

Social Media Post Personality Development Guide

At CFRC, we like to make sure a wide range of programs get featured on our social media. To ensure promotion of your program on our socials, the station will post about your show from time to time.

We strongly encourage you to create your own social media presence and to either collaborate with or tag @cfrcmusic so that we can share your creativity while promoting your excellent show!

On the fence? If you're considering creating a social media page for your show, these tips can help you get started.

Don't have the time to dedicate to regular, weekly social media promotion of your program? That's ok!! We still want to ensure the promos we create about your show align with your show's aesthetic - answering these questions will help us (and you) develop authentic, impactful posts, reels and stories.

Getting Started

When describing your show on social media, imagine you're introducing your program to someone who has never heard of it — how would you describe it in a way that brings its essence to life and gives a clear sense of what to expect?

Program Aesthetics for Social Media

Aesthetic Imagery- what images and fonts speak to your program's personality? Consider what you play on air. What images would compliment the soundscape? Ideas: Vintage photos, hand illustrations, pop-art, lo-fi, maximalism etc. You can also do 'selfies' and in-studio reels of yourself undertaking broadcast radio production if you are comfortable. Canva has hundreds of fonts to choose from that can also meet the 'feel' of your show.

Mood - think of the type of music or spoken word content you tend to showcase. What feelings or vibe does it evoke? Examples: angry, cheerful, chill, dark, dreamy, epic, euphoric, funny, happy, heavy, laid back, peaceful, quirky, relaxing, sad, sentimental, weird. Your entire program may have a particular mood, but if you like to change things up to meet different themes each week, that's ok, you can change things up with your social media as well to keep it fresh!

Colour Palette - what tones match your show's personality? Does your content (or your personality) make you think of pastels, black and white, neon?

Here are some common associations with different colours:

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

Written Content

Info below would also be great to see on your program page on the CFRC website!

DJ Personality

What is your DJ handle? (You do not have to have one)

Who are you and how do you want to be portrayed (your photo, an avatar, a pet, a logo)?

What do you want your audience to know about you as an on-air presenter

How long have you been doing this show?

How long have you been volunteering with CFRC and what got you interested in the station?

Consider checking out our *Highlighting Your Show* questionnaire if you want more prompts.

Show Content

General - overarching program description

Major Themes - what kind of music/topics does your show usually explore?

What is the general purpose or goal of your show, from your perspective?

What kind of listeners tend to - or do you want to - tune in? Age, personality etc.

What can audiences expect to hear on your show (ie: music genres, interviews, live in studio performances, spoken word narrative)

Time Sensitive Promo

If you have a special guest coming on, a live segment, a special theme, or other exciting elements coming up on your show, let us know so we can help spread the word. Be sure to capture photos and/or reels of your guests when they are live on location and tag them so they can share with their audiences!

A Few Benefits for Your Show

Putting in the time to build your program's persona has a number of benefits for you as a radio broadcaster.

Reach A Wider Audience

As you gain more followers on social media, your listenership will grow as well. With people able to tune in to your show both live on the radio or streaming online from anywhere at any time via cfrc.ca and our numerous mobile apps including iheartradio, social media allows you to extend your reach and attract new listeners both in the community and beyond.

Learn Who Your Listeners Are and What They Value

Social media provides an accessible, user-friendly, and relaxed platform to poll your audience, take song requests, take questions for your guests, get feedback, do ticket giveaways, and much more! Through increased direct engagement, you can learn more about who your listeners are and what they value.

Showcase Your Show's Identity and Personality

A good show description on cfrc.ca is a great start, and we encourage you to keep yours fresh, but with six dozen shows listed on the program page, yours can get lost in a sea of text. Social media is **your** opportunity to step out from behind the mic and show off your personality in full colour! This can include much more than simply promoting your show's day and time - consider posting setlists, station selfies, upcoming guests, pics of your pet, your current earworm, photos of your home studio or your adventures around town. Have fun with it!