

Daily Content for Social Media (What to post on Facebook and Twitter):

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
#MusicMonday Ask a music-related question, fact; post CMJ Top 30, music video from YouTube, etc.	From the Archives (Post a photo of KVSC history) and ask an engaging question about it.	Post something random from the website (podcast, upcoming sports coverage, how to become a member, etc)	#TriviaThursday! Ask a trivia question on Facebook and Twitter. Can be incorporated with a concert ticket giveaway.	Playlist of the week (pick random profile from the past week from spinitron.com)	Weekend Question (Ask thought-provoking question pertaining to weekend)	Sunday Quote (Music-related quote on Twitter)
Promote Monday Night Live (include link)	#Quote on Twitter	Question of the Day (something thought provoking, see below)	Crispy Critics podcast	#OnThisDay (twitter, maybe Facebook)	Facebook Post on Saturday Programming	Facebook Post on Sunday Programming
New Release of the Week			Music #quote on Twitter			

Daily on Twitter:

- Featured Artist Spotlight with link to schedule http://www.kvsc.org/featured_artist_spotlight.php
- Retweet positive/important stories from @KVSCnews, @KVSCHockey, @KVSCsports or other news stories important to Central Minnesota
- Use stumbleupon.com to find music related to sites (use “indie rock,” “rock music” or other relevant categories)
- Check for new follows and follow relevant users back
- Comment on a song that is playing
- Post something from pitchfork.com (relevant to music we play)
- Either reply or retweet anytime someone mentions @kvsc881fm
- #OnThisDay (pull an “on this day” in history fact from <http://www.on-this-day.com/>, <http://news.bbc.co.uk/onthisday> or <http://www.history.com/this-day-in-history> (also good for #TriviaThursday!))

Obviously almost anything that needs to be promoted should be posted on Facebook and Twitter, but try to make it conversational and maybe include an open ended question. Also, try to use action verbs and incorporate appropriate Facebook features (tag other pages, post a photo, etc.).

Post on Facebook at least once per day. Two-three times is optimal: once early morning, once noon or early afternoon & again in the late afternoon or evening. Remember to respond to any comments (even negative ones).

Live and breathe social media... Anytime there is an opportunity for a photo, snap a picture! If someone says something funny around the office that's not an 'inside joke,' post it—it might get a big response! If you think the Mississippi looks exceptionally beautiful today, let your followers know! Try to get everyone at the station thinking about opportunities to incorporate social media in day-to-day operations. Keep it fun!

Question of the Day/Weekend:

- ~~What's your favorite scary movie?~~ (Used 07/13/2011 – 18 comments, 1 like)
- ~~What is the coolest place you have ever been?~~ (Used 07/23/2011 – 5 comments, 2 likes)
- What was the first car you ever drove?
- ~~The Beatles or Elvis?~~ (Used 07/18/2011 – 12 comments, 4 likes)
- The blues or jazz?
- ~~What's the best summertime activity in Minnesota?~~ (Used 08/26/2011)
- What's your favorite memory of KVSC?
- When do you listen to KVSC?
- Google "Thought provoking questions."

14 tips for a successful Facebook page

By Kamila Hankiewicz | Posted: June 29, 2011

<http://www.prdaily.com/Main/Articles/8738.aspx>

Creating campaigns on Facebook can be very effective. At the time of this writing, Starbucks, Coca-Cola and Dell have 54,094,889 fans combined. So what are you waiting for?

Here's how to make your Facebook page more appealing and visible to your audience:

1. Thursday is the best day of the week to get the most visibility for a Facebook post.
2. Release major stories in the early morning. If you post them between 11 a.m. to 4 p.m. EST, you risk your content getting unnoticed due to news feeds and other traffic.
3. When sharing stories, always include the full link; it's 300 percent more likely to get clicked on than a shortened address.
4. Use both the like and send Facebook (and other social) buttons on your site.
5. The secret behind making it into your friends' "top news" feed is based on an algorithm known as Edge Rank. Use words like "today," "exclusive" and "limited-time only" to increase your Edge Rank.
6. According to a study from Pew Research Center's Project for Excellence in Journalism, Facebook is among the leading drivers of traffic to 21 news websites. When sharing a good media story, don't forget to plug it on the leading social network.
7. Want to know which words are most "shareable" on Facebook? Try "best," "most," and those that explain, such as "why" and "how."
8. Facebook may be a better platform for making a video go viral than other platforms, probably because the site makes it easy to embed multimedia content into a post.
9. When posting a note, tag it. This will put your message on each of your tagged friends' walls. However, you can only tag 30 people at a time, so limit your tagging to only those people who are interested in your announcement or they may view it as a spam.
10. If you post multiple notes, make sure to delete all posts but one from the news feed or you will look like a spammer when people see 15 identical notes on their wall. Alternatively, you can turn off your wall's automatic feed.
11. Share a link (of high value) on your wall and ask your friends to share and like it. It's simple but effective.

12. Encouraging interaction with your posts—likes and comments—will make them more visible in other people’s news feeds. That’s how Facebook’s Edge Rank (and Domino effect) algorithm works.
13. Facebook marketers suggest this idea: Keep AIDA in mind when posting to Facebook. That stands for Attention, Interest, Desire, Action. Your job is to stimulate desire and spark action, whether it’s increasing sells or engaging with your brand through contests, events, questions or content.
14. Engage followers in one-on-one conversation, create compelling contests, encourage check-ins and post cool status updates. All of these efforts will help boost your Facebook interactions.