

E. MAKING THE MOST OF ONLINE MEDIA

With well over 80 per cent of the Australian population having access to and using the internet, online activities and social media should be an important part of any station's activities.

Unlike traditional media, where journalists and editors are the gatekeepers of form, meaning and content, with social media you are in control of content and distribution.

WHAT TO FOCUS ON



WEBSITE

Your website is your key hub of activity. At a very minimum, your website needs information about your station's purpose and history, the kind of programs you broadcast and when, and also how people in your community can get involved.



E-NEWSLETTER

The technology is over twenty years old, but email remains the most effective communication tool (political or otherwise) after face-to-face conversations and phone calls.

Build an e-list and create a regular e-newsletter that tells the evolving story of your station and keeps people up to date with ways to engage.



FACEBOOK

13 million Australians are active on Facebook each month, spending an average of 1.7 hours a day on the site. 5 million Australians watch a video on Facebook every day.

Use Facebook to highlight key programs and station activities. You should be doing at least 1-2 posts per week, but don't do more than 1-2 per day.

Spending money promoting posts greatly increases your reach and audience.



OTHER CHANNELS

There are nearly as many social media channels as there are words in the dictionary.

Whether you engage with sites like Twitter, Instagram, LinkedIn, Pinterest, etc. will depend on the capacity, ability and interest of your staff and volunteers.

Get your website, Facebook page and e-newsletter working first.

KEYS TO SUCCESS

1 HAVE A STRATEGY

Determine some goals, some basic tasks to achieve them, then go go go!

2 BUILD YOUR AUDIENCE

Either by paying to promote your page or, preferably, by being consistently interesting.

3 REGULARITY

This is probably the key to everything. Most online systems (like Facebook and Mailchimp) have scheduling options, which is VERY useful.

4 INTEGRATION

All of your communications channels should point to each other, e.g. your e-newsletter should contain links to your social media channels and website.

5 AUTHENTICITY

Your station needs a 'voice' that is both true to your core principles and that connects with the audience you're trying to reach.