



Social Media for Stations

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facebook

twitter





WYPR-MD Profile

- Location: Baltimore, MD
- Format: Radio/News/Local Programming
- Staff size: 30 Full-time/6 Part-time +stringers

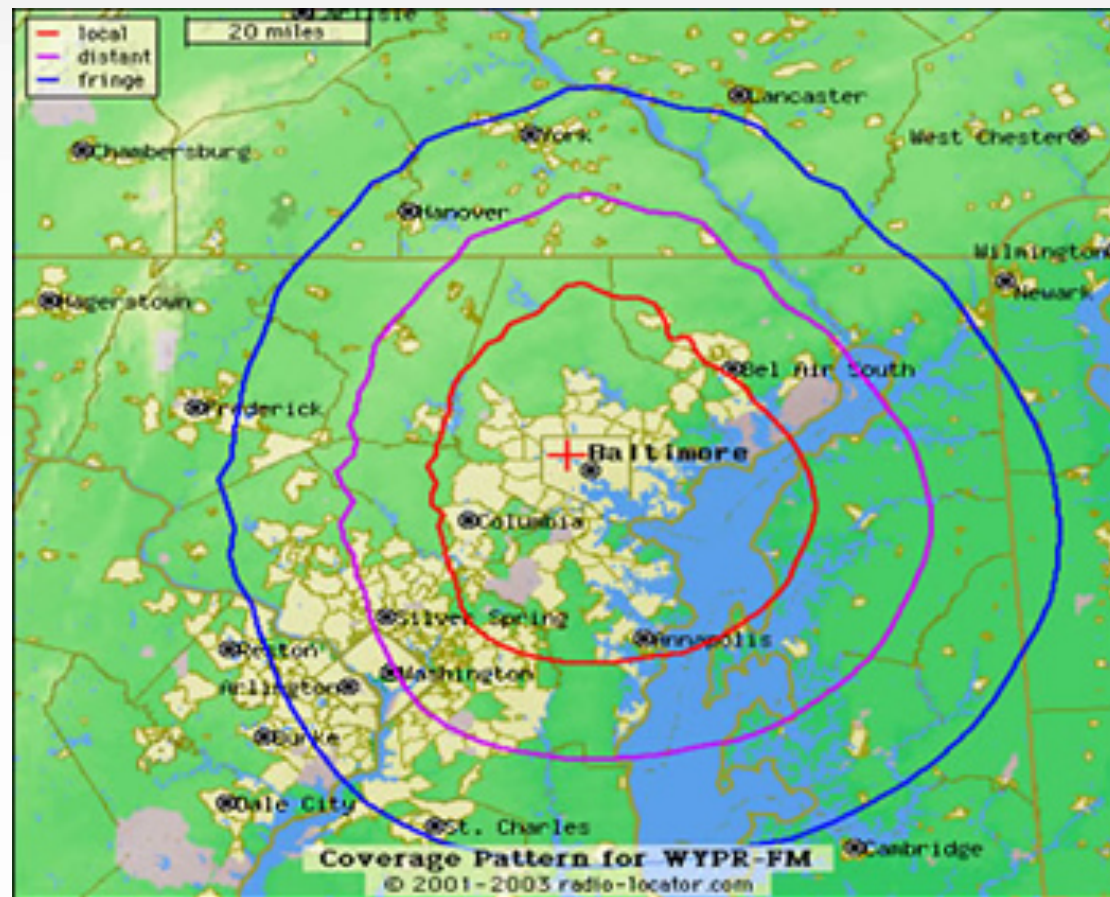


WYPR-MD Reach

- Audience size - Weekly come on 88.1- 192,000
- Website traffic – 20,000 monthly users
- Membership size – 12,000+
- Signal reach (Next slide)



Signal Reach





WYPR on Facebook

- WYPR Your Public Radio 88.1 FM & Jazz with Andy Bienstock and In The Mood w/Ken Jackson
- 2 Years
- 1400+ Fans
- Membership, Video Tutorials, Podcasts, News, Community....
- No Hurdles

The screenshot shows the Facebook page for WYPR - Your Public Radio 88.1 FM. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a post by Jobeth Bowers mentioning an email to Dan Rodricks and a link to a podcast. Below this is a post about a Cubs game and another about a fan group. The left sidebar contains the station's logo, 'Add to Favorites' buttons, and a list of fans including Ki Sung, Shea Shackelford, Michele O Miller, Khawja Aziz, Jaclyn Paul, and Anthony Burton Wicks. The bottom section lists 'WYPR Events' such as 'WYPR Presents An Evening with David Sedaris' and '2nd Sundays in Leakin Park'.



WYPR on Twitter

- WYPR 88.1FM
- 18 months
- 500+ Tweets
- 2161+ Followers
- Newsroom content and local programming. Link to WYPR.

The screenshot shows the Twitter profile for WYPR881FM. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The profile information shows: Name: WYPR 88.1 Baltimore, Location: Baltimore, MD, Web: <http://www.wypr.org>, Bio: Your NPR News Station in Maryland. Statistics: 577 following, 2,203 followers, 147 listed. There are 321 tweets. The main content area shows a tweet: "Radio Resume continues on @MiddayRodricks <http://ow.ly/1xtTx> about 2 hours ago via HootSuite". Below it are several news snippets: "WYPR Arts News ESPN's Allen Iverson documentary holds few surprises <http://ow.ly/172Ka0> about 19 hours ago via HootSuite", "WYPR Arts News 'Date Night' takes early lead at box office - LOS ANGELES (Reuters) - 'Date Night,' a roma... <http://ow.ly/172kBH> 8:19 PM Apr 10th via HootSuite", "Listen now to Stories from the Stoop w/Aaron Henkin every Saturday night @ 8pm <http://ow.ly/1uLTH> @WYPR881FM 7:55 PM Apr 10th via HootSuite", "WYPR Arts News 'The Addams Family' musical disappoints on Broadway <http://ow.ly/171TOi> 8:22 PM Apr 9th via HootSuite", "WYPR Newsroom Update Cell Phone Auto Ban To Become Law - The House of Delegates voted today to ban cell phone use w... <http://ow.ly/171N9X> 6:28 PM Apr 9th via HootSuite", "WYPR Newsroom Update Mixed Bag For Environmentalist Agenda In Annapolis <http://ow.ly/171N9Y> 6:28 PM Apr 9th via HootSuite". The right sidebar shows sections for Favorites, Lists (including @WYPR881FM/wyprshows), Actions (Block WYPR881FM, report for spam), Following (a grid of user avatars), and an RSS feed link for WYPR881FM's tweets.



Logistics

- Managed by New Media Director w/posting from membership during pledge
- On FB our voice is a little more personal. Twitter's 140 character limit allows for short communication with members or followers. It is usually more news/programming content.
- 5-10 hours/week, using Hootsuite to schedule post. FB is more labor intensive.
- Auto post and manual postings
- Promoted on air and online



Onward and Upward

- Hootsuite allows you to track post activity. Breaking news stories are high activity. Most tweets get 3-5 clicks, the more successful range in the 10+ range.
- Heavy usage during pledge. Membership is using FB for “inside the station” photos and Twitter for instant response tweets with the ability to direct dial to pledge room.
- This has been viewed as an opportunity to expand our younger reach and help our upper end reach a comfort level with newer technology.