



LIVE  
FROM  
HERE<sup>®</sup>  
WITH CHRIS THILE

## BINGO CARD TIPS AND TRICKS

Boost your audience engagement and website traffic with *Live from Here* bingo cards!

Encourage audiences to download them from your website, play along each weekend, and share their winning cards on social media. We hope to make this a fun and interactive game for listeners, wherever they're 'live from' each weekend.

- Drive traffic to your website by making all five bingo cards available for download and home printing.
  - > We recommend a *Live from Here* landing page, where listeners can find your programming details.
  - > You'll find show logos, photos, digital assets, playlists and more [on our website](#).
- Promote the bingo cards (and your website) on-air and online. Your social media posts and newsletters can generate additional excitement and shares.
- Use the hashtag #LFHBINGO to promote the game.
- Encourage your audiences to share photos of their winning bingo cards on Twitter and tag your station, e.g. "I won on [@WKSU](#)." *Live from Here* will do the same with Twitter shout-outs during each weekly broadcast.
- Share their photos with #LFHBINGO and tag [@livefromhereapm](#). The *Live from Here* team will retweet winning cards.

*Need more tips? See our [Live from Here social media tips](#).*