

What to Do When...

You want to cover what the community thinks.
You want to include lots of voices.
Your story revolves around numbers.
The plain facts are actually interesting.

The story is about things.
You want to take a closer look at the details.
The story has an untold/insider angle.

You want to show multiple perspectives.
You want to compare multiple things.

You want to teach your reader how to do something.
The story has complicated terminology.
You want the reader to know what it takes.

You want to have a little fun with words.
You want to give interview subjects a jumping off point.
You want to show multiple perspectives.

The data is best understood visually.
Your story deals with numbers.
You have lots of great photos.
Geography is key.

Your background knowledge doesn't quite cut it.
The subject of the story has a unique voice.
You want to include multiple points of view.
You want to highlight relationships.

Your story deals with time.
A lot happens really fast.
You want another way to show what happened behind the scenes or how an event came together.

The story went viral.
Everyone is using the same hashtag.
Events are announced on Facebook.
Snapchat puts out new filters.
You do it for the Gram.

5Ws
By the numbers
Fact box
Favorites

List
Poll
Stats

Behind the _____
Breakdown

Compare/Contrast
Multiple Perspectives
Pro/Cons
Rating

Scale
Top 10
Who Knows Best?

Advice
Breakdown
Dos & Don'ts

Glossary
How to
List

Recipe
Step by Step

Mad Libs
Stem Completion

Graphs
Infographics
Illustrations

Maps
Photo Diaries

Autobiography
Profile
Q&A

Roundtable
Transcript

Calendar
Minute by minute
Schedule
Timeline

Facebook Posts
Instagram Stories
Snap Chat
Tweets

50 Ways, One More Time

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|--------------------------|---------------------------|--------------------------------|
| 1. 5Ws | 21. Dos and Don'ts | 41. Stem Completion |
| 2. Advice | 22. Fact box | 42. Step by Step |
| 3. Autobiography | 23. Favorites | 43. This or That |
| 4. Before, During, After | 24. Fill in the Blank | 44. Timeline |
| 5. Behind the _____ | 25. Glossary | 45. Top 10 (or 5 or 7....) |
| 6. Breakdown | 26. Graph | 46. Transcript of Conversation |
| 7. By the Numbers | 27. He Said / She said | 47. Who Knows Best |
| 8. Calendar | 28. How to | 48. Word Association |
| 9. Chart | 29. Infographic | 49. Expectation vs. Reality |
| 10. Compare / Contrast | 30. Illustration | 50. A to Z |
| | 31. List | |
| | 32. Mad Libs | |
| | 33. Map | |
| | 34. Matching | |
| | 35. Minute by Minute | |
| | 36. Multiple Perspectives | |
| | 37. Photo Diary | |
| | 38. Polls | |
| | 39. Profile | |
| | 40. Pros and Cons | |
| | 41. Q & A | |
| | 42. Quiz | |
| | 43. Quotes | |
| | 44. Rating | |
| | 45. Recipe | |
| | 46. Roundtable | |
| | 47. Scale | |
| | 48. Schedule | |
| | 49. Social Media Post | |
| | 50. Stats | |