

Networks that combine media outlets, nonprofits, and grassroots organizations can work together to drive traffic, build buzz, and raise the stakes around particular issues or events.

CHARACTERISTICS

- combine media outlets, institutions, and networks
- short or long-lasting
- formed around an ad hoc campaign or a persistent issue
- spread content and make connections among multiple institutional networks to drive and inform action and set news agendas
- can strengthen movements and overall progressive movement

STRATEGIC QUESTIONS

- how can your outlet strategically build and connect with hybrid networks?
- how can you reach new users and inform mobilization?

