

Creating a cross platform presence



You are not just producing a radio show.

You are producing audio *content* that has a huge potential audience on radio and online.

<http://www.syn.org.au> allows you to create a dedicated page for your program to create podcasts, videos, blogs, photos and more.

Your show will be much stronger and powerful with a good online presence.

At a minimum all shows are expected to:

- Post playlists of the music played on each program or the main topics discussed.
- Post program images to represent your show.

We recommend posting regular podcasts.

You can find website tutorials at <http://www.syn.org.au/resources>

Using social media

Social networks can be a great way to promote your programs, but they're not just promotional tools. Social media can be a vital part of your engagement with your audience.

There are a few things you can do to make the most of them:

- Don't put "SYN" in the title of your social media page. You should tag SYN separately.

Example: "The Science Show"

Twitter: "At 3pm @TheScienceShow discusses bugs on @SYNMedia. Tune in online <http://www.syn.org.au/>"

- Don't use social networks purely as promotional tools. Use them to create and engage people in conversation all week.

Example: "The Naughty Rude Show"

Facebook: "This week we're discussing break ups on The Naughty Rude Show. What's the worst break up story you've ever heard?"

- Create an experience for your audience on multiple platforms.

Example: "The Sports Show"

Before the show: A couple of days before broadcast presenter Bob writes a blog about the latest championship on "The Sports Show" page on SYN.org.au. Bob shares the blog post on Facebook and Twitter and talks to their fans about the championship.

During the show: Bob collects the main arguments and talks about them on the radio show, encouraging listeners to join the conversation live on Twitter with the hashtag #TheSportsShow.

After the show: Bob edits the segment, puts the podcast on SYN.org.au and shares it on Facebook and Twitter. He then starts writing next week's blog post.

You should make it clear that the opinions expressed on your social media accounts do not represent those of SYN.