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

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 colleage 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 #carefulyall

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

WCCOBreaking
WCCO Breaking News

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

STATION'S WEBSITE

LISTENER REQUEST LINE

SMS TEXTING

RADIO STATION

STATION OWNS AND CONTROLS THE LISTENER EXPERIENCE

The Bad

TWITTER

STATION'S
WEBSITE

FACEBOOK

LISTENER
REQUEST LINE

SMS TEXTING

RADIO STATION

STATION OWNS AND CONTROLS THE LISTENER EXPERIENCE
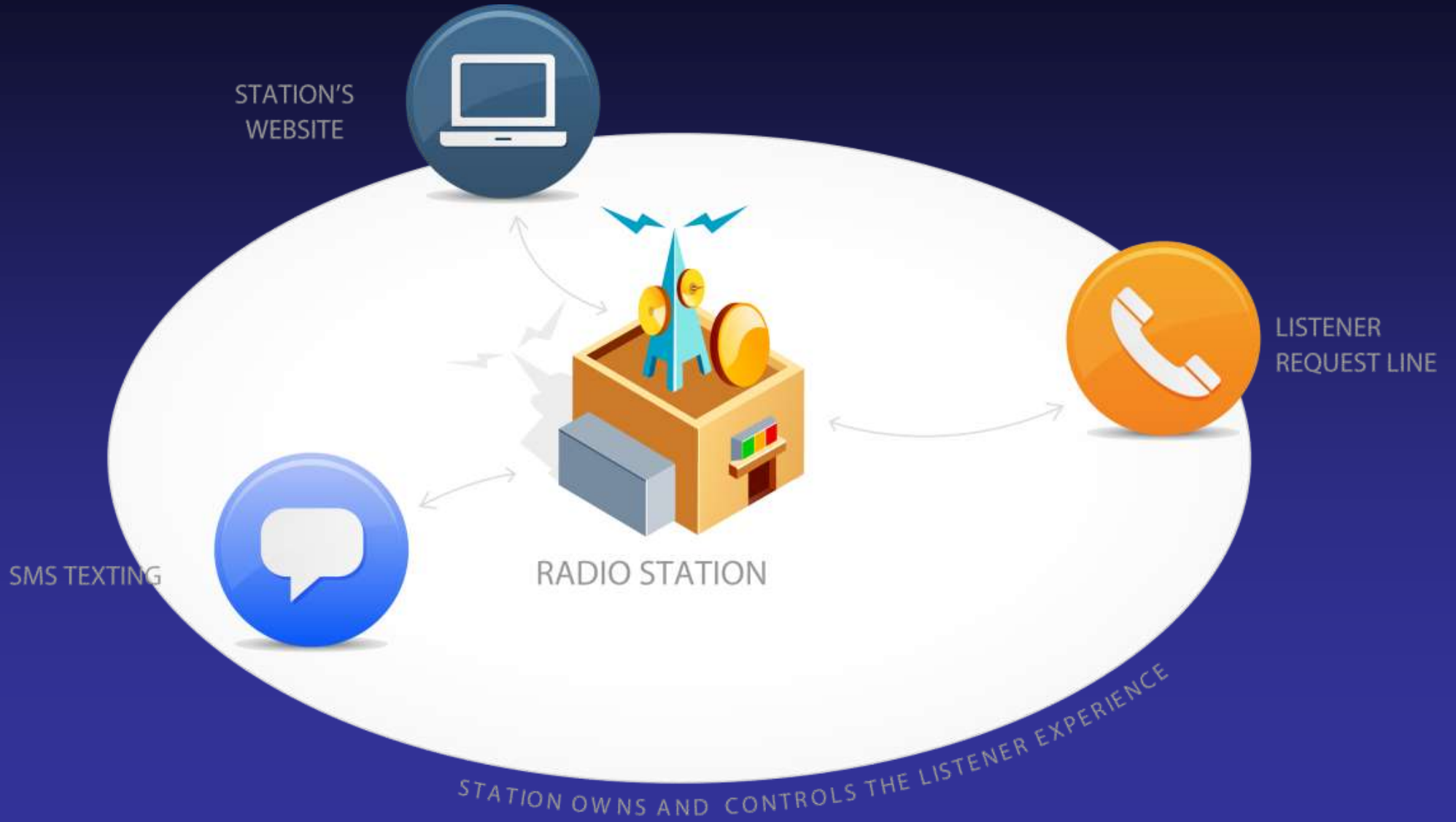
The Bad

- 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

The Ugly

The Ugly

The Ugly

The Ugly

The Ugly

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

4. Widgets & Plugins

4. Widgets & Plugins

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

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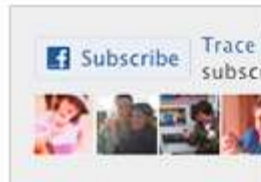The Like button lets users share pages from your site back to their Facebook profile with one click.

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

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Facebook.com/iframehost

6. Limit the links on your own site
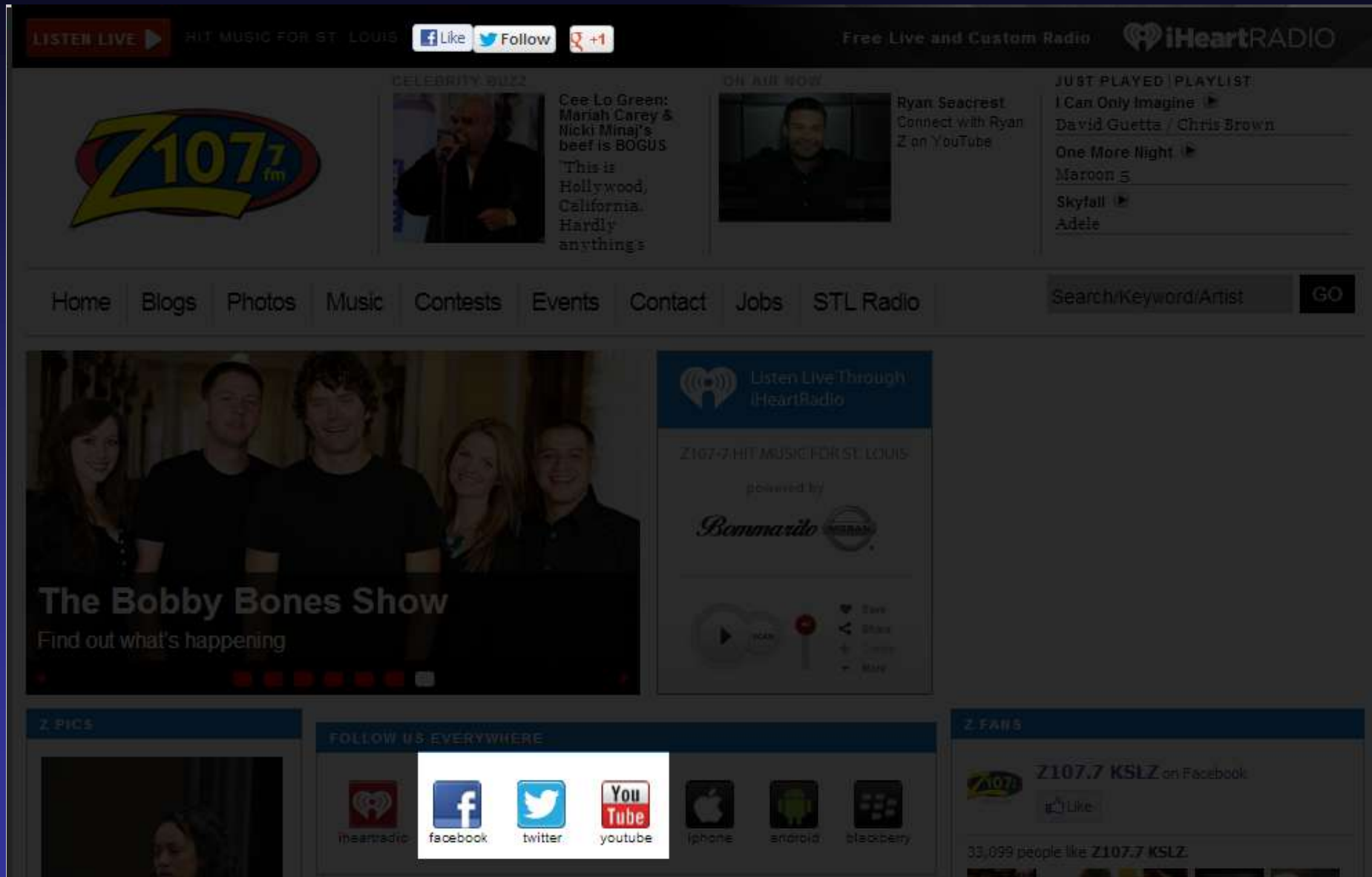
6. Limit the links on your own site

Take the Two-Week Challenge

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