

Social Media and our Website

Social Media

- Number One – it's "social".
- Its about "engagement".
- Its "measurable"
- We don't make "money" here.
- It can drive traffic.
- Silly can move the numbers.

Are these kids creative, or what?



Like · Comment · Share

106

6,335 people like this.

View previous comments

2 of 130



Sylvain Rancourt Good

31 minutes ago · Like



Guyline Lapointe et en plus je peux donner le chaton...

See Translation

24 minutes ago · Like



Write a comment...

44,556 people saw this post

Promote



Like · Comment · Share

10 people like this.

View all 8 comments



Burnhead Six Agree Jamie! Sorry Champ

14 hours ago · Like · 2



Jo Brooks I love myFM!!

14 hours ago · Like



Write a comment...

932 people saw this post



96.1 myFM

18 hours ago

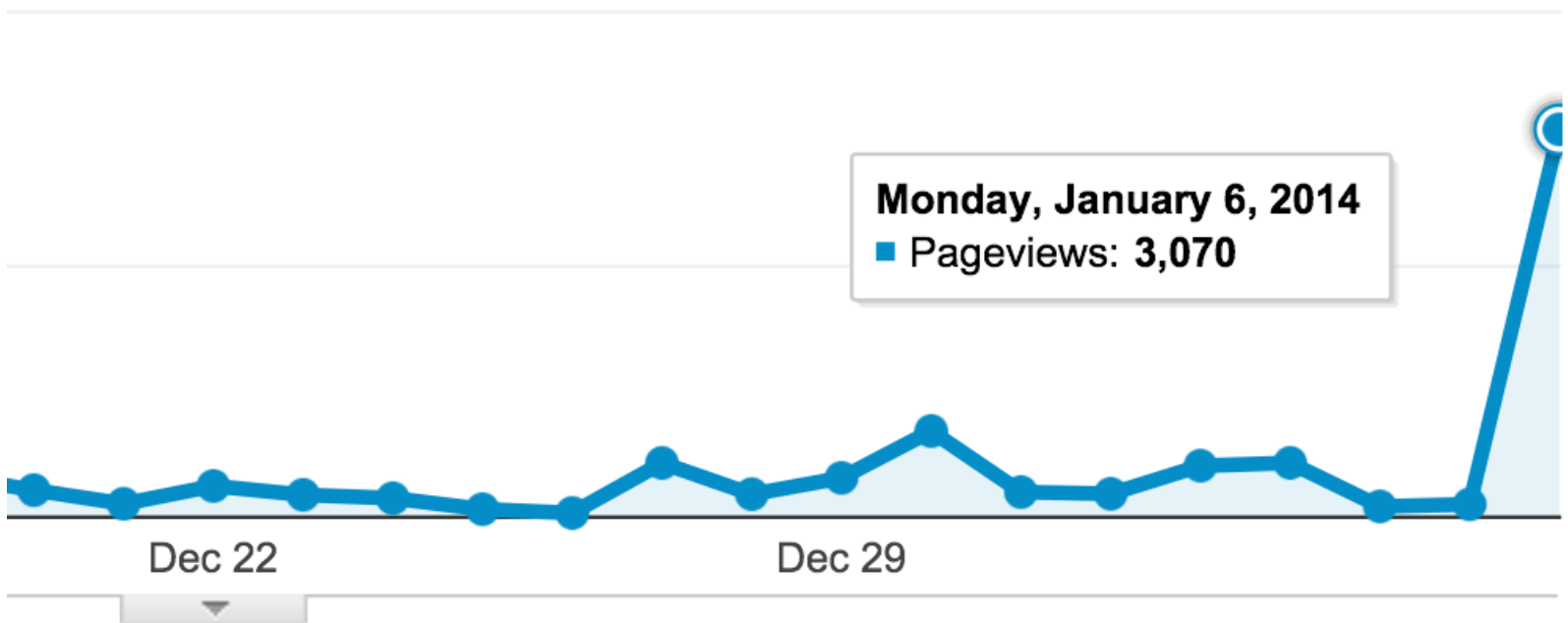
HALLOWEEN WINNERS! (3 photos)



44,565

Our Website

- Number One – it's "content".
- Good content wins!
- Its "measurable"
- We eake "money" here.
- NEWS can move the numbers.



■ New Visitor ■ Returning Visitor

Tips and Tricks

Ask

Think of
Our brand!

96.1 myFM Timeline Recent

PLEASE SHARE! Let's make this the BIGGEST Celebration ever! 10 yrs! Plus we'll be broadcasting breakfast at Rocky Mountain House and lunch at Finnigan's! Join us for fun!!!

10th ANNUAL
Celebration of Life
FUNDRAISER/DANCE
Fri., January 24th, 2014

Renfrew Armouries • Doors open @ 7:00 pm

Tickets ONLY \$10.00

featuring

Ghost Town Cryers The Riley New Band SHARD & THE BEAT

ADVANCE TICKETS AT THE FOLLOWING LOCATIONS:
Scotia Bank • Pak's Entertainment • Ray's Flowers • Bennett Farm Supply

TICKETS AVAILABLE AT THE DOOR

Scotiabank myFM

Like · Comment · Share 13

Silly

Pick things that are:

1. Hey ME Too!
2. Require a comment
3. Are likeable.

90.5 EXTRA Peterborough FM 90.5 Peterborough
4 hours ago

Morning! My wonderful wife sent me this via facebook.
Thoughts? - Jon

The first testicular guard, the "Cup," was used in Hockey in 1874 and the first helmet was used in 1974.

That means it only took 100 years for men to realize that their brain is also important.

Ladies.....Quit Laughing.

Like · Comment · Share 24

19 people like this. Top Comments -

Write a comment...

Bobby Thrall: there are days a hit to the head is more welcomed

Simple Contests

Remember.

Simple.

Lead them?

Plug.

Repost.



The screenshot shows a Facebook post from the page "FM 90.5 Peterborough" dated January 12. The post features a logo for "90.5 EXTRA talkSPORTS" and the text "WIN PETES TICKETS!". The question posed is "Q: How long have you been in your current job?". Below the question, it says "Ticket giveaways and PTBO conversation tomorrow when you wake up! talkSPORTS radio - EXTRA 90.5!". The post has 9 likes and 1 comment. A comment box is visible with the text "Write a comment..." and a "Loading..." status. Below the comment box, there is a congratulatory message from "FM 90.5 Peterborough" to several individuals: "CONGRATULATIONS TO: Melissa Packman Winsley, Deborah Peel, Trace Jay, Graham Sutherland, Bob Jackman, Mike Doucette and Lori Mckee. You can pick up your tickets at the station 727 Lansdowne St W. (mon-fri: 9-5) You Guys ALL deserve a night out!! 😊". This comment has 3 likes and was posted 23 hours ago. Below that, a user named "Peter Mitchell" has commented "No comment!" with 2 likes, posted on January 12 at 8:01pm via mobile. At the bottom of the post, it says "1,633 people saw this post" and there is a "Boost Post" button.

90.5 EXTRA talkSPORTS **FM 90.5 Peterborough**
January 12

WIN PETES TICKETS!

Q: How long have you been in your current job?

Ticket giveaways and PTBO conversation tomorrow when you wake up! talkSPORTS radio - EXTRA 90.5!

Like · Comment · Share 1

9 people like this. Top Comments ▾

Write a comment... Loading...

90.5 EXTRA **FM 90.5 Peterborough** CONGRATULATIONS TO: Melissa Packman Winsley, Deborah Peel, Trace Jay, Graham Sutherland, Bob Jackman, Mike Doucette and Lori Mckee. You can pick up your tickets at the station 727 Lansdowne St W. (mon-fri: 9-5) You Guys ALL deserve a night out!! 😊
Like · Reply · 3 · 23 hours ago

Peter Mitchell No comment!
Unlike · Reply · 2 · January 12 at 8:01pm via mobile

View more comments 2 of 50

1,633 people saw this post Boost Post ▾

Emotion

FM 90.5 Peterborough
January 11


I love this, share it one time (Jon)

Stupid cancer . . . Some of us want a new house . . . A new car . . . A new mobile phone . . . To lose weight . . . But someone battling cancer wants just one thing, to win the battle.
97% of my friends won't re-post this, but 3% will.
Let's see who does.
Please re-post this in honor of someone who lost their battle, or for someone fighting it now.

Like · Comment · Share 34

11 people like this. Top Comments

Write a comment...

 Steve Collins Just lost my cousin before Christmas a huge Calgary Flames fan Jason Spinks may you rest in peace
Like · Reply · January 11 at 8:47am via mobile

 Steve Collins I'm honored to share thanks Jon

Tricks and Pushes

This is about
Engagement.



90.5 EXTRA **FM 90.5 Peterborough**
January 9

WIN a \$50 Gift Card to MONTANA'S!

Q: Today in two words. _____ & _____.

Play PICK THE WINNERS to win with EXTRA 90.5 FM.

Like · Comment · Share

15 people like this. [Top Comments](#)

90.5 EXTRA **FM 90.5 Peterborough** Play here:
<http://www.extrapeterborough.ca/default.asp?pid=726923>
Like · Reply · January 9 at 2:14pm

Rob Reynolds Perfect & winterlike for a Petes win
Like · Reply · 1 · January 9 at 2:21pm via mobile · Edited

[View more comments](#) 2 of 72

2,154 people saw this post [Boost Post](#)

Metrics to watch.



FM 90.5 Peterborough

★★★★★ (105 ratings)

3,514 likes · 824 talking about this · 17 were here

Update Page Info

✓ Liked

Follow



Broadcasting & Media Production · Sports Venue & Stadium
Peterborough's talkSPORTS radio! Petes, Leafs, Jays, Jim
Rome & tons of local news and conversation!
extrapeterborough.ca

About

The first testicular
"Cup." was used in
1874 and the first
used in 1974.

Photos



LISTEN LIVE



TWITTER

3,514

Likes



Checklist

- Make sure you LIKE lots of Local stuff.
- Make sure you comment on stuff (our page and others)
- THINK engagement NOT posts.
- Local PICTURES. Paint the local picture.
- Twitter – follow all local people.
- ASK.
- Do a MIX. Spread it out. RELEVANT is always timely