

HOW BUZZFEED NEWS DOES NOTIFICATIONS

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VIA BRIANNE O'BRIEN

LEAD NEWS CURATION EDITOR
@BUZZFEEDNEWS

BUZZFEED NEWS' MOBILE PHILOSOPHY

We want to be like your wittiest,
most worldly friend. It's not about
news so much as it is about
keeping our audiences *informed*
and interesting.

CONTEXT . CLARITY . HUMOUR.



BF NEWS A

Wed 4:23 pm

Facebook is hiring 3,000 people to monitor for violence, following a spate of grisly videos that have plagued the site.



NEWS

28/04/2017

BuzzFeed News

Trump and his team's false statements come with an unprecedented frequency, scale, and lack of shame. Here's 100 of them 100



BF News now

Missy Elliott just dropped her first new song and video in ages. So put ya thang down, flip it, and reverse it 🕶️ 🎤



BF NEWS

Sun 8:12 pm

Emmanuel Macron — who will be France's youngest president ever — rewrote the playbook of European politics and won.



BF NEWS

Wed 8:34 pm

If someone you know shares an unexpected Google Doc with you today, it might be a phishing attempt. Don't click it! 🇨🇭



BF NEWS

Sat 11:34 am

Robotic. Repetitive. Ruthlessly efficient. We saw firsthand how Theresa May's campaign is going exactly to plan.

-  NBC NEWS Thu 12:04 pm
Prince Philip, Queen Elizabeth II's 'strength all these years,' will retire this fall 
-  NYTIMES Thu 10:39 am
Prince Philip, the 95-year-old husband of Britain's Queen Elizabeth II, will step down from his public role this autumn
-  BBC NEWS Thu 10:20 am
Prince Philip, husband of Queen Elizabeth II, to retire from royal duties in the autumn, Buckingham Palace says
-  BF NEWS Thu 10:19 am
Prince Philip, 95, will stand down from his royal duties later this year. But before the announcement, Twitter went wild.

**Key point:
Captured via
Facebook Live**

-  BF News 2:30 AM
Police in Minnesota shot and killed a black man after a traffic stop. A Facebook Live video captured the aftermath.
-  ABC News 2:16 AM
Man dies after being shot by a police officer during a traffic stop in Falcon Heights, Minnesota
-  CBSNews 1:39 AM
A 32-year-old man has died after being shot by a cop during a traffic stop in a St. Paul suburb, CBS Minnesota reports.

**People on Twitter
went wild with
speculation
before the news
was announced.**

QUESTIONS WE'RE TRYING TO ANSWER

1. What's the atomic unit of what someone *needs to know* about what's going on in the world?
2. How can we add *a little extra* to that?
3. And how do we make all of the above *fun* ?