

News: The go-to place for important updates

News brings everyone in your company together and enables your organization to eliminate clutter with targeted announcements. It boosts communication by giving everyone a go-to place to access company updates anytime, anywhere – even on the go.

Check out these simple best practices for keeping people engaged and coming back for more.



Focus your internal comms in News

Make News the **ONLY** place to share company happenings. No more company-wide emails. No more confusion about what to read, where. Bring everyone together in one place, making News the go-to source for the latest and greatest information.



Don't just publish press releases

Recruit a diverse team to mix in some less formal news. Customers that have all their users enabled to post News items get 33% more engagement (views, likes, and comments).



Publish News items frequently

Our News data shows that customers who publish 1-3 News items a week have 25% more engagement than customers who publish less than 1 item a week.



Add variety to your content

Customers that use Polls or Sign-Off have 30% more engagement on their News items than customers who don't.



Add engaging visuals to make a huge impact

91% of consumers prefer interactive and visual content over traditional, text-based or static media¹.

¹Forbes



Jostle ProTip

Write now, thrive tomorrow

Create and schedule multiple News items for future publishing. This ensures you'll always have content being published even when things get busy!

Learn more about News and how to implement these best practices in this detailed Support Center article.

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