



Gloucester FM

Report 2014-2015

Acknowledgements

Carol Francis	Jacky Francis
Chris Maltby	Jerry Hipkiss
JJ Watkins	Marc Moyse
Eric Newell	Carol Smith
Andrew Harley	Colin Riley
John Mustoe	Charles Wallace
Sajid Pandore	Vere Richards
Verona Vidal	Reg Thompson
Stantek Electronics	Matthew Cornwall
Severnside Security	Card Cabin
am-pm design & print	The Citizen
Gloucester City Homes	Daveys Maintenance
Gloucester City Council	Hallmark Hotel
Children Services- Gloucestershire County Council	HATS
Gloucestershire County Council	JNBS UK
Diamond Hair Salon	Walls Club
The Oldham Foundation	Elevation / Registry

Many thanks to everyone that participated in delivering music, news, information, advice and interacted with the community on GFM.

The object for which the company is established are to advance the education of the public and in particular the black and ethnic minority and disadvantaged communities in the city of Gloucester and to contribute to their well being by the provision of a community radio

Invest in people that are involved in the organisation, assessing, evaluating and customising training inatives to make it assessable and relevant to GFM presenters / volunteers whenever possible as follows:

Technical production and studio skills
Interviewing and presenting
Understanding radio, community and commercial

Provide and play a professional blend of music of black origin, news, information and advice that will ensure audience participation - providing pleasure to the listener and an audience for perspective advertisers

Ensure a minimum of 5 places for presenters / volunteers between the age of 16-25 who can go on and pursue a career in broadcasting and a minimum of 2 female presenters

Endeavour to broadcast programmes that will empower listeners either through music played or information provided for our multi cultural community

Provide helpline numbers for Alcohol and Drug Abuse, Aids, Careline, Confidential Counselling, Rape crisis Line, Victims of Crime, Sickle Cell and whatever may be deemed necessary to the community

GFM is committed to proving equality of opportunity; therefore our recruitment policy will endeavour to involve people from all ethnic backgrounds

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Dear Members

This year GFM has been celebrating broadcasting for 15 years, what a year it has been so far. The publicity afforded to GFM has been surprising, it was initially difficult getting any acknowledgment of GFM achievements, this led some questions being asked that clearly made those that are in charge or various media organisations uneasy.

Nevertheless, the publicity raised GFM profile for a while; there were some email and phone calls and meetings planned with new presenters with little or nothing coming of it.

However, every volunteer that has been a part of Gloucestershire longest running community radio station should feel proud that they helped to create history in Gloucester.

GFM longevity was not lost on the Oldham Foundation, the organisation sponsored this year GFM Awards & Fundraising Dinner & Dance and has confirmed in writing two payment of £1500 for GFM in 2016.

I have no doubt that had it not been for John Oldham's desire to do an article for the BBC to acknowledge GFM as the Gloucestershire longest running community radio station GFM would not have had the publicity it did, on behalf of the board I sincerely thank John Oldham for the recognition and support of GFM 96.6

Some of you might be wondering why the aim and objectives is listed on the first page, quite simply, many of you probably have no idea why GFM was borne or what it was granted a full time community radio by Ofcom to do, hopefully everyone now understands what GFM role in the community is having now read it.

Earlier in the year following meetings with volunteers to talk about the future of GFM I went on air to talk about the need for new volunteers and for people to come forward and join the board, it's pleasing that Albert Gardiner came forward to become GFM minute taker, Reg Thompson, GFM Treasurer and Carol Smith, Assistant Treasurer.

GFM also welcomed some new young volunteers to the young people community link crew, their enthusiasm and desire to be part of GFM has been heart warming, please take time to view the video they did advocating the benefits of being on GFM on GFM youtube.

It's even more pleasing that Holly now has a co partner, Ashleigh joined GFM doing the news and then moved to co-present CLS Friday Edition with Holly, the interaction between Holly and Ashleigh gets better and better each week, well done guys.

This year GFM commissioned a report on GFM, it's been my view that the station was drifting along, and I referred to this in my report last year. With the

board reduced to three for most part of the year, ideas to move GFM forward were not the priority; continual freighting to pay bills and repairs became the norm. This is not good for the future of GFM. The board has done its best to implement the finding from the report, but in order to deliver; the station needs new volunteers that have the desire to drive GFM forwards for the next five years and beyond.

Now is the time for those that have long had views on what GFM should do to come forward and take ownership of their ideas and work with the board to deliver it.

Daytime programme continue to be hit and miss; not having regular presenters and presenters for other programmes has resulted in a down turn in listeners and securing advertising.

Having a dedicated music channel has been invaluable; many thanks to Jerry Hipkiss for ensuring advertising slots purchased are played while GFM is in the mix.

However, some presenters have taken advantage of the opportunity to make pre-recorded programme to play when they know they will not be present, this sound much better than just music in the mix.

Music Committee: Training presenter to make pre-recorded programme now falls under the remit of the MC, please contact Vere Richards to receive training to make pre-recorded shows. The music committed has embarked on lots of works and they have indicated that all works will be completed by 1st December 2015. On behalf of the board, I thank Vere Richards, Head of GFM Music Committee, Helen Williams, John Mustoe, Daniel Cunningham, Issachar Foster and Lloyd Morris for the works done so far

Enco Upgrade: On behalf of the board I'm pleased to report the essential upgrade to Enco PC and software is more or less been completed, I will continue to oversee the upgrade until all the works is completed. There is still some teething problem to be ironed out; the upgrade included the facility for GFM presenters outside Gloucester to do remote broadcasts.

Furthermore, the upgrade will also save GFM £1000 a year, GFM no longer has to pay 1K each year to use Powergold to schedule music. The Enco upgrade included the scheduling facility.

On behalf of the board I must thank Jerry Hipkiss for work he put into building new clocks, learning how to use the new system while presenting the breakfast show, loading adverts and reading the news, Jerry dedication ensured things were up and running as soon as possible, Jerry deserved his well earned rest after the work he did.

Glos Jam: I'm pleased to report that once again GFM was the lead organisation for the Kite Festival and Jamaica 53 Independence celebration in Gloucester in 2015.

This year the weather was again “Hot- Hot” again and I’m told was a huge success, I sincerely hope the board continues to support Glosjam to ensure this event continues for the foreseeable future.

On behalf of the board I must thank Verona Vidal for taking the lead and working extremely hard to make this event happen and for funds secured for GFM. Without Verona’s energy and enthusiasm the event would take place, well done Verona

GFM Website: It was hoped that the site would be upgraded and more compatible with ipads and held devices and made easier to manage in house, unfortunately, the works was done, but it is hoped this will be done in 2016. However, GFM is still in need of someone that will be dedicated to managing and maintaining GFM website to maximise GFM website advertising to potential advertisers to help secure more income via the website to keep GFM on air.

GFM have been blessed that despite stepping down as a presenter, Sajid Pandore has continued to keep some elements required on the website current, new presenter photo and bios, banner for GFM party’s and papal setups to sell tickets were all done by Sajid. He as also provided us with some statistical information for the website, please see attached. On behalf of the board I thank Sajid for help given to me personally and GFM.

This year GFM finally launched its own app for android and smart phone, GFM is now available on iphone, android and smart phone, thus making it easier to listen and keep in touch with GFM via the phone when on the go, wherever you are, we are. It is hoped that those that use the app also take up the advertising on the app, and help GFM to generate income. Exaget GFM app partner has provided statistical information on the usage, please see attached

Gloucester FM face book and twitter: This is another area in which we have struggled to get to grips with, not having the resources or know how to manage the aforementioned have been detrimental to GFM in the past. However, the power of social media to promote GFM 15 birthday party is an example how its use can generate interest, the money made on the door was in part due to social media marketing.

Furthermore, as a direct consequence of the use of social media to help promote GFM 15 birthday party, Mutsa Muzenda presented a report on the use of the social media to the board, please see attached

I’m pleased to report that the board accepted Mutsa proposal, Mutsa is now GFM social media manager and has been given the authority to create a team to work with him.

Fundraising: I’m pleased to report that all GFM fundraising events so far have generated much needed revenue; it’s even more pleasing to see the amount

of donations being given by listeners and some presenters. I must also thank Neil and all staff of Elevation / Registry for the support given to GFM in 2015, the club has even sited GFM banner on the side of the club to help promote GFM.

On behalf of the board, I must thank the Northern Soul Family, Dave Thorley, Leon Brown, Jerry Hipkiss and Marc Moyse for putting on another Yate reunion fundraising event, it's very much the board desire to see more volunteers step up to the plate and put on events.

With this in mind and the need for presenters to take ownership and get involved with fundraising to help keep GFM and them on air. Next year there will be on air fundraising. Each presenter will be expected to interact with his or her listeners while on air to raise funds, money can be donated direct into papal or money pledged and collected from the listeners that are local. We know this will work, because it has been tried and tested by Dave Thorley, it's also an opportunity for presenters and his / her listeners to show what they're financial worth is 😊

GFM sits in a unique position within the radio advertising market place in Gloucester; The listener demographics of GFM has changed, the future of GFM will depend on GFM securing someone to work on commission only that has the skills to sell the benefits of advertising on GFM on GFM behalf.

GFM continues to run advertising campaigns for specialist events at various churches in the city, and is still the verbal tool for listeners to use when someone has suffered a bereavement to inform listeners of funeral arrangements.

I'm sorry to report that the board has again not completed this year's listener's survey. Not doing the survey, is particularly disappointing, because it appears that the future of each community radio station and its commercial viability now hinges more and more on the number of listeners each station can prove it has. GFM already have a listener question template devised for use on the website and in person, However, I'm pleased to report that next year Albert Gardiner and Jacky Francis will lead on the delivery of the listener survey.

In January 2015 GFM full time community radio license will expire, GFM will have been broadcasting for 16 years. GFM has been part of my life for 19 years; it time to hand over the reigns as chair of Gloucester FM 96.6.

GFM needs to up its game and attract new and exciting volunteers that value GFM and will be committed, I don't have the energy or the desire I did 19 years ago to take GFM any further forward. I will assist where possible and I will complete the tasks assigned to me and if here I am available for advice if needed

Despite numerous attempts, the board is still seeking a fundraising coordinator, programme - studio controller and people with experience of working on management committee.

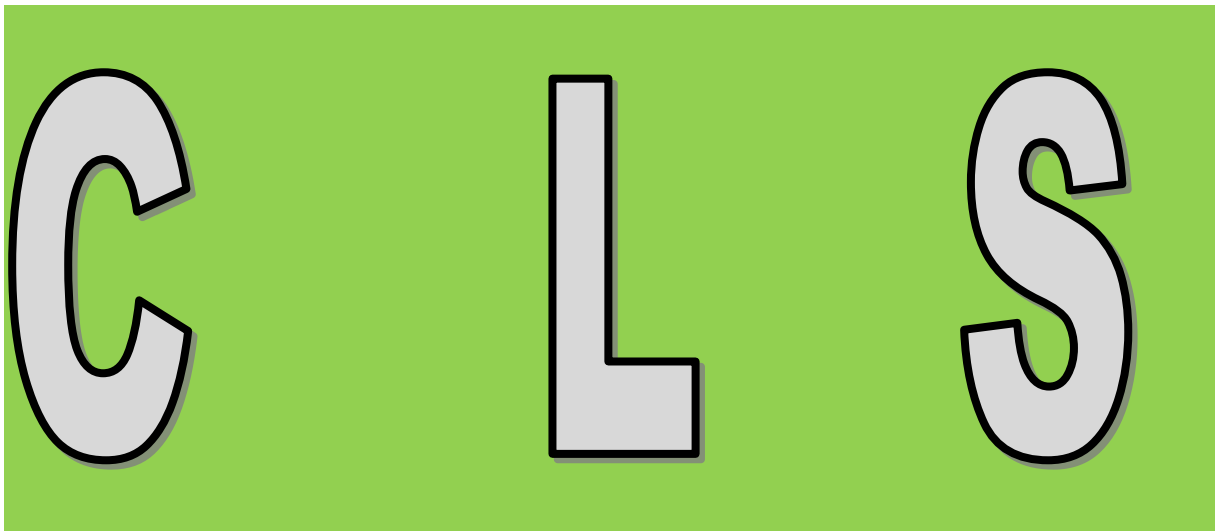
It is imperative that I stress again that new board members must be prepared to forgo personal activities when elected to the board; each person will be responsible for running a voluntary business and must have the commitment and desire to oversee and manage the strategic growth and the operational development of GFM and can work within timescales and interact with volunteers & presenters accordingly.

Finally, On behalf of the board I must express our thanks to all the listeners that has so far come to GFM fundraising events, those that have tuned in via the airwaves and the internet and all those that have given financial donations and gifts to the GFM family, sponsors and advertisers, GFM staff and all the volunteers past and present for the help and support given to GFM and wish everyone the best of what ever they wish for in the future.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'D. C. Francis'.

Derrick Francis
Chairperson



Community

Link

Show

Report 2014-2015

This past year has been difficult even harder than the year in fact it seems to be getting harder, what with less funding and the cut backs and with the shortage of volunteers I have found myself doing a lot of other jobs around the station. (Sounds familiar)

The Community Link Show continued to cover a wide range of topics and interviews.

Community Link Crew:

We have had new members join as well as members leaving. It has been very difficult to get young people to come forward and volunteer. At present the CLC are Julia, Iggy, Jenny, Holly and Ashleigh. The young people show presenters are Ryan, Shehany and Matt, as there is only three every other month the YP show will be in the mix. October 2015 Albert helped out as it was Black History Month as we didn't want the show to be in the mix. A big thank you to Albert

I am hoping this December to go round the local schools and record their Christmas plays/Carol concerts and play them during the week leading up to Christmas on air.

Training:

I have worked with GAVCA and GFM can now do its own accredited training.

There has been internal training for all the new Community Link Crew and News Team. We used the second half of Police Commissioner's funding to deliver a week's media training to the community, with the help of Kevin Philemon from Bristol's Ujima Radio, in February 2015. We had 10 people registered. However on the first day 8 people turned up. After the training week Ryan and Shehany signed up and volunteered with GFM

News Team: Again as with the CLS C the news team we have had new members join as well as members leave. Pauline is on long term leave. The news team at present is Charles and Shaun, so as you can see there are five days to cover with only two people which mean we are still looking for volunteers, so in the mean time Jerry and myself cover the days when there is no volunteer.

Misalliances:

I have attended various meeting within the community representing GFM and trying to encourage more groups to use GFM as well as meetings with regards more funding from the Council.

GFM worked with Zaid Dadabhoy from CWP Placement for a couple of months, this entailed work experience for six months but it was not successful.

Redrow Homes Limited approached the Young People Show asking if they could be interviewed about Apprenticeship. After the show we then received an offer to the young people who presented the show to do a job swap for the day at the end of all this Redrow donated £1,500 to GFM.



Visits to GFM Studio:

Student police officer

Children from Tredworth School

In April another visit from Children from Tredworth School

Children from Widden Street School

Yong People from Hungry on an exchange visit

The Highlight of the year for me was being asked to do an interview with Mrs Thompson, a Jamaican lady who was 100 years old in July.

As we go into 2016 GFM have to continue to raise fund to ensure the running of the station. The community & listeners have been very supportive. However, GFM needs committed volunteers for the Community Link Show and the News Team. GFM needs the Local Authority and Business to see how worthwhile GFM is to the community and invest in it. I will continue to apply for funding and promote GFM the best I can, and as members of GFM you too can help by promoting GFM in your place of work and your networks encourage friend, work colleague and family to volunteer with GFM and help to keep GFM broadcasting.

Carol Francis (Mrs)

Community Link Coordinator

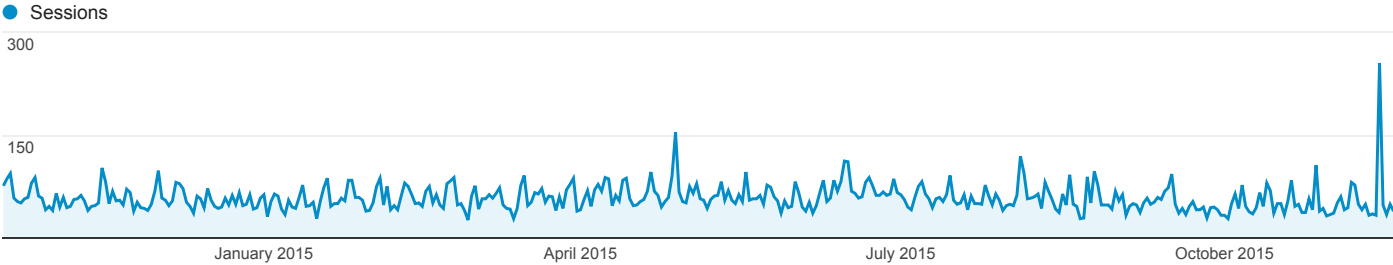
All Traffic

19 Oct 2014 - 18 Nov 2015

 All Sessions
100.00%

Explorer

Summary



Source/Medium	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	23,015 % of Total: 100.00% (23,015)	57.91% Avg for View: 57.81% (0.18%)	13,328 % of Total: 100.18% (13,304)	3.02% Avg for View: 3.02% (0.00%)	4.31 Avg for View: 4.31 (0.00%)	00:02:33 Avg for View: 00:02:33 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. google / organic	11,549 (50.18%)	57.26%	6,613 (49.62%)	1.18%	4.88	00:03:16	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. (direct) / (none)	4,664 (20.27%)	57.25%	2,670 (20.03%)	5.57%	3.93	00:02:04	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. facebook.com / referral	1,336 (5.80%)	37.95%	507 (3.80%)	0.82%	3.18	00:01:44	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. m.facebook.com / referral	1,127 (4.90%)	79.95%	901 (6.76%)	3.19%	3.69	00:01:50	0.00%	0 (0.00%)	US\$0.00 (0.00%)
5. l.facebook.com / referral	811 (3.52%)	43.65%	354 (2.66%)	1.11%	3.09	00:01:43	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6. yahoo / organic	676 (2.94%)	68.64%	464 (3.48%)	1.78%	3.48	00:01:28	0.00%	0 (0.00%)	US\$0.00 (0.00%)
7. bing / organic	630 (2.74%)	62.70%	395 (2.96%)	1.75%	4.58	00:02:10	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8. listen-again.gloucesterfm.com / referral	555 (2.41%)	30.09%	167 (1.25%)	2.16%	4.64	00:02:23	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9. lm.facebook.com / referral	125 (0.54%)	66.40%	83 (0.62%)	4.00%	3.34	00:01:43	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10. soul-source.co.uk / referral	107 (0.46%)	70.09%	75 (0.56%)	0.93%	2.93	00:00:53	0.00%	0 (0.00%)	US\$0.00 (0.00%)

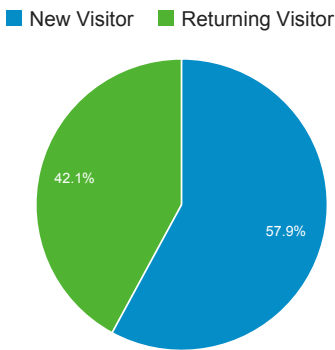
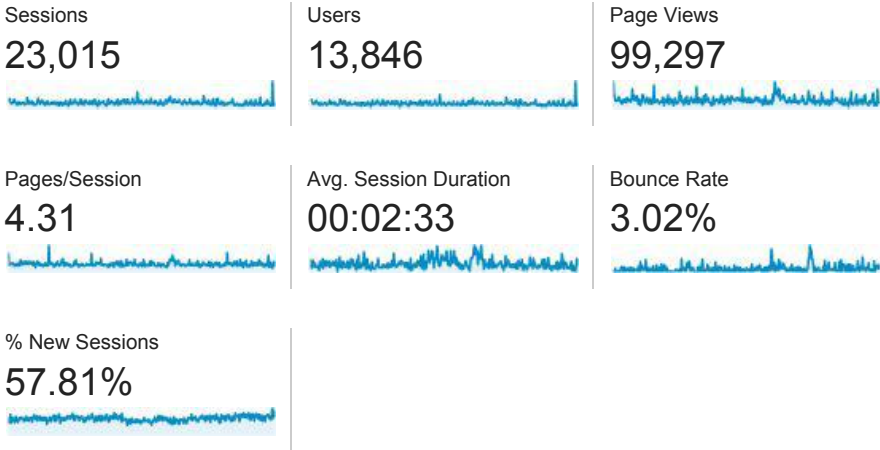
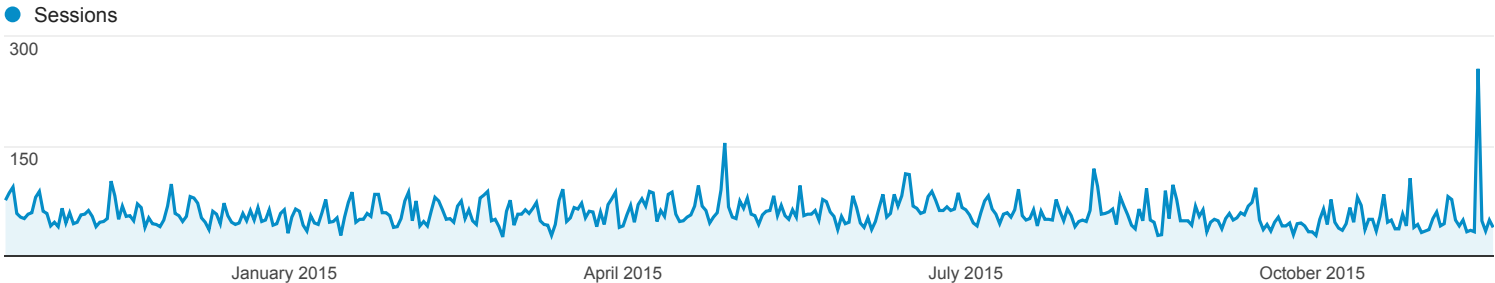
Rows 1 - 10 of 202

Audience Overview

19 Oct 2014 - 18 Nov 2015

All Sessions
100.00%

Overview



Language		Sessions	% Sessions
1.	en-gb	10,249	44.53%
2.	en-us	9,966	43.30%
3.	en_gb	944	4.10%
4.	en	219	0.95%
5.	pt-br	201	0.87%
6.	de	198	0.86%
7.	de-de	112	0.49%
8.	it-it	98	0.43%
9.	fr	92	0.40%
10.	fr-fr	83	0.36%

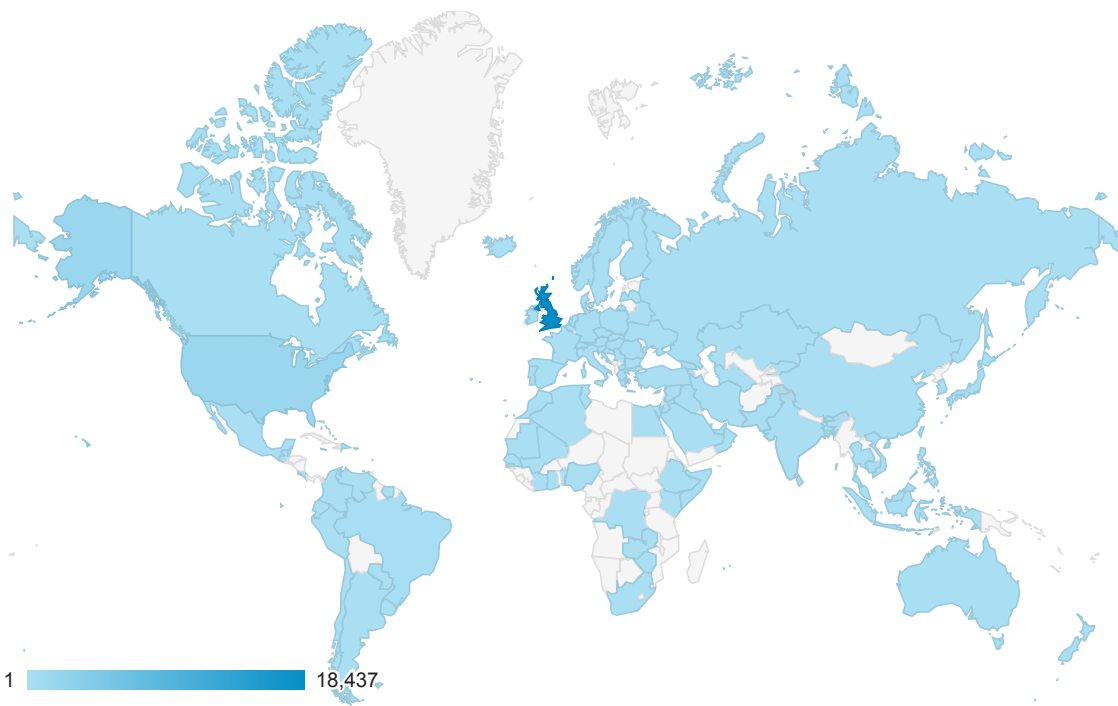
Location

19 Oct 2014 - 18 Nov 2015

 All Sessions
100.00%

Map Overlay

Summary



Country	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	23,015 % of Total: 100.00% (23,015)	57.91% Avg for View: 57.81% (0.18%)	13,328 % of Total: 100.18% (13,304)	3.02% Avg for View: 3.02% (0.00%)	4.31 Avg for View: 4.31 (0.00%)	00:02:33 Avg for View: 00:02:33 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. United Kingdom	18,437 (80.11%)	54.88%	10,118 (75.92%)	1.77%	4.60	00:02:50	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. United States	1,839 (7.99%)	69.55%	1,279 (9.60%)	7.72%	3.22	00:01:25	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. Germany	334 (1.45%)	64.07%	214 (1.61%)	1.50%	3.27	00:01:51	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. Brazil	202 (0.88%)	99.50%	201 (1.51%)	33.17%	1.73	00:00:04	0.00%	0 (0.00%)	US\$0.00 (0.00%)
5. Italy	126 (0.55%)	80.16%	101 (0.76%)	9.52%	2.99	00:00:59	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6. France	123 (0.53%)	71.54%	88 (0.66%)	3.25%	3.71	00:01:18	0.00%	0 (0.00%)	US\$0.00 (0.00%)
7. India	116 (0.50%)	87.93%	102 (0.77%)	17.24%	3.60	00:02:29	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8. Japan	105 (0.46%)	63.81%	67 (0.50%)	1.90%	3.17	00:01:31	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9. Austria	103 (0.45%)	3.88%	4 (0.03%)	0.00%	2.46	00:01:04	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10. Canada	97 (0.42%)	72.16%	70 (0.53%)	4.12%	3.37	00:01:16	0.00%	0 (0.00%)	US\$0.00 (0.00%)
11. Spain	97 (0.42%)	80.41%	78 (0.59%)	5.15%	2.80	00:00:36	0.00%	0 (0.00%)	US\$0.00 (0.00%)
12. Australia	94 (0.41%)	84.04%	79 (0.59%)	6.38%	3.86	00:01:57	0.00%	0 (0.00%)	US\$0.00 (0.00%)
13. Jamaica	90 (0.39%)	38.89%	35 (0.26%)	5.56%	4.56	00:02:34	0.00%	0 (0.00%)	US\$0.00 (0.00%)

14.	Belgium	76 (0.33%)	36.84%	28 (0.21%)	3.95%	2.28	00:00:25	0.00%	0 (0.00%)	US\$0.00 (0.00%)
15.	Ireland	76 (0.33%)	47.37%	36 (0.27%)	0.00%	3.05	00:01:36	0.00%	0 (0.00%)	US\$0.00 (0.00%)
16.	Switzerland	74 (0.32%)	47.30%	35 (0.26%)	4.05%	3.08	00:01:19	0.00%	0 (0.00%)	US\$0.00 (0.00%)
17.	Netherlands	66 (0.29%)	54.55%	36 (0.27%)	0.00%	5.64	00:04:44	0.00%	0 (0.00%)	US\$0.00 (0.00%)
18.	Norway	52 (0.23%)	38.46%	20 (0.15%)	3.85%	2.46	00:01:45	0.00%	0 (0.00%)	US\$0.00 (0.00%)
19.	Thailand	43 (0.19%)	67.44%	29 (0.22%)	4.65%	3.12	00:01:45	0.00%	0 (0.00%)	US\$0.00 (0.00%)
20.	Indonesia	41 (0.18%)	87.80%	36 (0.27%)	21.95%	3.02	00:00:46	0.00%	0 (0.00%)	US\$0.00 (0.00%)
21.	Sweden	40 (0.17%)	62.50%	25 (0.19%)	0.00%	2.60	00:01:40	0.00%	0 (0.00%)	US\$0.00 (0.00%)
22.	(not set)	39 (0.17%)	92.31%	36 (0.27%)	5.13%	2.41	00:00:21	0.00%	0 (0.00%)	US\$0.00 (0.00%)
23.	Poland	38 (0.17%)	84.21%	32 (0.24%)	0.00%	3.37	00:01:28	0.00%	0 (0.00%)	US\$0.00 (0.00%)
24.	Russia	31 (0.13%)	90.32%	28 (0.21%)	19.35%	2.23	00:00:32	0.00%	0 (0.00%)	US\$0.00 (0.00%)
25.	Portugal	27 (0.12%)	70.37%	19 (0.14%)	7.41%	2.89	00:00:24	0.00%	0 (0.00%)	US\$0.00 (0.00%)
26.	Senegal	27 (0.12%)	96.30%	26 (0.20%)	22.22%	2.15	00:02:18	0.00%	0 (0.00%)	US\$0.00 (0.00%)
27.	China	26 (0.11%)	76.92%	20 (0.15%)	34.62%	1.85	00:00:40	0.00%	0 (0.00%)	US\$0.00 (0.00%)
28.	Kenya	26 (0.11%)	88.46%	23 (0.17%)	3.85%	3.81	00:01:22	0.00%	0 (0.00%)	US\$0.00 (0.00%)
29.	Philippines	26 (0.11%)	96.15%	25 (0.19%)	7.69%	3.65	00:01:58	0.00%	0 (0.00%)	US\$0.00 (0.00%)
30.	Mexico	24 (0.10%)	79.17%	19 (0.14%)	8.33%	2.75	00:01:16	0.00%	0 (0.00%)	US\$0.00 (0.00%)
31.	South Africa	24 (0.10%)	62.50%	15 (0.11%)	4.17%	4.54	00:03:41	0.00%	0 (0.00%)	US\$0.00 (0.00%)
32.	United Arab Emirates	22 (0.10%)	63.64%	14 (0.11%)	0.00%	3.64	00:04:11	0.00%	0 (0.00%)	US\$0.00 (0.00%)
33.	Denmark	22 (0.10%)	86.36%	19 (0.14%)	0.00%	2.36	00:00:06	0.00%	0 (0.00%)	US\$0.00 (0.00%)
34.	Hungary	22 (0.10%)	72.73%	16 (0.12%)	4.55%	2.77	00:00:40	0.00%	0 (0.00%)	US\$0.00 (0.00%)
35.	Greece	21 (0.09%)	90.48%	19 (0.14%)	9.52%	2.67	00:00:42	0.00%	0 (0.00%)	US\$0.00 (0.00%)
36.	New Zealand	19 (0.08%)	73.68%	14 (0.11%)	0.00%	2.47	00:01:32	0.00%	0 (0.00%)	US\$0.00 (0.00%)
37.	Ukraine	19 (0.08%)	94.74%	18 (0.14%)	0.00%	5.84	00:02:25	0.00%	0 (0.00%)	US\$0.00 (0.00%)
38.	Romania	18 (0.08%)	55.56%	10 (0.08%)	5.56%	2.61	00:00:19	0.00%	0 (0.00%)	US\$0.00 (0.00%)
39.	Israel	15 (0.07%)	100.00%	15 (0.11%)	33.33%	1.80	00:00:08	0.00%	0 (0.00%)	US\$0.00 (0.00%)
40.	Nigeria	14 (0.06%)	42.86%	6 (0.05%)	0.00%	6.50	00:05:39	0.00%	0 (0.00%)	US\$0.00 (0.00%)
41.	Turkey	14 (0.06%)	100.00%	14 (0.11%)	7.14%	2.64	00:00:17	0.00%	0 (0.00%)	US\$0.00 (0.00%)
42.	Bulgaria	13 (0.06%)	92.31%	12 (0.09%)	0.00%	2.46	00:00:11	0.00%	0 (0.00%)	US\$0.00 (0.00%)
43.	Iraq	13 (0.06%)	53.85%	7 (0.05%)	7.69%	2.62	00:01:23	0.00%	0 (0.00%)	US\$0.00 (0.00%)
44.	Vietnam	13 (0.06%)	84.62%	11 (0.08%)	7.69%	2.85	00:00:37	0.00%	0 (0.00%)	US\$0.00 (0.00%)
45.	Czech Republic	12 (0.05%)	75.00%	9 (0.07%)	0.00%	3.17	00:01:13	0.00%	0 (0.00%)	US\$0.00 (0.00%)
46.	Pakistan	12 (0.05%)	83.33%	10 (0.08%)	8.33%	2.50	00:00:32	0.00%	0 (0.00%)	US\$0.00 (0.00%)
47.	Bangladesh	11 (0.05%)	90.91%	10 (0.08%)	18.18%	2.91	00:03:23	0.00%	0 (0.00%)	US\$0.00 (0.00%)
48.	Argentina	10 (0.04%)	100.00%	10 (0.08%)	20.00%	2.50	00:00:14	0.00%	0 (0.00%)	US\$0.00 (0.00%)
49.	Malaysia	10 (0.04%)	100.00%	10 (0.08%)	30.00%	1.90	00:00:06	0.00%	0 (0.00%)	US\$0.00 (0.00%)

85.	South Korea	2 (0.01%)	100.00%	2 (0.02%)	0.00%	3.00	00:00:05	0.00%	0 (0.00%)	US\$0.00 (0.00%)
86.	Cayman Islands	2 (0.01%)	100.00%	2 (0.02%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
87.	Latvia	2 (0.01%)	100.00%	2 (0.02%)	0.00%	3.00	00:00:07	0.00%	0 (0.00%)	US\$0.00 (0.00%)
88.	Mali	2 (0.01%)	50.00%	1 (0.01%)	0.00%	2.00	00:00:16	0.00%	0 (0.00%)	US\$0.00 (0.00%)
89.	Martinique	2 (0.01%)	50.00%	1 (0.01%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
90.	Oman	2 (0.01%)	100.00%	2 (0.02%)	0.00%	2.00	00:00:03	0.00%	0 (0.00%)	US\$0.00 (0.00%)
91.	Puerto Rico	2 (0.01%)	100.00%	2 (0.02%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
92.	Paraguay	2 (0.01%)	100.00%	2 (0.02%)	50.00%	1.50	00:00:03	0.00%	0 (0.00%)	US\$0.00 (0.00%)
93.	British Virgin Islands	2 (0.01%)	50.00%	1 (0.01%)	0.00%	2.00	00:00:03	0.00%	0 (0.00%)	US\$0.00 (0.00%)
94.	Barbados	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:08	0.00%	0 (0.00%)	US\$0.00 (0.00%)
95.	Benin	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:04	0.00%	0 (0.00%)	US\$0.00 (0.00%)
96.	Caribbean Netherlands	1 (0.00%)	100.00%	1 (0.01%)	0.00%	16.00	00:04:25	0.00%	0 (0.00%)	US\$0.00 (0.00%)
97.	Bhutan	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:03	0.00%	0 (0.00%)	US\$0.00 (0.00%)
98.	Belize	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)
99.	Congo (DRC)	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:11	0.00%	0 (0.00%)	US\$0.00 (0.00%)
100.	Côte d'Ivoire	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
101.	Costa Rica	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)
102.	Algeria	1 (0.00%)	100.00%	1 (0.01%)	0.00%	4.00	00:00:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)
103.	Egypt	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:26	0.00%	0 (0.00%)	US\$0.00 (0.00%)
104.	Ethiopia	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
105.	Falkland Islands (Islas Malvinas)	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:05	0.00%	0 (0.00%)	US\$0.00 (0.00%)
106.	Guernsey	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
107.	Ghana	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:03	0.00%	0 (0.00%)	US\$0.00 (0.00%)
108.	Gibraltar	1 (0.00%)	100.00%	1 (0.01%)	0.00%	7.00	00:11:45	0.00%	0 (0.00%)	US\$0.00 (0.00%)
109.	Guatemala	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
110.	Jersey	1 (0.00%)	100.00%	1 (0.01%)	0.00%	14.00	00:02:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
111.	Jordan	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
112.	Kazakhstan	1 (0.00%)	100.00%	1 (0.01%)	0.00%	4.00	00:00:22	0.00%	0 (0.00%)	US\$0.00 (0.00%)
113.	Sri Lanka	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
114.	Mauritius	1 (0.00%)	100.00%	1 (0.01%)	0.00%	4.00	00:00:29	0.00%	0 (0.00%)	US\$0.00 (0.00%)
115.	French Polynesia	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)
116.	Réunion	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
117.	Somalia	1 (0.00%)	100.00%	1 (0.01%)	0.00%	4.00	00:01:11	0.00%	0 (0.00%)	US\$0.00 (0.00%)
118.		1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)

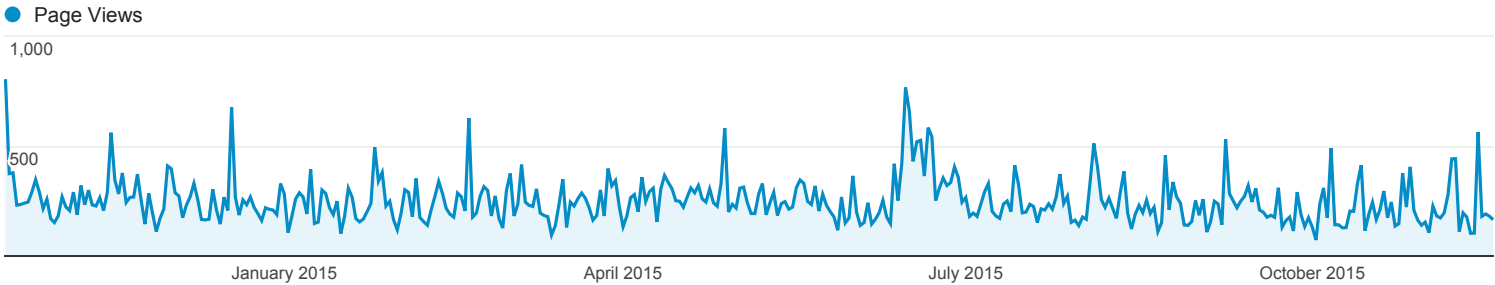
	Suriname									
119.	Syria	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:03	0.00%	0 (0.00%)	US\$0.00 (0.00%)
120.	Turks & Caicos Islands	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)
121.	Turkmenistan	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:04	0.00%	0 (0.00%)	US\$0.00 (0.00%)
122.	Uruguay	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
123.	St. Vincent & Grenadines	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
124.	U.S. Virgin Islands	1 (0.00%)	100.00%	1 (0.01%)	0.00%	4.00	00:00:36	0.00%	0 (0.00%)	US\$0.00 (0.00%)
125.	Mayotte	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:05	0.00%	0 (0.00%)	US\$0.00 (0.00%)
126.	Zambia	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
127.	Zimbabwe	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Overview

19 Oct 2014 - 18 Nov 2015

All Sessions
100.00%

Overview



Page Views

99,297

Unique Page Views

35,172

Avg. Time on Page

00:00:46

Bounce Rate

3.02%

% Exit

23.15%

Page		Page Views	% Page Views
1.	/	40,214	40.50%
2.	/about/gfm-studio-webcam/	13,898	14.00%
3.	/about/schedule/	4,352	4.38%
4.	/contact-us/	2,960	2.98%
5.	/gfm-family/gfm-presenters/	2,435	2.45%
6.	/gfm-gallery/	2,399	2.42%
7.	/about/listen-again/	2,181	2.20%
8.	/pharmacy-opening-hours-gloucester/	1,931	1.94%
9.	/gfm-whats-on/	1,751	1.76%
10.	/gfm-family/	1,243	1.25%

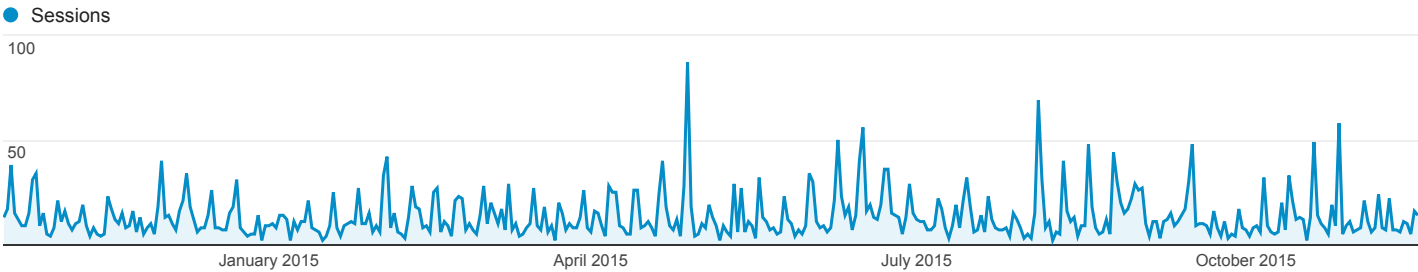
Referral Traffic

19 Oct 2014 - 18 Nov 2015

 All Sessions
23.32%

Explorer

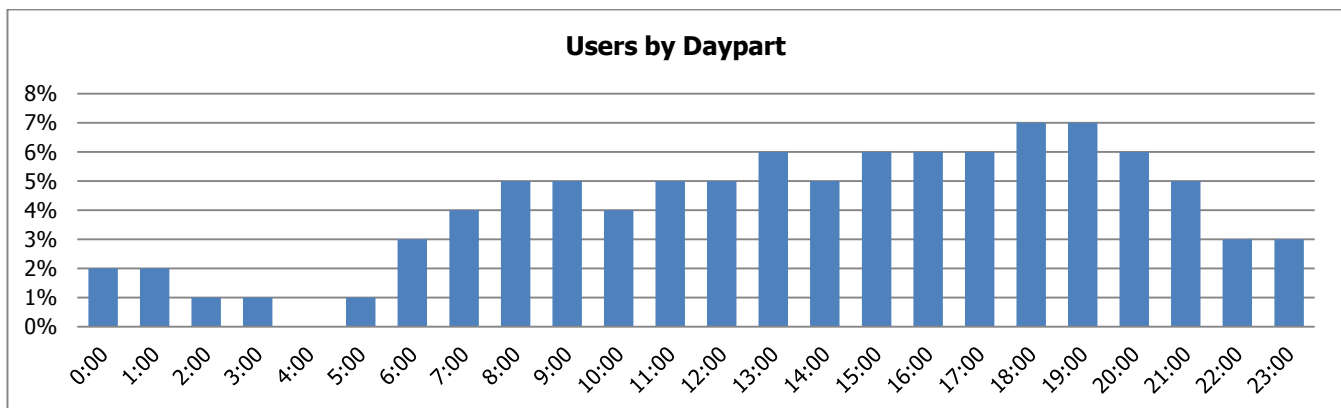
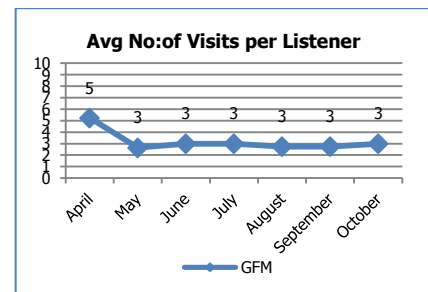
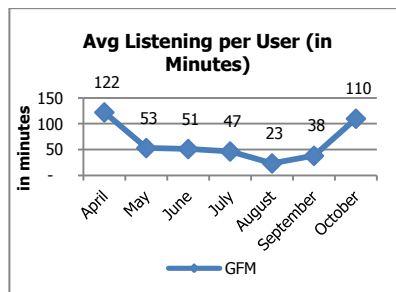
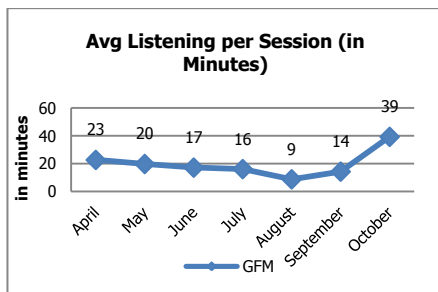
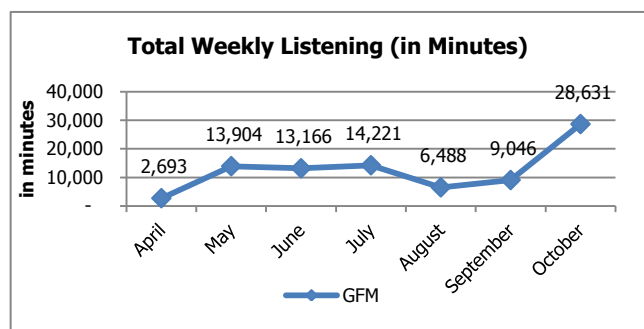
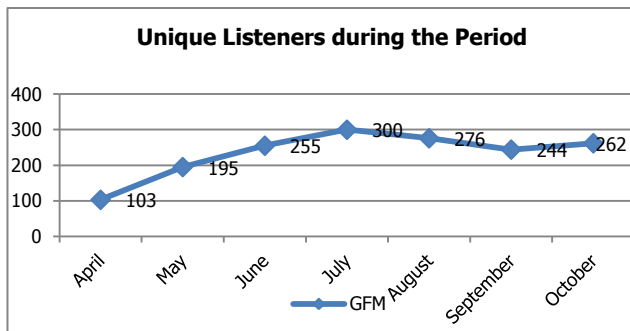
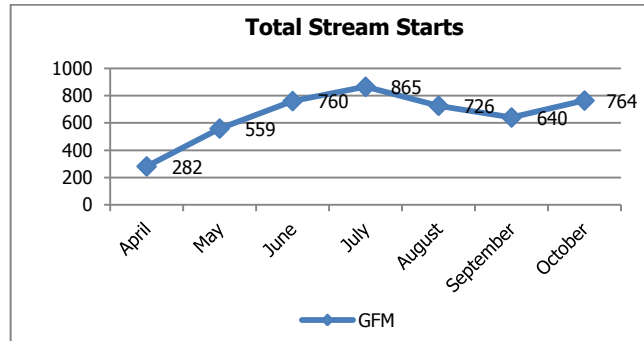
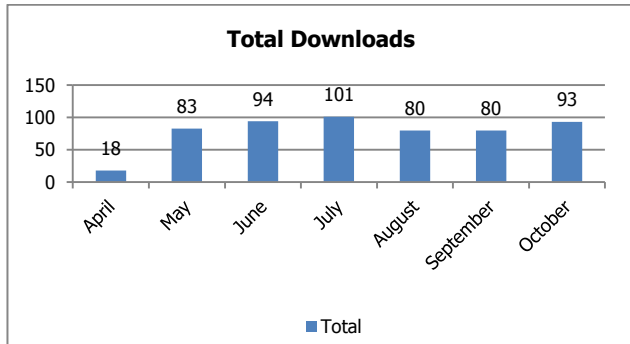
Summary



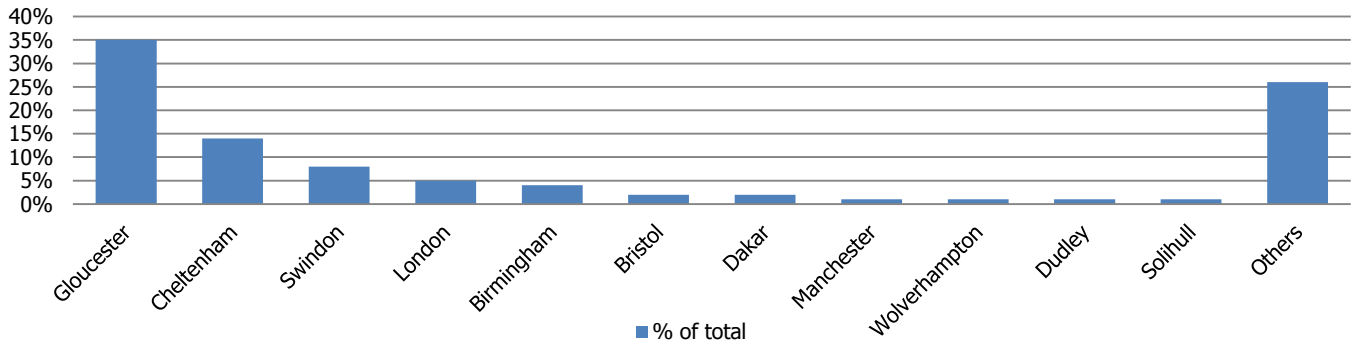
Source	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	5,368 % of Total: 23.32% (23,015)	58.42% Avg for View: 57.81% (1.06%)	3,136 % of Total: 23.57% (13,304)	5.12% Avg for View: 3.02% (69.65%)	3.52 Avg for View: 4.31 (-18.46%)	00:01:39 Avg for View: 00:02:33 (-35.51%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. facebook.com	1,336 (24.89%)	37.95%	507 (16.17%)	0.82%	3.18	00:01:44	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. m.facebook.com	1,127 (20.99%)	79.95%	901 (28.73%)	3.19%	3.69	00:01:50	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. l.facebook.com	811 (15.11%)	43.65%	354 (11.29%)	1.11%	3.09	00:01:43	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. listen-again.gloucesterfm.com	555 (10.34%)	30.09%	167 (5.33%)	2.16%	4.64	00:02:23	0.00%	0 (0.00%)	US\$0.00 (0.00%)
5. lm.facebook.com	125 (2.33%)	66.40%	83 (2.65%)	4.00%	3.34	00:01:43	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6. soul-source.co.uk	107 (1.99%)	70.09%	75 (2.39%)	0.93%	2.93	00:00:53	0.00%	0 (0.00%)	US\$0.00 (0.00%)
7. buttons-for-website.com	79 (1.47%)	100.00%	79 (2.52%)	40.51%	1.59	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8. t.co	71 (1.32%)	76.06%	54 (1.72%)	0.00%	6.28	00:02:38	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9. listenlive.eu	67 (1.25%)	97.01%	65 (2.07%)	1.49%	3.81	00:00:55	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10. semalt.semalt.com	67 (1.25%)	100.00%	67 (2.14%)	26.87%	1.73	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Rows 1 - 10 of 186

Gloucester FM Performance until October 2015.



Users by Location



GFM: Optimising Social Media

Introduction

I do not know how much the board know about Social media so this report will try to be as comprehensive as possible. It is necessary to point out how the Social Media platforms in this report have evolved due to the response from the public, and how that response shapes the suggestions in this report.

Internet users and social media

At the advent of the internet to the masses, businesses tried to build their customer databases by asking for personal information from customers. However, customers thought this was intrusive and they didn't always oblige or they fed false information.

In 2004, Facebook emerged as an online social networking platform. It being a simple tool for friends and associates to reunite, keep in touch, and socialise on the virtual world. Users felt free to volunteer personal information to their friends, from where they were living, relationship status, careers, tastes in music, favourite restaurants etc.

It wasn't long before businesses realised that all the information they tried and failed to gather from people was readily available on Facebook. By having this information at their disposal, businesses could easily target potential clientele. For example, wedding businesses could focus their advertising on anyone whose relationship status said "engaged" or a band could promote upcoming show dates to everyone who likes their music genre.

With advertising becoming ever more visible and websites catering to every interest being launched, internet users began searching a whole host of their favourite sites at any given time. Consequently, those people behind the website realised they would have to work harder to keep the users' attention in a world of mass internet competition.

May I at this point introduce you the 15 seconds rule which I will refer to throughout the report. According to internet research, with so much content, variety and choice on the internet, it takes 15 seconds to capture a visitor's attention. If you can't get someone interested to look, view or read your content within 15 seconds, you will lose them, and they will move onto another site.

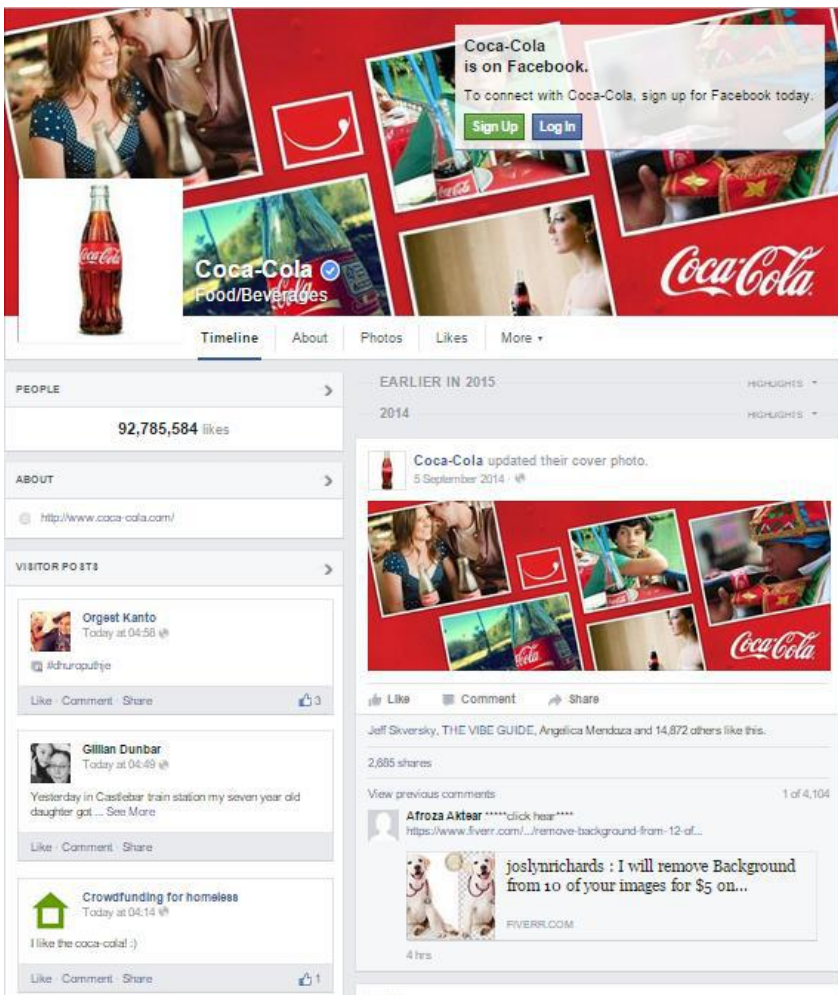
GFM's current social media

As it stands GFM has three main channels of output for its social media: Facebook, Twitter and YouTube. In this section I shall identify how each platform is currently being used, the strengths and weaknesses as well as where each can be improved upon.



Facebook is and has become a rich source of data for businesses. This has led the social networking site to introduce Facebook for Businesses, more commonly known as “Facebook Pages”. A Facebook Page is a public profile specifically created for businesses, brands, celebrities, causes, and other organisations.

Imagine that Facebook is a sea full of fish, the business pages are like a net which goes in and captures the right fish for their business and direct them to their website to see the rest of their products or services. Initially, these pages were used to collect data on product or service opinion. For example, when Coca-Cola introduced Coke Zero, those that sampled it had to show if they “liked” it through Facebook.



As a result, Facebook Pages immediately got known as “Like” Pages. Marketers quickly realised that these pages presented a wealth of feedback and could use that as a marketing tool, and started collecting “likes” so they could advertise on other platforms with “...so many people “liked” this product on Facebook...”

But, in a quest for a lot of “likes”, businesses sometimes trick Facebook users into clicking “like” on their page. This includes posting a video or story with a catchy headline like “Tupac seen alive”, if you click on the story, you get told to like it before you can read it. When you click it, you are actually liking the business not just the story.

So in essence, hyper inflated “likes” may not be genuine with the user being tricked into liking the business/ product which in turn boosts the companies’ figures. Therefore the genuine worth of such figures remains debatable.



Facebook “like” logo

Examining GFM’s current Facebook Page

A screenshot of the Gloucester FM Facebook page. The header features the GFM 96.6 logo and a green banner with the text "MUSIC NEWS INFORMATION ADVICE 100% LOCAL, 24/7 - 365 DAYS A YEAR". Below the banner, the page shows a "Timeline" tab selected, displaying two posts. The first post is a text-based announcement about the Bank Holiday Monday schedule for 31st August. The second post is a video titled "Marion Williams: The Lord Will Make A Way Somehow". The left sidebar includes a "PEOPLE" section with 814 likes and 145 visits, an "ABOUT" section with a map of Gloucester and contact information, and a "PHOTOS" section showing a grid of images.

Strengths

- There is a lot of information on the Facebook page ranging from schedules, fundraising and community events, and music events. Chris does a lot of work which is evident, but there are a lot of “radio” aspects that are missing.
- Desire to include local news and some information from other websites that benefits our listeners, but this must be limited.

Weaknesses

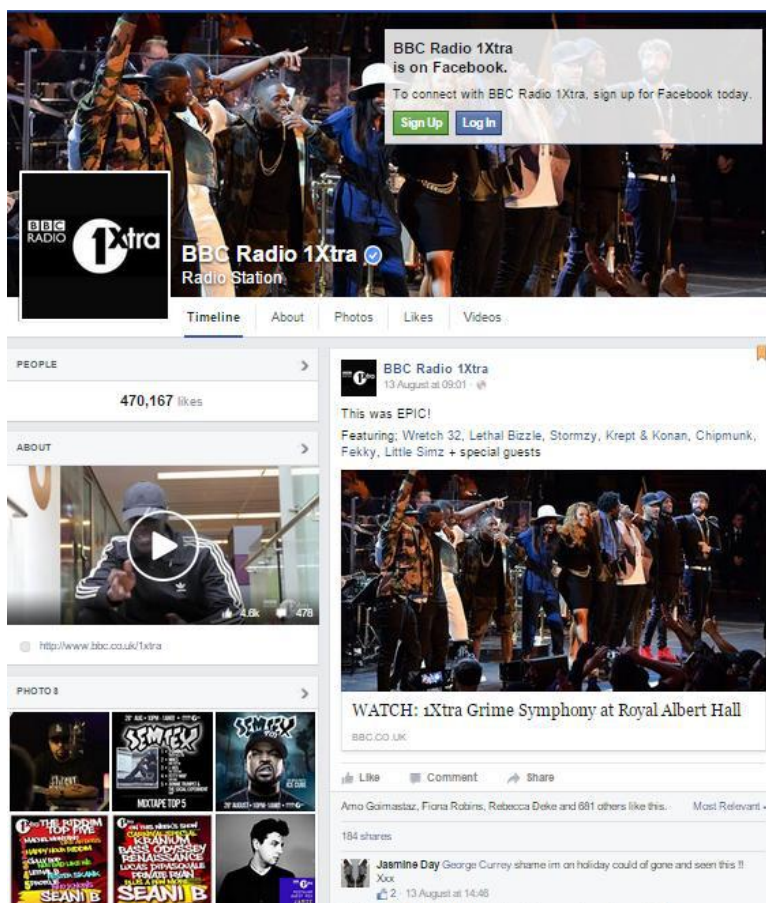
- GFM's page has not kept up with the latest Facebook and as a result looks outdated. It is need of sprucing up and will require constant updating to keep on top of any future changes.
- GFM's page also fails to reflect as strongly as it might that when the individual in question arrives at the page, that they are in fact visiting the page of a radio station.
- The biggest draw to GFM is the music and the DJs more than anything else, so our page needs to reflect that.
- The page must primarily be about self-promotion of GFM. The majority of the content posted on it should be our own, anything else should be posted sparingly.
- Only 814 "likes". The "visits" function should be removed if possible as this isn't strictly relevant.

Suggestions

The Facebook Page itself

- When it comes to social media, users make up their minds based on what they see so, our page should be aesthetically pleasing.
- The cover picture needs to be colourful and relevant instead of having the logo emblazoned on it. It does not belong there. The logo belongs in the small area at the bottom left hand corner of the cover picture.
- The picture could be of all GFM presenters, a cleverly taken picture of our studio or a stock picture of a "Mic Live" light, Microphone & headphones or a transmitting antennae.

See below, for an example of the BBC Radio 1Xtra Facebook page:



Content: The majority of our posts should include:

- Upcoming shows
- Any features
- Guest interviews
- Videos
- Podcasts (e.g. “if you missed the exclusive Reggae and dancehall show, click on this link and listen again”)
- Links to our other social media platforms (e.g. “the Reggae and Dancehall show is coming up, you can follow Daddy English who will be live tweeting throughout the hour”)

Posting style: When we write a post it should be structured in the following way.

- Facebook posts shouldn't be text heavy, they should be short and succinct. A short headline and an image should form the basis of most, if not all posts.
- N.B. a visitor to a website can be lost within 15 seconds. Short, punchy headlines with strong images gives the user a chance to scan the page and click on what interests them.
- Example: If posting a headline that Chris Martin is passing through or John Mustoe will be on the soul show, their images should accompany the headline. Dry pictures do not generate traffic.

Feedback: Feedback can be collated from Facebook and used to create new programmes.

- Example: The GFM chart show – subscribers are asked to give their opinion on the music for the show. Anyone visiting our page can be asked to click on their favourite song of the moment amongst a selection. At the deadline, you collate the data and play the show accordingly.
- Example: A talk show – if a debate is scheduled for a future show, the topic can be posted asking for comments or a vote (e.g. are you in favour of staying in the European Union). The comments and/ or results can then be used in the show adding to email and phone comments.
- Example: “DJ of the year” – listeners can vote in the same ways outlined above.

Engaging listeners: By engaging with listeners you win their loyalty to the station.

- Take note of listener's birthdays and giving them a surprise shout out on air, and replying to any comments on Facebook that warrant it, shows them that you care and value them.

Boosting figures: As a station, there are a variety of ways to boost the number of “likes” on our page.

- Ask people to like our page by encouraging the DJs and presenters to refer to social media when they're on air.
- Spread the message of each social media channel across all of our platforms.
- Post a headline about an interesting (but relevant) story or a brand new video to a hot song. If people click to watch it, they get a prompt asking them to “like” GFM for access to the content.
- Post a question/ picture/ video asking people to “like” it. That click is linked to GFM Page which means that automatically like it as well.
- Facebook advertising, as already done by Chris using his own money. Facebook advertising will ask you to make a small advert in which you state who your target audience are e.g.

“Gloucester people only, ages 19 to 26, who go to Gloscat only, etc.” The advert will only be seen by people who fit that criteria.

To conclude

- Facebook is always evolving and its trends tend to change at least every three months. Even though these changes are often subtle, after 2 years they become magnified if a Facebook page has not kept pace and incorporated them.
- Everything that is posted on GFM's Facebook Page needs to direct people all of our different social media platforms – the website, Twitter and YouTube instead of them reading that info and staying on Facebook. It's pertinent to remember that whilst users may use all of the different platforms they may prefer some more than others.
- This means that the majority of posts should have our website link. As a radio station, it should be very obvious to anyone who lands on our page that we are one. As such, we need to live stream, embedding the “Listen Live” link onto the Page. This is the only feature that does not need to direct the visitor to our website, and it allows them to listen to the live broadcast whilst they chat to their friends and browse Facebook.
- Not all feedback will be positive, but it is important not to react negatively. In instances where there is no feedback, that in itself is feedback. It probably means your followers/subscribers are not interested in such content, so you change tack.



Twitter is a microblogging platform, which allows registered users to post, and send to other registered users, short messages limited to 140 characters. It is used by people to update their friends, celebrities to interact with their fans, political organizations to mobilise users around specific issues and businesses to share information with consumers and the public at large.

Videos and picture tweets tend to have a higher rate of retweets than pure text tweets, according to Twitter. A “retweet” happens when a follower resends our own tweets on their profile. This broadcasts the tweet to a wider audience, therefore tweets need to be interesting enough for listeners to want to share them.

Within Twitter hashtags (#) are often used in tweets. These allow anyone who enters the hashtag into Twitter's search engine followed by a word (e.g. #GFM) to search for all tweets where that particular hashtag has been used.

Twitter can be used to drive traffic to different websites, such as to Facebook or YouTube through HTML hyperlinks.

One of Twitter's benefits is that it allows multiple individuals to have a conversation on the back of one tweet sent by anyone, anywhere in the world.

Twitter, like Facebook also suffers from the same problem of hyper inflated figures. Whereas this concerns number of “likes” on Facebook, the problem on Twitter surrounds the number of “followers” you have.

Hyper inflated figures can look good as it is often viewed as a reflection of that individuals or businesses popularity. If the person in question is a well-known celebrity or organisation then millions of followers may not appear problematic (assuming the accounts are not fake or morally objectionable and this is not exposed).

Followers can be gained on Twitter through a practice known as trading figures where, “if you follow me, I will follow you back”. But this is not necessarily beneficial and the phrase, “quality over quantity” should be applied.

Examining GFM's Twitter Profile



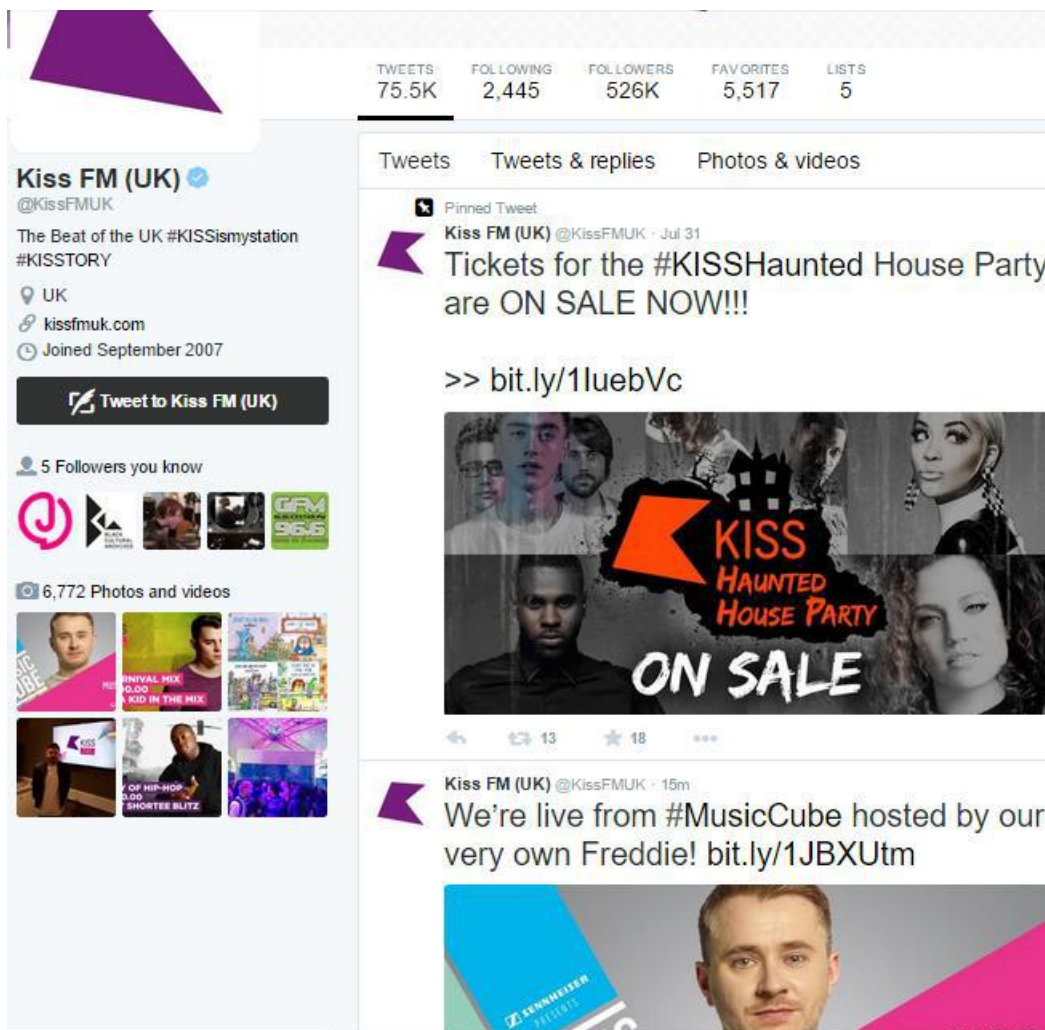
Strengths:

- Twitter is about engaging your followers and communicating with them, anything short of that is under using the platform. By having a presence, listeners at least know we exist.

Weaknesses:

- Out of our **3112** followers, only a handful are “real” people. The majority are local businesses, artists and groups. There is little to gain out of following any big name artists or any that don't get involved in our conversations or connect with our content
- Most of the people we follow have no real connection with GFM other than our location. As a result they could be trying to tap into our listeners.
- The account was activated in 2009 but has only tweeted **938** times in 6 years, a gross under use of Twitter. On average, a radio station tweets 4 times a day, but more if we assume that each on-air DJ sends a tweet about their show. In 6 years, GFM should have tweeted a minimum of **8000** tweets.

See below, for an example of Kiss FM's UK Twitter profile:



Suggestions:

Followers: We currently follow **526** people, mostly local businesses.

- We could happily follow this number of people so long as they are relevant. That is, we actually have a plan in place to gain from them, or a pre-existing relationship (they are financial backers, etc.)
- Example: Nikki Z is a journalist specialising in Dancehall. We could be getting dancehall gossip from her to broadcast, but we don't, so such a twitter relationship is baggage.

Engaging with Twitter audience: How to make the most out of tweeting

- Tweets should be frequent, with a variety of informational updates and direct marketing tweets
- Twitter is a “conversation” platform, it demands direct interaction by way of some form of acknowledgement or response.
- There may need to be a dedicated responder who is in charge of replying to tweets (this idea is discussed in more detail at the end of this report).

- We should announce each time a new presenter is coming on air. Software is available that can automate tweets (Hootsuite, Tweetdeck) but beware over-reliance on this. Followers may be turned off if similar content is always tweeted, or we fail to respond to them when they engage with it.

Interaction between social media platforms: cross platform posting

- **Twitter and Facebook:** Facebook posts can be set to automatically appear on the Twitter feed, thereby sending the same message at the same time and with the same content. However, sending tweets to Facebook always looks a bit odd as you don't get the flow and context of the tweets, especially as they are 140 character messages.

To conclude

- GFM is a small, community led and community driven organisation. It needs to be forging genuine Twitter relationships where interactions benefit both the station and the individuals tweeting alike.
- Tweeting to and retweeting gives a personal touch and encourages listeners to tune in again and to tell their friends about the station.
- Increasing followers, means greater listeners and therefore a greater reach.
- Our presence should mainly be about trying to be followed rather than following.
- It is important that when it comes to following others, we do so to individuals or businesses that will share our content with their own followers either by “retweeting” or using hashtags.
- Presenters can use this functionality to announce playlists, to ask questions and/ or feedback or just simply for short updates.
- Unlike Facebook, Twitter is not about the hard sell, it's about having fun and drawing them into the GFM party.



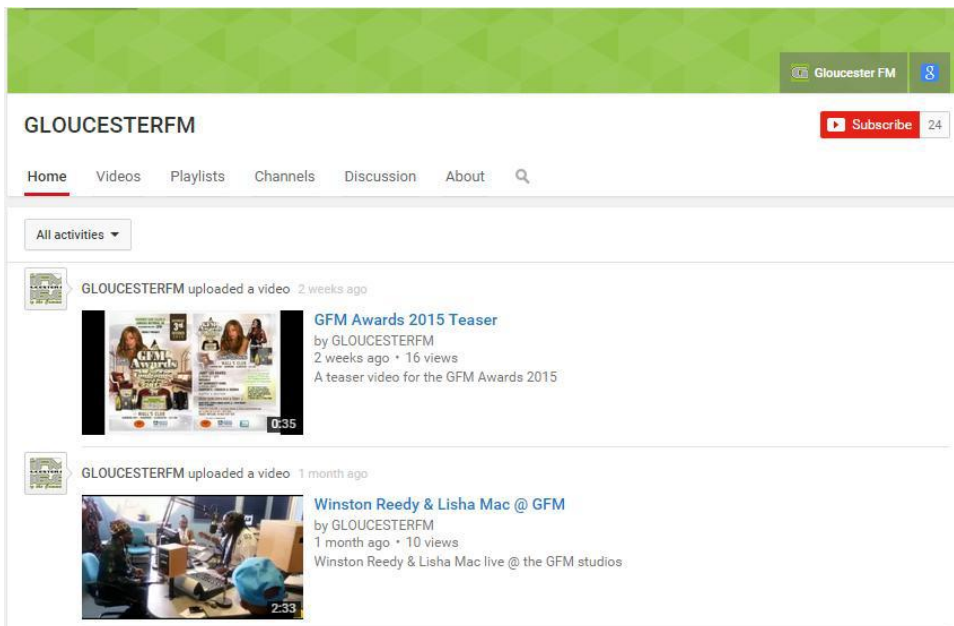
The use of Video has grown in everyday life and has become a massive marketing tool. YouTube is now the second largest search engine and the third most visited website in the world, and now pays channel owners some money for attracting viewers to the site.

The importance of video can be summarised thus:

- 65% of people are visual learners
- 35% are aural learners
- 5% are practical learners
- Nothing on line right now captivates people better than videos do.

Examining GFM's YouTube channel

Our YouTube channel is a fairly recent addition to our social media portfolio (the account was opened on 19th April 2013) but it too, falls short of achieving what is expected of a radio station.



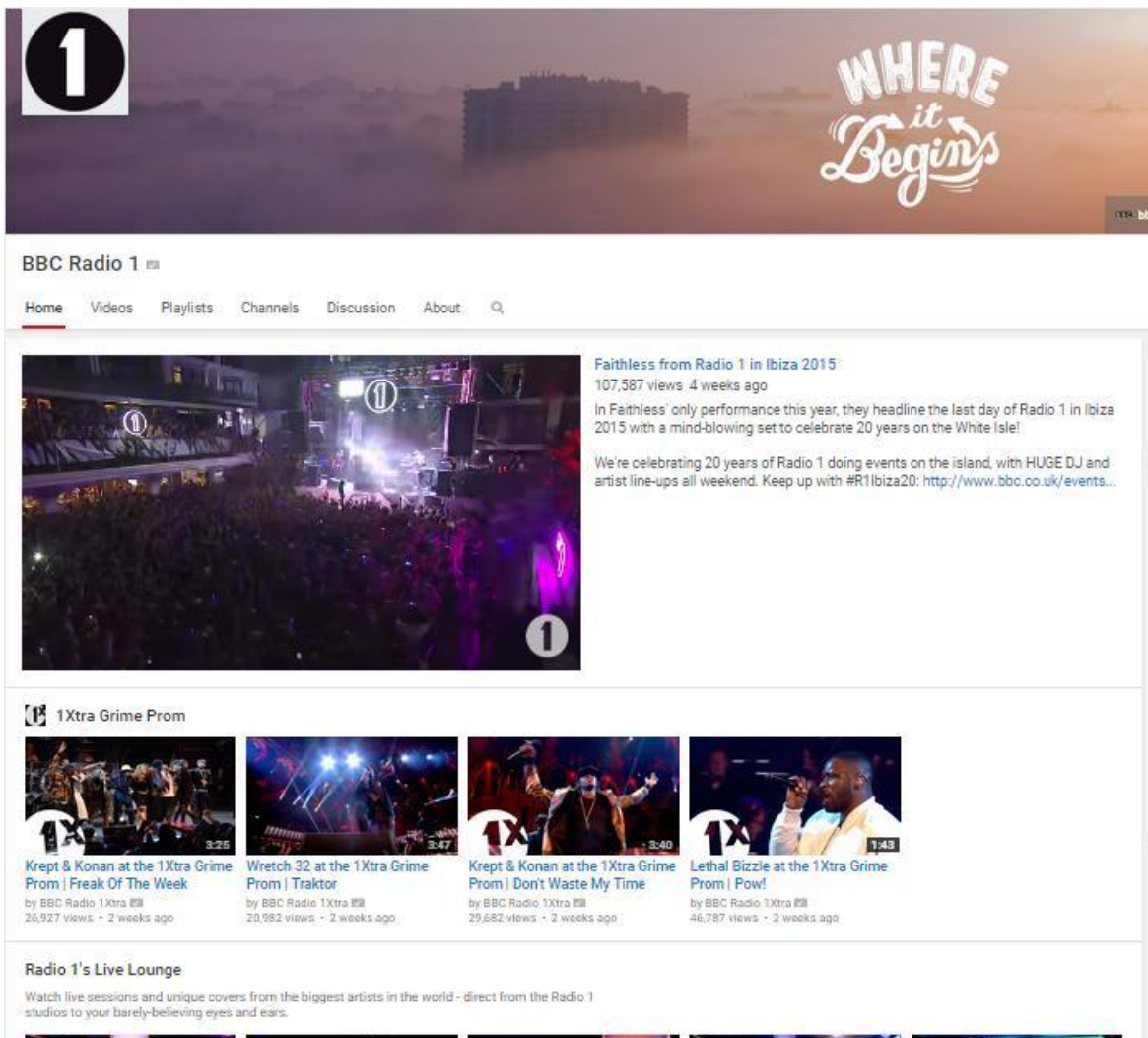
Strengths:

- Our uploaded videos do attract viewers, Carol's interview with Beanie Man has been viewed 161 times.

Weaknesses:

- With millions of views at our disposal and considering how many listeners we have, our YouTube channel has only managed 1527 views since we began it over 1 year ago.
- Hashtags aren't being used so people can search YouTube for the videos.
- YouTube videos aren't being promoted across our other social media platforms.
- Some of the audio quality is too poor to put up on the internet, and has to be left out, as it would reflect badly on the station, so we're missing opportunities.

See below for an example of BBC Radio One's YouTube page:



Suggestions

Material for upload to YouTube: Issues with audio quality

- We need to make sure as many interviews as possible are audio and/ or visually recorded so that they can be uploaded to YouTube.
- We need to make sure that all interviews reach broadcast standard. Example: The Marlon Brando video in the studio and the Fredlocks interview with Winston Reedy and Lisha Mac. Both videos weren't synchronised with the audio coming out of the system. Each time the microphones were switched on, the music cut out and you could tell there is music in the headphones which the viewer cannot hear. If the DJ says nothing but the mics stayed on, there is silence to the listener.

Boosting figures: We can use YouTube to boost our online visibility and increase our audience.

- YouTube is owned by Google, and YouTube videos are integrated in a normal Google search.
- If GFM posts a video on YouTube and it becomes popular, that video may rank higher than the website in the Google search engine.
- Good quality videos can be used to direct visitors to our website through search.

Posting Videos: As mentioned earlier, video is a massive marketing tool.

- We should post videos that are unique to GFM to engage with our listeners, but they shouldn't be posted if their quality is dire.
- Competition is very high on the internet, a person will swiftly click onto a different video if they come across a poor quality one.
- It is important to make sure that the sound and lighting quality is on point. The length of the video is important too. Someone may be put off to watch a very long video, opting for short ones, especially as most videos are now watched on mobile devices.
- We can also post music videos on our channel which we know our listeners will like. These can be classic bangers, or the latest tunes.
- Once everything has been set up and is running well, videos should be routinely posted, and with time they can be themed.
- It is possible that viewers and listeners may end up looking forward to the next video post if it engages well with them.

Promotion: This is essential to generate user traffic to GFM.

- Presenters need to encourage viewers to watch the videos.
- Other social media platforms can play a very vital role in video promotion as explained throughout this report.

Interaction between social media platforms: cross platform posting

- **YouTube and Facebook:** Besides announcing on radio to listeners to visit YouTube and watch our videos, A Facebook post with the video embedded gives people immediate access to the video without them needing to leave Facebook, and that viewing automatically registers on YouTube.

To conclude

- The GFM YouTube page is not currently being fully utilised.
- It is important to note, that the Gloucester FM YouTube homepage can be customised into sections.
- Example: we could have a section dedicated to parties, new MOBO songs, undiscovered talent in Gloucestershire, DJ's features, Studio Interviews etc.
- YouTube also has analytics so we can find out which of our videos attracts the most views.
- Analytics can also show us which countries people are viewing our videos from, so we could find out where in the world we are popular.

Integration of all three social media platforms

Facebook, Twitter and YouTube can be integrated to work harmoniously and promote the station. It is important that if something is being promoted on the station, it should reflect in all Social Media platforms, and whatever is being promoted on Facebook is also happening on radio and on Twitter. Consistency is the order of successful postings.

Gloucester FM 96.6

Whereas the number of “likes” on Facebook can be misleading, the number of hits and visits to www.gloucesterfm.com can never be argued against, and mean a lot more for serious business.

Examining GFM's website

The screenshot shows the GFM Gloucester FM 96.6 website. At the top is a green banner with the station logo and the text 'Live & Local 24/7'. Below this is a navigation bar with links: Home, Community Link Show, About Us, GFM Family, GFM Gallery, GFM What's On, GFM News, Black History Project, and Contact Us. The main content area is divided into several sections. On the left, there's a vertical sidebar with the station logo and the text 'online & mobile' repeated three times. The main content area starts with an 'On Air Now' section featuring a photo of a man and the text 'Bank Holiday Special... Principal Fats'. Next to it is a 'Live Webcam' section with a 'Listen Live' button. To the right is an 'UP NEXT..' section for 'Bank Holiday Memories... Chris Maltby'. Below these is a large banner for 'GFM Awards' on Saturday 3rd October 2015 at Wall's Club. To the right of the awards banner is a 'National News Headlines' section with two news items. On the far right, there's a sidebar with links to Gloucester City Homes, GFM Gifts, and Davey's. The bottom of the page has a 'Local News' section.

Strengths

- Strong prominent banner at the top of the page and continued branding down the left hand side.
- 'On air now' and 'up next' segments show the listening what and who they're listening to as soon as they arrive on the hope page.

Weaknesses

- Large empty space underneath the 'on air now' box could be utilised for something else.

- The current set upon the home page make it feel text heavy.
- Three quarters of the home page is given over to news of all types.
- An alternative solution to the news is to have image tiles with a headline and then the user could click through to the full story.

Content: Making the most of the website's content

- The Home page's content balance should be more GFM, less local. Visitors to the website do so to check GFM and their first encounter should reflect that.
- The news feeds that dominant our home page can be found anywhere else online, so a visitor should not be confronted by it. But GFM content cannot be found elsewhere so its prominence is very important.
- All of the news segments could be integrated into a single tab at the top of the home page.

Appearance: Drawing the visitor in

- A live feed showing the song currently playing and those that have already played (depends on the website's own capabilities) would be a clever feature, attracts the eye and stir the user's curiosity to listen in.
- More image, less text. This is where the earlier discussed **15 second rule** applies - bright bold pictures with short text give a visitor the opportunity to scan quickly, see what catches their eye and click.
- The rest of the website would need to evolve and reflect any changes made to the homepage..

See below for an example of [BBC Radio 1Xtra's website](#):



Overall Conclusion

To be truly successful, social media needs consistency and continual evolution with the trends that drive listeners, and potential listeners, to the content of our radio station.

We must identify the listeners we most want to attract and target them with relevant and appropriate content.

Likewise, we must encourage them to engage with our different social media platforms, on our website and, as always, on-air.

Social media is a minefield and can be very contentious. Not all feedback and comments will be positive. But in such circumstances, it's important not to just hide away from it or, ignore it.

Responding to negative comments promptly and politely gives the station credibility, and can paint the brand in a good light.

Social media can be treated as direct interaction with individuals rather than as a collective. Directly addressing users guarantees real interaction and participation.

Although Ofcom does not regulate social media, it is important to adhere to broadcasting guidelines when using social media.

It is tricky to give all volunteers access to our social media platforms as they can be abused and we would be accountable. It would also lead to inconsistency across our brand as each volunteer would correspond in a way unique to themselves but not necessarily on point with our message.

This has to be discussed in more detail but a possibility is to pick a small team which is responsible for posting and responding across our social media channels.

This would be done in accordance with specifically drawn up GFM Social media guidelines. Other presenters would be required to use their own accounts during their shows but asked to use hyperlinks, hashtags and retweets.

This would mean that they stay accountable for their output whilst the GFM Social media team can monitor the posts which mention GFM and decide which ones to post through GFM channels.

A handwritten signature in purple ink, appearing to read 'Mutsa Muzenda', with a stylized flourish at the end.

Mutsa Muzenda