

Walz Day 1 Search/Social

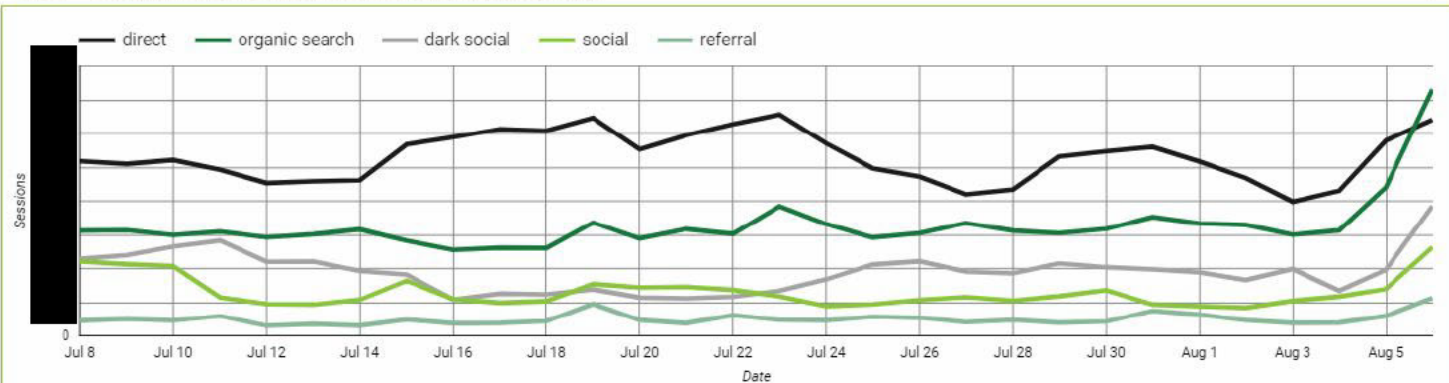


Photo: Glen Stubbe


Total Sessions



TOP TRAFFIC CHANNELS: SESSIONS



Search was our top referrer yesterday with over [redacted] sessions, passing homepage traffic

The background features several green circles of varying sizes and shades. A large, solid light green circle is in the top left. A thin white circle overlaps its bottom edge. A thin light green circle is in the top right. A large, solid dark green circle is at the bottom center.

**Walz is the new kid
on the block and
we are the experts.**

Tidbits about Walz: SEO optimization early!

ELECTIONS

Dog parks, Diet Dew and car sickness: A collection of tidbits about Gov. Tim Walz

Here are some offbeat and significant details about the Minnesota DFL governor — Kamala Harris' newly minted VP pick — from those who see him often.

By **Rochelle Olson** Star Tribune
AUGUST 6, 2024 AT 8:51AM

For context

 The New York Times

19 Facts About Tim Walz,
Harris's Pick for Vice
President

1 hour ago



 AP News

Five things to know about
Tim Walz

1 hour ago



 Star Tribune

Dog parks, Diet Dew and car
sickness: A collection of
tidbits about Gov. Tim Walz

2 hours ago



 CBS News

Who is Gwen Walz,
Minnesota's first lady and
wife of VP candidate Tim...

1 hour ago



• sessions
• % from search
• k came yesterday

Updating previous content

FOOD & CULTURE

No, Walz isn't old. He's 60 (which is the new 40).

The Minnesota governor's appearance has invited questions about his age, which tell us more about our fears of getting "old."



By Laura Yuen Star Tribune

AUGUST 6, 2024 AT 9:07AM



k sessions

% from search

- k came yesterday

POLITICS

What you should know about Gov. Tim Walz's record in office, as he joins presidential ticket

Democratic presidential nominee Kamala Harris selected Minnesota Gov. Tim Walz to be her running mate on Tuesday. Here's what you need to know about Walz's time in office.

By Ryan Faircloth & Briana Bierschbach Star Tribune

AUGUST 6, 2024 AT 10:34AM

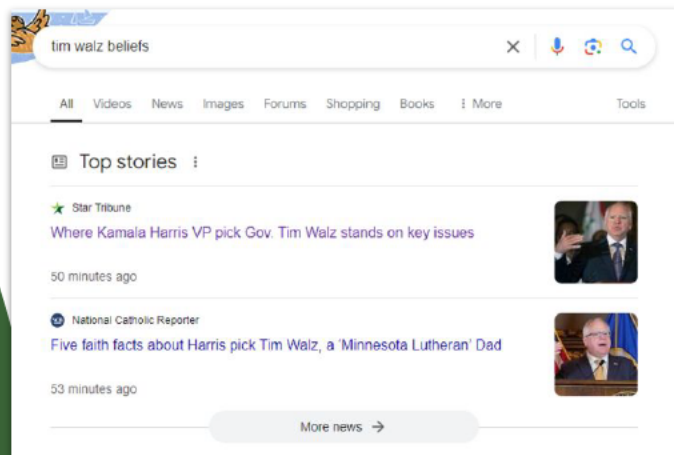


k sessions

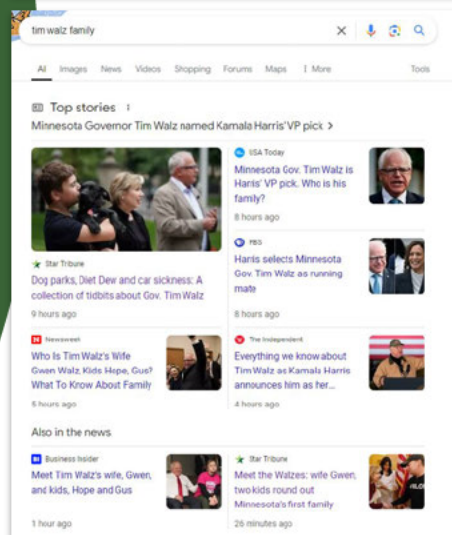
% from search

- k came yesterday

What do we
know about
Walz that
national
outlets don't?



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**Social is
excited about
Walz too!**

RECIPES

Want to know more about Tim Walz? Try making his hot dish recipe

The Minnesota governor-turned VP candidate can cook, but is it weird that he sometimes uses peas?

By Sharyn Jackson Star Tribune

AUGUST 2, 2024 AT 12:00PM

sessions
% from social
• k came yesterday

Instagram



As of 5 p.m. Tuesday, our social posts on Instagram had reached about [REDACTED]K accounts (and counting).

About [REDACTED]% of the people we reached on the first Walz post were people who don't currently follow us, meaning we reached new audiences.

**Sometimes
social can be
the best way
to tell the
story**





Takeaways for our coverage

- **Search and social** are crucial for reaching new audiences
- **Unique details on Walz** make us stand out
- **Resurfacing old and evergreen content** can also reach our audiences

Follows for today

- "Big Dad Energy"
- His dog and cat
 - People are falling in love with Afton, who disappeared??
- Walz's "Midwestern folksiness," whatever that is