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For journalists covering a special interest story such as disability inclusion, they may have to deal with difficulty in getting their stories spread because they are not popular like politics, organized crime etc.

To spread their stories spread for more impact, journalists can consider the following tips:

Craft Compelling Headlines: Start with an attention-grabbing headline that summarizes the main point or intrigue of the story. A compelling headline can entice readers to learn more and policymakers to take action promptly. [This headline](#) and [this headline](#) are for the same story, but the latter got the attention of the government. It is important to get the headlines right.

Tell a Human Story: Personalize the story by highlighting real people's experiences and emotions. Human stories resonate more with readers.

Use Engaging Visuals: Incorporate images, videos, infographics, and multimedia elements to enhance the story's visual appeal and engage a broader audience. Using tools like Flourish helps to visualize your data in an appealing format.

Leverage Social Media: Share the story on various social media platforms, using relevant hashtags and concise, shareable excerpts. Engage with the audience in the comments, where possible. You should also respond to comments on your story, whether they are on your website or social media. Engaging with readers can lead to more shares and discussions.

Email Marketing: Build an email list and send out newsletters to your subscribers. Email can be an effective way to share in-depth stories and updates. Personalize the email and make it easy for them to share the story with others.

Syndication: Partner with other media outlets or websites to publish your story. This can expand your reach.

Localize Content: Tailor your story to different regions or demographics, making it more relatable and shareable for a wider audience.

Encourage User-Generated Content: Invite readers to contribute their stories or opinions related to the topic. User-generated content can generate more engagement and shares.