

Introduction

Welcome to the [Station Name] Digital Playbook. This document serves as a guide to maintaining a consistent and engaging digital presence that aligns with our station's branding and strategic goals. It ensures that all team members—from content creators to sales personnel—understand the best practices for updating and managing the website effectively.

1. Website's Role in Our Station's Strategy

- The website serves as an extension of our on-air programming, providing additional content and engagement opportunities.
 - Primary goals:
 - Enhance listener engagement
 - Increase digital advertising revenue
 - Serve as a resource for station promotions, events, and contests
 - Strengthen brand identity and credibility
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2. Content Guidelines

Post Types & Frequency

- **Blog Posts:** Minimum [X] posts per week on relevant topics (e.g., music news, station updates, community stories).
- **Local News:** [X] updates per day as needed, sourced from reliable sources.
- **Events:** All upcoming station and community events must be added at least [X] weeks in advance.
- **Contests:** Ensure contest details are posted with clear rules and deadlines.

Writing Style & SEO Best Practices

- Keep content engaging, clear, and informative.
 - Use concise headlines optimized for search engines.
 - Include relevant keywords naturally within content.
 - Always include a call to action (e.g., listen live, sign up, enter to win).
 - Use proper grammar, spelling, and formatting.
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3. Image & Multimedia Standards

Image Sources

- Authorized stock or AI image sources
- Always attribute the source inside the image caption.

Image Size Requirements

- Blog post feature images: [1200x628 pixels]
- Event images: [800x450 pixels]
- Social media sharing graphics: [1080x1080 pixels]
- Advertisements & banners: [300x250 pixels]

Video Guidelines

- Upload videos to [YouTube/Vimeo] and embed on the website.
 - Optimal formats: MP4 (H.264 codec).
 - Recommended length: Under 3 minutes for engagement.
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4. Technical & Security Best Practices

- Website updates must be performed [weekly/monthly].
 - Only authorized users may access the CMS (Content Management System).
 - Use strong passwords and enable two-factor authentication where possible.
 - Backups should be performed [daily/weekly] and stored securely.
 - Avoid posting copyrighted content without permission.
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5. Monetization & Advertising Policies

Banner Ads

- Standard ad sizes: [300x250, 728x90, 160x600 pixels].
- Ad rotation frequency: [X] per [hour/day/week].

Sponsorship Opportunities

- Sponsored blog posts and event listings must be clearly marked.
- Advertisers may request featured placement for an additional fee.

Affiliate & Revenue-Generating Content

- [Amazon/Other affiliate] links must be disclosed per FCC and FTC guidelines.
 - Sponsored content must adhere to ethical and legal guidelines.
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6. Social Media & Website Integration

- New website content should be promoted across all station social media channels within [X] minutes of publishing.
 - Encourage audience interaction through polls, comments, and contests.
 - Use consistent branding across social media and website assets.
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7. Analytics & Performance Tracking

- Track key performance indicators (KPIs) such as:
 - Website visits
 - Time spent on site
 - Bounce rate
 - Ad revenue metrics
 - Use [Google Analytics/Facebook Pixel/Other tools] to monitor website traffic and engagement.
 - Review performance reports [weekly/monthly] and adjust strategy accordingly.
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8. Implementation & Maintenance

- **Training:** All new team members will undergo digital training within [X] days of hire.
 - **Ongoing Updates:** The digital playbook will be reviewed and updated every [quarter/year] to reflect best practices.
 - **Accountability:** All website changes should be logged for tracking and accountability.
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Conclusion

This playbook ensures that our website remains a valuable asset for the station. By following these guidelines, we create a digital experience that enhances our brand, engages our audience, and generates revenue. For any questions, contact [Designated Digital Manager's Name & Contact Info].