

Solutions Journalism Signposting Guidelines

1. Signposting locations

a) Primary

Choose one or several places within the page to add information about the solutions journalism approach of the article and make your associated Call To Action.

Article page

Banner at top of article

Editor's note after featured photo / before lede

In article text breakers

Sidebar box out

End of article (suitable for longer text)

Module / Pop-up box

b) Secondary

To maximize the reader's exposure to your solutions journalism work, it is important to have language about it in as many places as possible. Here are key locations for signposting messages to help create clear navigation pathways towards your SoJo content from your various platforms.

Menu bar

Place your SoJo Section title prominently in the menu bar, whether in horizontal menu or drop down list of sections.

(Be mindful that SoJo isn't a topic, but rather a journalistic approach. This calls for making it an umbrella category with a unique place alongside other types of reporting eg. Breaking News, Features, Investigations ... Note that a SoJo piece can be an investigation or a feature.)

Section / vertical

Banner at top of page, above the list of SoJo articles.

Newsletters

Social Media

2. SoJo signposting language

Here is a link to [slides with screenshots of messaging examples](#) used by SJN partners.

First, find a term to associate with your solutions journalism that aligns with your brand and mission. We at SJN respect the publisher's decision not to use the concept “solutions journalism” if the audience will not be receptive to it. Use it in your Menu Bar and as a Tag to label your content. It could be:

- *solutions*
- *solutions journalism,*
- *solving problems,*
- *tackling problems*
- *Responses*
- ...

At a minimum, use specific language to introduce and define SoJo in places such as

a. Section

Examples

This section offers articles that dig into responses to social problems. Solutions journalism goes beyond covering issues by providing rigorous, evidence-based reporting about what can be done to address them and how.

We are committed to reporting on responses to specific issues affecting (X place). We provide rigorous, evidence-based information that helps to see what can be done beyond the problem. Find our all our solutions-driven reporting below:

This section explores what's working in (X Place) by looking at people and programs that tackle problems.

b. In articles

Examples

This article does not simply present a problem. We go beyond that by rigorously and critically reporting on what is being done about it, highlighting solutions in the making.

This article doesn't just present a problem. It looks at the ways people and institutions are working to address it. By looking at who is doing something better, exploring how it works and assessing its effectiveness, we are shining a light on solutions that can bring social change.

This solutions-driven reporting elevates the work of communities, here and elsewhere, who are responding to the problems they face. We're not here to promote any initiative, but to scrutinize what is being done and if it works.

This story is part of our focus on solutions put forward to tackle big and small social problems in our communities. Our rigorous and evidence-based reporting explores what is being done here and looks for examples set by people doing it better elsewhere.

While you're here. Did you know that what you just read was a solutions journalism article? It didn't just look at the problem, we scrutinized a response, or what is being done about an issue. By presenting evidence of who is doing better, we remove any excuse that this ongoing problem is intractable.

This isn't just accountability journalism, which focuses on uncovering dodgy practices. Focusing on solutions and what can be done makes the problem unacceptable. Solutions reporting shines a light on the possibilities for changing what is broken.

From SJN newsroom partners:

The News&Guide believes reporting on solutions is just as vital as reporting on problems themselves.

With training from the Solutions Journalism Network, the Jackson Hole News&Guide team has expanded, where possible, its attention to stories that hit the pillars of solutions journalism, which detail a response to a problem, examine its effectiveness, delve into limitations of the solution and provide insight to readers.

We hope this story serves to inspire you. — Ed.

FROM OUR SOLUTIONS DESK. *We don't just expose problems.*

We also find out what's being done to fix them, whether those solutions are working and if they can be replicated.

3. Building loyalty and Calls to Action

After highlighting your solutions work, invite your readers to become more familiar with solutions reporting and create incentives for them to support this kind of work. Consider adding:

- a. A link to other SoJo reporting on your website. This could be:

- Another SoJo article
- Other content in a specific series
- Your dedicated solutions journalism vertical

Examples

To read more of our solutions-focused reporting, click here.

Click here to access more of our reporting on responses to problems.

b. A Call to Action asking readers to support SoJo reporting by either:

- making a financial contribution. Use language with a link to your donations/ subscriptions/ membership page.
- sharing this article via social media or by email.

Examples

If you value our reporting on responses to problems, consider supporting this kind of journalism by donating/subscribing/becoming a member.

We believe this kind of journalism practice deserves your support. Will you chip in to make it happen more? Check out more of our work here (link).
