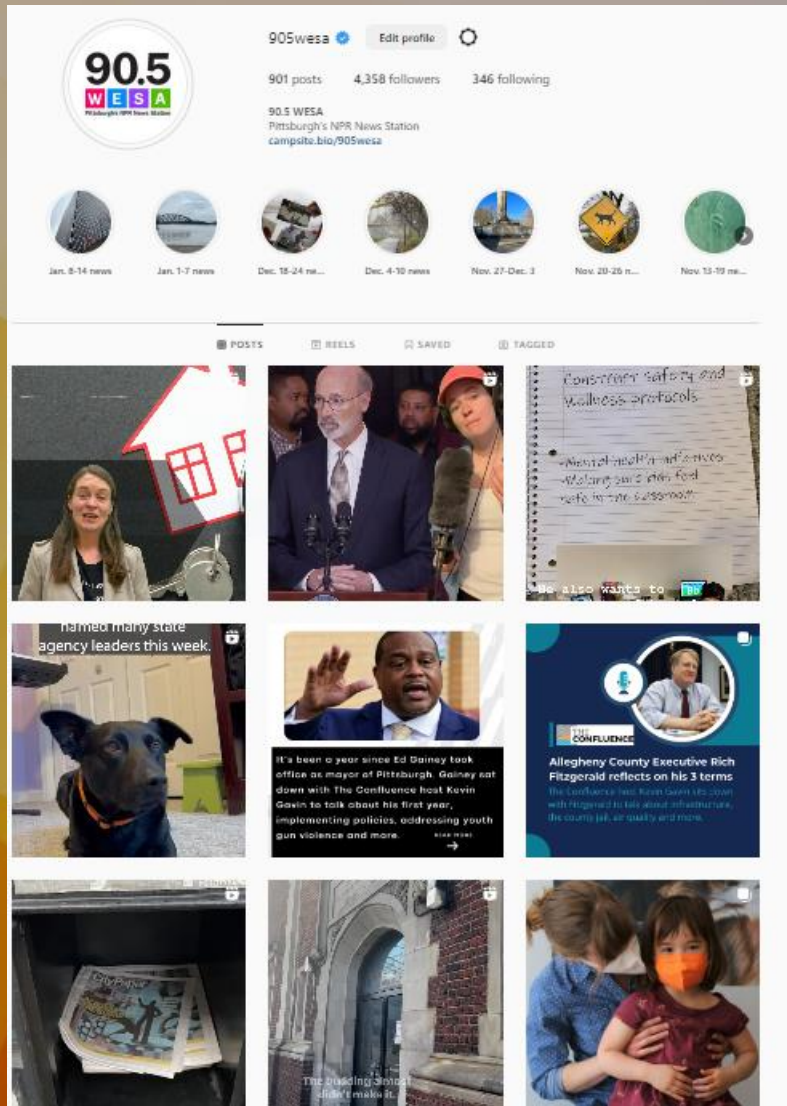


# Social Strategy

Radio on the internet!



**90.5 WESA**

@905wesa · ★ 4.2 91 reviews · Broadcasting & media production company

# A little about me

- +I'm a digital editor and producer for 90.5 WESA, Pittsburgh's NPR news station. I've been here for nearly 10 years. I also run the internship program and host a series/podcast about Pittsburgh history and culture called Good Question!
- +I run all our social media accounts. We primarily use Facebook, Twitter, Instagram and TikTok.
- +I have a little background in photography and videography, but I'm still learning!





# Purpose – Why use these platforms?

- ▶ Social media reaches far more people than our traditional radio broadcast signal
- ▶ New — and often younger — audiences engage with these platforms
- ▶ It can be a place to be creative in storytelling and experimenting with voice
- ▶ Followers can start conversations about stories and share different perspectives, which can lead to better journalism

# How we use Facebook

- ▶ Based on analytics we gather (clicks, shares, etc.), we know our Facebook audience wants local news, the most Pittsburgh-y of Pittsburgh stories.
- ▶ Our audience tends to enjoy stories about history, the environment and education. Many followers have families or are Pittsburgh ex-pats.
- ▶ **Unfortunately, Facebook's always-changing algorithm doesn't like local news, so it's been difficult to get high engagement recently.**
- ▶ While we aren't limited in how many characters we can include on Facebook posts, we tend to keep them short. **The first paragraph of a story typically gives the reader enough information to have a basic understanding of the topic, and if they're interested they can click through for more.**
- ▶ Quotes work well on Facebook posts, as long as there's context to what the speaker is saying. Questions can also work as a way to start a conversation with followers.
- ▶ **As for frequency, we'll always post breaking news immediately. We also tend to post arts/culture stories (not as "hard news") in the evening, around 7 p.m.**
- ▶ We don't post sensational language like some other media outlets. We respect our audience and want to make sure they're getting quality information, not a click-bait partially-researched article about something designed to upset people. When getting news from Facebook, students should approach these kinds of outlets cautiously. **Journalism is a community service and shouldn't be used to incite anger.**

Want to own a piece of Pittsburgh history? The former Wabash Bridge piers along the Monongahela River are up for sale for potential buyers with the best offer — and a creative vision.



WESA.FM

**Historic bridge piers are up for sale on Pittsburgh's Monongahela River**

In Pittsburgh, you'll find "for sale" signs on houses, vacant land and commercial buildings. But ...

"It feels like the year where the land bank has finally, actually become a functioning land bank," board member and City Councilor Daniel Lavelle said after the meeting. "We actually have staff ... we actually have resources. We have financing, and we're beginning to transact on land."



WESA.FM

**Officials say this is it: 2023 is the year for Pittsburgh's Land Bank**

The land bank's board approved a \$7 million spending plan for the next four years.

Engaging question with local tie

A group of tenants who have been told to vacate their fire-damaged downtown apartment building are seeking an emergency injunction to remain in their homes, at least until they can find other housing.

The Roosevelt Building was the site of a deadly fire in December; tenants were told they had until this Friday, Jan. 13, to move out to allow for building-wide fire and water-related repairs to begin.



WESA.FM

**Tenants in affordable fire-damaged downtown Pittsburgh building fight to stay**

A group of tenants who have been told to vacate their fire-damaged downtown apartment bui...

Compelling quote from a city official

Context to a story with a compelling headline – important to give more meaning when there's language like "fire-damaged," and "fight to stay"



# How we use Twitter

- ▶ We have a group of very engaged followers on this platform, with the majority turning to us for the latest political stories. Each month, analytics show our politics/government stories consistently receive the most engagement.
- ▶ We love to live Tweet! We often do this from the field during a press conference, a demonstration or some other breaking-news situation. It brings our followers along with us and keeps them up-to-date on evolving stories.
- ▶ **We do have limited characters on Twitter, so it's important to summarize a story — but still stay away from sensationalizing.**
- ▶ **Threads can be useful ways to tell a story. People are busy, so if they only have time to check Twitter and not read a whole article, they can follow the thread.**
- ▶ We try to have a bit of a personality! It shows that we're more than what some people might assume of public radio, and give some color to coverage.

You Retweeted

**Kiley Koscinski** @kileykoscinski · 2h

Kail Smith cautions that the bill she introduced today would “start a conversation.” Council members Coghill and Burgess say they support exploring the use of resource centers.

1 1 2

Show this thread

You Retweeted

**Kiley Koscinski** @kileykoscinski · 2h

NOW: City Council president Theresa Kail Smith defends her bill to explore a stricter youth curfew/curfew centers against strong criticism online & during public comment. She says critics are “playing politics” instead of seeking effective solutions.

More: [wesa.fm/politics-gover...](https://wesa.fm/politics-gover...)



2 7 2

**90.5 WESA** @905wesa · Dec 23, 2022

Tune into Kevin's holiday music show this morning on 90.5FM or stream at [wesa.fm](https://wesa.fm)! (Even though he sadly remains a Die-Hard-is-a-Christmas-Movie denier.)

**Kevin Gavin** @KevinOGavinPgh · Dec 23, 2022

Good morning. Stay safe and warm and listen to my 46th annual Christmas Music All Request Show 9A-1P today on @905wesa & [wesa.fm](https://wesa.fm)

@patrickcdoyle & @KateGiammarise I don't plan to get drawn into a debate: Die Hard is NOT a Christmas movie 🙄

2 4 8 2,705

Making fun of Kevin for his steadfast stance on if Die Hard is a Christmas movie

You Retweeted

**The Confluence** @WESAconfluence · Jan 4

Tune in tomorrow at 9am to @905wesa for our interview with @ACE\_Fitzgerald. He's entering his final year in office after being elected county executive in 2011. What would you like to hear him discuss?

9 4 6

**Katie Blackley** @kate\_blackley · Dec 21, 2022

A lot of “thank yous” happened during this walk down the Fern Hollow Bridge.

3 12 1,529

**Katie Blackley** @kate\_blackley · Dec 21, 2022

Many city, county and state officials walk down the bridge.

Live-tweeting from City Council

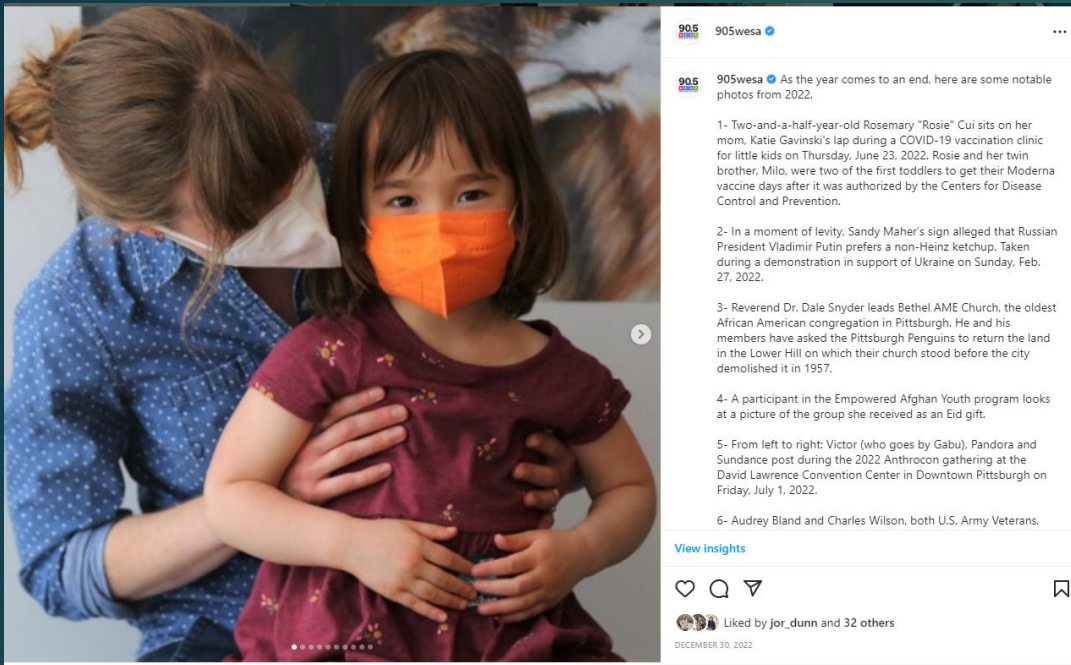
Asking a question for engagement/public Input in the reporting process

Live tweeting from bridge opening

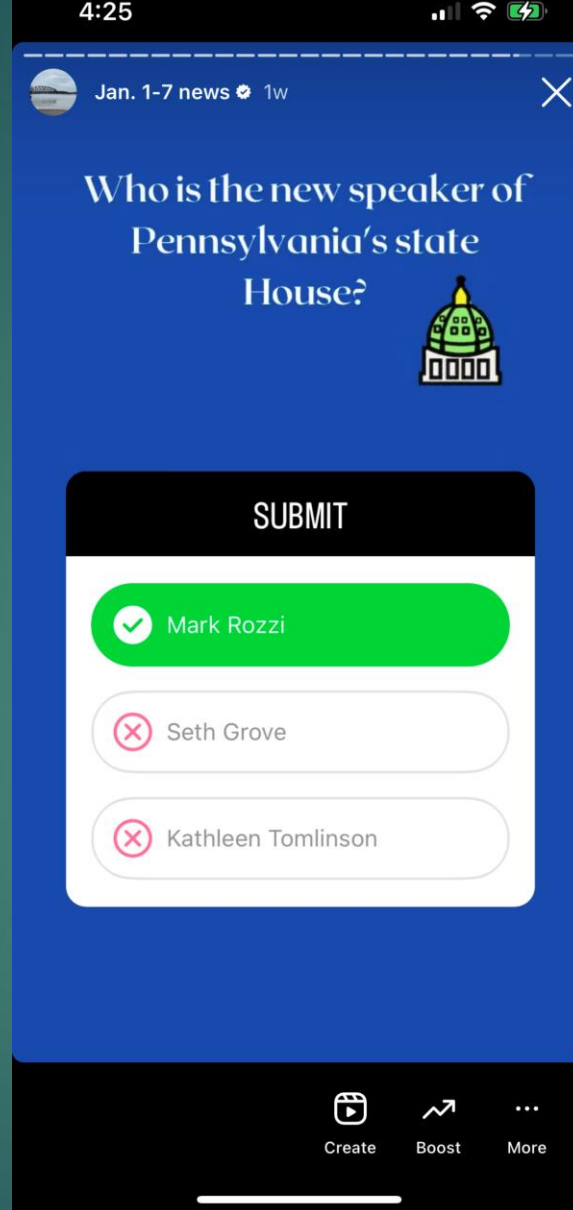
# How we use Instagram

- ▶ Based on conversations with younger people, IG seems to be a main source of news. It's a great place to connect with new audiences and get more eyes on our stories.
- ▶ We do a mix of videos, high-quality photo slideshows and audiograms on IG. It's such a visual platform, so we try to highlight moments in our reporting that will supplement the storytelling.
- ▶ On IG, we sometimes **add robust captions so someone could get a good idea of what the story is about even if they don't have time to click through to the actual link.**
- ▶ I create weekly **news quizzes as "stories" on IG.** They're a fun way to connect with our audience and challenge them a little bit! They get a *ton* of engagement and can lighten up what's often a hard news cycle.

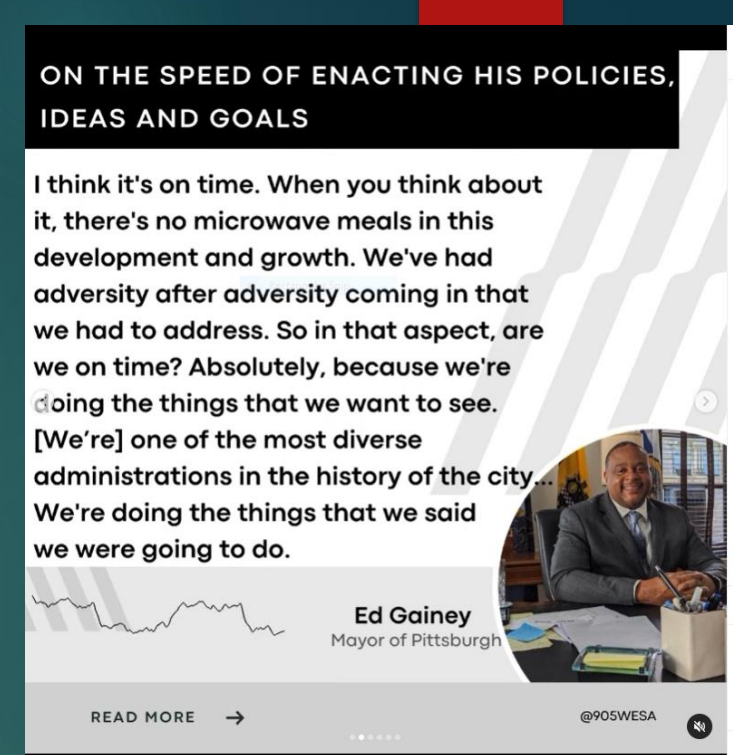




This end-of-the-year round-up was a chance to show a number of our high-quality images and captions to match



Here's an example of a question from one of our weekly news quizzes



The squiggly line at the bottom left of this image is actually audio playing over the clip, called an "audiogram." Sometimes with bigger interviews, we'll pull quotes and display the story in this way.

# How we use TikTok/videos

- ▶ We recently got a TikTok account! While I, not a member of Gen Z, feel a little goofy being on that platform, it really is a fantastic and unique way to tell the news.
- ▶ I try to do a mix of original videos and jumping onto trending sounds/video styles. Ideally, I try to stay under 90 seconds. People have short attention spans, and that's okay! It's an opportunity for us to be creative in how we pass along the most important elements of a story.
- ▶ While I have a little video editing in my background, I'm not a professional, but that's almost better for platforms like TikTok. **People are seeking authenticity and a bit of humor, and tend to engage more in less-highly-produced short videos.**





Downtown living pilot



Hybrid bird discovered



Bridge piers for sale

# Tools I like!

- ▶ For Instagram stories and other graphics on our website, [Canva](#) is a fantastic tool. It lets you choose from different templates (IG, Facebook posts, covers) and provides great stock images.
- ▶ To schedule Tweets, we use [Tweetdeck](#). Facebook has its own scheduling tool.
- ▶ [Headliner](#) is an easy way to make Audiograms. Just find the clip and image you want, and the tool can help you customize the final product.
- ▶ Adobe Premiere – This is a video editing platform that I have through work, but there are many free/cheaper options. And, TikTok has its own in-app editor you can use.



# Final thoughts

- ▶ Apologies I can't be with you all, but I hope this has been a little helpful in terms of how some news organizations are using social media to reach and engage new audiences.
- ▶ In the years I've been running our social media, **I've changed my strategy a lot** — and that's okay! Things evolve quickly on the internet and it's important to go with the flow, while still maintaining the editorial standards expected of journalists. I definitely don't have all the answers, but if you do have questions about launching social platforms, creating a voice or anything with production, feel free to reach out!
- ▶ I'm [kblackley@wesa.fm](mailto:kblackley@wesa.fm). And please follow [90.5 WESA](#) on all of our social platforms!