

RPC LAUNCH Social & Digital Commitment and Best Practices

The Radioplayer Canada working group of stations has set a goal of 1M downloads for 2017. Well on the way to reaching that goal, participating stations have found that social media and other activity has been a significant driver of downloads.

Therefore, we have revised the promotion commitment to include these social and digital initiatives:

- **Unsold Inventory** – We encourage the use of unsold ad space for the promotion of Radioplayer Canada banner ads on station websites and mobile devices. This is in addition to the initial commitment.
- **Post Frequency** - Each station should strive to post at least one social post daily (7-10 a week) at different times throughout the day with rotating talent (where applicable). It's best to set up an editorial calendar/schedule.
- **Social Content** – These posts should not be advertisements or promos, rather stories that integrate Radioplayer Canada in a positive, organic, and fun way. For example:

“I listened to today at the gym on the Radioplayer Canada app. It puts more than 400 stations at your fingertips and you can download it here...”

Social posts, when feasible, should also encourage listeners to tune into the radio station by linking directly to the Radioplayer Canada stream of the radio station. A post might be “Listen to to win Justin Bieber tickets at 4:15pm today .

Promote vital on-demand content on Radioplayer Canada with social media. Tease the content along with a direct link to the on-demand stream on Radioplayer Canada.

Place links on the station website (outside of banner ad zones) that promote the download of Radioplayer Canada using the RPC logo as well as the App Store and Google Play icons. See the bottom footer on Vista Radio's www.myprincegeorgenow.com as an example.

Include Radioplayer Canada mentions and links in your newsletter

Update the blue Facebook button to be "Download App" and direct it to the download page of the app.

Create a new Facebook “tab" linking to the download of the App.

If you have any questions or need some help, please contact James Wallace at james@momentummediamarketing.com