

Best Practices for CFRC Program Promotion on Social Media -The Cheat Sheet!

Want to create engaging social media and grow your audiences online and on air! Check out our tips and tricks below!

Create a Standing Program Image Using CFRC's Logo for your Profile/Banners

Help build your audiences with a standing image using CFRC's transparent logo to boost your campus/community recognition as one of our many talented daily on-air presenters! Usage of the logo helps establish brand awareness of the station but also brand recognition for your individual program. In a giant sea of daily images, usage of CFRC's distinctive logo increases awareness amongst audiences that what you're doing is promoting your radio show even before they read what may accompany a post or reel. If you have trouble accessing CFRC's transparent logo for use in your imagery, please contact the Executive Director at station@cfrc.ca. If you need assistance creating a standing image, please also reach out to the ED who can support you. We also recommend reviewing our written documentation and videos on CFRC's [Volunteer Resources](#) page on how to use [CANVA](#), a free service for social media image creation.

Ensure CFRC is in your Social Media Handle and/or Bio

Brand recognition is important to helping you build your audiences! Be sure to use CFRC in your Social Media Handle or ensure that it is clear that your profile's bio mentions that you are on air talent at CFRC 101.9 FM. All posts, reels and stories should have mention of CFRC and/or carry its logo to help you establish community credibility as on-air talent.

Choose the platforms your audiences use!

It's well known that different age and interest groups prefer certain social media platforms. Instagram is used most by folks in their teens through their late 30s who enjoy images and short video stories and reels. Tiktok remains very popular among younger audiences. Facebook is still popular but tends to now attract older audiences over 40. Twitter/X is still popular but Blue Sky is on the rise across age groups. Be sure to pay attention to your audiences, no matter their age/demographic and create an active presence where they are to promote your show. And, if you like to cross promote on platforms, be sure the image/video format is acceptable by each platform. Critically, be sure any text that may accompany a post is translatable across platforms and within character limits.

META Restrictions:

Do note that due to META restrictions on news carrying organizations' visibility in retaliatory response to Canada's legislation of the [Online News Act](#) in Summer 2023, CFRC's website cannot be shared on Facebook or Instagram. When directing audiences on these platforms to

our website, including your own program page, please use “cfr{dot} ca”. You can also create a [Linktree](#) or [Sprout](#) account and park CFRC’s website and YOUR program page on it.

Post MORE than Just Once a Week:

Many programmers only share content once a week. Aim for several posts a week to check in about a great album you’re listening to; the song that’s on repeat in your home playlist right now; soliciting song requests; teasing your setlist; teasing conversations you are having with special guests; teasing live studio performances during your show; sharing photos of a concert or other public event you attended; sharing a selfie while pre-recording a segment; sharing an image that captures the mood of your upcoming episode, or even your whole show. Whatever moves you, captures well the scope of your programming, and adds your own personality to the content. To build audiences, you need to establish a regular presence by adding posts, reels and stories several times a week. Aim for **three** engagements a week. And most social media platforms will allow you to schedule them so you can create the content in minutes, and schedule for deployment on your platforms throughout the week.

Respond to Your Followers

Whether audiences comment on your content publicly or message you through Direct Messaging (DMs), try to respond within 24 hours, and always in a friendly, professional manner. Use ‘like’ function/emojis, say thank you for the support, engage in a fun dialogue/comment thread, acknowledge a song request, and also acknowledge a concern/complaint in a professional manner. The latter is rare and if you need assistance on how to respond to a comment that is uncomfortable, please reach out to the Executive Director at station@cfr.ca or Program Coordinator at programs@cfr.ca. Overall, just get in there as part of the online community with actual, friendly, and timely dialogue in comments and play song requests where possible as soon as possible. If you get a song request one week but can’t fit it in your set list, shout out the person who requested the song by tagging them on your social media and spin it the following week. This builds audience confidence, encourages them to tune in regularly as they will get to hear the songs they love, and helps bring them into the community spirit that captures CFRC’s entire mission and mandate.

Follow Fellow Programmers at CFRC and at Other Stations

Many of CFRC’s dedicated programmers post regularly already on their own social media. Follow them for inspiration (and make connections with a fellow volunteer!!) Reach out to CFRC staff if you need help finding those connections. Check out the great programs airing on other great campus/community stations and find their programmers on social media, including those whose programs are thematically aligned with your own. How do they reach out to audiences? What do they communicate and how? What kinds of imagery and messaging stand out to you in their engagements? Seek inspiration from your peers at home and elsewhere!

Follow Your Personal Network If You Have A Dedicated Program Profile

Many programmers use their personal social media to promote their shows, while others do prefer to have a separate social media account dedicated specifically to their program. If you choose the latter, jumpstart your audience base by letting folks know on your private platform that you may follow them with your new radio show profile as well and ask them to reciprocate the follow. Add your program's social media handle to your personal social media bio. You can and should also share your posts, reels and stories from your show profile on your personal profile where your personal network can also have an opportunity to learn about your radio show and follow on their own.

Follow Profiles with Like Interests to Your Program

Are there other people out there who are or are not on the radio, but love taking deep dives into the back catalogues of some of your favorite artists/personalities by playing their music or talking about them in podcasts, written articles, editorials, reviews and so forth? Follow them on social media and engage their content with comments and questions in a manner that is both in line with CFRC's policies and casts a positive light on yourself as well as the station. They may follow you as may some of their followers while you further establish and broaden your professional credibility as on air talent for CFRC 101.9 FM.

Be Thoughtful and Do Not Be Repetitive with the Content You Create

Think about your audience and who you are trying to reach. Think about what would be interesting to them and what would stand out in the sea of images while scrolling. Rather than simply stating 'listen to my show at XX PM on Tuesday,' write descriptively and focus on adding value through interesting content your AUDIENCE will enjoy. Select one or two program highlights coming up in your next episode that excite you most and say why it excites you; chat about your process for program preparation with a selfie in our music library or the studios; ask questions to your fans about their thoughts on some tracks you'd like to spin; solicit song requests; do a poll; take a video shorts carrying a stack of vinyl or hamming it up with your guest/cohost; post a vox pop interview with a fellow local concert goer...ideas are limitless! The important part is to really share the personality of your show and yourself to help grow audiences. Of course, no matter what you still need to engage in a call to action by mentioning your program's air date and time, but these items should NOT be the *only* message you put out there. Be present in the online community with a variety of content.

MIX IT UP!

Mobilize various platforms where possible and also the types of social media engagements. Curate a broad mix of video stories, static photo stories with music, static photos with text, carousel posts and reels, and even graphics with a fun poll or invitation for song requests to air on your show. Be sure to occasionally mention when your show will air and always mention attachment to CFRC.

Hashtags, Tags and Emojis

Make use of these frequently and in a visually appealing way for text based posts/reels. Hashtags using the pound sign (#) should come at the bottom of posts to avoid distraction in your main messaging. Choose hashtags that best reflect your programming and/or theme ie: #cancon #bedroompop, #divebar, etc. Be sure to always add the hashtags #ygc #queensu in your posts as local audiences regularly use that hashtag to search.

For tagging, be sure to tag any guest or friend joining you on air so they may also share your content directly ie: @cfrcmusic. Be sure to tag highlighted artists you will air in your set list, especially local and Canadian acts. Local and indie artists will often follow you as a result. Tags can be embedded in reels, stories and posts but be sure to avoid distraction in messaging. If an artist's social media handle is very cumbersome, add it at the end with your hashtags after mentioning them in text.

Emojis are also fun extras for text-based posts and reels that can convey mood and separate blocks of text in a post, but do limit their usage to only a couple of visually relevant ones in a single post so as not to detract from the main messaging upon which you've worked hard 😊. Hashtags, tagging and emojis ultimately make your profile more visible and searchable, while attracting more followers, including musicians you play on your show but should not distract your audience from the main ideas you are conveying. Reading through this paragraph is a good example of how distracting these can be 😊! Finally don't forget to tag CFRC's handles so we can reshare!

Share Video Clips!

Create video with your phone, with Zoom, or with CFRC's web and studio cameras! Do behind-the-scenes footage or just get on camera in the music library in an excited way talking about what's coming up on your show and post it! Set the stage...are you out at a public event, at home snuggling up with Billy Bragg and your kitty, or marvelling at the growing size of the snow mountain outside of CFRC's front door each winter? What story can you tell about the moment and how it relates to your show or your next episode's theme? Think about it before you record and post. You can also write and rehearse a short fun script including conversations with others beforehand in a staged location including AT the station to stay on message. The important parts are one, to have fun with it; to convey information about your program so that there is a call to action and clear direction for your clip related to your show; and critically, to look into the camera and talk TO your audiences where possible to add that personal human element to your programming promotions! Fun Fact: The most popular duration for audiences to watch through to the end is about 15-30 seconds in length for a video clip.

Be Authentic!

Please don't use AI to write your content for text-based posts and reels. Be sure to mix up your posts, reels and stories as well with specific show promotion but also other content that's more

about you and you as a programmer behind-the-scenes. No CFRC volunteer is expected to become an ‘influencer’, which many millions of people worldwide begrudge because of their inauthenticity. Whatever you post should convey something about you as a person and a programmer and also point to the wonderful broadcasting you offer in your own words and voice.

Share timely content!

Special occasions or holidays coming up? Wish folks celebrating a happy occasion including Queen’s convocations, Mayor’s Arts Awards, Father’s Day, Solstice, Squirrel Appreciation Day, David Bowie’s Birthday, NHL finals, etc. etc. You can use literally any occasion to solicit song requests in advance and build whole shows around a theme or you can simply engage with folks getting excited and/or celebrating with a nice message acknowledging something meaningful to them. This helps build your audience’s positive attitude towards you as a real and community-minded person.

Tag CFRC’s Handles Often and in a Timely Manner

We see many posts coming from CFRC volunteers but sometimes we don’t see them until AFTER showtime. Posting an hour before your show and tagging CFRC may not result in a ‘Share’ or ‘repost’ of your content as CFRC does not have a full time staff member dedicated to watching social media 24/7. It’s best to post the night before your program will air so it can be shared that night or the next morning. This helps you grow your audience by engaging with the many followers on our platforms. CFRC can be followed and tagged using the following handles:

[Instagram](#) and [Facebook](#) @cfrcmusic; Twitter/X @cfrc; Blue Sky [@cfrcradio.bsky.social](#)

Make Use of CFRC’s Online Concert and Event Calendars and Share CFRC’s Content!

Stuck on new content to share on your social media? Review our [Concert](#) and [Events](#) Calendars that are updated weekly on our website and post about something that excites you most, especially those concerts and events you will attend. Share content from CFRC’s social media platforms in your own stories that excite you, especially that of your fellow programmers, and also CFRC’s community partners. Invite your listeners to reach out to CFRC so they can promote their concerts and events on our website and on air events listings aired daily during our news programming. Reach out on your own or talk to staff to help you set up live interviews or studio performances on your own show that supports an upcoming local concert or event!

Follow and Interact with Local Artists and Campus/Community Groups

Grow your audience by following other people strategically including local artists you feature on your program and various campus or community groups that are of interest to you in addition to your friends and family. Be sure to interact with the artists and community groups you follow, and do so in a cheerful, professional manner.. This makes your profile more visible and

discoverable to others in their networks while building a positive reputation. Where artists and groups may follow them back, as may some of their followers. This is a great opportunity to you collaborate and engage in cross-promotion to support each other. If someone asks you to share something on your platform, or on the radio, ask them to share something about your show on their social media. This further builds your visibility among audiences you may not have yet engaged!

Review CFRC's New Social Media Policy and TAKEOVER CFRC's Social Media!!

Have some great social media content you want to boost further? Take over CFRC's social media with curated content highlighting your program. Review CFRC's new Social Media Policy (Policy 4.3) in the CFRC Policy Manual, downloadable on the Volunteer Resources page of our website [HERE](#). Then submit the Social Media Proposal and Agreement Form found under Additional Resources on our Volunteer Resources Page [HERE](#).

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