

Holland Cooke Media **Twitter Tactics for Radio**

www.HollandCooke.com • 401-330-6868 • @HollandCooke • cookeh@aol.com • PO Box 1323, Block Island RI 02807



Remember Seinfeld-in-reverse?

This special episode was entirely backwards. It began with closing credits and ended with the opening theme. The plot started-at-the-end...then ended at-the-very-beginning.

In between: Jerry, Elaine, George, and Jerry's date went to India, for what became an eventful wedding. Meanwhile, back in New York, Kramer's reverse-timeline antics were equally hilarious.

In the final scene -- the earliest chronological moment, a flashback, to a time before the Internet -- Jerry's date was telling him about the advent of Email.

“Email?” Jerry asked, puzzled. “What the hell is email??”

That was me, the first time I heard the word “Twitter,” at the Talkers magazine New Media Seminar, in 2008.

“You post short messages about what you’re doing, follow and reply to similar messages from others in your social network. These posts and replies can be a great way to increase engagement, and help keep a conversation active long after your show is over.”

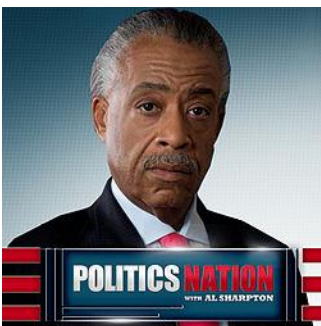
Broadcaster, Journalist, and Technologist Dan Patterson
[DanPatterson.com]



“But don’t we already have Email?” I thought.

OK, so I wasn’t an early adopter. But no need for you to feel late. Let me share how I’ve caught-up.

Back to the future...



Five years later – as though Dan himself had scripted it – you’ll hear this sentence, in the 6PM ET hour each weeknight on MSNBC:

“Like’ us to join the conversation that keeps going long after this show ends.”

Rev. Al Sharpton

You’ll hear that after Rev’ reads several comments Facebook Friends have posted on his Wall; as he shows the Profile photo of each.

As a Talk Host, you too might be harvesting listener comments and questions from Facebook, in the same way you use Email to supplement input from real-time callers. Doing so is better than not doing so. Simply offering these multiple inbound pathways makes you sound contemporary and relatable; and the added accessibility allows listeners-disinclined-to-be-callers to participate. So you should also invite Tweets, but NOT just because it’s another inbound path...

Twitter invites more voices into the conversation.

Even more so than Facebook.

- When someone posts something on your Facebook Wall, all of their Friends and your Followers and Friends see it, and can easily chime-in. When THEY do, all of THEIR Friends see it, and can Comment or Like or Share. Thus the analogy "going viral."
- Twitter takes "Social Media" to the next level, by enabling you to attract the attention of others who follow neither you NOR the-person-to-whom-you're-Tweeting.

Twitter 101: @ and

When you hear people refer to Twitter, you hear "at" (@) and "hash tag" (#). What's the difference?

What Are @Replies and Mentions?

You can join the conversation on Twitter by @replying to others and by mentioning them in your own Tweets.

What is an @reply?

- An @reply is any update posted by clicking the **Reply** button on a Tweet.
- Any Tweet that is an @reply to you begins with your username and will show up in your [Mentions tab](#) on the **Connect** page.
- @Replies will always have "**in reply to @username**" listed at the bottom of the Tweet. If a Tweet doesn't have this, it's a mention.

What is a mention?

- A mention is any Twitter update that contains "@username" anywhere in the body of the Tweet. (Yes, this means that @replies are also considered mentions.)

What Are Hashtags ("#" Symbols)?

Using hashtags to categorize Tweets by keyword:

- People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search.
- Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.
- Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.
- Hashtagged words that become very popular are often Trending Topics.

Here's an example that illustrates both, in-the-context-of broadcast media integrating Social Media...



I wrote that Tweet as-is to accomplish the following:

- **@HollandCooke** shows-up because I sent it. Suddenly I'm on TV! But that's only visible to people watching the show. My Tweet also appears to all my Twitter Followers, any-of-whom can Re-Tweet it to all THEIR followers, or Reply. More viral potential. Anyone downstream who doesn't already Follow me could end-up doing to, if – when they click on my name – they find Tweets-I've-posted of interest. More viral potential.
- **@edshow** (a "mention") addresses my Tweet to Ed, whose producer chooses Tweets they'll display on TV.
- **#edshow** deposits my Tweet among others similarly-tagged by Ed's followers, many of whom are scrolling that thread. And even those who aren't will end-up there by clicking any Tweet with the same hash tag. And my Tweet will be among those available to anyone who searches for Ed's show on Twitter.
- **#talkradio** and **#Romney** tags are similarly shameless inveigling.

Have you hugged Twitter today?

Why-else radio loves this cool tool:

- It's FREE, like gazillions of other Internet tools.
- Users use Twitter a lot. Even just a couple years ago, research demonstrated that awareness-of Twitter far exceeded its single-digit percent-of-the-population membership. But use is exploding. If you're new to Twitter, lurk there, and you'll see downright dependency. And lots of innovation...

- There aren't a lot of pesky rules that prevent you from promoting self, station, or sponsors. Squeeze whatever you can into your 140-character ration. Hypothetical example:



As written:

- This Tweet would appear-among Tweets about Lance and the Rangers; and both have LOTS of followers. As I'll show you in a minute, teams and celebrities are getting Social-savvy. Imagine getting re-Tweeted by them?
- And by addressing @TylerFord, the station shows its sponsor that it's earning its keep.
- AND that ticket contest drives traffic to the station's web site.
- And this example demonstrates how you can include a photo, which could attract more attention.

And photos aren't all you can attach.

- Suppose you create a coupon, at <http://wxxx.com/WednesdayLunch2fer.pdf>.
- Or you could link to a YouTube video.
- Or audio: <http://kxxx.com/ScavengerHunt-Clue5.mp3>. Voila! You've put audio back in the listener's pocket, where transistor radios used to be. And to THAT point...

Why you might be better-off WITHOUT your own app:

No question, it's a status symbol, your own icon there on the smartphone. But if that's the only place smartphone users can consume your stuff, you've limited the universe of your consumers to those-who-have-downloaded-your-app.

They're already on Twitter.

Fish where the fish swim. ;))

And two obvious radio applications:

Twitter is like a great big pager you can use to light-up your followers. Tell 'em what's on "right now," or moments-away. Don't bother 'em with prompts for live programming that's next-hour, next-daypart, or next-day. Twitter is now.

And Twitter is a great show prep tool. Lurk there, and you'll get it.

Twitter is a great work flow tool for special coverage.

My client stations often localize The Big Story – and create on-air and digital sponsor revenue – by showing up.



WSOY/Decatur IL morning host Brian Byers at the Republican National Convention in Tampa



Locals remember his high school days, and KTBB/Tyler TX sportscaster Bill Coates caught up with him at Super Bowl XLVII.

By covering events like this, stations can offer sponsors a bundle of on-site coverage, including:

1. On-air reports.

- Tip: Report something/anything every hour. If you do less, listeners (and advertisers) aren't hearing enough. "Take ownership" of the event.
- Tip: Make it local by interviewing locals also-attending. No, you won't always have a local lad make it all the way to The Big Game. Before the political convention, identify local delegates who'll be attending. Attempt to identify who-from-your-area might be attending The Big Game, and hook-up with them on-site.
- Tip: Think "travelogue." Your coverage should take-listeners-along, and give 'em a feel for how-it-feels-to-be-there. Example: Often, when covering Spring Training, we DON'T send a sportscaster. That's sports, and many March players don't make it to April. Spring Training is about Spring Fever. Show palm trees in photos and videos.

2. Digital content:

- video/photo gallery/blog;
- "appetizer" size excerpts in whatever E-blast you send to an opt-in database (links to your event coverage page).

3. Social Media:

- Your Tweets & Facebook posts mention the sponsor, and link to your event coverage page.
- Does coverage warrant an event-specific hash tag? i.e., WXXXspringtraining

4. Sponsor mention in on-air promos.

5. ROS spots for the advertiser's product/service. Mention coverage.

Rolling your eyes yet?

Yep, SOUNDS daunting. But I've walked-the-walk.

And Twitter helped. Here's how...

Solo? THIS massive event would challenge a crew!










It's mind-boggling. Each January, 20,000 products debut at the Consumer Electronics Show. Even a 35-football-field-size Exhibit Hall seems crowded as 150,000+ of us ooh-and-aah in unison.

I file daily reports for my client stations; and hundreds of others stations via reports for America In the Morning and The Jim Bohannon Show and Good Day. You can hear `em at www.HollandCooke.com.

AND I write-it-up for Talkers magazine and RadioInfo; AND each year's February HC newsletter tells radio broadcasters and netcasters what what-I-saw means to them.

Challenging as producing all that seems, it's not...because it all flows from my real-time Tweets:

-  **Holland Cooke** @HollandCooke Jan 10
#2013CES - GOOD NEWS: Automakers want #radio apps in new-tech dashboards. But it's merely a 2nd button. Is programming button-worthy?
Expand
-  **Holland Cooke** @HollandCooke Jan 10
Panelist #2013CES "Blogging is now a mature platform, and no new product comes out without a #SocialMedia component."
Expand
-  **Holland Cooke** @HollandCooke Jan 10
@IntICES APPLAUSE that #radio is among new-tech dashboard apps, but it's a 2nd button. We need people to want it in the first place.
Expand
-  **Holland Cooke** @HollandCooke Jan 9
#FCC Chairman @IntICES "I'm really pleased that we've focused the agency on broadband." #2013CES
Expand
-  **Holland Cooke** @HollandCooke Jan 9
#FCC Chair @IntICES RE Spectrum Auctions: "NY doesn't need 28 TV licenses. We need to do this for America." #2013CES.
Expand
-  **Holland Cooke** @HollandCooke Jan 9
@IntICES FCC Chair says spectrum will be allocated to alleviate "WiFi traffic jam," protester shouting "causes cancer" ejected #2013CES
Expand
-  **Holland Cooke** @HollandCooke Jan 9
@IntICES Advocating Free Trade, Sen. Ron Wyden (D-OR) tells #2013CES "The Internet is the shipping lane of the 21st Century."
Expand

Each Tweet is a single-topic mini-story, a “Hmmm!”

Each evening, I'd script the next-day's :60-length radio report by expanding-upon the day's 2 or 3 most-useful Tweets.

And by week's end, I've drafted my Talkers/RadioInfo columns by:

- expanding roughly 1/3 of my Tweets into next level of detail;
- using roughly 1/3 of my Tweets as-is; and
- tossing the other 1/3. As those examples demonstrate, I Tweeted several versions of some stories, at intervals, since many-who-use-Twitter follow many others, so it's easy to get-pushed-down their stack.

If the event you're covering warrants those every-hour on-air reports I listed on page 5, that doesn't mean you have to stop what you're doing to go-LIVE every hour. Instead, schedule one or two times each day when you'll file several reports the station can rotate. If someone at the station can debrief you, working from your Tweets, they can chop it up into Q+A bites that sound less-canned than scripted reports, and save you the step of scripting.

Note also from those Tweets how I join the running coverage others are also contributing at #CES2013; and how I'm depositing pertinent items in #radio and #SocialMedia conversations.

And those audio reports I'm preparing for hundreds of radio stations become available to gazillions of Twitter members, when I include the server address to-which I post each report:



“But WAIT! There’s MORE!”

Click “Talkers/RadioInfo Archive” from the menu choices atop every page at www.HollandCooke.com, and read:

- [2013 Consumer Electronics Show: BIG Implications for Radio](#)
- [Are You Doing BOTH Kinds of Radio?](#)
- [Can Twitter Help Save Your Job?](#)
- [FIRED? It's THEIR loss!](#)
- [iPad Creates New Income Opportunity for News Writers](#)
- NOT “The Future.” “Radio” & “TV” have ALREADY been re-defined.
- [Social Media Success Stories From Sports](#)

Success templates:

All-of-the-above merely reflect my first-year Twitter experimentation. And I use that term carefully, because the whole point of hiring a consultant is to AVOID experimenting...instead working-smart by implementing and customizing technique already proven in similar situations elsewhere.

But as quickly as Social Media has become commonplace and fun and useful...even essential...heck, addictive... to so many...it's still early. Think TV-in-the-1950s. EVERYONE on Twitter is experimenting. So it's instructive to see what those who use these tools well are up to.



As I write this, Shaquille O'Neal has 6,713,536 Followers. Check #Shaq, and see how many more he's picked-up since.

- Shaq announced his retirement via Internet video, Tweeted even before he told his team. "19 seasons...we did it," he grinned. Note: "WE did it," not "I did it."
- Follow O'Neal on Twitter, and you'll occasionally witness his "Random Act of Shaqness." Example: Responding to curiosity as to whether he himself was actually Tweeting, or was his Social interaction being ghosted, he Tweeted that he'd be at such-and-such a location in Boston. And there he was, big-as-life, chatting-up fans and posing for pictures, which, of course, fans sent viral.

Also worth following: Dwayne "The Rock" Johnson (#TheRock), whose effective Twitter technique is also coached by Shaq's Social Media coach...

Highly-recommended reading:



With her own 1.3 million Twitter followers, Amy Jo Martin knows whereof she speaks. After 3 years managing Social Media for the NBA Phoenix Suns, she founded Digital Royalty, Inc. Her clients include Shaq, The Rock, Chicago White Sox, and Ultimate Fighting Championship (UFC).

Amy Jo is author of the New York Times best-seller "Renegades Write the Rules: How The Digital Royalty Use Social Media to Innovate." It outlines Social successes, and some notable failures by those who should've used Social Media, or used it better. And her personal story, which she shares candidly, is inspiring.

Make the audience part of the show.

We keep hearing media's Social Media opportunity described as "curation."

For a week before the president's State of The Union address, MSNBC invited viewers to weigh-in:



This gesture illustrates broadcasters' opportunity. ANY blogger could invite such dialogue. But – without a transmitter – who would know?

As effective Talk Radio hosts do, MSNBC personalities used their "take" to seed audience responses...



msnbc

6 VOTES



msnbc

38 VOTES



msnbc

12 VOTES



msnbc

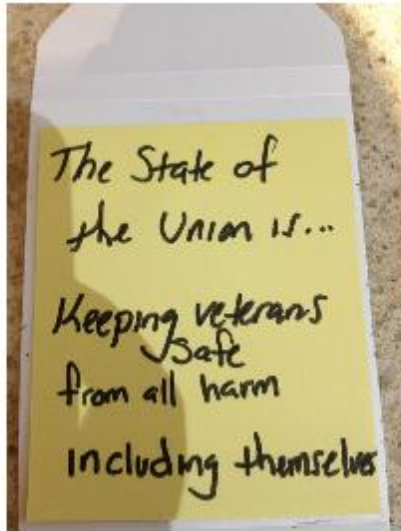
16 VOTES

MSNBC invited participation by using all the same assets a radio station has at its disposal: on-air promos, and hosts' blogs and Tweets and Facebook pages.

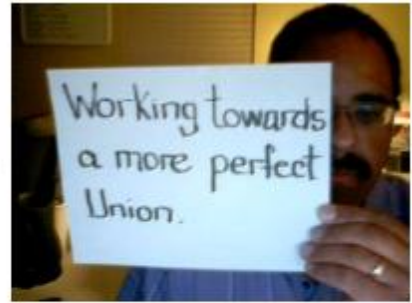
And as viewers showed-up, MSNBC featured their responses via all the same media. So those-featured were seen by all THEIR Social followers, and likely added like-minded Followers ...



@1PrettyDomestic 1 VOTES



@jramsaran 0 VOTES



DAmil Pizarro 0 VOTES



@WallaceRitchie 2 VOTES



Brad Smallridge 7 VOTES

And see THIS video: <http://youtu.be/r63WNMnIrHs>



FOXBORO

WBZ AccuWeather

cbsboston.com

Thanks for sharing your snow day with us.

The Bottom Line?

The Bottom Line...YOURS.

- Radio's cume is holding-steady, for now. But Time Spent Listening continues to erode. We're sharing attention with New Media apps on that-thing-in-the-pocket we used to call "a cell phone." And have you driven a Ford lately? AM/FM has lots of competition in that new-tech dashboard. Not that listeners waited for their next new car. That cord I bought at the Apple Store connects my iPhone to the car radio, so I can hear any station that streams. Or any audio anyone else put on a server.
- And just TRY bringing an ad agency a spots-only pitch. They expect...demand...digital components, the kinds of things I listed on page 5. We keep hearing this stuff called "engagement." Local direct retailer advertisers were always ravenous for "ideas," and stations can use these tools to put 'em in-the-game. As could any local web developer. But, as we train station Sales reps to ask retailers-with-web-assets: "If we don't tell our cume, how will they know it's there?" As broadcasters, we have a big advantage. All that Arbitron/Edison Research demonstrates that radio is a GREAT way to drive Internet traffic.

So broadcasters-who-only-broadcast suffer diminishing returns. Especially Talk Radio, whose caricature has worn thin.



Social Media is A CONVERSATION, not merely a broadcast.

Be there or be square.

@HollandCooke