

Excerpted from

# Holland Cooke Monthly Newsletter

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## HOW TO USE FACEBOOK AND TWITTER?

Lately, there's been lots of interest when I've visited client stations.

- These tools are not "the future;" they're mainstream now. Both are FREE, and extremely useful. News departments will have less use for Facebook than Twitter; hosts should be using both.
- The most-successful Talk stations and news organizations **listen well**, and these tools help you do that. Ditto politicians. After a 2-year campaign, The President who emerged from a crowded field was the candidate with the best Facebook page.
- Facebook and Twitter enable you to notify opt-in followers what you're doing on-air and online. Twitter only does short messages (140 characters or less); but Facebook is tantamount to a personal web site, and you can upload or link-to content.

Like the Internet generally, Facebook and Twitter are fundamentally different than – and complementary to – on-air work.

<b>On-Air:</b> broadcast, monolithic	<b>Online:</b> interactive, social
We push content out to an audience.	We swap content with individuals.
Live, real-time, local geography.	Accessible on-demand, worldwide.
You're an authority.	You're a peer to the user.

### Facebook

Facebook has been doubling every year. According to Nielsen, it reaches 56% of the active USA Internet universe, with an average usage of 6 hours a month. Though originally a place where college kids swapped photos, Facebook is now among the top 3 web sites visited by Internet users 65 and older (NOT a misprint).

If not for its roots as a place where college kids swapped photos, you might think Facebook was created for radio personalities.

- Encourage listeners "to 'Friend' you," and you have begun an ongoing conversation, which extends to wireless devices.
- Knowing which Friends are having birthdays is just one example of useful "plumbing" you'll find there.
- Use Facebook to tell your Friends what's-coming-up on your next show, and to point-them-at archived shows they missed.
- Like Email, you'll find Facebook to be another inbound path for listener participation in your on-air show.

Facebook cures a problem that haunts many radio station web sites: turnaround time.

- I hear the same complaint in all size markets, including New York: the webmaster is a chokepoint. Someone-other-than-you having-to-touch what-you-want-online defeats the purpose of the online platform: instant publishing. So, in-addition-to your-presence-on/contribution-to the station's web site, you can maintain and put-lots-of-stuff-on your own Facebook page.
- You-are-still-YOU, and representing the company. So, even though it's your personal Facebook page, stay in-character. ;)

Get on Facebook, and poke-around. You'll see, and come up with, lots of ways to use this easy, facile platform.

### Twitter

Twitter grew SIXFOLD in 2009.

News organizations are already using Twitter as a "tip line" and to identify sources. The BBC and Reuters have fashioned applications that monitor for words like "earthquake." As a result, they will, for instance, find people-in-the-quake-zone Twittering friends-and-family to say that they're safe, or that they just felt an aftershock. We can use Twitter to interact with people on-scene at a local breaking story, or with fans tailgating a big game; and as a news alert which can prompt tune-in.

See <http://twitter.com/cnn>, <http://twitter.com/cbsnews>, <http://twitter.com/wbz>, <http://twitter.com/NEWS25>

# TIPS FOR HOSTS WHO TWEET

## 1. TAKE CARE that what-you-tweet doesn't seem like spam.

## 2. On-air: Allude to – but don't read – tweets.

Mention often that-you-use Twitter – so you're known-as-being-there – but not at-length, because: many listeners are in-car; and in some states, texting is now illegal; and online content speaks-for-itself, so what-you're-talking-about will distance you from listeners who aren't on Twitter. Ditto for how you mention Facebook.

## 3. Try writing your on-air hour open on Twitter.

For two reasons:

- The loud-and-clear headline we've gleaned from PPM data: Every...single...syllable...matters. And...any...given...minute...could earn you another Average Quarter Hour of listening credit.

Why the-way-you-open-the-hour needs to be so distilled and instantly-inviting? Listeners believe station promos, which invite music radio P1s to "CHECK-IN, FOR A QUICK NEWS, TRAFFIC, AND WEATHER UPDATE, EVERY HOUR, ON-THE-HOUR, THROUGHOUT YOUR BUSY DAY."

Then, they're back-to-the-tunes...unless, quicker than an index finger can make it from the steering wheel to the FM button, you can engage. So imposing Twitter's 140-character limit on your Open is a useful discipline.

- And doing this does double duty! Not only have you distilled your on-air proposition, you're got a ready-to-launch Tweet.

TRY THIS. You'll like the results.

## 4. Use "YOU" whenever possible.

"Talk directly to your readers," advises Dan Zarella, author of "The Social Media Marketing Book" (O'Reilly). Sounding LOTS like your consultant's relentless direction regarding on-air work, Zarella says "don't talk about yourself if you want Twitter traffic; talk about your readers."

- As on-air talent, your job is AQH, Time Spent Listening...since, after all, you can only talk to people-who-are-already-listening. Cume is boss's job, since inviting tune-in by people-not-already-listening required off-air promotion expense...until now.
- He notes that "re-tweeting is the most common way links are shared on Twitter" (almost 70% of re-tweets contain a link). And having-your-link-forwarded would be a cume slam-dunk.

Zarella's 20 "Most Re-Tweetable Words & Phrases:"

- |            |           |                    |                   |
|------------|-----------|--------------------|-------------------|
| 1. you     | 6. blog   | 11. please retweet | 16. how to        |
| 2. Twitter | 7. social | 12. great          | 17. top           |
| 3. please  | 8. free   | 13. social media   | 18. blog post     |
| 4. retweet | 9. media  | 14. 10             | 19. check out     |
| 5. post    | 10. help  | 15. follow         | 20. new blog post |