

## **BEST DIGITAL PRESENCE:**

Best Digital Presence:

<https://www.toledoblade.com/>

<https://www.facebook.com/thetoledoblade>

<https://twitter.com/toledonews>

<https://twitter.com/toledosports>

<https://www.instagram.com/thebladeneews/>

App: Search for Toledo Blade, download one with the icon that has a blue background with white B

Key improvements on digital presence this year:

Updated eBlade for better user experience with navigation, hyperlinks, capabilities for photo and video galleries, page links from A1 index, printing of puzzles, and more.

Increase in followers across all social media platforms.

Started using Instagram stories to promote stories with a link.