

Murrow Entry: Denver7 Social: The Heart of Our Colorado

At Denver7, we work to fight misinformation and negativity by creating original content for social media to promote informed conversation and bring those diverse voices back into our news coverage. We share the heart of our community and the good happening in Colorado and connect our audience to places they've never discovered. We share the news, but also take the time to slow down, listen to our audience and answer their specific questions to build a stronger relationship.

MILE HIGH MUSTS

Over 50 episodes of highly-produced social videos showcasing unique Colorado finds and the best places to eat, drink or explore the beautiful outdoors.

<https://www.youtube.com/playlist?list=PL0YDhKFJnSVwMwcbYX5WvrAv1MNNd7rhQ>

OUR COLORADO | THROUGH YOUR PHOTOS GROUP

In 2019, Denver7 created and grew this Facebook group to over 25,000 amateur and professional photographers sharing the best views of our beautiful Colorado. This content has led to original stories and photos shared back to Denver7's digital and on air platforms. This group helped Denver7 consistently reach number one status in social media in the Colorado media market.

<https://www.thedenverchannel.com/news/our-colorado/our-colorado-through-your-photos>

360 REPORTING:

Starting a social conversation to promote inclusion, diversity of perspectives and full understanding of news topics. We launch each 360 perspective story with a full digital article attached.

https://www.facebook.com/pg/DenverChannel/photos/?tab=album&album_id=10157430541573271

STEM SCHOOL SHOOTING

On the afternoon of May 7, 2019, Colorado was the epicenter of yet another school shooting — this time at a science and technology high school in Highlands Ranch. Denver7 broke the news to Colorado and led coverage through our social media and streaming platforms as the incident developed.

<https://www.facebook.com/DenverChannel/videos/650250762084977/>

<https://www.facebook.com/DenverChannel/photos/a.305677238270/10156678387603271/?type=3&theater>

<https://www.thedenverchannel.com/news/stem-school-shooting>

WINTER WEATHER

With multiple different climates and geographic features in the state, a few miles can mean the difference between an inch and a foot of snow. We have to cover all of it on social media. From multiple live streams, detailed hyper-local forecasts and life-saving alerts to the snow-covered mountains or wildlife romping through the wilderness, we take a human-focused approach to covering Colorado's temperamental weather.

[https://www.facebook.com/DenverChannel/videos/2442757592629694/?__xts__\[0\]=68.ARC29nSbvOi9W6qLCDIPQQL3zlyHQRH_fdL5o6Zk9MdivpB9Dwra-ZIWXVfw1eE7Gv2EJ42aTW13o3lHWbJS_tJg-Jg0yKVpl-3E0V1qYn0a7Dm9JKBAvnGjnw8YEtddvptkmg61q4-1GxM4FnnjVM4wGkLCluDuiKa9jhUb_o5S4u-bNO9mtH6lsDxFcNNByAR2PVZz9OrH-lmfMCVygidC-bwiCN8jxMLyCI7laoY5kgXeBeGfn3iJy4hle7kmSQY_ayA6Leej1QwadbpIHIOQlhHM8YzoNx5EYFsRwFGc13HBwcDCWe0vXsEMjdPbJUWik60R&__tn__=-R](https://www.facebook.com/DenverChannel/videos/2442757592629694/?__xts__[0]=68.ARC29nSbvOi9W6qLCDIPQQL3zlyHQRH_fdL5o6Zk9MdivpB9Dwra-ZIWXVfw1eE7Gv2EJ42aTW13o3lHWbJS_tJg-Jg0yKVpl-3E0V1qYn0a7Dm9JKBAvnGjnw8YEtddvptkmg61q4-1GxM4FnnjVM4wGkLCluDuiKa9jhUb_o5S4u-bNO9mtH6lsDxFcNNByAR2PVZz9OrH-lmfMCVygidC-bwiCN8jxMLyCI7laoY5kgXeBeGfn3iJy4hle7kmSQY_ayA6Leej1QwadbpIHIOQlhHM8YzoNx5EYFsRwFGc13HBwcDCWe0vXsEMjdPbJUWik60R&__tn__=-R)

<https://www.facebook.com/DenverChannel/photos/a.305677238270/10157198353678271/?type=1&theater>

<https://www.facebook.com/DenverChannel/photos/a.305677238270/10157199585693271/?type=1&theater>

<https://www.facebook.com/DenverChannel/posts/do-you-remember-the-blizzard-of-march-2003-that-storm-dropped-so-much-snow-it-ca/10156552239813271/>

<https://www.facebook.com/DenverChannel/videos/322826978643066/>