

Sharing photos/videos/stories on your own social media out and about in YGK

Hello CFRC Family! Did you know that you can do a takeover of CFRC's social media? Lowkey fire. (We're sorry, we won't do that again).

If you're social media savvy and want to flex those Insta/FB/X/tiktok/bluesky muscles sharing what's happening in real time, we've got a process to help you do just that!

Check out our policy and fill in and submit a SIMPLE, ONE-TIME form. Then get going on using CFRC's channels while you are out and about at concerts, festivals, or even when you're broadcasting or recording with or without guests in our studios!

Why do a takeover?

Takeovers by qualified volunteers of CFRC's social media are most welcome and is a great way for the station to showcase the many talented volunteers we host and showcase their excellent programming. Takeovers allow the station's volunteers to cast their unique perspectives and add greater personality to the station's social media while amplifying their own. Further, it can help attract new audiences for volunteers and even nurture direct engagement through comments and direct messages (DMs).

Do you have a special guest coming to your show for a chat or even a live in studio performance? Do you have a program anniversary (ie: 1 year, 100th episode, 20 years etc. you want to celebrate)? Are you amped about attending and covering a concert or festival and want to highlight your engagement through your on air programming and social media? Or would you like to just add some extra personality and pizzazz to your wonderful programming with fun images, stories or reels while spinning your favorite new tracks?

Whatever reason you are doing a takeover of CFRC's social media to promote your programming, be sure to have a clear goal in mind to ensure your messaging is well delivered and engaging!

What should you consider when plotting your takeover of CFRC's social media

BEFORE

- Determine when and how long the takeover will last.
- Get the word out! Let your followers on your own social media know you are doing a takeover - include when, what platforms, and what handles you'll be posting from.
- Have a plan in place for what you intend to post on CFRC's social media - have some written and audio/visual content drafted so you have somewhere to start, and some images ready to post (or a sense of what you want to capture at live events).
- Decide what platform works best for you - do you want to tweet, make posts, livestream in stories, or a combination?

- Do your research - have a list of hashtags and handles ready to use in posts. Not only will this save you time in the moment, but it will ensure that you have the correct handles *before posting* so you know you are tagging the right people! There may be several accounts with similar names - make sure you're crediting the right people.
- Reach out to our Program Coordinator at programs@cfrc.ca if you want to learn more about creating and editing video for social media reels using in-house software and camera equipment!
- Practice using social media reels and other tools in advance on your own social media if you are not already experienced.

Tip - to reach the broadest audience, investigate popular hashtags that fit your post (look at other accounts for guidance if you need it)

DURING YOUR TAKEOVER

- Remember when you start to either tag yourself or add your name as a collaborator on CFRC's channel so you can share takeover content on your own platform.
- Do what works for you. When using reels, you can script it out in advance or go ad hoc.
- Maintain an energetic and friendly composure while on camera or recording spoken word audio to be embedded in your content
- Follow along with engagements and conversations, being sure to follow up with comments or questions made on the main page or via direct message
- Always respond positively or asking staff for assistance if a question is asked if you don't know how to answer it yourself

Tip - If you're doing a still image post of a band/singer/musicians, be sure to add their music - this can be done in Instagram by clicking 'add music', searching the artist, and then adjusting the clip to suit your post's vibe.

Don't forget to tag any artists at the concert/show as well as the local venue that you are covering so they can share too!

Want help on creating reels and TikToks (oh yeah, we're going there), check out our guides!