



Have a think about how you interact with your favourite radio and television programs online.

What platforms do you use? *ie Facebook, Twitter, Instagram*

Who do you follow? *ie Celebrities, Programs, Presenters*

How do the people/programs you follow interact with their audience, what content do they share online? *Tweets, Links to outside material, online exclusive content, photos/videos*

How do you interact with the people/programs you follow? *Retweet/share, comment, like, enter competitions, complete surveys*



Do you think the online presence of your favourite programs adds to your experience as a viewer/listener? *Why/Why not?*



PROGRAM PROFILE

Chose a radio program or podcast that you enjoy listening to and research the ways they engage with their audience online.

Name of the program

Name of station or network it airs on

Who is the show's target audience?

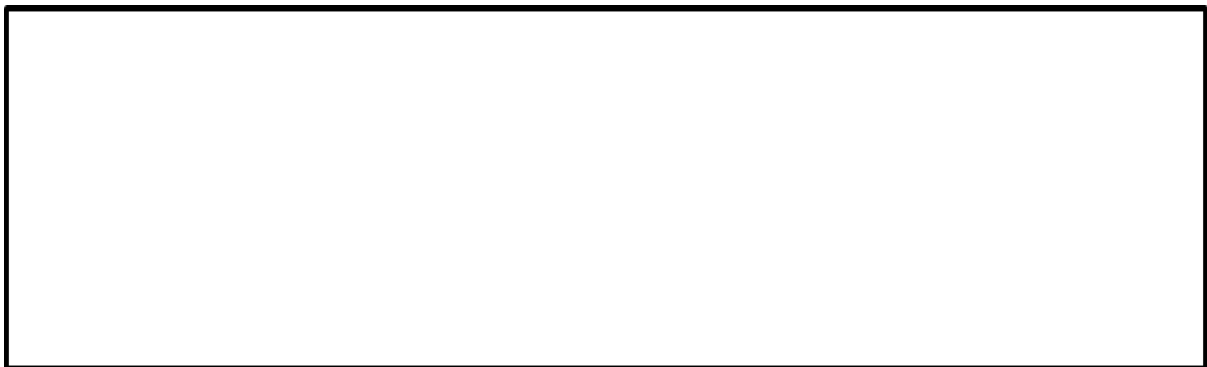
What online platforms does the program use to engage with their audience?

Webpage, twitter, facebook, instagram, blog, youtube ect.

How do they use these platforms to engage with their audience? *Do they simply promote their show?, Do they upload content that compliments their on air stories ie images and videos? Do they upload content that is independent to their on air content?*



Do you think the program uses social media successfully? *Why/Why not?*



NOW IT'S YOUR TURN!!

Have a think about your Schools on Air program and how you could use social media to promote your show and enhance your audience's experience. Prepare a **Facebook post** and **tweet** that promote your show and/or help to engage your audience with your topics. Talk to your trainer before your show and they can post your content on the Schools on Air Facebook and Twitter accounts. Before you start there are a few principles that you should follow when writing online content.

Be concise.

When promoting your show, try to keep the information brief and to the point. It does depend on what you are writing. If you were posting a music review on a blog, it would be longer than a few sentences, but when promoting the show generally, or promoting a show event, only include the necessary information. For instance, if you're promoting a live set on your television program, people reading need to know when it is, what channel it's on, or where they can stream it.

Consider your audience.

If you are promoting a show about music in your local area, consider what people who are interested in local music would want to hear about. Post information about local gigs and the latest EPs. Keep tabs on local record labels and their new releases.

Hyperlinks.

It is good to provide in-text links to relevant articles, pages and events. Try not to overload the text with hyperlinks. If there are too many links in one paragraph, the effect is a bit overwhelming, but linking is a good way to make online writing more interactive. For instance, if you were writing a paragraph for the podcast of a band interview, you could include a link to the band's website.

Edit your writing.

Online writing should not be sloppy. Check your writing for spelling and grammatical errors. Lolspeak and emojis are not forbidden, but if you want to promote your show professionally, paying attention to detail is important.

SOCIAL MEDIA PLAN

List the topics that you plan to discuss on your show



For each topic, list at least one link. *For example if you are talking about a particular band you could post a link to one of their clips on YouTube, or if you are talking about an issue you could post a link to a relevant webpage.*



Now it's time to condense this information to short social media post/posts.
A few things to consider

- **Think about your audience.** The majority of Schools on Air's audience are students like you, so when planning what to put in your posts think about what kind of post would get you to tune in.
- **Keep it short.** This may mean that you can only post about one of the topics you are talking about, again think about your audience and decide which of your topics do is most interesting. If you feel that you have found more than one link that really enhances your story, you can always post them after the show...don't forget to tell the audience ie "If you want to know more about Subject X, head to the Schools on Air Facebook where we will be posting links to all the information after the then show." When posting links, use an online URL shortener like bit.ly or tinyURL. This will compress your links into fewer characters and keep you within the twitter 140-character limit.

Your Tweet

Your Facebook post/s

