


**RADIO CALL &
MONDAY
MORNING
MINUTE SOCIAL
MEDIA POST**

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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 & Instagram

MONDAY MORNING MINUTE



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 guest agency 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.

PREP SHEET

Use this sheet as a guide. Please try to coordinate what you talk about on the radio as to what we are going to publish on social media. Talking about your upcoming event on the radio? Please supply BAUW Staff with the same information so we can include it in the social media post.

MONDAY MORNING MINUTE



Looking at the box above, what are three of the most important topics?

Note that contact information and general information will be included in the social media post but you should be prepared to share it on the radio show.

1.

2.

3.

Before recording, BAUW staff will run through the topics with you and note any other information that needs to be included in our social media post.

For any questions regarding social media information please contact Brynn Olverson by email, brynn@brookingsunitedway.org.

For questions or coordination for radio call, please contact Heidi Gullickson by email, heidi@brookingsunitedway.org.