



WKAR COMMUNICATIONS

Social Media Transition Plan

Consolidating our channels into one unified, purpose-driven presence

Confidential information — do not share outside this planning group



WHY WE'RE DOING THIS

Rationale

Bringing all channels under one umbrella brand:

UNIFIED BRAND STRATEGY

- United, consistent voice across every platform
- One global strategy instead of siloed pages
- Each platform gets a clearly defined purpose and demographic

WHAT THIS UNLOCKS

- Sharper audience targeting
- Stronger community building
- Monetization for users & underwriters
- Cleaner data reporting
- Optimized content, creative & staff bandwidth



WHERE WE STAND

Today: A Fragmented Map

Facebook	Instagram	Twitter	LinkedIn	YouTube
WKAR Pub Media WKAR News 90.5 Classical Que Onda Life Meets Tech	WKAR Official	WKAR WKAR News 90.5 Classical WKAR Current State	WKAR	WKAR WKAR Pub Media Backstage Pass Art Build

5 platforms, 15 handles — fragmented reach, inconsistent voice, and duplicated effort.



WHERE WE'RE HEADED

Tomorrow: One Unified Presence

Single page: Facebook, Instagram & LinkedIn

Multi-channel YouTube

Sunset Twitter

Facebook

WKAR Official (Page)

Groups:

→ 90.5 Classical

→ Que Onda

Instagram

WKAR Official

LinkedIn

WKAR Official

YouTube

WKAR Official (Page)

Channels:

→ WKAR Family

→ WKAR News



PURPOSE & AUDIENCE

Promotion Platforms



Facebook

PURPOSE

Promotion

CONTENT FOCUS

Breaking News & Local Programming

DEMOGRAPHIC

45+



Instagram

PURPOSE

Promotion

CONTENT FOCUS

Community News, Events & Family Programming

DEMOGRAPHIC

18–44



LinkedIn

PURPOSE

Promotion

CONTENT FOCUS

Station Updates & Business Connections

DEMOGRAPHIC

Underwriters & Community Partners

**Impact & recognition messaging will span platforms but will be shaped by audience.*



Platform Content Mix



Facebook

- Breaking news ONLY (1–2/day)
- Promo reels for local programming (TV & Radio)
- The Mid promo
- Events & partnerships

*Option: Facebook Groups for 90.5 Classical & News
→ shows in our community*



Instagram

- Other news (1–2/day)
- Community updates for families
- Lifestyle or “fun” stories
- Promo reels for local programming (TV)
- Events & partnerships



LinkedIn

- Station news
- HR — job postings
- Underwriting acknowledgments
- Community business connections



DELIVERY

YouTube — Delivery Channels

	WKAR Official	WKAR Family	WKAR News
Format	Full Episodes Reels Podcasts	Full Episodes Reels Podcasts	Full Episodes Reels Podcasts
Content	Local Programming Partner Projects Community Connections Station Insider	Kids Programming Educator Programming Parent Programming	Features News Sports Lifestyle Arts & Culture The Mid
Demographic	General	Kids (0–17), Parents & Educators	General

Underwriting placement & guidelines and **pay & reporting model** — in development with Advancement.



REVENUE OPPORTUNITY

Underwriting Potential

Working with Advancement to...



Identify digital real estate for the rate card



Create meaningful opportunities for audiences & underwriters



Define standards and strategy



REVENUE OPPORTUNITY

Digital Ways We Raise Money



What Does the Data Say?

Look at performance both during and outside of fundraisers to understand what's really driving support.



A Social Path to NPR+

Social is a strong channel for growing NPR+ subscribers — a social-good way to build recurring support.



Digital Premiums

We're already seeing success offering digital premiums as an incentive for giving.



HOW DO WE MEASURE SUCCESS?

KPIs

Step 1: Pull baseline data (control) before measuring change.



SOCIAL

- Increase in followers
- Increase in follower diversity
- Increase in engagements per post
- Increase in clicks per post



WEBSITE

- Increase page views
- Increase source referrals



WHAT TO EXPECT

Transition Timeline

1

2

3

NEXT WEEK

- Reduced posting on extraneous Facebook pages
- Create Facebook Groups & start funneling content
- Announce the transition on Facebook pages

LAST WEEK OF APRIL

- Convert / create YouTube channels
- Start funneling content (e.g., Curious programming & NOVA)

SECOND WEEK OF MAY

- Sunset extraneous Facebook pages

ACTION ITEMS

- Manually pull data for archives — interns?
- Approach Jody & Jamie separately about consolidation and moving forward
- Run campaign for 2 weeks before sunsetting



SAMPLE COPY

Transition Messaging

WKAR News

Page sunsets June 12

"Thank you for following WKAR News for your daily updates! We are consolidating our social channels to better serve you. Follow @wkarofficial or visit wkar.org for your news fix."

90.5 Classical

Page → Facebook Group

"We are transitioning this Page to a Facebook Group to better serve you with the content and connection you enjoy with your favorite local radio hosts. Join our community at @wkarofficial."

¿Que Onda Michigan?

Page → Group · EN/ES

"We are transitioning this Page to a Facebook Group with the latest in lifestyle, sports, arts & culture, and community events. Join our community at @wkarofficial."

Full bilingual copy (English/Spanish) and video scripts are finalized in the messaging doc.



STAFF HIGHLIGHTS

Social Policy



DO

Engage with WKAR audience comments respectfully, professionally, and as a representative of WKAR — disclose your affiliation and note that opinions shared are your own, not WKAR's.



DON'T

Post photos taken in WKAR spaces and work settings without prior approval from the Director of Communications.



DON'T

Share business information discussed during internal meetings, including monthly All Staffs — announcements, news, updates, and messaging not already posted across our official channels.



OPEN ITEMS

Needs & Next Steps

KEY ACTIONS

- Best to pivot while Karel is here — make the transition intentional to internal & external stakeholders.
- Train interns for scheduling and content creation.
- Plan for supporting Johnny and transitioning a portion of responsibilities to the Digital Team — open question: who handles DMs?

REFERENCE DOCS

- [Current content & campaigns](#)
- [Global content calendar \(ex. from Kevin\)](#)
- [Current social schedule](#)
- [Finalized social policy](#)



Questions?

Social Media Transition Plan — WKAR Communications