

THE SPLENDID TABLE

The Splendid Table offers multiple ways to interact and engage with a broad range of ‘curious cooks and eaters’ across the U.S., from weekly promo videos to recipes and more.

Social Media Tips: 2018-19

organic content

- Follow *The Splendid Table* on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [Pinterest](#). You can benefit simply by sharing/retweeting more of the show’s social media content with your digital audiences.
- Follow APM Distribution on [Twitter](#). We offer advance promotion of weekly episodes, including videos with host Francis Lam.
- Photos, videos, audiograms, GIFs, and memes have all proven effective across social media platforms.
- Celebrity/guest content – and content from Francis about an episode or moment – perform well on multiple platforms.
- Tag *The Splendid Table*, Francis Lam and guests for greater reach and engagement.
 - Show guests present additional cross-promotional opportunities, as many are also on book tours and appear on other public radio/television programs—and may be local favorites. Tag guests on social media and use their local appearances, etc. to cross-promote *The Splendid Table* on your airwaves.
- Add food- and drink-related hashtags as they relate to social media content.
- Create a weekday countdown to drive tune-in for each weekend’s show and guests.
- Use our [web tiles](#), [tune-in ads](#), [social media cards](#) for a strong visual presentation.
- Use our [audiograms](#) to reinforce what makes *The Splendid Table* different from other shows about food and cooking culture.
- Share The Weeknight Kitchen recipe of the week, from *The Splendid Table*’s weekly newsletter. [Sign up](#) to receive it each Wednesday.
- Post/schedule/share *The Splendid Table*’s content on weekends. Weekends offer a perfect opportunity to share content related to weekend cooking projects, seasonal ingredients, cooking, drinks, brunch, Sunday suppers etc. We’ve seen a strong response to weekend posts around cooking and eating.
- Experiment with what works best for your audience – by day, time, and content type.

Content and best practices by platform:

Facebook

- Most popular times to post: Wednesday at 12 p.m. and 2 p.m., Thursday at 1 and 2 p.m.
- Use relevant hashtags.
- Tag [The Splendid Table](#), and guests.
- Share links to [YouTube videos](#).

Instagram

- Best times to post: Tuesday at 3 p.m. and 9 p.m., Wednesday from 3-4 p.m., Thursday from 2-3 p.m., Friday at 10 a.m.
- Utilize the Stories feature. We've seen 3x higher engagement than the general feed.
- Use relevant hashtags.
- Try to post once a day.
- Tag [The Splendid Table](#), [Francis Lam](#) and guests.

Twitter

- Best times to post: Friday from 9-10 a.m.; every day from 10 a.m. through 12 p.m.
- Tweet lengths between 120-130 characters garner the highest engagement.
- Use visuals and relevant hashtags.
- Incorporate relevant hashtags. Piggy-back on national holidays, events or key trending topics to broaden reach with organic Tweets.
- Curate and connect with retweets that help support station programming or overall mission.
- Use Emoji/emoticons sparingly to attract the eye.
- Use this platform for quick, snackable programming updates.
- Don't be afraid to post the same topic 3x/day, but vary the messaging slightly.
- Ask your audience questions using Twitter polls. These perform incredibly well, cost nothing, and offer a great way to let audiences know you care about their thoughts.
- Introduce new followers. When a group of new followers comes in, tag and thank them for the follow.
- Tag [The Splendid Table](#), [Francis Lam](#), guests.

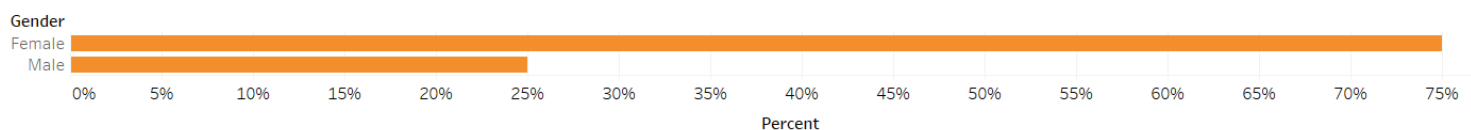
YouTube

- Use [the video library](#) and additional YouTube clips of guests to build excitement for the current/coming week's show and guests.

Audiences by platform:

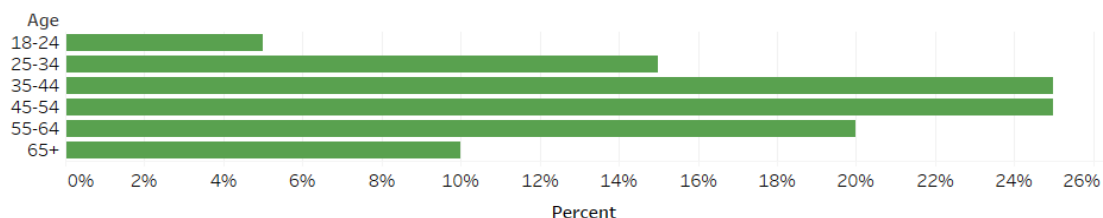
Facebook Audience by Gender

(approximations)

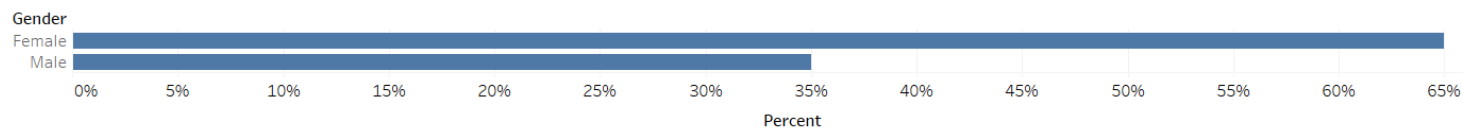


Facebook Audience by Age

(approximations)



Twitter Audience by Gender (approximations)



Paid campaigns

If you're interested in running paid campaigns to promote *The Splendid Table* on your station, we can help! We offer custom graphics, targeting tips and marketing strategies to meet your needs.

[Contact your Station Rep](#) to learn more.