

## Listener Comments

Feel free to engage with your followers by reacting or responding to their comments on your posts. Positive comments and questions bring in more support and listeners.

If you find a comment that is racist, homophobic, xenophobic, transphobic, ableist or sexist, you always have the right to delete it from your page. If you are unsure of what to do about a hurtful comment, tag KYRS and we can figure out what to do. Another way to handle negative comments is to not engage. You don't need to delete it if it is not appropriate, but you don't have to respond, either.

If you don't know the answer to a question or comment, you can tag KYRS to draw our attention to it.

## Best Practices

Engage with your audience by asking open-ended questions or by asking them to participate or take action.

Post different kinds of content: articles (with a pull quote) surveys, questions, polls, photos, videos, or other content. Keep it short & concise to maximize audience engagement. Tag any people or companies, tag the location, and encourage cross-posting to reach more audiences.

If you want the station to post content, for you, the two contacts are:

Newsletter: Newsletter@kyrs.org  
All other social media: Social@kyrs.org

If you use illustrations or photos, be certain that they are commercial-free or that the license is correct.

The algorithm differs on each form of social media, so the more posts you have, the better. Below are some guidelines to start attracting folks to your page. There is a science to the time you post, as well -- lunchtime and evenings tend to be the best times to post to attract the most attention.

Instagram: 3xday + story  
Facebook: 3xday + story  
Twitter: As much as you want



# KYRS Social Media Policies

Social media is a powerful tool for community engagement and interpersonal connection with your audience. It creates opportunities to showcase your show and the station to a wide audience. KYRS supports individual programmers' and volunteers' use of social media to promote their show and communicate with listeners in a way that reflects our collective values. You may use a personal social media account or a specifically created social media account to share updates and information about your show. This document contains important guidelines to keep in mind as you engage with social media as a member of the KYRS community.



# Community Values and Guidelines

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## Respect and Dignity

KYRS Thin Air Radio's goal is to build a strong, listener-supported community radio station that empowers people, ethnic minorities, low-income people, and other marginalized groups, to strive for a more just and sustainable world. Any writing, artwork, photographs or other content on social media should support these values and communicate about the subject of your post with respect and dignity.

Although art, music and politics often tackle difficult subjects that discuss complex human issues and experiences, please handle the subject in a responsible way. If content appears in a KYRS-related post that is considered discriminatory, sexist, racist, or otherwise inappropriate, you may be asked to change it or take it down. If you have any concerns or questions about any content, please ask the program director or station manager.

## Acknowledgement of KYRS As Your Station

We encourage you to leverage social media to raise awareness about your show and your volunteer work at Thin Air Community Radio, but please tie announcements and content to the station. Simple ways include sharing a link to the station's website, listing the KYRS name in the post, or letting listeners know where they can find you on the dial and online. Don't use social media accounts to express negative comments about KYRS, and don't monetize any KYRS-related social media page.

## Use of Copyrighted Work

Please respect copyrights of creators. This means only using images and content that you have permission to post, adding an acknowledgement of the creator or source and, if you can, linking back to the original source. Photographs that you have taken or asked specific permission for may be used. Additional resources for free images include Upsplash and Creative Commons.

## News Programming and Community Affairs Programs

Social media has become a quick and wide-reaching tool for local, national and community news writers. With this comes a responsibility to facts, transparency and fair reporting. Please follow these guidelines:

-If you plan to use social media in our community affairs or news programming, make a clear distinction about whether you are expressing an opinion or a fact.

-Do not endorse political candidates. As a nonprofit educational organization, we are not legally permitted to endorse candidates.

-Respect all copyright laws for sourced material (see the "Use of Copyrighted Work" section for more information).

-Field reader comments with respect (see more information on dealing with negative comments and aggressive posts in the "Listener Comments" section).