

WKNC SOCIAL MEDIA STRATEGY 2017-18

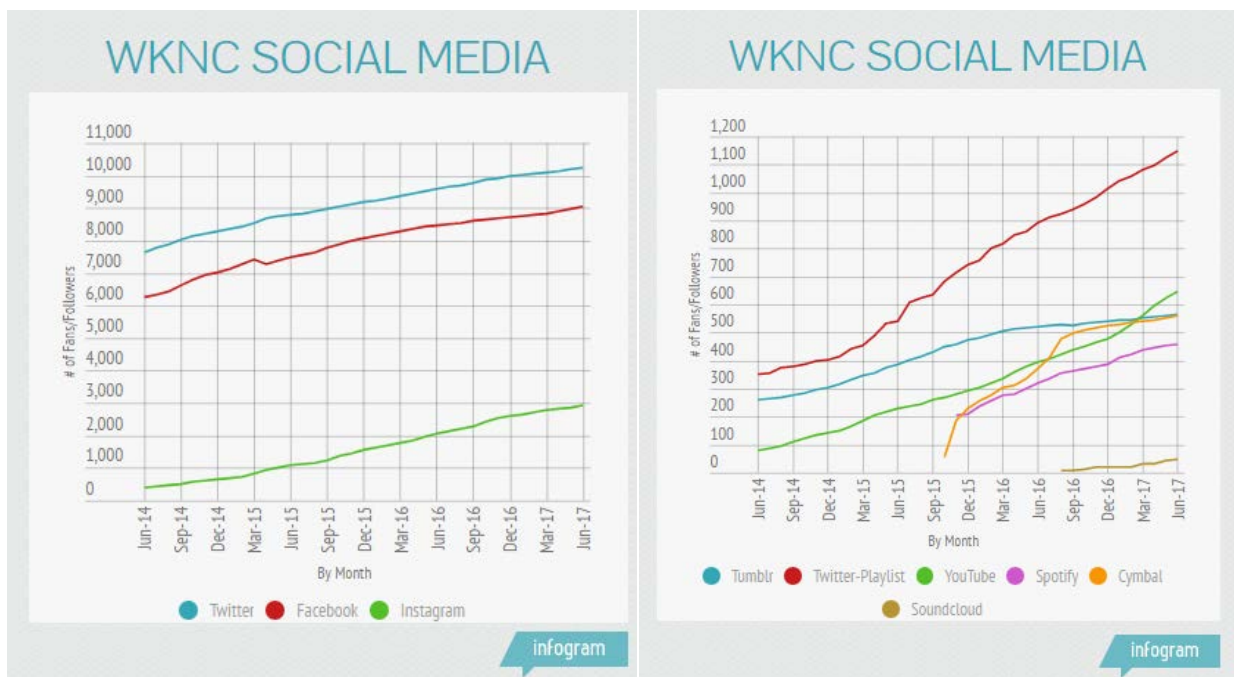
WKNC actively maintains 10 social media accounts:

- Twitter @WKNC881
- Twitter @WKNC881playlist
- Facebook @WKNC881
- Instagram @WKNC881
- Tumblr @WKNC881 (via blog.wknc.org)
- Cymbal @WKNC881
- Spotify @WKNC881
- YouTube @WKNC881
- SoundCloud @WKNC881
- Snapchat @WKNC88.1

Most accounts use either wknc881 or gm@wknc.org as the user name. Exceptions are noted in this document.

Data is collected each month on the number of fans and followers. WKNC has more than 26,000 followers across social media. Below are great resources for usage statistics already linked to the WKNC accounts:

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



Twitter

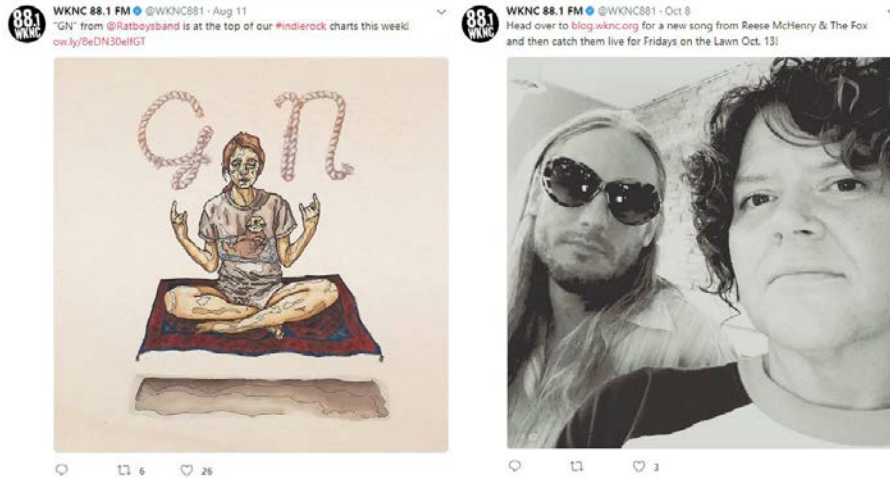
- Target: 3 posts per weekday in morning (8 a.m. to noon), midday (noon to 4 p.m.) and after work (4-8 p.m.) blocks
- Wait 2-3 hours in between tweets
- Use HootSuite to schedule tweets in advance
- Include images as relevant/possible
- Be sure to tag bands and other relevant people/places
- Don't start 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:

- Previews of specific shows, including "Oak City Move," "Eye on the Triangle," "Pack is Life," "Wednesday Night Variety" and "The Local Beat."



- Blog posts. While you can schedule these directly from Tumblr, it is best to schedule them in HootSuite to coincide with their posting on Tumblr. If you can't link directly to the post, link to blog.wknc.org instead. These include podcasts.



- Podcasts. These technically fall under blog posts, as they are done through Tumblr, but they can also be tweeted when posted.

What to post as content is available:

- WKNC Events – every 2-3 days from the time the event is announced until the event itself
- Promotion of other Student Media and their events/coverage

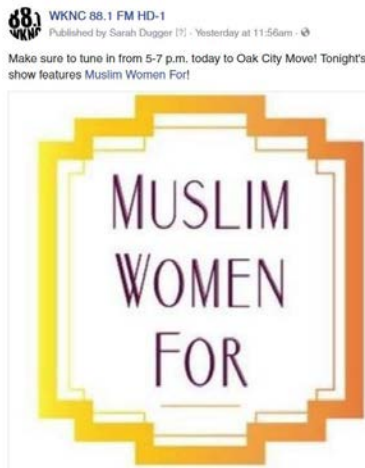


Facebook

- Target: 2-3 posts per week
- Videos have the highest engagement rate, followed by photos, links and then 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

What to post EVERY week:

- Previews of specific shows, including “Oak City Move,” “Eye on the Triangle” and “The Local Beat.”
- WKNC Lounge videos (as new ones are available)



What to post as content is available:

- WKNC events
- Promotion of other Student Media and their events/coverage

Facebook events

- Target: Create a public Facebook event four weeks before each actual event, with 1 post per week leading up to the event, 2-3 posts the week of the event and 1 post during the event
- Write the event details in an enthusiastic tone
- Include performer information, tagging their Facebook page in the event and linking to a Bandcamp or other website
- Include rain location, if applicable
- Include link to WKNC website, if applicable
- Use specially designed event header image from a WKNC designer, but do not wait weeks to get a file from the designer. Publish an event with a temporary event header or no header if needed. You can update it later.

What to post leading up to the event:

- For concerts, include links to the bands' music.
- For other events, include registration or ticket information.



Where else to share the event on Facebook (at least once per group):

- WKNC 88.1 FM HD-1 Staff
- WKNC 88.1 FM Alumni & Friends
- Wolfpack Students
- Indie Rock Raleigh

Instagram

- Target: 2-4 posts per week, 10-15 a month
- Best time to post: 4 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
- MEET THE #WKNCSTAFF



What to post as content is available:

- WKNC events
- Promotion of other Student Media and their events/coverage



Tumblr (via blog.wknc.org)

- Target: 4-8 posts per week, 20-30 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
- Posts can be queued or scheduled in advance

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

What to post EVERY week:

- Giveaways for the week –use the tag #giveaways on each post
- Music Charts –use the tag #charts on each post
 - Use the internet@wknc.org account to log in to NACCchart.com. Charts should be submitted each week for top 30 (indie rock), electronic, hip-hop and heavy and each should be posted every week as a separate chart. Top adds should go at the bottom of the top 30 chart.
- Podcasts – use the tag #podcast on each post
 - Oak City Move podcast – use the tag #ocm
 - PackIsLife podcast – use the tag #pack is life (with spaces)
 - The Local Beat and any other interview is part of the Off the Record podcast – use the tag #WKNC interviews podcast (with spaces)

What to post as content is available:

- WKNC event previews/reviews
- NC State Live sponsorships
- Live Nation/Ritz/Outback giveaways
- Show previews/reviews

See [WKNC 88.1 FM HD-1 Guide to Blogging](#) for more specific on how to use Tumblr and example posts.

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

Snapchat

- Target: 1-2 posts per week
- Showcase station culture and “behind the scenes”






























Spotify

- Target: 1 playlist per month, no specific time
- Showcase new and local music

YouTube

- Target: 1-2 videos per month
- Showcase national and local music with short music performances

WKNC WEEKLY SOCIAL MEDIA SCHEDULE

SCHEDULE	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning (8a-12n)	 OCM/EOT preview	 Filler/RTs	 Filler/RTs	 LBT preview	 Around the Station	 Filler/RTs	 Filler/RTs
Midday (12n-4p)	 OCM/EOT preview	  Podcast	 Variety/PIL preview	  Podcast	 LBT Preview	 Filler/RTs	  Podcast
After Work (4-8p)	  Giveaways	 Around the Station	  Indie Charts	  Afterhours charts	  Metal charts	  Underground charts	 Filler/RTs

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. No more than four individuals will provide social media coverage for the rest of the team.

# Passes	1-4	5-8	9+
# Twitter Posts	2/day	3/day	4/day
# Instagram Posts	2/day	2/day	2/day
# Instagram Stories	2/day	4/day	6/day
# Snapchat Stories	2/day	4/day	6/day

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, image and text platforms.

- Use NC State (no periods) instead of NCSU, as NC State is consistent with university branding.
- 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.
- Engage with the audience, but respectfully! See next page for [Social Media Rules of Engagement](#), written by digital strategist Mark Smiciklas for Social Media Explorer.

WKNC SOCIAL MEDIA AWARDS

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

- Winner, 2014 and 2015

Outstanding Internet & Social Media Presence, NC State LEAD Awards

- Finalist, 2015 and 2016
- Winner, 2014

