

Digital Detectives Build *Better* Headlines

Headline definition 🔍

 **head·line**
/'hed,līn/

noun

1. words set at the head of a passage or page to introduce or categorize and *maximize engagement with the content to follow*.
2. *historically*: ahead of a newspaper story or article usually printed in large type and giving the gist of the story or article that follows

Questions:

1. Why is it important to content creators (like journalists, influencers, etc) that a headline gets us to engage with the content?

2. Historically, newspapers used headlines in giant font sizes to attract attention. What's the online equivalent? What strategies do today's content creators use to craft headlines that will make us click?



Let's Practice!

3. Why do you think the creators of this content chose the headline that accompanies it?
4. What important parts of the story are missing from the current headline?
5. Create some alternative headlines from this article that provide a more complete introduction to the content.