**HER MARKETING/SOCIAL MEDIA PLAN**

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*I would like to propose an idea to any HER board members, or who else it may concern, several ideas on how to improve HER’s social media and online presence, and to provide a clear message to the community and those unfamiliar with HER and what we’re all about. That’s the thing, though, what are we about? The mission of HER is pretty clear, however, we are generally looked at as a radio station – and there seems to be a lack of emphasis on the DJ’s that are producing the HER mission. I want to bridge the gap between us Dj’s and volunteers, so that everyone is on the same page and share the same enthusiasm for not just their show but the progression of HER as a* ***radio station.*** *I believe that enhancing our social media presence will play a large part in that. Here are some methods, right now, I can implement*

**SOCIAL MEDIA:**

* Facebook, Twitter, Tumblr & Instagram

-Who operates/updates?

-Promoting DJ’s shows (re-tweeting, sharing)

-“Local artist of the day/week”

-Live video broadcast of concerts, radio show (if DJ’s are interested)

-More visual content

* Promotion of OTHER local events on social media pages
* Creating connections with other LPFM radio stations/ other non-profits that align with our mission
* ACTIVELY reaching out to other local businesses, asking if they could use promotion
* Putting faces to voices! Dj of the week/DJ spotlight.
* HER Zine?

**HER WEBSITE:** Who’s operating?

* What shows still exist?
* Thorough DJ/show profiles
* Create genre section/tags for shows.

-For music shows, whatever genre their show identifies with

-Talk shows: “ “

* A clear distinction between talk shows and music shows

-Ask DJ’s who upload on other accounts to do so on the website when there’s a new EP (possibly up to web designer to update content).

* Uploading other show’s podcasts in the “podcast” section