

# LIVE FROM HERE

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WITH CHRIS THILE

Based on the results of APM's spring 2018 digital marketing efforts and live show surveys, we're seeing increased interest and engagement across a broader range of age groups across the U.S.

We're still actively converting those 55+, while seeing steady growth with audiences 25-34. Audiences love Chris Thile and the music, and say the show offers a welcome respite from the week's headlines and stress. Audiences cited feeling "elated," "uplifted" and "energized" after the weekly show.

We see a huge opportunity to grow younger audiences by focusing on music discovery, engagement and a shared culture, paired with technological acumen and convenience. Young audiences have an insatiable appetite for music consumption and interaction. Like Chris Thile, they see music as a connector and build passionate communities around the music they love. We encourage stations to focus on this demographic to boost audience growth and overall engagement.

## **Social Media Tips: Fall-Winter 2018**

*organic content*

### **Audiences by platform:**

***The show's older, longtime audience is still highly engaged and primarily on Facebook.*** We've seen the highest engagement with women 55+.

***New, younger audiences are also very engaged, but primarily on Twitter, Instagram and YouTube.***

- Twitter tends to skew male and younger—mostly men, ages 25-45, interested in business, news, music, books and comedy. They are generally in technical careers, married and own homes.
- Instagram Stories have proven popular with men and women ages 25-44.

We're seeing stronger engagement by Millennials on Twitter, particularly mid-range to older Millennials, many of whom have families.

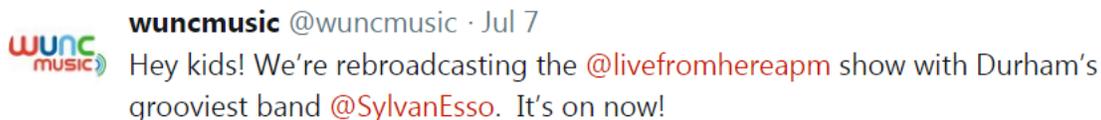
### **General takeaways and recommendations:**

- Videos lead social media engagement, particularly on Facebook.
- Photos also offer strong engagement, particularly on Twitter and Instagram.
- Tag @LiveFromHereAPM, Chris Thile and guests for greater reach and engagement.

- Use the show’s regular hashtags, in addition to other relevant hashtags for your station, holidays, etc.:
  - #LiveFromHere
  - #SongOfTheWeek
- Create a weekday countdown to drive tune-in for each weekend’s show and big guests.
- Use our [social media cards](#) and [tune-in ads](#) for a strong visual presentation.

*Live from Here* posts a variety of content on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#). Your station can benefit simply by sharing/re-sharing more of it with your digital audiences. Keep an eye out for video trailers and promos leading up to each new show and Song of the Week and Musician Birthdays videos on Sundays.

Musical guests present additional cross-promotional opportunities. Many are also on tour, heard on your music streams/stations, appear on other public radio programs—and may be local favorites. Tag guests on social media and use their local appearances, etc. to cross-promote *Live from Here* on your airwaves.



## Content and best practices by platform:

### Facebook

- Most popular times to post: Wednesday, Thursday, Saturday and Sunday at 9am, 1pm, 3pm and between 8-9pm.
- Use relevant hashtags.
- Tag [Live from Here](#), [Chris Thile](#) and guests.
- Share links to [YouTube videos](#).
- Re-share [native Facebook videos](#) (if you’d like to crosspost a video, let us know and we’ll help set it up).

### Instagram

- Best times to post: Monday and Thursday from 8-9 a.m. and 5 p.m.
- Utilize the Stories feature. We’ve seen 3x higher engagement than the general feed.
- Use relevant hashtags.
- Try to post once a day.
- Tag [Live from Here](#), [Chris Thile](#) and guests.
- Share links to [YouTube videos](#).

- Follow announcer [Serena Brook](#) for show news and photos.
- Follow comedian and head writer [Tom Papa](#) for funny photos and stories from the road.

## Twitter

- Best times to post: Wednesdays at 12 p.m., 3 p.m., 5 p.m. and 6 p.m.
- Tweet lengths between 120-130 characters garner the highest engagement.
- Use visuals and relevant hashtags.
- Incorporate relevant hashtags. Piggy-back on national holidays, events or key trending topics to broaden reach with organic Tweets.
- Curate and connect with retweets that help support station programming or overall mission.
- Use Emoji/emoticons sparingly to attract the eye.
- Use this platform for quick, snackable programming updates.
- Don't be afraid to post the same topic 3x a day, but vary the messaging slightly.
- Ask your audience questions using Twitter polls. These perform incredibly well, cost nothing, and offer a great way to let audiences know you care about their thoughts.
- Introduce new followers. When a group of new followers comes in, tag and thank them for the follow.
- Tag [Live from Here](#), [Chris Thile](#), guests.
- Follow announcer [Serena Brook](#) for news about the show.
- Follow comedian [Tom Papa](#), the show's head writer.

## YouTube

- Use [past weeks' show videos](#) and additional YouTube clips of guests to build excitement for the current/coming week's Song of the Week and guest lineup.

## ***Paid campaigns***

If you're interested in running paid campaigns to promote *Live from Here* on your station, we can help! We offer custom graphics, targeting tips and marketing strategies to meet your needs.

[Contact your Station Rep](#) to learn more.