WKNC actively maintains eight social media accounts:

- Twitter @WKNC881
- Twitter @WKNC881playlist
- Facebook @WKNC881
- Instagram @WKNC881
- Tumblr @WKNC881 (via blog.wknc.org)
- Cymbal @WKNC881
- Spotify @WKNC881
- YouTube @WKNC881fm

Most accounts use either wknc881 or gm@wknc.org as the user name and the same password, except for the playlist Twitter. That account is updated automatically and no content needs to be provided by WKNC, other than occasional replies indicating music submission information is at wknc.org/faq.

Data is collected each month on the number of fans and followers. WKNC has more than 22,000 followers across social media.

Below are great resources for usage statistics that are already linked to the WKNC accounts:

- Twitonomy
- Twitter Counter
- TweetStats
- Klear
- Iconosquare
- SumAll
Twitter

- **Target:** 3-4 posts per weekday in morning, midday, after work and evening blocks
- Best time to post: Weekdays at noon and between 5 and 6 p.m.
- Wait 2-3 hours in between tweets
- Posts to the WKNC Tumblr blog auto-post to Twitter
- Use HootSuite to schedule tweets in advance
- Be sure to tag bands and other relevant people/places
- Don’t start a tweet with an @, as only those who follow both users will see it (unless that is your intention)
- Content can be broad, encompassing Student Media, NC State, Triangle Music, Triangle Arts/Culture and National Music, with preference given to music-related posts
- WKNC maintains lists for WKNC programs, NC State, Triangle/NC music and Triangle arts & culture that can be used to find material to retweet
- Emojis are cool to accent your post, not in place of words
- Use the default yellow emojis instead of someone’s skin color

What to post EVERY week:
- Rock Report
- EOT show preview
- Music news

What to post as content is available:
- WKNC events
- NC State/Triangle news
- NC State/Triangle events

### Weekly Twitter Schedule (what to post and who is responsible)

<table>
<thead>
<tr>
<th>TWITTER</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>Filler/RTs (SM)</td>
<td>Filler/RTs (SM)</td>
<td>Filler/RTs (SM)</td>
<td>Filler/RTs (SM)</td>
<td>Filler/RTs (SM)</td>
</tr>
<tr>
<td>(7-10a)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midday</td>
<td>Rock Report M-R</td>
<td>Filler/RTs (SM)</td>
<td>EOT Preview (SM)</td>
<td>LBLB Podcast (Tumblr)</td>
<td>Filler/RTs (SM)</td>
</tr>
<tr>
<td>(12n-3p)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>After Work</td>
<td>LBLB Podcast</td>
<td>LBLB Podcast (Tumblr)</td>
<td>LBLB Preview (SM)</td>
<td>Rock Report F-U (SM)</td>
<td></td>
</tr>
<tr>
<td>(4-7p)</td>
<td>(Tumblr)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>Giveaways (Tumblr)</td>
<td>Filler/RTs (SM)</td>
<td>Charts (Tumblr)</td>
<td>Filler/RTs (SM)</td>
<td>Charts (Tumblr)</td>
</tr>
<tr>
<td>(7p-12m)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Facebook

- **Target:** 2-3 posts per week
- **Best time to post:** Weekdays between 7 and 10 a.m. and between 1 and 4 p.m.
- **Photos** have a higher engagement rate than both links and regular status updates
- **Copying and pasting** the link to an event is more engaging than sharing the event
- **Be sure to tag** bands and other relevant people/places
- **Posts** can be scheduled in advance using Facebook—just click the arrow next to Publish to schedule
- **Users must be added** to the WKNC Facebook page to post as WKNC
- **BE CAREFUL** when liking status updates that you like as yourself, not WKNC

WKNC event pages on Facebook should be enthusiastic and include performer information as possible. An event page should be updated at least once per week leading up to the event, including the day of the event. The Promotions Director is responsible for creating and updating WKNC event pages.

**What to post EVERY week:**
- Local Band Local Beer preview
- Interesting blog posts

**What to post as content is available:**
- WKNC events

### Weekly Facebook Schedule (what to post and who is responsible)

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(7-10a)</td>
<td>Share a Blog Post (SM)</td>
<td>LBLB Preview (SM)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Instagram**

- **Target:** 2-4 posts per week, 10-15 a month
- **Best time to post:** 5 p.m. or later, including weekends
- **Photos have higher engagement than videos**
- **TAG YOUR LOCATION!** You may need to adjust your cell phone’s locations settings to do this, or at minimum note where the photo was taken in the caption to make tagging easier later
- **Images tagged with campus locations get a high number of likes** (especially Free Expression Tunnel).
- **Team #NoFilter – avoid using filters on images**
- **Keep it WKNC-focused**

What to post EVERY week:
- “Around the Station” interesting things that are happening

**Weekly Instagram Schedule (what to post and who is responsible)**

<table>
<thead>
<tr>
<th>INSTAGRAM</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>After Work</td>
<td>Around the Station (SM)</td>
<td></td>
<td></td>
<td>Around the Station (SM)</td>
<td></td>
</tr>
<tr>
<td>(4-7p)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Tumblr (via blog.wknc.org)

- **Target:** 4-6 posts per week, 15-25 a month
- **Best time to post:** Between 4 p.m. and midnight, including weekends
- The three most recent Tumblr posts are visible on wknc.org
- Tumblr posts are also used to populate WKNC content on the Student Media app
- Posts can be queued or scheduled in advance

All posting is done via Tumblr interface, either with an account or through the submit function at [http://blog.wknc.org/submit](http://blog.wknc.org/submit). The Social Media Director and Podcast Manager maintain accounts and all others should post using the submit feature.

**What to post EVERY week:**
- CMJ Radio 200 charts
- CMJ RPM, Urban, Loud Rock charts
- LLBLB Podcast(s)
- Giveaways for the week

**What to post as content is available:**
- WKNC Interviews podcast
- WKNC event previews/reviews
- NC State Live sponsorships
- Live Nation/Ritz/Outback giveaways
- Show previews/reviews

### Weekly Tumblr Schedule (what to post and who is responsible)

<table>
<thead>
<tr>
<th>TUMBLR</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midday</td>
<td></td>
<td></td>
<td></td>
<td>LLBLB Podcast</td>
<td></td>
</tr>
<tr>
<td>(12n-3p)</td>
<td></td>
<td></td>
<td></td>
<td>(PDM)</td>
<td></td>
</tr>
<tr>
<td>After Work</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(4-7p)</td>
<td>Giveaways</td>
<td>LLBLB Podcast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td></td>
<td>(APD)</td>
<td></td>
<td>CMJ Charts</td>
<td>Other Charts</td>
</tr>
<tr>
<td>(7p-12m)</td>
<td></td>
<td></td>
<td></td>
<td>(SM)</td>
<td>(SM)</td>
</tr>
</tbody>
</table>
**Cymbal**
- Target: 1 post per week, no specific time
- Showcase new and local music
- Use the comment feature to explain why the song is being shared
- Use hashtags as you would on Twitter, especially for the song’s #genre
- Responsibility of: Assistant Promotions Director

**Spotify**
- Target: 1 playlist per month, no specific time
- Showcase new and local music
- Responsibility of: Assistant Promotions Director

**YouTube**
- Target: 1-2 videos per month
- Showcase national and local music with short music performances
- Responsibility of: Multimedia Director
## WKNC Weekly Social Media Schedule

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning (7-10a)</td>
<td>🔄 Filler/RTs (SM)</td>
<td>📱 Share a Blog Post (SM)</td>
<td>🔄 Filler/RTs (SM)</td>
<td>📱 LBLB Preview (SM)</td>
<td>🔄 Filler/RTs (SM)</td>
</tr>
<tr>
<td>Midday (12n-3p)</td>
<td>📱 Rock Report M-R (SM)</td>
<td>🔄 Filler/RTs (SM)</td>
<td>📱 EOT Preview (SM)</td>
<td>📱 LBLB Podcast (PDM)</td>
<td>🔄 Filler/RTs (SM)</td>
</tr>
<tr>
<td>After Work (4-7p)</td>
<td>📱 Around the Station (SM)</td>
<td>📱 LBLB Podcast (PDM)</td>
<td>📱 LBLB Preview (SM)</td>
<td>📱 Around the Station (SM)</td>
<td>📱 Rock Report F-U (SM)</td>
</tr>
<tr>
<td>Evening (7p-12m)</td>
<td>📱 Giveaways (APR)</td>
<td>🔄 Filler/RTs (SM)</td>
<td>📱 Filler/RTs Charts (SM)</td>
<td>📱 Filler/RTs Charts (SM)</td>
<td>📱 Charts (SM)</td>
</tr>
</tbody>
</table>

SM = Social Media Director  
APR = Assistant Promotions Director  
PDM = Podcast Manager
FESTIVAL COVERAGE

WKNC routinely provides press coverage for local and national music festivals. The program director is in charge of requesting press passes, coordinating festival coverage and ensuring fulfillment. Those providing press coverage typically write pre- and post-festival blog posts for Tumblr. During the festival itself, WKNC will aim to provide social media coverage according to the following guidelines. One or two individuals will provide social media coverage for the rest of the team.

<table>
<thead>
<tr>
<th># Passes</th>
<th>1-4</th>
<th>5-8</th>
<th>9+</th>
</tr>
</thead>
<tbody>
<tr>
<td># Twitter Posts</td>
<td>2/day</td>
<td>3/day</td>
<td>4/day</td>
</tr>
<tr>
<td># Instagram Posts</td>
<td>2/day</td>
<td>3/day</td>
<td>4/day</td>
</tr>
</tbody>
</table>

Before the festival:
- Coordinate with the program director to determine who will provide what coverage before
- Determine which festival hash tag(s) to use and then use them in EACH POST
- Make a list of Twitter and Instagram user names for bands you might see so you will have them to use in each post

When providing festival coverage:
- Check before you post to ensure someone else did not just post a few minutes ago
- Try to space posts at least one hour apart
- Use festival hash tag(s) in EACH POST
- Be sure to tag your location on Instagram, as it will allow others looking for festival coverage to find and then follow our account
OVERALL GUIDELINES

WKNC’s broadcast signal is fleeting. Once your turn off your radio or Web stream, your interaction with us ends. WKNC’s social media is intended to engage our listeners even when they are not listening. WKNC is not just a radio station – it is a fully developed multimedia organization with audio, video, images and text platforms.

- Remember that our strategy is meant to keep our posting consistent, but should not be used to limit creativity or engagement with our audience.
- You can schedule posts ahead of time, but be flexible enough to move things around as necessary.
- Think twice before you post! Remember that anything posted on social media should be considered permanent. Even if you delete a post a minute later, someone may have taken a screenshot.
- Do not use profane language, or any language meant to discriminate or disrespect any group of people.
- Tag other people in posts so they can see we have talked about them and be more motivated to share the content. But … only tag them if the post is actually about them.
- Try to include images in your social media posts, but do not use images for which we do not have permission.
- Ask for help! While the Social Media Director is primarily responsible for managing social media content, the SM can and should ask for ideas and submissions from all staff.

WKNC’S SOCIAL MEDIA AWARDS

Best Social Media Presence, College Broadcasters, Inc. National Student Production Awards

- Winner, 2015,
- Winner, 2014

Outstanding Student Organization Online Presence, NC State Student LEAD Awards

- Finalist, 2015
- Winner, 2014