



Social Media for Stations

Jerrod Knight

Station Manager, KETR-TX

facebook

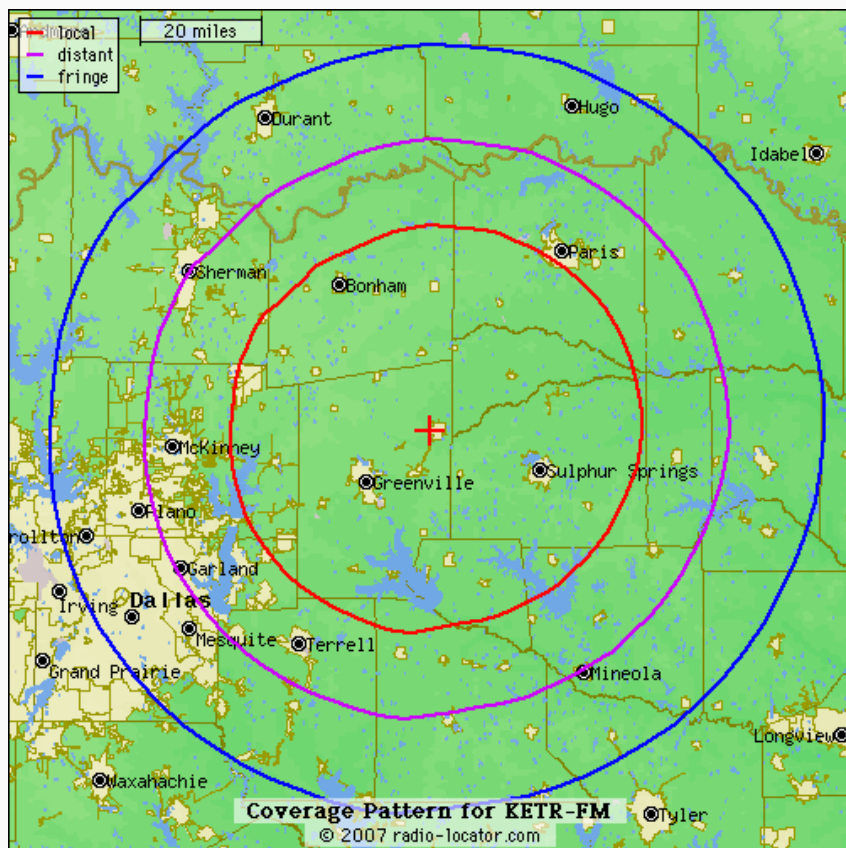


KETR-FM Profile

- Location: Commerce, TX
- Format: FM Radio only – 100kW
- Staff size: 5 full-time staff (SM/PD, OM, News, Production, Traffic/First Impressions,) and 6 part-time swing/weekend personnel.



KETR-TX Reach



- Audience size: CPB
CAP: 181,500 homes
- Membership size: 200
after our first two pledge drives,
Fall 2009 and Spring 2010.



KETR on Facebook

The screenshot shows the Facebook profile for 'Your Station, 88.9 KETR!'. The page features a blue header with the Facebook logo and navigation links. The main content area includes a post from 5 hours ago with a 'PLEDGE NOW' graphic, a post about a local news story, and a post about a membership drive. The left sidebar contains a station logo, contact information, and a list of fans. The right sidebar features advertisements for 'Trusted nonprofit data', 'GUIDESTAR Premium', 'Karaoke Warehouse', and 'Fences on Broadway'.

- Account Names
- 10 months
- 468 Fans
- Types of content added
- Hurdles getting to FB



KETR on Twitter



twitter Home Profile Find People Settings Help Sign out

ketrradio

Following

Greenville resident killed in wreck
[#ketr](#) (2010-04-12) HUNT COUNTY (ketr) – State Troopers are reporting the death...
<http://bit.ly/bXGnie>
about 6 hours ago via Facebook

In the final hours of the spring pledge drive. Listener-supported radio ([#KETR](#)) needs you now.
<http://ketr.org/support> or 800-882-5387.
about 18 hours ago via TweetDeck

This pledge drive, plz remember how KETR makes itself available to you. Seen the app that lets you listen anywhere?
<http://ketr.org/prt>
12:52 PM Apr 11th via web

A special Prairie Home Companion coming up at 5pm...its the best of 2009! It is also a reminder of one reason...
<http://bit.ly/cS1Py6>
5:18 PM Apr 10th via Facebook

STILL a Slow Saturday, pledge-wise. Plz don't wait another minute –Make a \$20, \$35, or \$50 pledge to 800-882-5387 or <http://ketr.org/support>
2:23 PM Apr 10th via web

Slow Saturday, pledge-wise. Plz don't wait another minute – Make a \$20, \$35, or \$50 pledge to 800-882-5387 or

Name KETR
Location Commerce, Texas
Web <http://www.ketr.org>
Bio KETR is a service of Texas A&M University-Commerce. Serving Northeast Texas for 35 years

17 following 60 followers 1 listed

Tweets 250

Favorites

Actions
block ketrradio
report for spam

Following

RSS feed of ketrradio's tweets

- Account: ketrradio
- 9 months
- 202 Tweets
- 53 Followers
- Types of content added



Logistics

- Who does it?
- What “voice” do you convey?
- How much time?
- Volume? How often?
- How to promote your social media destinations?



Onward and Upward

- Hits/misses
- Pledge week
- Goals

