

Social Media Landscape Survey Guidelines

Social Media Platforms:

- Facebook
- Twitter

Organizations (TV & Radio Stations Surveyed):

- WFYI – Facebook & Twitter Presence
- Local Indianapolis Stations
 - Station 13:
 - Website: <http://www.wthr.com>
 - Facebook: <https://www.facebook.com/WTHR13>
 - Twitter: <https://twitter.com/WTHRcom>
 - ??
- Local Nashville Stations
- National Stations

Frequency of Data Collection: Weekly? Daily?

Broadcaster Statistics/Data Collected:

- Number of posts
- Types of posts
 - Replies
 - Comments
 - Messages
 - Information about: program, contest, etc.
 - ??
- Content types
- Do these organizations have a social media presence?

Generalized Description (for each station):

- How was the station using their social media?
- What is their central goal?
- Did there appear to be a theme to their content?

Notes from Meeting:

- Comparison of website vs. facebook/twitter
- Categorize info posted (by source and user): opinion, informational, questions, etc.
- Types of media posted: article, videos, links, etc.
- Clarify/determine different uses of website, fb, twitter
- Age ranges of users/viewers/etc
- Talk with professor from communications (Creech)
- Google: surveys of social media