**Web Editor Application**

Fall 2020

The Web Editor will be the person primarily responsible for posting newspaper content online over the course of the week. Content shall be posted by the Web Editor consistently on social media platforms (Facebook, Twitter, Instagram).

This content tailoring for social media will include publicizing Wire articles (as well as additionally posting relevant campus news or insight into *The Wire* as an organization) to Facebook and Twitter at least twice a day, on Instagram once a day.

In collaboration with the Publisher, the Web Editor will also work on pushing *The Wire’s* branding – considering design tactics tailored to each platform, while also maintaining consistency through the use of *The Wire*’s logo, color scheme, etc.

Part of the position’s goal is to better integrate *The Wire* into the Whitman and Walla Walla community by helping publicize campus events/programs through online media. They will also be on the lookout for ways to better incorporate *The Wire* into campus and community life, and they will be encouraged to propose and organize initiatives to better accomplish this.

The Web Editor is also responsible for the media elements on whitmanwire.com, and the overall look and feel of the website. This means uploading photos and illustrations to corresponding articles from our Dropbox account, embedding videos, cross-linking articles related to one another, and attaching appropriate thumbnails. Some experience with WordPress is helpful.

Additionally, the Web Editor is also responsible for making weekly analytic reports of our social media reach and article views, ultimately to help staff members produce more relevant and engaging content. The Web Editor should be available for Sunday editors’ meetings (typically 4-5pm) to give insight each weekly issue, as well as offer an online-focused perspective and share their analytic reports.

Lastly, the Web Editor should be adaptable and ready for long term projects, such as implementing Whitman events calendar into the website.

Approximate time commitment per week: 9 hours

Below are the application questions. Please complete and send your application to wire@whitman.edu by midnight on Sunday, June 28th*.*

Name:

Graduating Year:

Email address:

Phone number:

**Application questions**

1. Why do you want to work for the Wire?
2. Why goals do you have as Web Editor?
3. What experience do you have in fostering engagement online, be it through your own personal social media usage or previous work experience?
4. Please describe your ability to meet deadlines and work under pressure.
5. [Here](https://whitmanwire.com/news/2020/06/04/no-justice-no-peace-protesting-for-black-lives-in-downtown-walla-walla/) is a link to an article recently posted this summer, covering a Black Lives Matter protest in Walla Walla. Write the twitter post (140 characters) that you’d use to accompany this article, and the Facebook post of 1-2 sentences that would go alongside the link.
6. What are some ideas you might want to implement for the look and usage of *The Wire*’s Instagram and other platforms to increase engagement / appeal?
7. Tell us about your fall semester. What other things do you foresee yourself being involved with? (sports, heavy course load, other activities/jobs, etc.)