

Building Your Show's Social Media

Thank you for taking the time to review the information in this document. This is a written version of the information delivered as part of the third Soft Skills Workshop of 2025 within the scope of the Radiometres Program. This workshop was entitled “Building Your Show's Social Media”, and covered the skills needed to create, use and grow authentic social media for CFRC Programming.

Profile Creation

We focused on Instagram as our most used, accessible and intuitive platform.

To **create** a profile:

1. Install Instagram or visit [instagram.com](https://www.instagram.com).
2. When prompted, select “Sign Up” if you don’t already use Instagram. Sign up will require an email address or phone number.
3. Enter the login code to verify.
4. If you already have Instagram, select your current username at the top, then select “Add Account” and “Create New Account”.
5. When prompted, select a display name (“Full Name”) that reflects your show name, and create a password.
6. When choosing your username, consider using your show name, and including CFRC in some capacity in the handle.
7. If you’re new to Instagram, select a DOB.

To **add a profile picture**:

1. Tap your existing picture.
2. Select “Edit Profile”.
3. Select “Change profile photo”.
4. Select the file location.
5. Select the photo.
6. Select “Done”.

Consider using show art or another consistent image for your profile picture.

To **add a bio**:

1. Select “Edit Profile”.
2. Click the “Bio” text box, and write your bio.
3. Select “Done”.

When writing your bio, try to touch about the 5 W's of your show: who, what, where, when and why. Tag @cfrcmusic to direct back to the station.

To link your cfrc.ca show page, or your playlists:

1. Select "Edit Profile".
2. Select "Links".
3. Select "Add External Link", and copy the link from your clipboard.
4. Select "Done".

Post Creation

We focused on Instagram as our most used, accessible and intuitive platform.

To make a post:

1. Open Instagram and tap the plus icon.
2. Then, select the image from your computer or camera roll which you would like to post by clicking it.
3. Hit Next, in the top-right corner.
4. Once you've selected next, you can type a caption in the field that reads "Write a caption..." Notable here is to make sure you hit your 5 Ws, especially if it's not in your image. Give folks a who, what, where, when and why of your show, your post, and tag @cfrcmusic! You can add hashtags in the same field here. Try tagging the types of genres you're playing, some radio hashtags, or whatever fits!
5. You can mention someone by listing their username here too.
6. To add music, select "Add Music" below the caption box, and search for the song you're looking for. You can hold and scroll the song to find the clip you're looking for, then click "Done" in the top right corner.
7. To add your location as CFRC 101.9 FM, tap add location and search, then select it from the list.
8. Select "Post."

A post can be anything from a Canva graphic to photos of the studio or physical media of your show. There is no need to post your face or likeness if you do not want to, or feel it doesn't reflect your show's presence.

General Information: Best Practices, Tips & Tricks

- When creating your profile and posting, please use imagery or text to direct back to CFRC in some fashion - it builds connections and strengthens your community credibility.
- On Meta platforms, you will likely have trouble linking our website. Consider tagging us or creating a Linktree or similar for your show where our website can be linked.
- When it comes to following other accounts, be intentional about your connections, rather than following randomly. Think about following the station and other programs first and foremost, as well as your personal friends and connections if they are comfortable with that. Seek out pages from relevant community or campus groups as well as local artists, and beyond that, any other organizations and artists which you feel are pertinent or in conversation with your show.
- Consider posting regularly, more than once weekly if possible, and varying the kind of content you're posting! This can be a difference in format, such as photo vs video content, or just a difference in terms of what you're posting about. Keep it timely and authentic.
- If someone leaves you a comment, consider responding! Interaction helps build up your show's presence in the community.
- As well, always be thinking about how to meet your audience - if you are broadcasting for a primarily younger demographic, you might find more success on Tiktok for instance. Consider doing a bit of research to meet your core audience on their platform of choice without restricting yourself - your show might appeal to an audience you haven't even met yet!
- Hashtags, tags and emojis bring personality and engagement, but too much of a good thing can be distracting. Take a scroll through some of your favourite accounts and take notes on how they achieve this balance.
- Try to be authentic - avoid using AI, and portray your show as best you can. No one is expecting you to become an influencer or overnight sensation, so practice, get comfortable, and do your best to put your show out there as you feel.

For more information on best practices, please see [this document](#).