

Presented by: LBS Social Media Expert, Lori Lewis

# Why Winging It With Social Media Doesn't Work for Broadcasters



**Local**  
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On-Demand Broadcast Training  
And Revenue Development That Works!

## 7 Amazing Services !

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Sales Ideas

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2<sup>nd</sup> Tuesday Webinars

The BEST Program

LBS Research

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Get LBS sales certified upon completing this online course!

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And click on "The BEST Program" Tab



## Why Winging It With Social Media Doesn't Work for Broadcasters

**Lori Lewis Media**

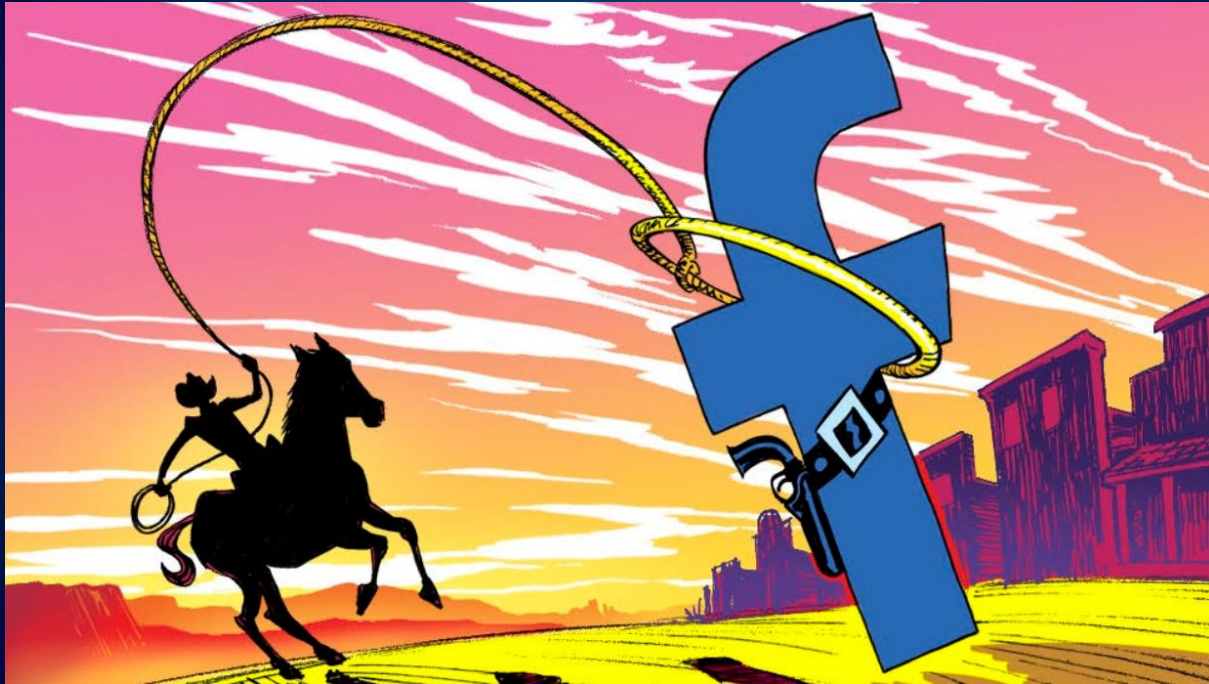
# We “Get” Out Of Social Media What We Put Into It



# It's Not A Lack Of Talent, It's A Lack Of Workflow



# Nothing Good Comes From Winging It



# Tip 1: Structure

## Get Yourself A Cadence & Content Pillars





# Cadence: Like A Station's Music Log/Clock



## Social Media Content / Posting Cadence



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<u>Facebook</u>  <u>Talent 8am</u>  <u>Talent 3pm</u>	<u>Facebook</u>  <u>Talent 9am</u>  <u>Talent 4pm</u>	<u>Facebook</u>  <u>Talent 10am</u>  <u>Talent 5pm</u>	<u>Facebook</u>  <u>Talent 11am</u>  <u>Talent 6pm</u>	<u>Facebook</u>  <u>Talent 12pm</u>  <u>Talent 7pm</u>
<u>Instagram</u>  Reel  Story  Post	<u>Instagram</u>  Reel  <u>Story</u>  Post	<u>Instagram</u>  Reel  <u>Story</u>  Post	<u>Instagram</u>  Reel  Story  Post	<u>Instagram</u>  Reel  Story  Post

# Content Pillars: Balanced & Focused



Sept. 2022  
Social Media  
Content Pillars

## BRAND FORMAT MUSIC/CULTURE

Nostalgia  
Brand-Aligned Memes

Milestones with those larger-than-life movies, songs, tv shows, entertainment...

Binge-worthy Shows

Check Artists' Social Media (anything interesting?)

Concerts - current and #TBT

Any 80's Trends Happening?

## BRANDING/LOCAL (ABOUT YOU)

Behind-The-Scenes

Family/Friends  
Birthdays  
Events  
Merchandise  
Nat'l Days/Weeks/Months

#TBT

About Station  
About Talent  
Anniversaries

## AUDIENCE INVOLVEMENT

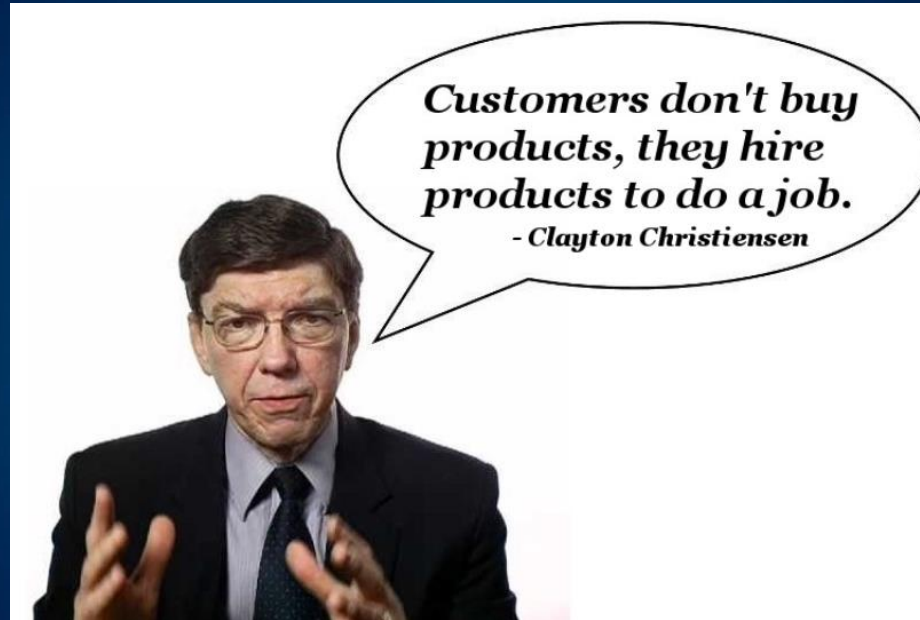
Ask Brand-Aligned Questions About:

Food, Recipes, Pets, Children, Relationships, Home, Money, Trending Topics

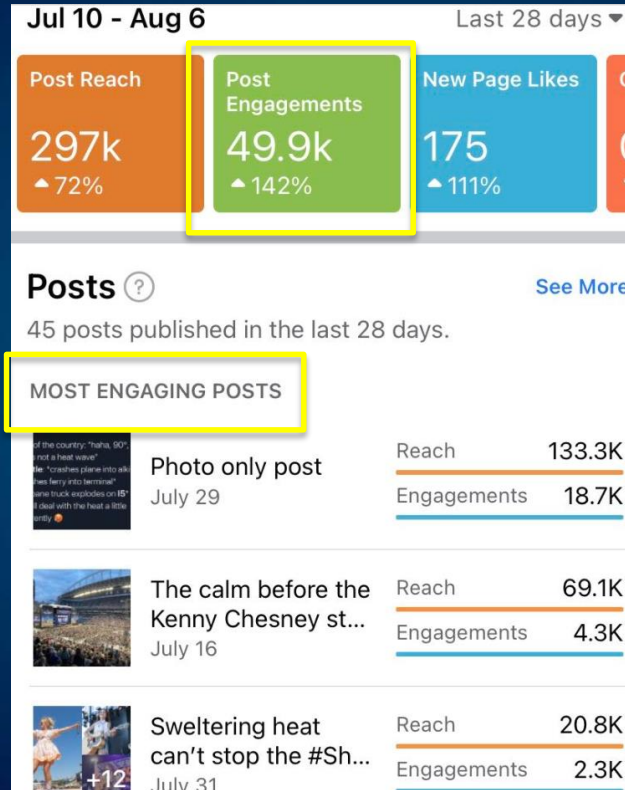
Ask For:

Life Hacks  
DIY  
Photos  
User-Generated Content

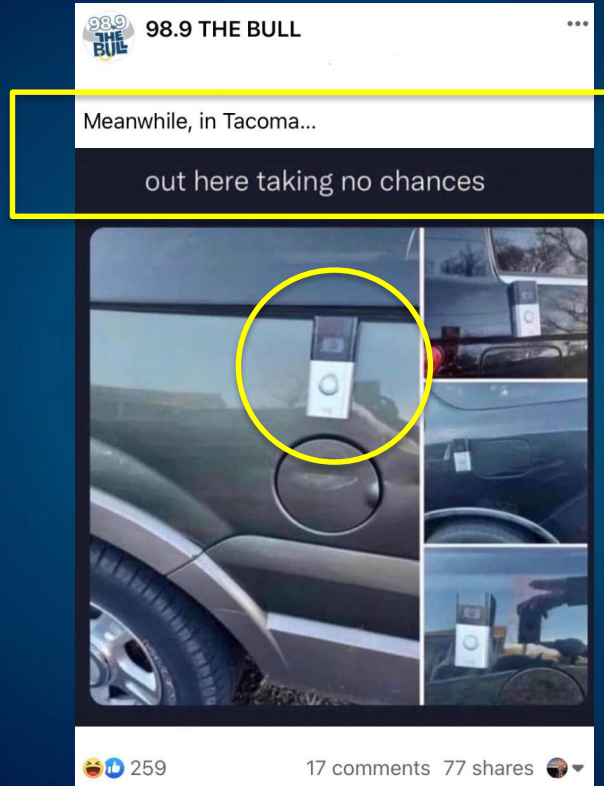
# “Jobs To Be Done” Clayton Christensen



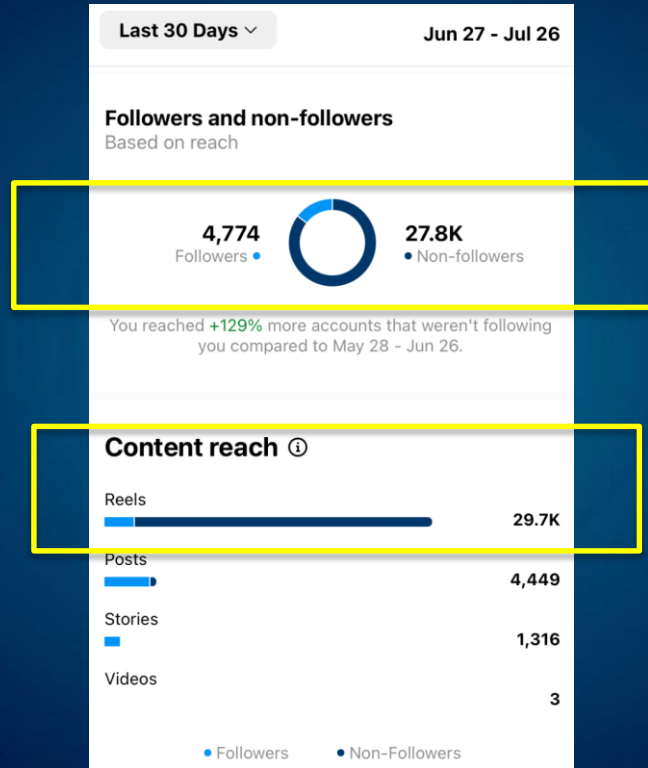
# Tip 2: Study Take The Guessing Game Out Of It



# Brand-Aligned Memes: More Meaningful & Memorable



# Don't Sleep On Short-Form Vertical Video



# Tip 3: Steady

## This Will Be The Result Of Structure & Studying



# Consistency Isn't Just In The Content Creation Acknowledgment!



you matter.  
Brooke Robinson Starghill  
My daughter was Mufasa in Lion King Jr at her school. She and all the cast were fabulous!



2w Like Reply 5

Spencer White  
Brooke Robinson Starghill That is so cool!!! Thanks for sharing!!! ~Spencer



# Remind People They Are A Part Of Something

With red solo cups hanging from the ceiling of Snoqualmie Casino, it was the perfect evening for

Jimmie Allen!  
Ben Gallaher  
photo-jimmie-all

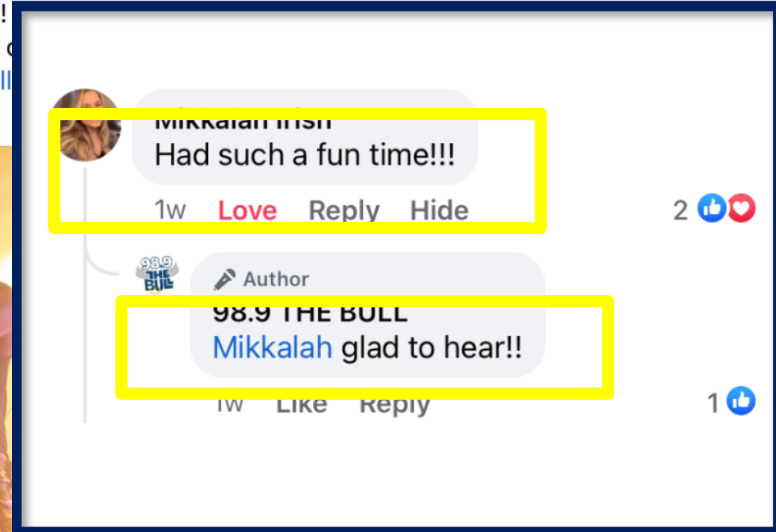


**Mickey Hill**  
Had a fantastic time. And Ben Gallaher was great

1w Love Reply Hide 1 ❤️

**98.9 THE BULL**  
Author  
Never discount the might of a great opener, Ben's really going places now.

1w Like Reply 1 👍



**Mikkalah Irish**  
Had such a fun time!!!

1w Love Reply Hide 2 👍❤️

**98.9 THE BULL**  
Author  
Mikkalah glad to hear!!

1w Like Reply 1 👍



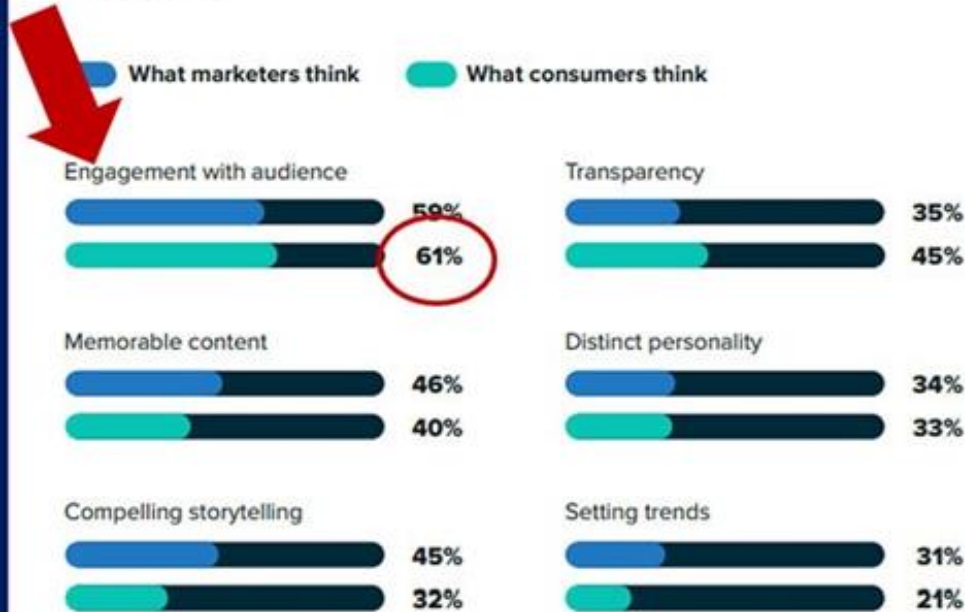
# It's Not Just The Right Thing To Do – There's A Payoff:



of customers make a purchase with a brand who is responsive to its customers and prospects on social media.

# Missed Opportunity

## What makes a brand's social best in class



# Do What Others Won't Or Cannot Do



# Who's That Person Who Is Inherently Social?



# Trust

“

Among people surveyed who comment on brands' social media, 7 in 10 say replies help them feel more confident about the brand.

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- LORI LEWIS



# Conclusion:

- **Structure:**  
Have an idea of what you might do each week.
- **Study**  
Understand what meets audience expectations and what they scroll past.
- **Steady**  
Consistency wins. Spend more time interacting with the audience.
- **Everyone is walking around with the Internet in their pants wanting to feel a part of something:**  
**Be That Something!**

# It Starts With You

“

The less interested we appear to be  
in the audience, the less interested  
they will become in us.

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- LORI LEWIS



# Thank you!

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Lori Lewis



**Lori Lewis** ✓  
@lorilewis

