

Jackson County Pilot

### 35. Best Use of Social Media

Social media afford us another way to give readers a voice in our publication and an avenue for them to engage with our coverage. We do not receive a lot of letters to the editor, but when we use Facebook to ask questions about issues of interest, we often receive many responses.

Among the hot topics in our community this past year was the COVID-19 pandemic and resulting government-imposed restrictions. News of the first local case of COVID-19 broke online and we then asked our Facebook followers to weigh in. Editorials written in response to government-imposed restrictions were also posted online and Facebook followers were again asked to weigh in.

In addition to the conversation online, we include many Facebook responses on our printed opinion page. This way, those who don't use social media have a chance to see and be a part of the conversation. Reader feedback indicates this is a highly read section of the printed product. We also solicit feedback via Facebook in our printed product. Combining online and print facets broadens our reach within the community, pulling in readers from different demographics.