



RADIO CALL & MONDAY MORNING MINUTE SOCIAL MEDIA POST

Brookings Area United Way

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ABOUT

Radio Call

Every week, Brookings Radio interviews a United Way staff and a United Way Funded Partner together to promote the United Way work, discuss collaborations, and highlight programs and upcoming events. This three-way call is initiated by BAUW staff.

Monday Morning Minute Static Post

From information provided by the partner, BAUW will create a post on their social media that can be shared. Post typically includes information that was discussed during the radio call. Please have this information to us a week prior to your date.

SCHEDULE

Friday, 11:30 am	Record radio show via phone
Monday morning	Radio show is published
Monday, 10:00 am	Static post is published on BAUW Facebook

The radio show will be recorded by phone call with the Brookings Radio on Friday morning. The static post will be published the following Monday morning.

MONDAY
MORNING
MINUTE
BROOKINGS AREA UNITED WAY

FAQ

How do I sign up?

BAUW staff will email a sign up link twice a year to sign up for a spot.

What should be talked about?

BAUW will introduce the agency and the programs funded so that agencies can go directly to highlighting updates to programming, upcoming events, or new partnerships.

How should I prepare?

BAUW has provided a template to fill out to ensure maximum information is dispersed in a concise, easily digestible manner. The tone should be upbeat.

How will it all go?

BAUW staff will confirm your phone number and send a calendar invite to serve as a reminder. Staff will initiate the phone call.

When should I have my post info shared to BAUW staff?

As soon as you sign up you can send your information to BAUW, but at the latest, one week before your scheduled radio call.

FUNDED PARTNER PREP SHEET



Use this sheet as a guide. Please note that what you talk about on the radio should also be what we talk about in the social media post. For example, are you planning to talk about your upcoming event on the radio? Great! Please send us an email about all the details so we can include it in the social media post. Please include a photo to include in the social media post (could be a graphic, photos from an event/activity, a flyer, etc.).

Please use the next part to write down the three most important topics you would like to cover in the radio show/social media post. Typically, this includes: 1.) Mission statement/purpose of organization, 2.) Details about an upcoming event (if registration is necessary, please include that link), an activity you hosted, a volunteer need, etc., 3.) A way for people to get in contact with you or your organization (email, phone number, website, etc.).

1.

2.

3.

Please reach out with any questions by emailing: anne@brookingsunitedway.org