

The background is a dark, textured wooden surface. In the top right corner, a white book with the word 'VEGETABLE' printed vertically on its cover is partially visible. In the bottom right corner, a hand holds a white smartphone. The phone's screen displays a red-themed app interface with a menu on the left and several content tiles labeled 'NOTES', 'REZES', 'SUGGESTIONS', 'ARTICLE', and 'TIPS & TRICKS'.

# Connecting with Mana'o Radio Listeners and Followers on FACEBOOK

By Danielle Miller



# Mana'o Radio Facebook

A look at what's working with Mana'o Facebook posts



## Posting Strategies

How to find great content and schedule posts



## Outreach

Sharing posts to Facebook groups and personal profiles

- ★ How many people have seen Mana'o posts this year?
- ★ How many engaged with Mana'o posts this year?

★ How many people have seen Mana'o posts this year?

208,281 People Reached YTD (127, 539 organic)

★ How many engaged with Mana'o posts this year?

9,382 People Engaged

# Top Posts



Mana'o Radio, 91.7 FM, Maui, Hawaii is 📻 listening to The Blue Bus. ...

Published by FJ Forest (?) · March 9 · 🌐

TAKE IT TO THE LIMIT one more time! Here's the Mixcloud posting of this week's 'RANDY MEISNER' Blue Bus ride, in case you missed Thursday's live broadcast. Forest marks the 72nd birthday of the founding bassist of the Eagles and original Poco member. Randy's lead and high harmony vocals were a key ingredient in those groups. Happy Birthday Randy! Ride on! You're either on the bus or you're not. Turn on, Tune in, Drop out! ☮️ ❤️ & 🎵

Please like the Blue Bus page: [facebook.com/thebluebus.org](https://www.facebook.com/thebluebus.org) 🙌 📻 🙌

<https://www.mixcloud.com/thebluebus/08-mar-18/>



MIXCLOUD.COM

**The Blue Bus 08-MAR-18**

This week, 08 Mar 2018, The Blue Bus route sign reads 'RANDY MEISNE...



3,028 people reached

Boost Post



Mana'o Radio, 91.7 FM, Maui, Hawaii ...

Published by Alan Weaver (?) · 18 hrs · 🌐

We play vinyl on Manao Radio!



723 people reached

Boost Post

# Top Posts

 **Mana'o Radio, 91.7 FM, Maui, Hawaii** is 📻 listening to The Blue Bus.   
Published by FJ Forest [?] · May 4 · 🌐

BOTH SIDES NOW! Here's the Mixcloud posting of this week's Blue Bus 'CLOUDS' ride, in case you missed Thursday's broadcast. Forest marks the 49th anniversary of Joni Mitchell's second studio album in 1969. In our musical history, some have called her lyrical talent the female equivalent of Bob Dylan. Listen for some of Joni's all-time classics. Ride on! You're either on the bus or you're not. Turn on, Tune in, Drop out! 🕒 ❤️ & 🎵

Please like the Blue Bus page: [facebook.com/thebluebus.org](https://www.facebook.com/thebluebus.org) 🙌 📻 🙌  
<https://www.mixcloud.com/thebluebus/03-may/>



MIXCLOUD.COM

## The Blue Bus 03-MAY-18

This week, 03 May 2018, The Blue Bus route sign reads 'CLOUDS!' As...

👤 2,601 people reached

Boost Post

 **Mana'o Radio, 91.7 FM, Maui, Hawaii** is with Tim McCallum and 28 others at 📍 VFW Post 3850 - Maui, HI.   
Published by ME Social Media [?] · March 21 · Kihei, HI · 🌐

Many mahalos to those who attend the Mana'o Radio Sweet Sixteen Birthday Party last weekend and made it a huge success!

If you couldn't make it, please enjoy this little teaser of what you missed and we hope to see you next year at the Mana'o Radio 17th Birthday party!



📍 Your video is popular in [Hawaii](#)

Boost Post

290 Views

👍 Like

💬 Comment

➦ Share



- ★ Have fun! Use video and memes to get your audience's attention.
- ★ Share your expertise and personality! Give people some insight about the musician, genre, or album.
  - Why are you a DJ?
  - What made you choose the type of music you play?

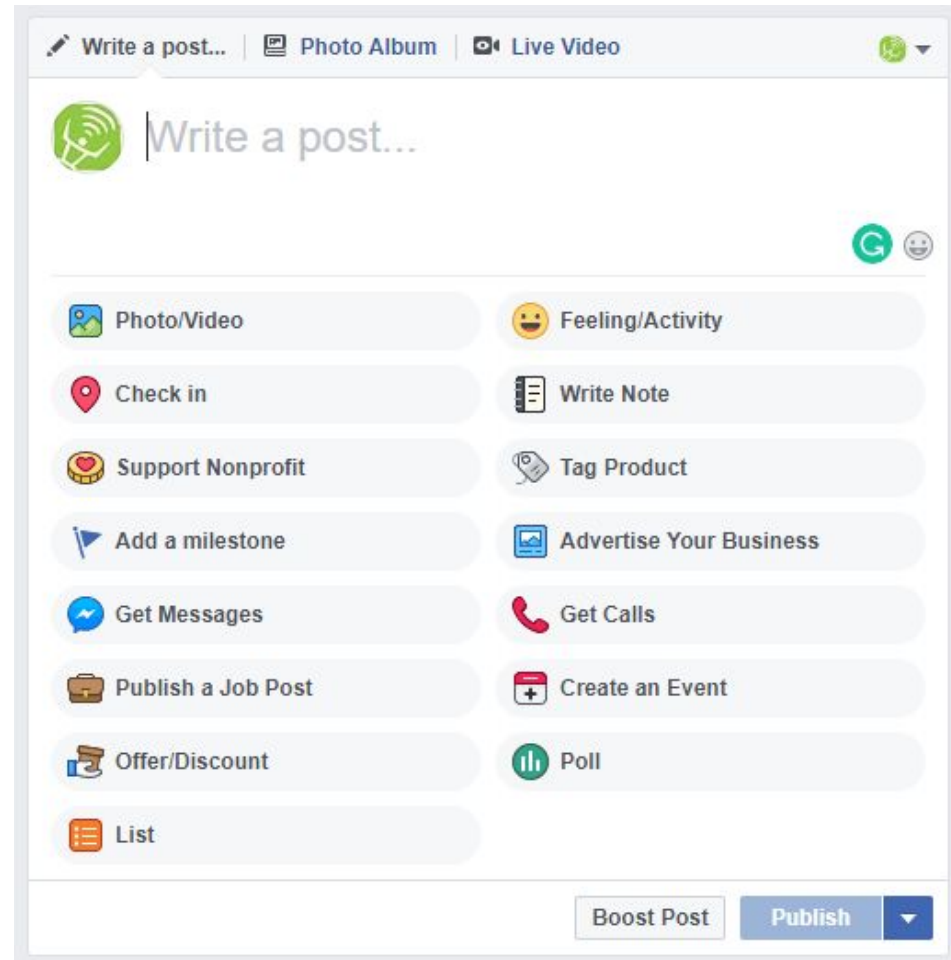
- ★ Use a call to action! Remind people to stream your show or follow your page for more.
- ★ Tag others! Posts that tagged people or places performed better.
  - Only people can tag people
  - Use @ then type page or event name
- ★ Spread the word! Share the post in relevant groups.

# CREATING A POST

## Let's create a post!

Choose media type:

- Text only
- Photo
- Video
- Shared content



The screenshot displays the Facebook 'Write a post...' interface. At the top, there are three tabs: 'Write a post...' (selected), 'Photo Album', and 'Live Video'. Below the tabs is a green speech bubble icon and a text input field labeled 'Write a post...'. To the right of the input field is a green 'G' icon and a smiley face icon. Below the input field is a grid of 15 media type options, each with an icon and a label: 'Photo/Video' (camera icon), 'Check in' (location pin icon), 'Support Nonprofit' (heart icon), 'Add a milestone' (flag icon), 'Get Messages' (speech bubble icon), 'Publish a Job Post' (briefcase icon), 'Offer/Discount' (tag icon), 'List' (document icon), 'Feeling/Activity' (smiley face icon), 'Write Note' (notepad icon), 'Tag Product' (tag icon), 'Advertise Your Business' (megaphone icon), 'Get Calls' (phone icon), 'Create an Event' (calendar icon), and 'Poll' (bar chart icon). At the bottom right, there are three buttons: 'Boost Post', 'Publish', and a dropdown arrow.

# CONTENT CREATION TOOLS

[www.canva.com](http://www.canva.com)

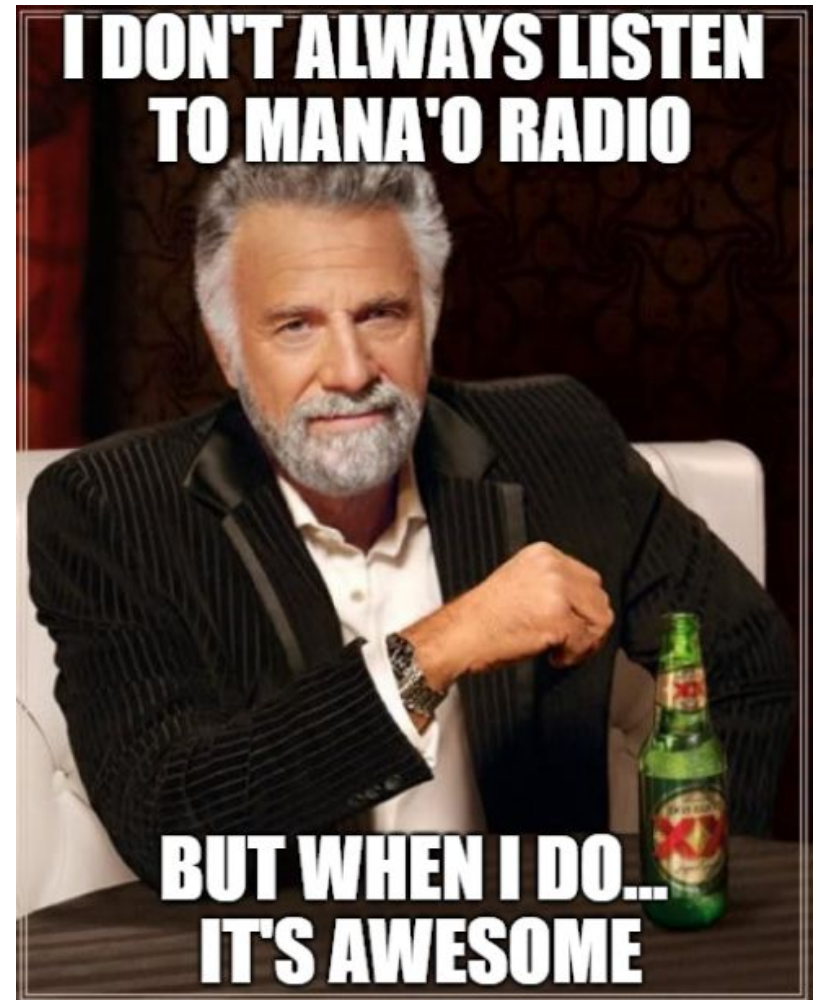
[memegenerator.net](http://memegenerator.net)

[imgflip.com/memegenerator](http://imgflip.com/memegenerator)

[Biteable.com](http://Biteable.com)

[pablo.buffer.com](http://pablo.buffer.com)

[Wikipedia.org](http://Wikipedia.org)



# SEARCH FOR CONTENT

A screenshot of a Facebook search results page. The search bar at the top contains the text "favorite song on the radio". Below the search bar, the "Videos" tab is selected and circled in red. The search results show a list of videos. The first video is titled "That moment your favourite song comes on the radio." by Rhonda 'Mcqueary' Crouch, posted 13 minutes ago with 18 views. The second video is titled "When your favourite songs plays on the radio!" by Peter Kay Fans, posted May 10, 2017, with 550K views. The third video is titled "Portuguese Radio Problems" by Portuguese Kids, posted October 15, 2016, with 316K views. On the left side, there are filter options for "Filter Results", "POSTS FROM" (Anyone, You, Your Friends and Groups, Choose a Source...), "POSTED IN GROUP" (Any group, Your Groups, Choose a Group...), "TAGGED LOCATION" (Anywhere, Haiku, Hawaii, Sandwich, Massachusetts, Choose a Location...), and "DATE POSTED" (Any date, 2018, 2017, 2016, Choose a Date...). At the bottom, there is a "Links" section with a "See All" button.

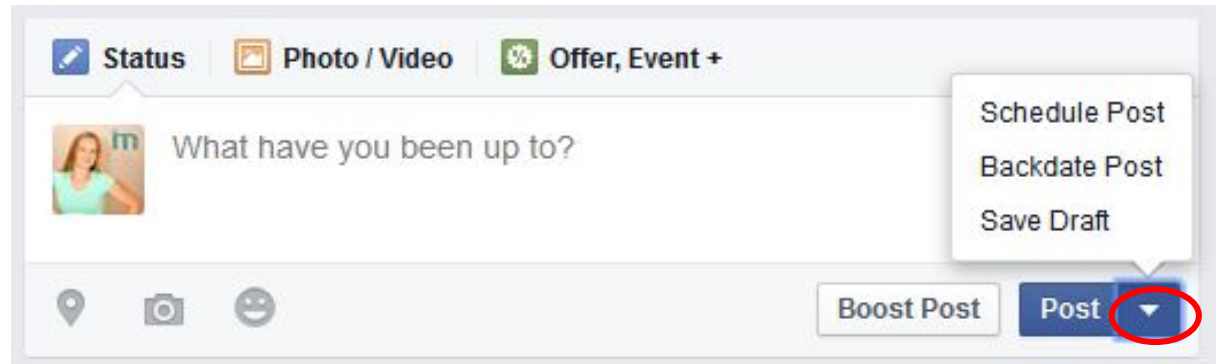
A screenshot of a Facebook video player. The video shows a couple sitting in the front seats of a car, looking out the window. The video is titled "favorite song on the radio" and is from the "Peter Kay Clips/videos" page. The URL in the address bar is "https://www.facebook.com/PeterKayClips/videos/1507583959292365/". A red arrow points from the URL to the video player. The video player has a play button in the center and a progress bar at the bottom. On the right side, there are options to "Like", "Comment", and "Share". Below the video, there are comments and a "Write a comment..." box.

A screenshot of the Mana'o Radio Facebook page. The page header shows the name "Mana'o Radio, 91.7 FM, Maui, Hawaii" and the profile picture, which is a green logo with a radio tower. The cover photo features a microphone and the text "Thoughtful... Creative... Eclectic... Radio! MANA'O RADIO (91.7 FM) MAUI Live Streaming @ Mana'oRadio.com". The page has a "Home" tab selected, showing a "Write a post..." box, a "Photo Album" section, and a "Live Video" section. On the right side, there is a "Contact Us" button and a "Radio Station" section with a "Contact Us" button.

1. Search for share-worthy content.
2. Click on the post.
3. Copy URL
4. Paste it on the Mana'o FB page.

# SCHEDULING POSTS

Schedule posts to promote your show!



## Before

- Remind people your show is streaming soon.
- Teaser for today's theme

## During

- Ask questions for listeners to answer on FB
- Share behind the scenes photos

## After

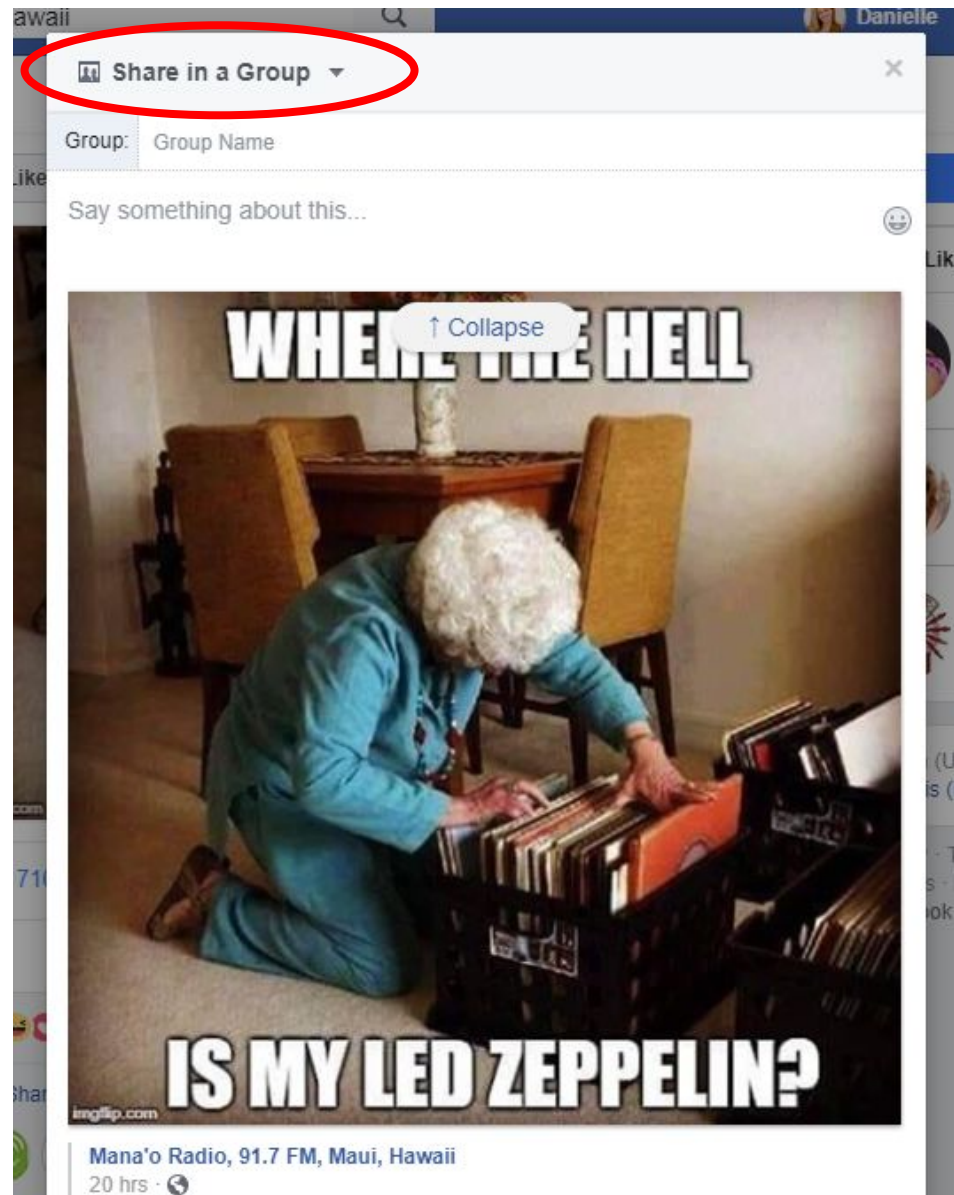
- Thank them for listening
- Share your favorite part of today's broadcast

# SHARING POSTS

Once the post is published, you can share it to groups or your profile by clicking on the “share...” button.

Use the dropdown menu to choose where to share it.

Customize the caption for best results.



# SUMMARY

## Facebook Groups

[MAUI NIGHTLIFE](#)

[Hawaii Music Magazine](#)

[The Getting to Know Maui Group](#)

[Fun & Fabulous Events on Maui](#)

[Maui Bulletin Board](#)

[Visit Live Love Maui](#)

[BIG ISLAND MUSIC](#)

[Garden Island Music Kauai](#)

[>> Start your own group!](#)

[Music Hits 80's & 90's](#)

[Pop Years 1965 - 1974](#)

[CLASSIC ROCK](#)

[Music and Lyrics](#)

[Memory Lane Music](#)

[WE LOVE DISCO MUSIC!](#)

[Oldies Music 📻](#)

[Soul music](#)

[FB Oldies Music Station](#)

# Questions?