

@KIRONENSRADIO

# KIRO Newsradio

## Social Media Strategy



# TABLE OF CONTENTS

	
INTRODUCTION	3
COMPETITORS	4
SOCIAL MEDIA PLATFORMS	5
SOCIAL MEDIA AUDIT	6
SWOT ANALYSIS	9
RECOMMENDATIONS	10
TARGET AUDIENCE	11
SMART OBJECTIVES	12
STRATEGY	13
CONTENT CALENDAR	14
SAMPLE POSTS	15
EVALUATION	17
REFERENCES	18

# Meet



KIRO Newsradio, 97.3 FM is a local Seattle news radio station. It is part of Bonneville Seattle (Seattle, 2018). Other radio stations affiliated with Bonneville Seattle are:

Seattle Sports, 710 ESPN



and 770 KTTH, conservative talk radio



Bonneville Seattle is part of Bonneville International, a media and broadcasting company, that currently operates 22 radio stations throughout the United States. Bonneville Seattle's mission is to connect.

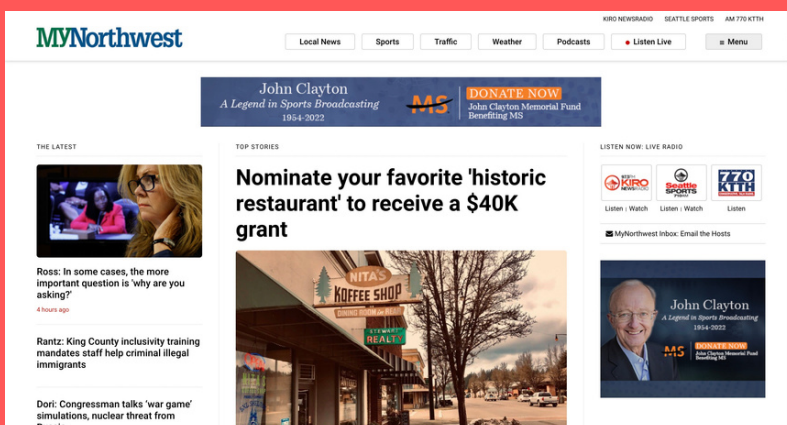
"We connect entertainment to value; we connect discussion to understanding; and we connect people into community, enriching lives throughout the Pacific Northwest through news, sports, and community conversation" (Seattle, 2018).

The shows on KIRO Newsradio are the Seattle Morning News with hosts Dave Ross and Colleen O'Brien. The Gee and Ursula Show with hosts Gee Scott and Ursula Reutin. The Dori Monson Show with host Dori Monson. The John and Shari Show with hosts John Curley and Shari Elliker and KIRO Nights with Jack Stine (Podcasts, 2022).

KIRO Newsradio is known for its integrity, local news coverage and keeping their audience informed. Their radio shows are performing at the top of Seattle stations, according to its program director.

The homepage for KIRO Newsradio is MyNorthwest.com.

There is also a KIRO Newsradio app.



# Competitors



A similar local news radio station in Seattle. KOMO Newsradio station was recently sold and is currently going through a rebrand to become KNWN, Northwest News (Lacitis, 2022). Time will tell if the new station gauges more listeners than KIRO. While KOMO is the home of the Huskies from the University of Washington, Seattle's largest university, KIRO is home of Washington State University, the opposing and smaller state school.



KVI is a conservative talk radio show, in Seattle, that competes most with the Dori Monson Show on KIRO Newsradio. KVI also hosts contests and events. During weekdays, they have Good News Giveaways (KVI). KIRO Newsradio also has a 'good news' segment as part of the Gee and Ursula show.



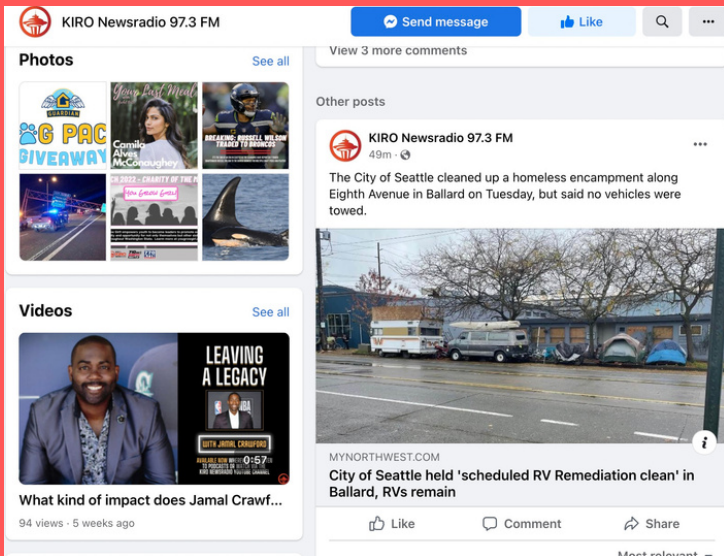
KUOW is Seattle's public radio station from NPR. Their belief is that everyone should have free, fact-checked, information. They want to create conversations and broaden understanding of the world around us. KUOW is one of KIRO Newsradio's biggest competitors, as they stick to a non-biased approach for news. They also pride themselves on being Seattle's #1 radio station for news (KUOW, 2022).

**The Seattle Times**

The Seattle Times is the largest newspaper in Seattle. They hold multiple Emmy's for their journalism and have a record of 10.9 million monthly online visitors (Blethen, 2021). They compete with KIRO Newsradio for stories and content. Often KIRO Newsradio will look at how the Seattle Times is covering stories and try to find a new angle.



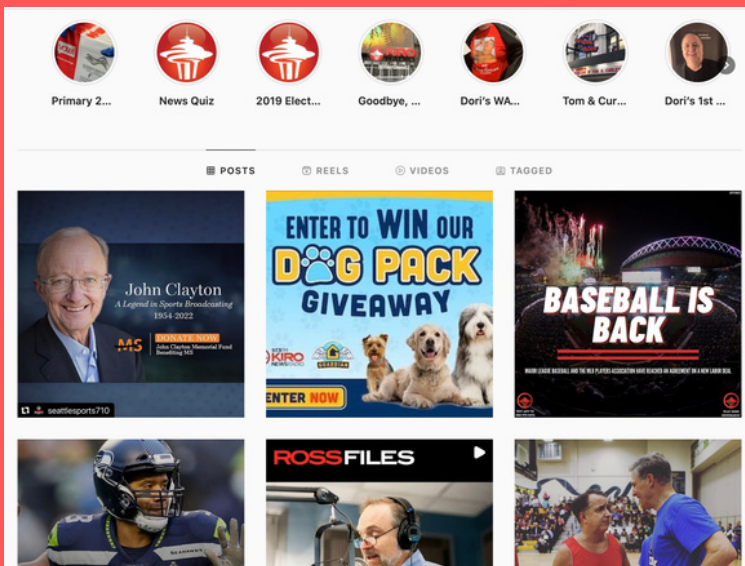
# Social Media Platforms



Facebook

20,755 followers

19,898 likes

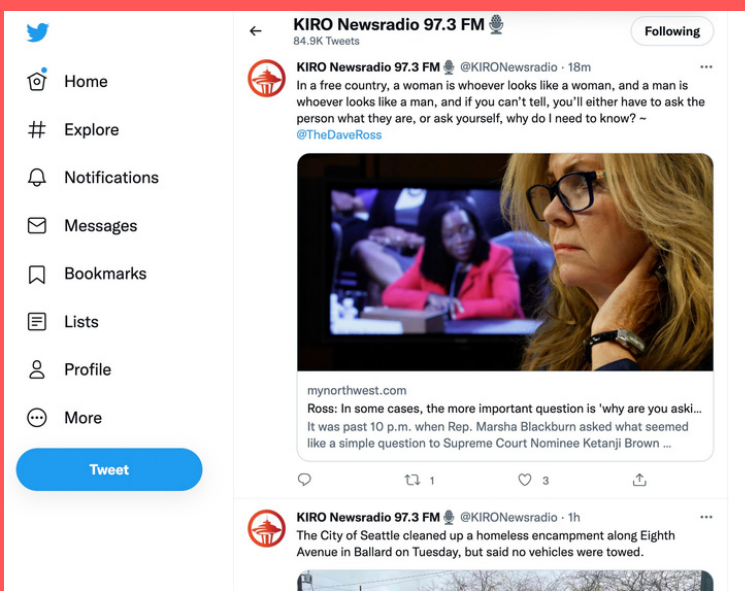


Instagram

2,536 followers

2,184 posts

430 following



Twitter

34,100 followers

1,585 following

84,900 tweets



# Social Media Audit

Who	Where	What	When	Why	Opportunity 1 = challenge 5 = opportunity
Company	Twitter <ul style="list-style-type: none"> <li>• Text</li> <li>• Links</li> <li>• Retweets</li> </ul>	<ul style="list-style-type: none"> <li>• Links to articles on the website</li> <li>• Retweets of KIRO reporters</li> <li>• Text describing the articles</li> <li>• Sentiment comes across as factual and fun</li> <li>• News voice mixed with fun</li> <li>• Tone changes based on the story content</li> <li>• Tweets about trending topics like 2.22.22 day</li> <li>• Asks question to audience</li> </ul>	<ul style="list-style-type: none"> <li>• Links to articles with description about article around 9 times per day</li> <li>• Retweets are around 6 per day</li> </ul>	<ul style="list-style-type: none"> <li>• Purpose is to bring you back to MyNorthwest.com articles</li> <li>• It is also to show you other KIRO reporters Twitter and tweets</li> <li>• Promote content made my KIRO Newsradio</li> <li>• Also, to inform its audience about news topics</li> </ul>	3/5 <ul style="list-style-type: none"> <li>• Tweets questions but when audience responds they do not respond</li> <li>• Can engage with audience more and create a conversation and each radio host has their own Twitter too and also doesn't respond to replies</li> <li>• Can share UGC other than KIRO reporters</li> </ul>
	Instagram <ul style="list-style-type: none"> <li>• Photos</li> <li>• Videos</li> <li>• Reels</li> <li>• Highlights</li> <li>• Stories</li> </ul>	<ul style="list-style-type: none"> <li>• Announcements of new podcasts and new hosts</li> <li>• Videos of Gee Scott (KIRO host) Podcast</li> <li>• "The Week In Review" Reel</li> <li>• Info like updates on the mask mandate</li> <li>• Throwback Facebook photos</li> <li>• Charity of the Month</li> <li>• Shows fun side and news side of voice, same as Twitter, tone changed based on post content</li> </ul>	<ul style="list-style-type: none"> <li>• Posts one of the content pieces listed once a day</li> </ul>	<ul style="list-style-type: none"> <li>• Purpose, like Twitter is to keep audience informed and updated</li> <li>• Different than Twitter, posts updates more about new hosts and podcasts</li> <li>• Brings back to Gee Scott Podcast</li> </ul>	2/5 <ul style="list-style-type: none"> <li>• A lot of improvement for posts about their radio shows</li> <li>• Captions could be more engaging</li> <li>• Only posting from Gee Scott Podcasts but they have 10 other shows could be posting content from</li> <li>• No UGC</li> <li>• Seems like not much effort goes in</li> <li>• Uses same picture for video content over and over</li> </ul>

	Facebook <ul style="list-style-type: none"> <li>• Links</li> <li>• Photos</li> <li>• Videos</li> </ul>	<ul style="list-style-type: none"> <li>• A mixture of the same content that is on their Twitter and Facebook</li> <li>• Links of stories back to the website</li> <li>• Announcements of new shows and hosts</li> <li>• Shares of the hosts and reporters personal content</li> <li>• Consistent journalistic voice and more upbeat and fun</li> <li>• Tone changes based on the story content</li> </ul>	<ul style="list-style-type: none"> <li>• Around 10 posts per day</li> </ul>	<ul style="list-style-type: none"> <li>• To bring audience back to the website articles</li> <li>• To entertain viewers and have them tune into KIRO</li> <li>• To connect them with KIRO reporters and hosts</li> </ul>	3/5 <ul style="list-style-type: none"> <li>• No UGC</li> <li>• However, more variety of posts than Twitter and Instagram</li> <li>• Seems like majority of effort goes to Facebook and makes sense because have an older audience</li> <li>• Can still work on engaging with audience and joining conversation</li> </ul>
Consumer	Twitter <ul style="list-style-type: none"> <li>• Replies to tweets</li> <li>• Questions</li> <li>• Has conversations with other consumers</li> <li>• Retweets</li> </ul>	<ul style="list-style-type: none"> <li>• Angry criticizing articles and reporters</li> <li>• Replying funny or angry GIFs</li> <li>• Thanking for sharing</li> <li>• Asking rhetorical questions</li> <li>• Asking actual questions about the news topic covered</li> </ul>	<ul style="list-style-type: none"> <li>• Around 20 replies/questions per day</li> <li>• Usually at least two under each post</li> <li>• More if another consumer creates a dialogue with other consumer</li> <li>• Usually at least one retweet per post</li> </ul>	<ul style="list-style-type: none"> <li>• Complaining</li> <li>• Rarely has suggestions</li> <li>• Thankful</li> <li>• Wants more clarification</li> </ul>	2/5 <ul style="list-style-type: none"> <li>• One retweet per post, could increase retweets</li> <li>• Mix of negative and positive</li> </ul>
	Instagram <ul style="list-style-type: none"> <li>• Comments on posts</li> <li>• Asks questions</li> <li>• Has conversations with other users</li> </ul>	<ul style="list-style-type: none"> <li>• Thanking for sharing</li> <li>• Saying this is an important topic</li> <li>• Thanking host</li> <li>• Using emojis like hearts and smiley faces to comment</li> <li>• Angry at person mentioned in post when covering news topics like the Governor and mask mandate</li> </ul>	<ul style="list-style-type: none"> <li>• Two to thirty comments under every post depending on subject matter</li> <li>• Posts about news topics get more comments like COVID related updates</li> </ul>	<ul style="list-style-type: none"> <li>• Responding to question posed in the post</li> <li>• Wants more information about topic</li> <li>• Complaints about topic posted</li> <li>• Sharing opinion</li> <li>• Thankful for something</li> </ul>	1/5 <ul style="list-style-type: none"> <li>• So much room for improvement! Via engagement</li> <li>• They will ask a question in their post and then not even reply when consumers answer said question</li> </ul>
	Facebook <ul style="list-style-type: none"> <li>• Complaints</li> <li>• Comments on posts</li> </ul>	<ul style="list-style-type: none"> <li>• Sharing opinions on the President or the Washington Governor</li> <li>• Funny comments responding to posts</li> <li>• Sharing opinions on the overall post</li> <li>• Opinions are more negative than positive and usually angry about content shared</li> </ul>	<ul style="list-style-type: none"> <li>• Around 0-8 comments per post</li> <li>• One post had over 50 comments concerning the President's State of the Union</li> <li>• Around 0-1 shares per post</li> </ul>	<ul style="list-style-type: none"> <li>• Complaints about story topic</li> <li>• Conversing with one another</li> </ul>	2/5 <ul style="list-style-type: none"> <li>• Audience is having conversation but could be more productive instead of just anger</li> <li>• Mainly commenting on the story topic</li> </ul>

					posted and adding opinions
Competitor	Twitter <ul style="list-style-type: none"> <li>• Links</li> <li>• Photos</li> <li>• Videos</li> </ul>	<ul style="list-style-type: none"> <li>• Only posts articles that link back to their website</li> <li>• Occasionally posts videos that link to YouTube page</li> <li>• Retweets similar news organizations that they collaborate with or find resources from</li> </ul>	<ul style="list-style-type: none"> <li>• Posts 7 to 10 times per day articles to their website</li> <li>• Retweets an article around once per day</li> </ul>	<ul style="list-style-type: none"> <li>• To bring users back to the website</li> <li>• To promote work from their news outlet</li> <li>• To keep their audience informed</li> </ul>	2/5 <ul style="list-style-type: none"> <li>• No UGC</li> <li>• No conversations with audience</li> <li>• KIRO Newsradio is more engaging than competitor</li> <li>• Competitors pages are a little bland</li> <li>• Very repetitive visually and content format wise</li> </ul>
	Instagram <ul style="list-style-type: none"> <li>• Photos</li> <li>• Videos</li> <li>• Reels</li> <li>• Story Posts</li> <li>• Highlights</li> </ul>	<ul style="list-style-type: none"> <li>• Infographics that engage audience like, "we asked you", "mask or no mask", "northwest reacts to Russia's Invasion of Ukraine", "office outfits are changing"</li> <li>• High quality journalistic photos</li> <li>• Videos explaining a news topic or going more in depth with story already covering</li> </ul>	<ul style="list-style-type: none"> <li>• Video every 3 days</li> <li>• Post once a day</li> </ul>	<ul style="list-style-type: none"> <li>• To keep audience engaged and entertained</li> <li>• To visually appeal to audience</li> <li>• To inform audience about current events</li> </ul>	4/5 <ul style="list-style-type: none"> <li>• Competitors Instagram is good example of what a news organizations page should look like</li> <li>• KIRO Newsradio should definitely take notes from competitor's Instagram</li> <li>• However, Instagram is great but Twitter is lacking so competitor could work on keeping voice and feel consistent</li> </ul>
	Facebook <ul style="list-style-type: none"> <li>• Links</li> <li>• A few videos</li> </ul>	<ul style="list-style-type: none"> <li>• Links to articles on their websites</li> <li>• News stories</li> <li>• Same content as Twitter</li> <li>• Some videos relating to their news stories</li> </ul>	<ul style="list-style-type: none"> <li>• Posts around 10 times per day</li> </ul>	<ul style="list-style-type: none"> <li>• To bring audience back to website</li> <li>• To inform audience with latest news articles</li> <li>• To promote their news articles</li> </ul>	2/5 <ul style="list-style-type: none"> <li>• No engagement happening with users who comment</li> <li>• Not much variety of medium of content used, only links articles</li> <li>• Kind of boring</li> </ul>



# SWOT

## Analysis



### STRENGTHS

- Posts consistently
- Keep consistent brand voice
- Brings audience back to main webpage
- Promotes radio show hosts well
- Keeps audience Informed
- Keeps professional news brand throughout each platform

### WEAKNESSES

- No response to audience queries and opinions
- Lack of visual variety
- Instagram not appealing
- Outdated formats
- Content changes but medium It is presented In stays the same
- Focus only on the radio hosts

### OPPORTUNITIES

- Curate more UGC (ideas In recommendations)
- Respond to comments and questions
- Create a Tik Tok
- Create a LinkedIn
- Create new visuals
- Tweet more from KIRO Newsradio, Instead of only links and retweets
- Think of new content to post other than links and radio host updates

### THREATS

- Competition's Instagram's are more visually appealing and Interesting, and up to date
- Competitor utilizes video more
- Competitor thinks about younger and older audience and does better bringing the two together
- Competitor posts a variety of content

# Recommendations

Post UGC from contests on Instagram, Twitter and Facebook.

Engage with the audience by answering questions and opinions. Especially when posing a question in the caption. Answer back so they felt seen and heard on every platform.

Make Twitter more audience based by replying to comments and questions.

Change variety of Twitter content, be more human and less robotic. Twitter is starting to look bot like, with only articles posted.

Pose more questions on Twitter relating to news topics and ask audience what topics they would like to see covered more.

Use fun Inforgraphics, create polls, and add high quality photos to Instagram.

Update Instagram for 2022 audience by making more fun and easy to look at. Change same photo of Gee Scott used many times for his podcast. Make thumbnail a photo of the guest or the topic spoken about. Also, feature more podcasts and add short clips of them.

Create more video content explaining stories Instead of just linking to MyNorthwest.com.

Focus on more than just the hosts and updates. Participate in celebratory holiday's, show Inside KIRO Radio, think of new content.

Use Facebook live more often.

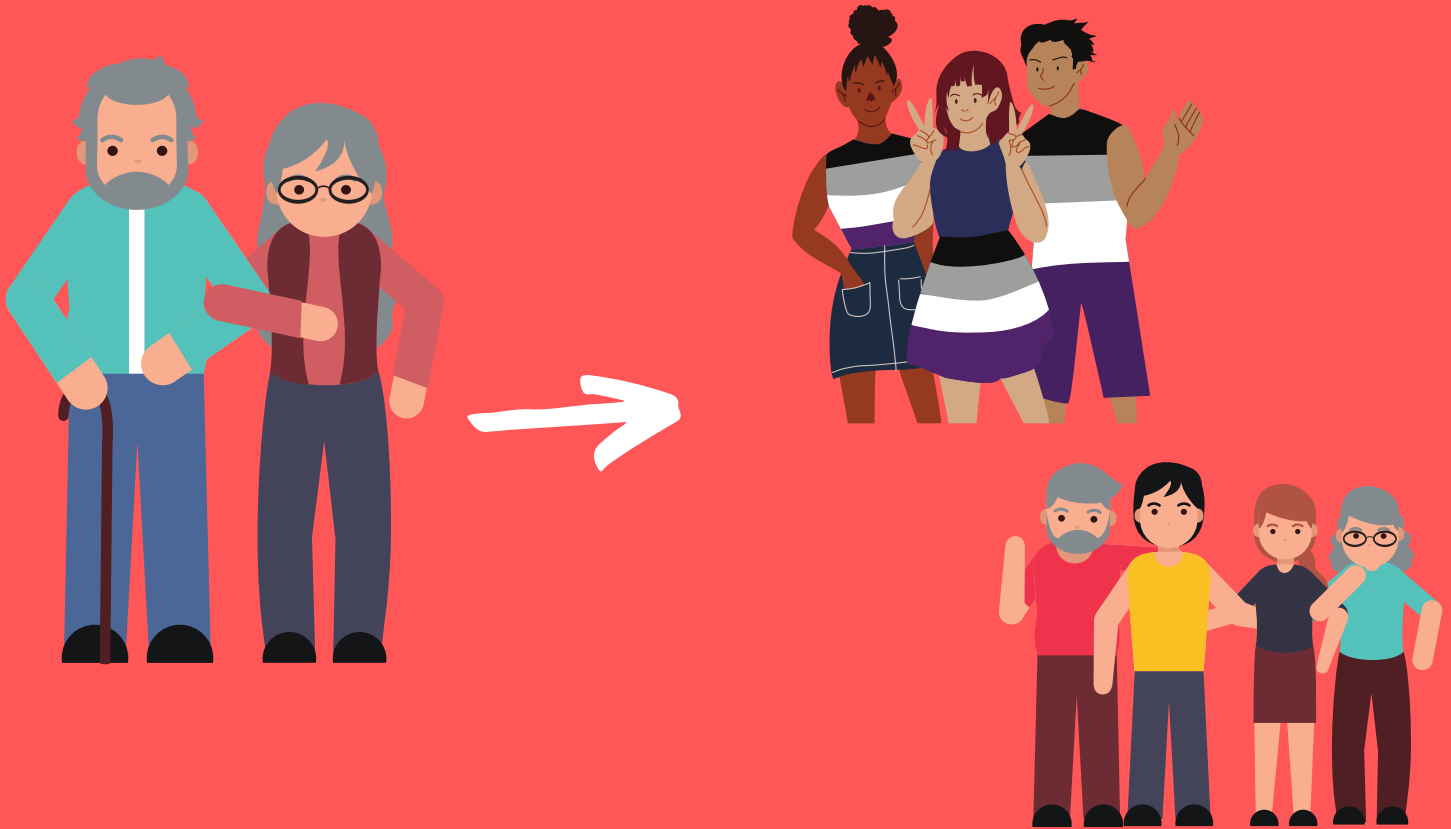
Create a TikTok, use more Instagram stories and find ways to appeal to younger demographic, as well as older.

Use an Influencer other than a host to promote KIRO Newsradio.

Should have a link tree in Instagram bio with links to stories.

Use emojis more on every platform.

# Target Audience



KIRO Newsradio focuses a lot on their older audience, age 40 and up through their Facebook page. However, many people on social media are younger, age 15-30. KIRO Newsradio consistently posts on social media but the way that format their content looks outdated. KIRO could make their Instagram cater to a younger demographic by adding more variety to their posts and posting higher resolution images. They could also do more than just posting links to MyNorthwest.com and make their stories more interactive. The same goes for their Twitter. By updating their social media formats to make them more fun and engaging, KIRO Newsradio can gain more of a younger audience.

# SMART Objectives

KIRO Newsradio will Increase their Twitter response rate by 50% by the end of June.

KIRO Newsradio will Increase their audience's demographics for those ages 17-28 by 20% by the end of June.

KIRO Newsradio will post at least one user generated content post on their Instagram per week.

KIRO Newsradio will coordinate with one nano Influencer by the end of June.

KIRO Newsradio will create a Tik Tok page and have at least one post made by the end of May.



97.3FM

**KIRO**NEWSRADIO



# Strategy

Bonneville Seattle's mission is to connect (Seattle, 2018). Yet KIRO Newsradio's social media lacks connection. Especially when they say they want to connect discussion to understanding. Not replying to audience questions leaves them confused and uninformed.

They also claim to connect people in the community but fail to cater to a younger audience in their social media.

This social media strategy is aimed at increasing audience engagement rates, response times, and creating a better atmosphere for a younger audience.

Users will ask KIRO questions and will get no response. One of my SMART goals is to increase the Twitter response rate by 50% by the end of June. To do this, KIRO Newsradio will need to pay more attention to Twitter comments, replies and questions. My strategy is to add one hour per day designated to responding to Twitter questions and opinions.

Another SMART goal is that KIRO Newsradio will increase their audience's demographics for those ages 17-28 by 20% by the end of June. To do this they will have to add high quality photos, fun infographics and more content ages 17-28 would want to see. Seeing as KIRO's brand voice is already fun, yet professional, updating their Instagram will only add to that. They can track this by the Instagram analytics on their account.

As a past media brand ambassador, I understand the importance of promoting content. In this strategy KIRO Newsradio will use a nano-influencer to promote their brand. Someone who participates in KIRO contests and giveaways from ages 20-30.

The last part of this strategy is to create a KIRO Newsradio Tik Tok. Something their competitors are doing is having one host use a personal account, and connect it to their company. Many of KIRO's hosts have their own podcasts so converting this to Tik Tok would be natural. From there, they would affiliate themselves with the KIRO Newsradio brand and post content in a collaborative way.



# Content Calendar

[Link to full calendar](#)

My main focuses for this content calendar are promoting user generated content, video content, responding to comments, replying to tweets, using fun Infographics, and crafting original tweets.

For my calendar I focused on Instagram and Twitter.

For my first week, I focused on Baseball season and St. Patricks day because they were happening at the time. St. Patricks day could be replaced with any holiday and baseball could be replaced with any sport.

On Instagram, I started with a post of KIRO broadcasting a past baseball game. For the caption, I explained that we would be sharing user generated content from people at Mariners Games and to tag KIRO Newsradio to be featured. Throughout the week I would post UGC on our Instagram story with a comment like "great game!" or "love that picture!". For each day I also Included the biggest news story of the day. Where It says content type, story, that means there will be a news story. Not to be confused with format, story, which means It will be posted on the Instagram story. I also highlighted St. Patricks day with another UGC theme. This time I asked people to highlight their Seahawks green photos, which Is a partnership KIRO Newsradio has.

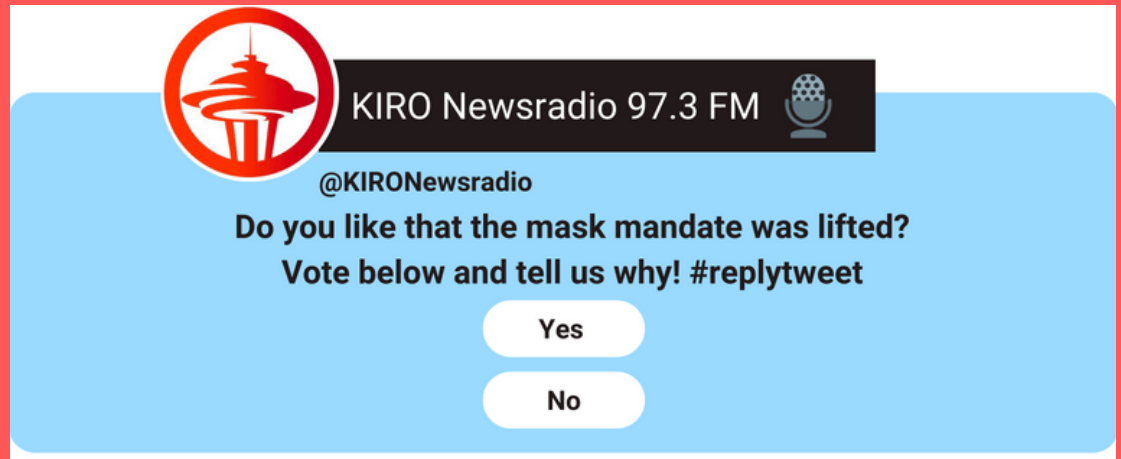
On Twitter I used #replytweet to engage the audience. I also added polls for some of the posts and asked people what they wanted covered. From those opinions, I added tweets with curated content for the audience. For that content I used #trendingtuesday. I also added tweets like "Happy St. Patricks Day!" or "Happy Monday" to make KIRO's Twitter appear less robotic and more personable. KIRO's brand voice Is fun, personable and professional but they rarely utilize It for original tweets.

The next week Is similar, but instead I focused on Women's History Month which was happening during that time.

For the weekends, I kept It short with only one post per platform, as people usually aren't as active on those days.

# Sample Posts

## Twitter



## Instagram



# Facebook



**KIRO Newsradio**

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**How do you feel about the mask mandate being lifted? Comment below, we want to know your opinions.**

[www.MyNorthwest.com/washingtonstatewidemaskmandate](http://www.MyNorthwest.com/washingtonstatewidemaskmandate)

## The masks come off: What you need to know w statewide mandate ending March 12

Mar 11, 2022, 10:49 AM | Updated: Mar 12, 2022, 7:26 am



 **Fred Meyer**



**Lay's Potato Chips**

Valid until Mar 12, 2022

[View Weekly Ad](#)

COZY UP TO THE

WEBSITENAME.COM

**Link to the article on MyNorthwest.com**

[Learn More](#)



541

26 Comments 87 Shares

 Like

 Comment

 Share





# Evaluation

One of the most Important things for KIRO Newsradio is ratings. Having a large audience Is vital to keeping a radio station alive. By following this social media strategy, KIRO Newsradio will not only create a better overall feel of their brand, but will Increase audience size.

What KIRO does well Is consistent posting and keeping the same brand voice throughout their platforms. They also do well linking back to MyNorthwest.com and promoting their hosts.

What KIRO needs to Improve on Is audience engagement, updating their content and giving It more variety.

My strategy outlines ways for KIRO radio to Improve their content by staying true to their values.

My SWOT analysis outlines opportunities for KIRO like creating a Tik Tok, posting more UGC, tweeting more from KIRO Newsradio and creating more visuals.

My recommendations outline suggestions for making new content like creating Infographics, adding more vidoes, tweeting fun holiday content.

My strategy explanation and content calendar outlines these Initial findings and put them Into a plan. The campaigns focus on audience opinions, sharing their content from them, curating news for the audience and targeting a younger audience.

With this strategy KIRO Newsradio will only enhance the features they already have and further enrich lives In the Seattle community.

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