some of these are templates provided in CapCut, like the Meme + Green Screen format and audio clips for lip syncing.

Resource for inspiration: later.com/blog/instagram-reels-trends

Editing Tips

Editing Technique	Watch Example
Flashlight Video Transition	Watch example
Phone Drop Transition	Watch example
Transition Ideas	Watch example
Transition Tips	Watch example
Shake Video Transition	Watch example
Phone Hand Transition	Watch example
Spinning Head Transition	Watch example
Flip Transition	Watch example
Insta Story	Watch example
Insta Story	Watch example
Slow-Mo Background	Watch example

Post Examples & Best Practices

Full stories are either written in the carousel, in the description, or told through the reel — they don't link out. Some stories also include giving language.

News

Account	Platform	Format	What It Does
@michiganpublic	IG	Carousel	News Education
@kut_austin	IG	Carousel	City News
@michiganpublic	IG	Carousel	Art news
@npr	IG	Carousel	International news
@wedupbs	IG	Reel	Informational + Reporting + graphics
@npr	IG	Reel	Reporting + Podcast video
@streetsdept	IG	Reel	Art news + Pop-up promo
@msupolice	IG	Carousel	Infographic
@npr	IG	Reel	Reporting
@wgbh	IG	Reel	Local Testimony

News — Recommended by America Amplified

Account	Platform	Format	What It Does
@arizonapublicmedia	IG	Reel	Local reporting + Comedy + Podcast promo
@taliablake_	TikTok	Reel	Local reporting
@kuow	IG	Image	Politics
@kunrpublicradio	IG	Reel	Local reporting
@kunrpublicradio	IG	Reel	Local reporting
@kpbs	IG	Reel	Election explainer
@vpm	IG	Reel	Community collab + Reporting + Promo

Development

Account	Platform	Format	What It Does
@kmostv	IG	Horizontal Video	Car Donations
@kut_austin	IG	Captioned Image Carousel	News Story w/ Giving Messaging
@msulibraries	IG	Square Graphic	Countdown to Giving Green Day
@blueridgepbs	IG	Square Graphic	Educational Programming for Seniors
@blueridgepbs	IG	Horizontal Video	Donor & Viewer Testimonies

Account	Platform	Format	What It Does
@msualumni	FB	Horizontal Video	Scholarship Student Feature & Testimony
@pbs	IG	Graphics Carousel	Programs Streaming That Week & On Passport

General Programming

Account	Platform	Format	What It Does
@iowapbs	IG	Reel	Storytelling + Pictures/graphics
@independentlens	IG	Reel	Human testimony
@msulibraries	IG	Reel	Introduction of staff
@pbs	IG	Reel	Split screen + Moving graphics + Interview style talking
@pbskids	IG	Reel	Splicing Different Programs To Create A New Narrative
@pbs	IG	square post	Graphic montage
@gbh	IG	Reel	Human Storytelling

Education & Family

Account	Platform	Format	What It Does
@arthur.pbs	IG	Reel	Interview style with character
@pbskids	IG	Reel	Children talking + Educational
@busytoddler	IG	Carousel	Informational list
@wedupbs	IG	square post	Meme
@pbskids	IG	Square post	Checklist
@keep.kids.busy	IG	Video Carousel	Kids playing games
@kmostv	IG	horizontal post	Promo graphic for a contest
@gbheducation	FB	Reel	Around the office + Viewer Challenge

Events & Promotion

Account	Platform	Format	What It Does
@novapbs	IG	Square reel	Show promo
@wkarofficial	IG	Reel	Reporting + BTS + Sports
@pbskids	IG	Square post	Checklist
@mypbsnc	IG	Reel	Reporting + Graphics + B-roll + shows promo
@msulibraries	IG	Carousel	Upcoming events
@msu_nso	IG	Carousel	Profile + quote
@pbs	IG	Carousel	Holiday + Episode promo

Account	Platform	Format	What It Does
@msu_sle	IG	Square post	Special day + Graphic
@pbsfood	IG	Carousel	Cut and paste graphic
@msufcu	IG	Carousel	Infographic
@busytoddler	IG	Carousel	Informational list + graphic
@wedupbs	IG	square post	Meme
@keep.kids.busy	IG	Video Carousel	Kids playing games
@msulibraries	IG	Square post	Upcoming events
@msulibraries	IG	Square post	Upcoming event + Graphic + Pop-up promo
@msulibraries	IG	Square post	Upcoming event + photo
@msujournalism	IG	Square post	profiles + spotlight
@bodi	IG	Reel	Meme + Promo

DEI

Account	Platform	Format	What It Does
@mypbsnc	IG	Reel	Reporting + Graphics + B-roll + shows promo
@kqedarts	IG	Carousel	History + Profile + Infographic
@wedupbs	IG	Square post	Meme + Promo
@KQED	FB	Reel	Vlog of event

More: [America Amplified Social Media Best Practices](#)

Glossary

General Terms

Algorithm	Rules, signals and data that govern a social platform's operation. These algorithms determine how content is filtered, ranked, selected and recommended to users. In some ways, algorithms influence our choices and what we see on social media. Algorithms collect user signals to match them with relevant content. Key signals include: user engagement, relevance, timing and frequency, recency, user interactions, profile authority, location, content type, virality, and watch time.
Carousel	Multiple images in a single post. Instagram only shows one image at a time to promote "swiping" or clicking next. Facebook and LinkedIn show 3 to 4 images in feed previews. Instagram also crops images in a Carousel, so that they all have the same aspect ratio as the first image in the series.
Handles	Also known as a username, is a unique identifier that individuals or businesses use to represent themselves on social media platforms. It's usually preceded by an "@" symbol and can consist of letters, numbers, and symbols.
Hashtags	A word or keyword phrase preceded by a hash symbol (#). It's used within a post on social media to help those who may be interested in your topic to be able to find it when they search for a keyword or particular hashtag. It helps to draw attention to your posts and encourage interaction.
Metadata	Text for YouTube including video title and description.
Monetization	The action or process of earning revenue from an asset, business, etc
Open captions	Captions that are built into the video file.
Organic	Free, non-paid content shared on social media platforms.
Paid social	Boosted posts and sponsored ads
Thumbnail	Small image representation of a larger image, usually intended to make it easier and faster to look at or manage a group of larger images.

Instagram Terms

CapCut	An "all-in-one" video editor and graphic design tool driven by AI.
Collaboration	When two or more brands team up to create content shared on their respective social media channels.
Grid	An Instagram grid, which contains all content posted by an account, on the main feed of an account.
Highlight	Collections of Stories that you curate, located at the top of your Instagram personal or business profile in the form of tappable circles.
Link in Bio	The clickable URLs that you can add to your profile section. We use Linktr.ee to host our bio.

Story	An in-app feature that allows users to post photos and videos that automatically disappear within 24 hours. Stories cannot be scheduled in advance. They must be posted live. They can include clickable links, AI captions, gifs, polls, etc. for engagement.
Transitions	Visual effects that link different scenes or slides in your video.
Instagram Reel	Reels can be up to 90 seconds long when recorded in the IG app. Reels can be up to 15 minutes long if you upload a pre-recorded video. Reels can be found under their own tab on account profiles and shared on Instagram Feeds, Stories, or Explore tabs.



Facebook Terms

Cover Photo	The larger photo at the top of your profile, above your profile picture. Cover photos are public, which means anyone visiting your profile will be able to see them.
Event Page	A tool that allows users and business pages to create dedicated landing pages for their events. There you can learn more about the event, RSVP, and interact with your brand and other guests.
Facebook Reel	Reels on Facebook is a video format complete with music, audio, AR effects, and other options. You can also view public reels from Instagram, if the creator chooses to recommend it on Facebook. Reels are recommended based on what may be relevant to you and may appear in places like your Feed and in Video. Note: It's unclear if Insta reels feed into Facebook reels if they are running on different algorithms. I've read mixed reviews on whether it is worth sharing the same reel on both platforms.
Groups	A place to connect, learn and share with people who have similar interests.
Photo Album	Facebook allows you to share and create photo albums by uploading photos from your computer. To create an album, simply logon to Facebook and click on "Photo/Video Album" to create a new album.
Meta Business Suite	A one-stop shop where you can manage all of your marketing and advertising activities on Facebook and Instagram. It centralizes tools that help you connect with your customers on all apps and get better business results.
Live Stream	Facebook Live lets you broadcast Live videos from a mobile device, computer or with streaming software. Go live on Facebook to share conversations, performances, Q&As and more while your audience interacts with you in the live chat.

YouTube Terms

End Screens	The last 5-20 seconds of a video to promote other videos, encourage viewers to subscribe, and more.
Store	Sell your products like merchandise directly to your fans, you can display your products on a shelf underneath your videos and live streams.
Short	Vertical videos that are 60 seconds or less in length. Thumbnails are burned into the first second of footage. Metadata can link to a full length video.
Watch Party	An online social experience where several people are watching the same video at the same time and can chat in real time.
Premiere	A feature that enables creators to set a specific airing time for a prerecorded video. The video is broadcasted live and viewers can engage through live chat and make live donations.
Live Stream	An easy way for Creators to reach their community in real time. YouTube has tools that will help manage live streams and interact with viewers in real time. Creators can live stream on YouTube via webcam, mobile, and encoder streaming.
Community Tab	Serves as a social platform within YouTube, allowing creators to engage and connect with their followers by sharing text posts, GIFs, polls, and images directly. This tab is on the YouTube channel homepage that takes you to the feed of Community posts.
YouTube Studio	A platform created to enable content creators to manage their online presence in YouTube, analyze audience engagement, and generate revenue if they are in the YouTube Partner Program.

YouTube: What 1,000 Subscribers Unlocks

- You become eligible to join the YouTube Partner Program.
- Your videos will start appearing in the “Recommended” section of other users' YouTube homepages.
- You may become eligible to receive ad revenue from your videos.
- Live stream on mobile.
- You can turn on live streaming — you may need to wait 24 hours before your first live stream.

Best Practices

Reference: [PBSDS YouTube Best Practices](#)

Reference: [YouTube Scripting \(NOVA Webinar\)](#)

Thumbnail Design

- [Everything You Should Know About Designing Instagram Reel Covers](#)
- [How To Make an Instagram Reels Cover That Pops](#)

Core Principles

- No. 1 priority for Digital is creating visual content that lives on its own for the audience consuming it — on whatever platform they're on — without clicking off. It needs to be an entire narrative with value to the viewer.
- If they do nothing else on that platform, the narrative we provide on social media should contain everything we want them to take away. It should stand on its own.
- Users don't go off-platform. They won't click links or “link in bio” unless there's real, physical value for them — include all information, including stories, in the post itself.
- LinkedIn is a desktop experience, so users there alone are more likely to click off with links.
- Digital is a game of cat and mouse with the algorithm — don't get stale or filtered out.
- The algorithm is less kind to links, especially without text, and to news content — Meta is on record saying they're downgrading news-related content.
- [Filming & exporting high-res video on your phone](#)

Character Limits

Facebook	63,206 characters
Instagram	2,200 characters
YouTube	Titles: 100 characters. Descriptions: up to 5,000 characters.

Captions & Hashtags

[Open captions](#) for reels, and .scc files for YouTube.

Hashtag use is evolving. No Instagram Reels trend list is complete without hashtags, but creators are using them differently now. Instead of stacking popular hashtags, use hashtags specific to your niche or brand — they help you surface in searches relevant to your core business. Branded hashtags are specific to your brand and its campaigns. To boost visibility, try a blend of brand-specific, product/industry-specific, popular, and moderately popular hashtags.

Search & Discovery

- Searching on social media is becoming one of the main functions, so SEO matters here too. Use 5–8 keywords in the post itself, including hashtags. Include text overlay on the thumbnail and graphics, audio narration, and burned-in captions. On Instagram Stories, always include one hashtag and one location, on- or off-screen.

- Reels = new-audience views / non-followers. Non-reels = follower views.
- Don't post single images — at minimum, do a carousel with an image plus a swipe for text overlay.
- Reels need to be appealing, real, and compelling. Hook the viewer in the first 3 seconds.

Digital Accessibility

MSU prioritizes engagement with content that is digitally accessible. [MSU Digital Accessibility training](#). A few recommended best practices:

- [Avoid “Click Here” links](#) — screen readers pull up a list of all links on a page, so a list of identical “click here” links gives visually-impaired users no context about where each one goes.
- Add alt text to images.
- Keep text at roughly an 8th-grade readability level.
- Don't use emojis to replace text — they aren't read by screen readers, and can be hard to see or interpret.
- Add closed captions and subtitles to videos.

The MSU Digital Accessibility Team has liaisons for each college and offers training sessions for communicators, content creators, web developers, and technologists — custom sessions are available too.

Key Performance Indicators

How do we gauge digital engagement and campaign success? Algorithms on Google, social media, and YouTube are often unpredictable, and without consistent benchmarks across industries and fluctuating target audiences, historical and cross-programmatic comparisons are challenging. Measuring engagement throughout a campaign's lifespan is crucial — success depends on the organization's commitment to delivering quality, audience-focused content across platforms.

There are many types of digital marketing KPIs. They sort into four broad categories:

- Visibility
- Engagement
- Conversion
- Customer Satisfaction

Visibility

How many people — both followers and non-followers — see your content. The more you're visible to, the more opportunities to engage, build relationships, and drive conversions.

- **Impressions:** The total number of times your content has been displayed in a feed, including repeat views by the same user. Higher impressions mean wider circulation, which can build brand recognition and, eventually, more followers and engagement.
- **Video views:** The number of times users watched your video. Criteria vary by platform (e.g., Facebook counts a view at 3 seconds; YouTube counts it when playback starts). High views signal your content matches what your audience wants — useful for shaping future content.
- **Post reach:** The number of unique users who saw your post, counting each user once. Reach shows how far your content spreads beyond your immediate followers.
- **Follower count:** The number of users following your profile. A drop isn't always bad — it can mean your content is becoming more targeted to a specific audience.
- **Audience growth rate:** The percentage change in followers over a period: $(\text{new followers} \div \text{starting followers}) \times 100$. Rapid growth suggests an effective strategy; slow growth may call for adjustments.

Engagement

How users interact with your content — a signal of how much they value your posts.

- **Reactions:** Likes, loves, and similar one-click responses. They vary by platform (Facebook offers several reaction types; Instagram is mainly Likes). A high reaction count signals content that's hitting the mark.
- **Comments:** Written responses to your post, showing deeper engagement than reactions. Posts with more comments often get more visibility, and comments are a good source of audience insight.
- **Shares:** When users repost your content, sometimes adding their own commentary. Shares act as endorsements and can significantly extend your reach.
- **Saves:** When users save a post to view later (called a “Bookmark” on X). Saves signal your content is valuable enough to revisit.
- **Average engagement rate:** $\text{Total engagements (likes, comments, shares, etc.)} \div \text{total posts} \div \text{total followers} \times 100$. A high rate means your content is resonating and sparking conversation.

Conversion

How effectively your content drives a desired action, like a purchase or form fill.

- **Click-through rate (CTR):** $\text{Clicks} \div \text{impressions} \times 100$. Useful for both paid and organic content — identifies what's most effective at driving traffic to landing pages or other destinations.
- **Conversion rate:** $\text{Conversions} \div \text{total users who clicked} \times 100$. Measures how well your content drives the desired action, from newsletter signups to purchases.
- **Cost per click (CPC):** $\text{Total ad cost} \div \text{number of clicks}$. Only relevant for paid social, since organic posts carry no ad cost.
- **Sales revenue:** Total revenue attributable to social media, tracked via URL codes or analytics tools. Shows the financial impact of your social efforts.

Customer Satisfaction

Indicators of how satisfied your audience is — high satisfaction drives loyalty and future growth.

- **Social media reviews:** Customer feedback, usually with a 1–5 rating. Average ratings quantify satisfaction and highlight areas for improvement.
- **CSAT score:** $\text{Satisfied respondents (rated 4–5)} \div \text{total responses} \times 100$, gathered via surveys or polls. Tracking this over time reveals shifts in customer sentiment.

Source: semrush.com/blog/tracking-social-media-kpis

Total & Per-Post Metrics

Organic Social	Impressions · Reach · Video plays · Average watch time · Link clicks · Engagements · Engagement rate · Shares
Instagram Story	Views · Link clicks · Profile visits
Paid Social	Impressions · Reach · Video plays · Average watch time · Link clicks · Engagements · Engagement rate · Cost per click · Click-through rate
YouTube	New subscribers · Views · Average watch time
Website	New users · Returning users · Bounce rate · Sessions
Other Informative Data	Traffic source (YouTube & Website) · Top page views (Website) · Follower growth (Social)

Search Engine Optimization

SEO is the process of tweaking, revising, and enhancing your website and content to improve its position in organic search on Google, Bing, and other engines, including YouTube. It's not a separate process, but a framework you apply to production structures you're already building — SEO knowledge helps you identify what matters for search and make decisions that improve discoverability long term.

Why Do We Care About Organic Search?

There are over 5 billion searches on Google every day, and more than 50% of all website traffic begins with organic search. For PBS, organic search is the largest source of traffic and streams to the site. SEO is ROI-efficient because you're already making the content — SEO helps you leverage it over its full digital life cycle.

E-E-A-T: How Google Ranks Content

Google's algorithms weigh many factors when ranking pages. E-E-A-T — Experience, Expertise, Authoritativeness, Trustworthiness — is central: sites with these qualities are far more likely to rank well.

Experience	Firsthand knowledge of the subject you're covering.
Expertise	Credibility — your ability to speak on a subject comprehensively.
Authoritativeness	Your site or content's overall reputation within the field.
Trustworthiness	Whether users consider your content and site trustworthy.

Google promotes sites that put in the work to develop well-researched, trusted content.

Other Google Ranking Factors

- **On-Page Text & Keyword Usage:** The text on a page is how Google contextualizes what it's about. Using the right words and phrases helps search engines connect your content with the right users.
- **Page Structure:** An SEO-friendly structure helps Google understand the page's elements and makes content easier for users to read.
- **Internal Links:** How Google's bots crawl and discover new content. Strong internal linking signals that your content is relevant within your site's broader context, and pages with many inbound links read as more important.
- **Site & Page Speed:** Google favors fast, responsive sites — one of many ranking factors aimed at eliminating poor user experiences.
- **CTAs & Site Engagement:** Google wants to see sites that resolve users' questions and needs, encouraging a long, fulfilling session (the “long click”).

How to Build E-E-A-T

Public media stations have decades of built-up trust with consumers and Google — a strong starting position for E-E-A-T.

- **Develop high-quality, trustworthy content:** Google's #1 suggestion. In the era of AI-generated content, thorough research and development pays off with both Google and users.
- **Add author bios to articles:** Clearly highlight the expertise behind your articles, where relevant.
- **Highlight quotes & contributions from experts:** Explicitly calling out expert sources builds the E-E-A-T of a piece of content.

- **Leverage expertise on sensitive topics:** E-E-A-T matters even more for topics Google treats as sensitive — news, finance, medicine, science — where the quality bar is higher.

On-Page Text & Keyword Usage

Google's bots scrape a page's text to understand what it's about — that's what determines which search queries it ranks for. Google isn't yet able to fully parse images or video, so a page needs real text content to rank well. A few fields carry more keyword weight than others:

- **Page title:** The most important field — put your most important keywords in a prominent position, ideally at the start.
- **Headings & subheadings:** Great places for secondary keywords under a broader topic.
- **Internal links (anchor text):** Using keywords in the clickable text can help the linked page rank higher for that term.
- **Text content:** Simply using keywords in the body text is extremely valuable.

Page Structure

Headings break up content for readers and tell search engines how sections relate to one another — e.g., whether a section is a subtopic of a larger one. Headings are a great place for keywords that target more specific topics. Use proper nesting (an H3 should follow an H2, not skip ahead).

Internal Linking

Search crawlers use internal links to discover new content, and links can pass SEO value from one page to another — a link from your homepage (which usually ranks highly) to a new piece of content gives that content a real boost. Internal linking can be manual or built into modules that surface related content. Use keywords in your anchor text, and avoid “click here” as link text.

CTAs & Page Engagement

Every page should give users a logical way to keep engaging — an embedded video, a related link, a newsletter or donate button. Google favors the “long click”: sessions where users stay and explore, which signals your site is valuable. Tailor CTAs to user intent (a newsletter signup may suit a news article reader better than a long-form video). Organic search is evergreen — well-optimized pages can generate clicks in perpetuity.

Keyword Research

Keywords are the words and phrases people search for. Identifying popular terms and patterns helps you structure pages and content to connect with your audience on Google, and can inform your broader content strategy.

Free Keyword Research Tools

Input a seed keyword and these tools surface related terms, often ranked by estimated monthly search volume:

- [Ahrefs Keyword Generator](#)
- [Keyword Tool](#)
- [SEMRush \(Free Account\)](#)
- [Answer the Public](#)

- [Google Trends](#)

These tools mostly reflect national search behavior. For localized search, try Google Trends or, with Google Ads, the Keyword Planner to narrow results to specific states or regions.

Using Keyword Research Tools

- Input a broad (seed) keyword into a research tool.
- Run multiple reports on semantically-related terms — e.g., “women's rights activists” and “women's rights leaders.”
- Use all the free tools available.

Utilizing Google Search Itself

Beyond formal tools, Google surfaces content and questions it thinks are relevant to a query — features like “People also ask” are valuable, keyword-rich sources for identifying related topics.

Source: Presentation from Richard Traylor, SEO Manager at PBS (3/19/24). [Video recording](#) & [slide deck](#). The recording has great public-media examples.

SEO Resources

Internal

- [Producer Exchange — SEO Guide](#)
- [Additional SEO Resources](#)
- [SEO 101: How to Get Your Station Started on Search \(Webinar & Slides\)](#)
- [Useful Chrome Extensions for SEO](#)
- [SEO Glossary](#)

External

- [Moz's Beginners Guide to SEO](#)
- [Moz Whiteboard Fridays](#)
- [Search Engine Roundtable](#)
- [WTF is SEO Newsletter](#)
- [Women in Tech SEO](#)

YouTube SEO

- [YouTube SEO Video Series](#)
- [YouTube SEO Guide](#)
- [YouTube SEO: How to Boost Your Channel's Visibility](#)
- [Optimize Your YouTube Description SEO to Rank Higher](#)

SEM & SEO Annual Meeting Resources (2024): pbs.app.box.com/s/sfz2j63xt17vo1z62b8299ahdv1fo0ly

News Media

- [Social Media Today](#)
- [Wired](#)
- [TechCrunch](#)

Learning Resources

- @arthurpbs on Instagram & TikTok
- [#TokCon: TechCon for the TikTok Era](#)
- GBH: Lidia 25th Anniversary Special social toolkit example — bit.ly/Lidia25ToolkitStations