

The Benefits and Pitfalls of Social Media

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Why is social media important?

1. It's free

2. It's Real-Time

- Capture your audience in the moment
- Excellent tool for contesting, polling, etc
- Additional voice for your station

1. It's **(almost)** free

- Commitment of time & energy
- Social tools cost real money

3. It's engaging

- Touch more of your audience more often
- Continued connection with your audience

4. It's interactive

PANDORA

last.fm™
the social music revolution



Spotify

rdio™

5. It's required to stay relevant!

January 15, 2009

@highfours: I just watched a plane crash into the hudson rive in manhattan



5. It's required to stay relevant!

September 2, 2010

@jdivenere: Here's a pic of the gunman that my colleague at #discovery sent me



5. It's required to stay relevant!

May 1, 2011

@ReallyVirtual: Helicopter hovering above Abbottabad at 1AM (is a rare event).



5. It's required to stay relevant!

August 23, 2011

@JordnJnkieJuice: EARTHQUAKE !!!!!



5. It's required to stay relevant!

November 14, 2011

@questlove: Omg, drivin down south st near #ows. Somethin bout to go down yo, swear I counted 1000 riot gear cops bout to pull sneak attack #carefullyall



5. It's required to stay relevant!

- 2008 Earthquake in China
- And every earth quake since.
- Royal Wedding Announcement
- Michael Jackson's death
- Patrick Swayze's death
- Whitney Houston's death
- 2012 U.S. Presidential Campaigns

How to handle breaking news?

- If I'm not breaking the story
- If I really am breaking the story.

A high-level source with the Minnesota Vikings tells WCCO's Mark Rosen that QB Brett Favre is expected to sign with the team Tuesday.

about 12 hours ago from web



6. It can replace “local”

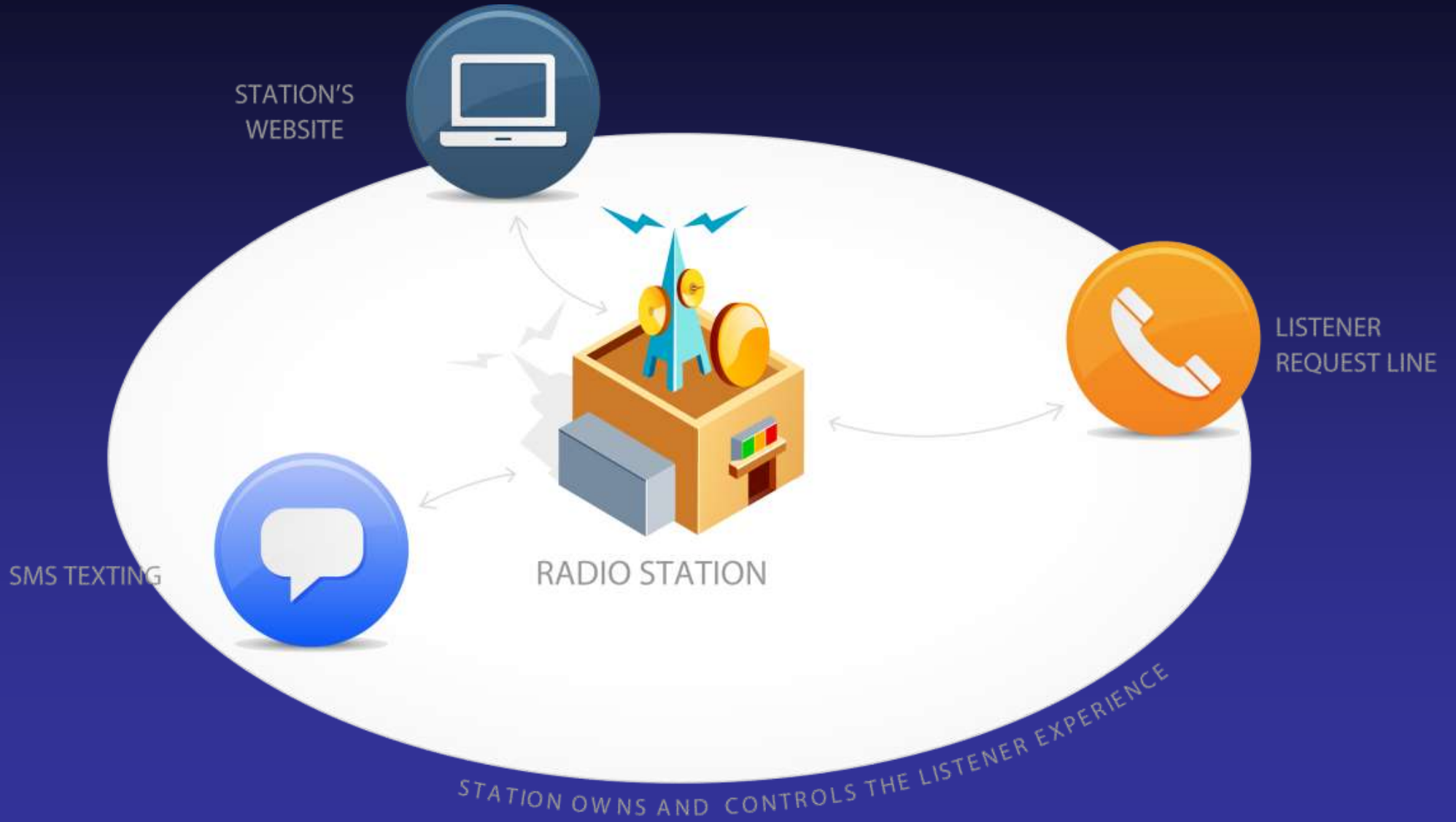
- The Internet broadened our interests
- The Internet brings news and info to us

The Good, Bad, and Ugly!

The Good

- Listener feedback
- Engage your audience
- Mobile
- Provide more info to your audience
- Be a news leader

The Bad



The Bad



The Bad

- Limited control over the listener/viewer experience
- Rules to prevent or limit monetization
- Facebook is a user trap!
- Social networks can change the rules or ban us at anytime

The Ugly



CELEBRITY BUZZ



Adele to make comeback at the Grammys
The singer revealed the news via Twitter.

ON AIR NOW



Ryan Seacrest
Connect with Ryan Z on YouTube

JUST PLAYED | PLAYLIST

We Found Love ▶
Rihanna / Calvin Harris

Hold It Against Me ▶
Britney Spears

Sexy And I Know It ▶
Lmfao

[Home](#) | [Blogs](#) | [Photos](#) | [Music](#) | [Contests](#) | [Events](#) | [Contact](#) | [Jobs](#) | [STL Radio](#)

Search/Keyword/Artist



Listen Live Through
iHeartRadio

Z107-7
HIT MUSIC FOR ST. LOUIS



Z PICS



FOLLOW US EVERYWHERE



Z FANS



Z107.7 KSLZ on Facebook



29,685 people like **Z107.7 KSLZ**.

The Ugly

The screenshot displays the Z107.7 website layout. At the top left is the Z107.7 fm logo. The main navigation bar includes links for Home, Blogs, Photos, Music, Contests, Events, Contact, Jobs, and STL Radio, along with a search bar and a GO button. The content area is divided into several sections: a 'CELEBRITY BUZZ' section featuring Adele with a text snippet; an 'ON AIR NOW' section with a placeholder image and text for Ryan Seacrest; a 'JUST PLAYED | PLAYLIST' section listing songs like 'We Found Love' and 'Rihanna / Calvin Harris'; a large central image with the headline 'Which Celeb Sibling Is More Famous?' and a 'Listen Live Through iHeartRadio' button; a 'Z PICS' section with a small image; a 'FOLLOW US EVERYWHERE' section with social media icons for iheartradio, facebook, twitter, iphone, android, blackberry, and youtube; and a 'Z FANS' section showing a Facebook link for 'Z107.7 KSLZ on Facebook' with a 'Like' button and a count of 29,685 likes.

Z107.7 fm

CELEBRITY BUZZ
Adele to make comeback at the Grammys
The singer revealed the news via Twitter.

ON AIR NOW
Ryan Seacrest
Connect with Ryan Z on YouTube

JUST PLAYED | PLAYLIST
We Found Love
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Britney Spears
Sexy And I Know It
Lmfao

Home | Blogs | Photos | Music | Contests | Events | Contact | Jobs | STL Radio | Search/Keyword/Artist | GO

Which Celeb Sibling Is More Famous?
Check out the pics

Listen Live Through iHeartRadio

Z107.7
HIT MUSIC FOR ST. LOUIS




Z PICS


FOLLOW US EVERYWHERE
iheartradio | facebook | twitter | iphone | android | blackberry | youtube


Z FANS
Z107.7 KSLZ on Facebook
Like
29,685 people like Z107.7 KSLZ.

The Ugly

The image is a screenshot of a Twitter profile page for the account @z1077. The page is set against a dark blue background with a repeating watermark of the station's logo. At the top, the Twitter navigation bar is visible, including the search bar and links for Home, Profile, Messages, and Who To Follow. The profile header for @z1077 includes the station's logo, the name 'z1077', the handle '@z1077', and the location 'St. Louis'. The bio describes the station as a hit music channel with various programs and a website link. Below the bio is a 'Follow' button and a 'Tweet to @z1077' input field. The main content area shows a list of tweets, with the most recent one mentioning Adele's performance at the Grammys. On the right side, there is an 'About @z1077' section with statistics: 3,761 Tweets, 69 Following, 2,720 Followers, and 90 Listed. Below this are sections for 'Similar to @z1077' and 'Following', each with a 'view all' link and a row of profile pictures.


twitter  Search Home Profile Messages Who To Follow   gocommotion ▾


 **z1077**
@z1077 St. Louis
Hit Music. MJ in the Morning. Ryan Seacrest for lunch. Curt Copeland in the Afternoon. Ty Bentli at Night. Exclusive videos, music, downloads and contests.
<http://www.z1077.com>

[+ Follow](#) 

Tweet to @z1077

Tweets Favorites Following ▾ Followers ▾ Lists ▾


 **z1077** z1077
It's just been confirmed: Adele WILL be performing at the Grammys! YAAAAAAAAAY! Like this if you can't wait to... fb.me/1leGg1B1W
43 minutes ago


 **z1077** z1077
Terri Muenks from Bonnots Mill, MO is going to the Grammys! If she could ask your favorite artist anything, who... fb.me/1yPEXxkKL
3 hours ago


About @z1077

3,761 Tweets **69** Following **2,720** Followers **90** Listed


Similar to @z1077 · view all

 **Z104** Z-104 Madison · Follow
The Hit Music Channel...broadcasting worldwide at ...

 **Hot1041** HOT 104.1 St. Louis · Follow
Cranking through your speakers. Request line 314.9...

 **mix961sa** MIX 96.1 · Follow
San Antonio's #1 Hit Music Station -- we follow back...

Following · view all



About Help Blog Mobile Status Jobs Terms Privacy
Shortcuts Advertisers Businesses Media Developers
Resources © 2012 Twitter

The Ugly

The image is a screenshot of a Twitter profile page for the account @z1077. The page layout includes a top navigation bar with the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The profile header features the Z107.7 logo, the name 'z1077', the handle '@z1077', and the location 'St. Louis'. The bio describes the account as a music station, listing programs like 'Hit Music, MJ in the Morning' and 'Ryan Seacrest for lunch'. Below the bio is a 'Follow' button and a 'Tweets to @z1077' input field. The main content area shows a list of tweets, with the most recent one mentioning Adele's performance at the Grammys. On the right side, there is an 'About @z1077' section with statistics: 3,761 Tweets, 69 Following, 2,720 Followers, and 90 Listed. Below this is a 'Similar to @z1077' section listing related accounts like Z104, Hot1041, and mix961sa. At the bottom right, there is a 'Following' section with a row of profile pictures and a footer with various links and copyright information.

twitter Home Profile Messages Who To Follow

z1077
@z1077 St. Louis
Hit Music, MJ in the Morning. Ryan Seacrest for lunch. Curt Copeland in the Afternoon. Ty Bentli at Night. Exclusive videos, music, downloads and contests.
<http://www.z1077.com>

[Follow](#)

Tweet to @z1077

Tweets Favorites Following Followers Lists

z1077 z1077
It's just been confirmed: Adele WILL be performing at the Grammys! YAAAAAAAAAAAY! Like this if you can't wait to... fb.me/1leGg1B1W
43 minutes ago

z1077 z1077
Terri Muenks from Bonnots Mill, MO is going to the Grammys! If she could ask your favorite artist anything, who... fb.me/1yPEXkkKL
3 hours ago

About @z1077

3,761 Tweets 69 Following 2,720 Followers 90 Listed

Similar to @z1077 · view all

- Z104** Z-104 Madison · Follow
The Hit Music Channel...broadcasting worldwide at ...
- Hot1041** HOT 104.1 St. Louis · Follow
Cranking through your speakers. Request line 314.9...
- mix961sa** MIX 96.1 · Follow
San Antonio's #1 Hit Music Station -- we follow back...

Following · view all

About Help Blog Mobile Status Jobs Terms Privacy Shortcuts Advertisers Businesses Media Developers Resources © 2012 Twitter

The Ugly

The image shows a screenshot of a Twitter profile for 'HOT 104.1 St. Louis'. The profile name is 'HOT 104.1 St. Louis' with the handle '@Hot1041'. The bio reads: 'STL and the Eastside Cranking through your speakers. Request line 314.969.1041 and from the Eastside 618.399.1041 http://www.hot1041stl.com'. The profile has 22,603 tweets, 578 following, 11,459 followers, and 143 listed. There are two tweets visible: one from 'Hot1041' mentioning a request for '#msjackson' and another from 'SnapBabei' replying to the station. A dark grey overlay covers the right side of the page, containing sections for 'About @Hot1041', 'Recent images', 'Similar to @Hot1041', and 'Following'. Large, stylized text 'HOT 104.1' and 'HIP HOP AND R&B' is visible in the background.

twitter Home Profile Messages Who To Follow gocommotion

HOT 104.1 St. Louis

@Hot1041 STL and the Eastside
Cranking through your speakers. Request line 314.969.1041 and from the Eastside 618.399.1041
http://www.hot1041stl.com

www.hot1041stl.com

+ Follow

Tweet to @Hot1041

Tweets Favorites Following Followers Lists

Hot1041 HOT 104.1 St. Louis
@SnapBabei ha ur getting your request on early for #throwbackatnoon @SOPRANO24 u got a request for #msjackson if u ya nasty....Lol

SnapBabei SNAP BABEI
@hot1041 for the #throwbackatnoon i want to hear #msjackson if ya nasty
1 minute ago
Retweeted by Hot1041

About @Hot1041

22,603	578	11,459	143
Tweets	Following	Followers	Listed

Recent images · view all

Similar to @Hot1041 · view all

- thatRNchick** S'diddy · Follow
Brooklyn's Mommy! Radio vet. RN. Daughter. Sister...
- DJDEEVINE SOUNDZ** DERRIS PERKINS · Follow
"MUSIC THAT WILL GIVE YOU A LIFETIME OF IN..."
- StaciStatic** Staci Static · Follow
The most bouit it marna in the midwest. Bouit it mean...

Following · view all

HOT 104.1
HIP HOP AND R&B

The Ugly



[Home](#) [The STL](#) [Contests](#) [Events](#) [DJ's](#) [Photos](#) [Videos](#) [Schedule](#) [Jobs](#)

[SEARCH](#)

Seen Pics from Hot 104.1's Teen Jam!!
See photos from Hot 104.1's Teen Jam feat. Diggy Simmons and upload your

Our History Makers

Exclusive Interview w/ Diggy Simmons!

Seen Pics from Hot 104.1's Teen Jam!!

Hot 104.1 Welcomes Trey Songz Anticipation 2our

Rihanna & Chris Brown's Girlfriend Karrueche Almost...

Ask The Expert - feat Dept of Health

In The Studio

[Listen Live](#)



Janee'

Janee

[Email](#) • [Posts](#) • [Profile](#)

On-Air Schedule:

Staci Static	3:00p - 7:00p
A-Plus	7:00p - 12:00a
Hot Stl	12:00a - 6:00a
The Ricky Smiley Morning...	6:00a - 10:00a

[View Playlist](#)



[View Forecast](#)



[View Traffic](#)

[The STL](#)

1

Posted by

EXCLUSIVE: Diggy Simmons

Jobs In Your Area

In alliance with **monster**



Search Local Jobs [Go](#)

The Social Shift

- Eventually your properties are abandoned
- Forfeit control of listener/viewer experience
- We abandon our advertisers
- Listeners/viewers get pushed closer to competition
- Social networks can change the rules or ban us at anytime

What can be done?

1. Don't give up on your website!

- Don't treat Facebook like your website
- Don't buy the "that's where everyone is" excuse

2. Fill your site with fresh content

- Multimedia
- Blogs
- Contests
- Make your site less about your brand and more about your listeners

3. Tease



USA TODAY
20 hours ago

Wait -- a car that drives itself? <http://usat.ly/PoqynS>


Would you buy one?


(Photo by Eric Risberg, AP)





4. Widgets & Plugins


Send a message...

 **Jimmy Jett Roberts**


 **AzeemWyne**
#NAB to file references against top officials of OGRA, Railways #News #Pakistan
2 hours ago via twitter


 **JaleenBeardsley**
I love T-Swift but I cannot listen to Love Story #3years #badmemories #missyou #NAB
3 hours ago via twitter

 **ynayuzzini**
"tadi kann.." #Nab
4 hours ago via twitter


 **CosbyCustoms**
#nab #newartborn #graffiti #sketch during Chemistry <http://t.co/s3jK4oAM>
5 hours ago via twitter

Tweets [Follow @gocommotion](#)

 **Commotion @gocommotion** 19m
New #iPhone5 ready apps (with full screen display) continue to roll out for our customers. If you've not been updated yet, you will be soon.


 **Commotion @gocommotion** 25 S
Social is the new Local ow.ly/dZ4aj
Expand


 **Commotion @gocommotion** 21 S
Worth considering. We think we've got something to add, though. RT @mediaweek: Social media is finished wallblog.co.uk/2012/09/21/soc... @TheWallUK


 **Drew Kondylas @Kondylas** 21 S
More Label Deals With Radio Are On The Way. Soon. - ow.ly/dSvG8 #radio #radioshow2012


Tweet to @gocommotion


Social Hub Videos Photos Audio Upload

 **Radio_Ink** Hookline and Conflict. <http://t.co/4HfrAMFe> @TheRandyLaneCo
12:40pm, Sep 26th
[Follow](#) [Retweet](#)

 **Radio_Ink** In Sales it's all about your network. <http://t.co/23KXqLOM> @ensmedia
12:39pm, Sep 26th
[Follow](#) [Retweet](#)

 **Radio_Ink** Lookie Here. A Liberal Making it in Radio. <http://t.co/TD9THxro> @RichLieberman
12:38pm, Sep 26th
[Follow](#) [Retweet](#)

 **Radio_Ink** Artists STILL love hearing their songs played on the radio, whether they are getting paid for it or not. <http://t.co/ADbGE4VG>
12:36pm, Sep 26th
[Follow](#) [Retweet](#)

 **A/aa** Fastest growing segment of the #advertising pie is lumped into a category called "digital"

4. Widgets & Plugins

Social plugins let you see what your friends have liked, commented on or shared on sites across the web.



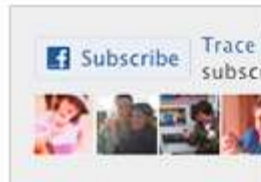
Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



Send Button

The Send button allows your users to easily send your content to their friends.



Subscribe Button

The Subscribe button allows people to subscribe to other Facebook users directly from your site.



Comments

The Comments plugin lets users comment on any piece of content on your site.




Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.

5. Link to your website

Profile
This information appears on your public profile, search results, and beyond.

Photo  [Change photo](#) ▼

This photo is your identity on Twitter and appears with your Tweets.
Need help? [Learn more.](#)

Name

Enter your real name, so people you know can recognize you.

Location

Where in the world are you?

Website

Have a homepage or a blog? Put the address here.
[You can also add Twitter to your site here.](#)

Bio

About yourself in fewer than 160 characters.

5. Link to your website



Commotion
35 likes · 2 talking about this · 0 were here


Media/News/Publishing
Ground-breaking new technology solutions to help you generate more revenue and stay relevant to your changing audience.

✓ Liked Message * ▾

About Photos Likes 35 Map

Highlights ▾

This screenshot shows a Facebook profile for 'Commotion'. The profile picture is a stylized orange and black flame. The cover photo is a black square with the word 'commotion' in orange and white. The bio describes the company as a media/news/publishing entity. The page shows 35 likes and a location tag for Quincy. A 'Highlights' dropdown menu is visible below the navigation tabs.



Commotion
35 likes · 2 talking about this · 0 were here

Media/News/Publishing
Ground-breaking new technology solutions to help you generate more revenue and stay relevant to your changing audience. <http://commotion.com/>

✓ Liked Message * ▾

About Photos Likes 35 Map

This screenshot shows the same Facebook profile for 'Commotion', but with the website link 'http://commotion.com/' added to the bio. The 'Highlights' dropdown menu is no longer visible.

5. Link to your website



MAGIC 97.3 FM SAN JUAN 98.3 FM OESTE

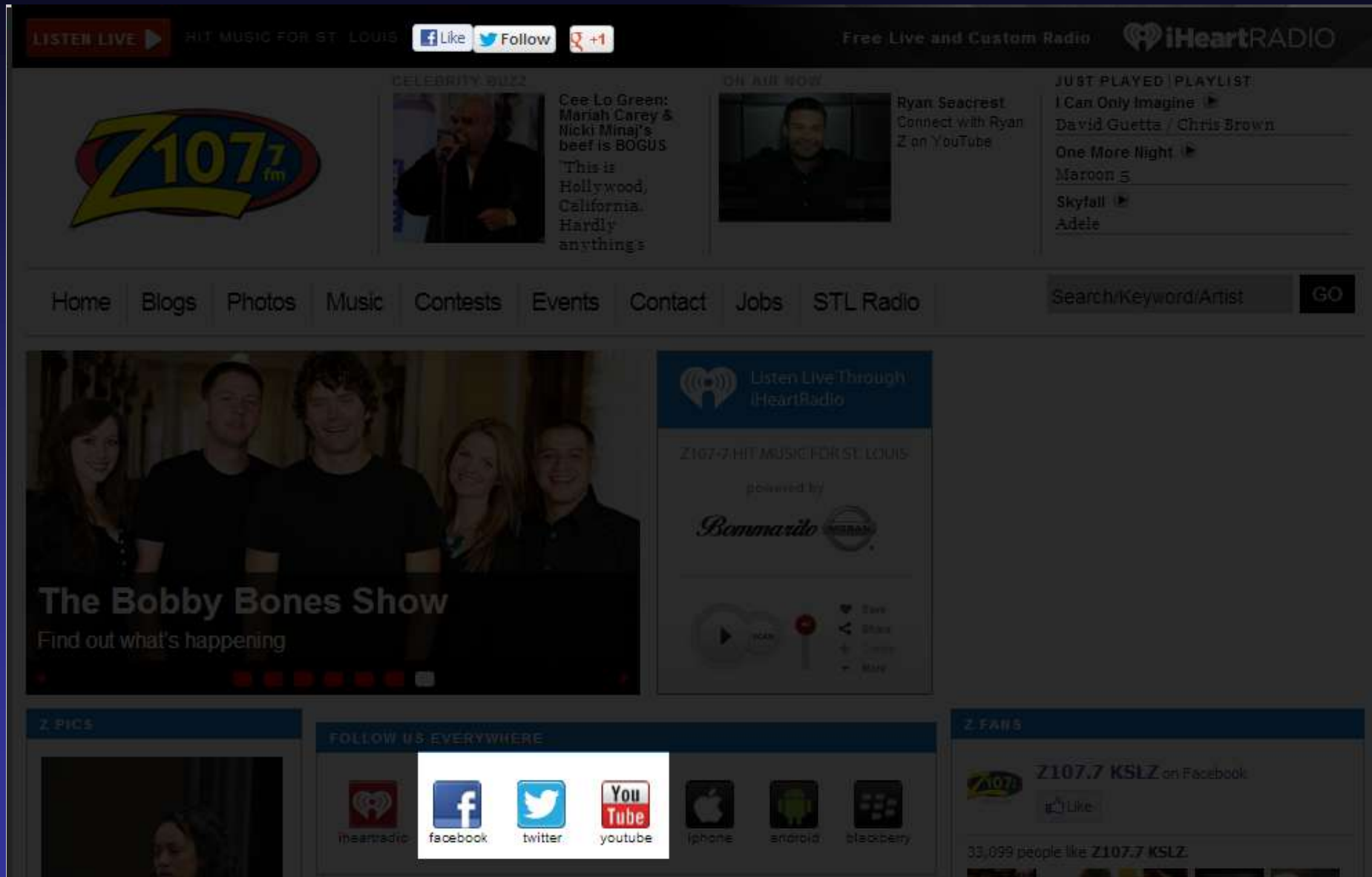
19,588 likes · 720 talking about this

Radio Station
Bienvenidos al Fan Page Oficial de MAGIC 97.3 Aquí estarán todas las Promociones y estarás informado de todos los programas de La Emisora Síguenos en Twitter también:

About Photos Videos **MAGIC'S Website** Events

Facebook.com/iframehost

6. Limit the links on your own site



6. Limit the links on your own site

Take the Two-Week Challenge



Jim Roberts

Sr. Product Manager
Commotion.com

jroberts@commotion.com

TEXT: "jimr" to 50500