# **KUAF Great Invite - Social Media Content & Usage Guide**

## **How to Use These Posts**

### **Before You Share**

* **Choose content that reflects your genuine experience** - authenticity resonates more than perfection
* **Personalize heavily** - these are starting points, not scripts to copy exactly
* **Be selective** - only share about KUAF if you truly believe others would appreciate it
* **Follow up** when people engage with your posts to continue the conversation

### **Best Practices**

* **Share individually crafted posts**, not mass-produced content
* **Customize for your audience** - consider who follows you on each platform
* **Add your personal story** about how you discovered or use KUAF
* **Include specific details** about shows, events, or experiences you've had
* **Tag KUAF's official accounts** to help amplify the reach ([@kuaf\_radio](http://instagram.com/kuaf_radio) on Instagram, [KUAF 91.3 Public Radio](https://www.facebook.com/KUAF91.3PublicRadio/) on Facebook)

### **Timing Tips**

* **Post when you're genuinely excited** - enthusiasm is contagious and more important than optimal timing
* **Consider your audience's habits** - when do your friends/followers typically engage?
* **Don't overthink timing** - authentic content shared at any reasonable hour usually performs well
* **Avoid very early morning or very late evening** unless that's when your audience is active

## **Ready-to-Share Facebook Posts**

### **Post 1: Personal Invitation**

🎙️ I want to share something that's changed how I experience Northwest Arkansas.

KUAF has become my essential guide to this region - from morning news that helps me understand what's happening locally to music that connects me to our cultural crossroads. Whether I'm discovering a new trail or learning about my neighbors, KUAF is the bridge that helps me belong here.

I'm a contributing listener because I believe in building the kind of community where newcomers and longtime residents truly connect.

Already listening? Join me in supporting our community bridge: kuaf.com/invite

New to the area or never tuned in? 91.3 FM or KUAF.com - give it a week. You'll discover what makes Northwest Arkansas home.

#KUAF #AmplifyingCommunity #NorthwestArkansas #BelieveInABetterOzarks

### **Post 2: Challenge Format**

🏆 I'm accepting the #GreatKUAFInvite Challenge!

KUAF isn't just my daily soundtrack - it's my guide to Northwest Arkansas. From understanding local politics to discovering hidden gems in our region, KUAF helps me feel truly connected to this place I call home.

Being a contributing listener supports the bridge that brings our growing community together - turning residents into neighbors.

Now I'm challenging [TAG 3-5 FRIENDS] - join me in amplifying our community!

Accept the challenge:

✅ Become a contributing listener at kuaf.com/invite

✅ Tag 3-5 friends to join you

✅ Share what KUAF means to your Northwest Arkansas experience

Ready to believe in a better Ozarks with me?

#GreatKUAFInvite #AmplifyingCommunity #NorthwestArkansas #ListenDeeplyBuildCommunity

### **Post 3: Community Impact**

💝 Here's what being a KUAF contributing listener builds:

🌉 The bridge connecting newcomers with longtime residents

🎙️ Local journalism that helps me understand what really matters here

📻 NPR programming that keeps me informed beyond our region

🎵 Music that quiets the noise and opens the mind

🏔️ Stories that capture the authentic spirit of the Ozarks

🤝 Local events and lasting connections

For less than [COMPARISON - coffee/streaming service], I'm investing in the essential guide to Northwest Arkansas - the bridge that helps us all belong here.

Ready to amplify our community with me? kuaf.com/invite

#KUAF #AmplifyingCommunity #NorthwestArkansas #EssentialGuide #BelieveInABetterOzarks

## **Instagram Caption Templates**

### **Template 1: Behind-the-Scenes Style**

POV: You've found your Northwest Arkansas guide 🏔️✨

Every morning when I tune into KUAF, I'm connecting with the essential bridge that helps our growing region feel like home.

Being a contributing listener isn't just about supporting a radio station - it's about building:

• The trusted source that turns residents into neighbors

• Music that quiets the noise and opens the mind

• Local journalism that cuts through the noise

• A community institution that welcomes everyone

• The authentic voice of the Ozarks

Swipe to see what being a contributing listener gets you ➡️

Ready to amplify our community? Link in bio or kuaf.com/invite

#KUAF #AmplifyingCommunity #NorthwestArkansas #EssentialGuide #OzarksCool

### **Template 2: Personal Story Style**

My essential Northwest Arkansas guide 🎙️💫

Story time: I became a KUAF contributing listener because [PERSONAL REASON - moved here/wanted local connection/needed trusted news].

What I found was my bridge to this incredible region:

🏔️ Daily connection to what makes the Ozarks special

🎵 Music that quiets the noise and opens the mind

📰 Local stories that help me understand my neighbors

🌉 A community that welcomes both newcomers and longtime residents

If you're already listening, you know KUAF is more than radio - it's your guide to belonging here.

If you're new to Northwest Arkansas - 91.3 FM or KUAF.com. Let us help you discover home.

kuaf.com/invite

#KUAF #NorthwestArkansas #AmplifyingCommunity #EssentialGuide #BelieveInABetterOzarks

## **LinkedIn Professional Posts**

### **Post 1: Professional Value**

Why KUAF is essential for my professional life in Northwest Arkansas:

As a [profession] in this rapidly growing region, staying connected to local context isn't optional.

KUAF gives me:

→ Trusted local journalism that cuts through noise

→ Regional insights that inform business decisions

→ Cultural understanding that helps me serve clients better

→ Network connections through community events

Being a contributing listener ensures this essential guide stays strong for our entire professional community.

For colleagues who value local expertise and community connection: kuaf.com/invite

#KUAF #NorthwestArkansas #ProfessionalNetworking #AmplifyingCommunity #LocalExpertise

### **Post 2: Business Community Focus**

What I've learned about Northwest Arkansas business culture through KUAF:

This region thrives because of informed, connected professionals who invest in their community. KUAF serves as the essential bridge between business success and community impact.

Through their programming, I've discovered:

→ Local policy changes that affect my industry

→ Economic development stories that inform strategy

→ Cultural insights that help me serve clients better

→ Networking opportunities with like-minded professionals

My monthly contribution as a contributing listener is an investment in both my professional growth and our regional success.

Ready to join other business leaders who amplify our community? kuaf.com/invite

#NorthwestArkansas #BusinessCommunity #KUAF #ProfessionalDevelopment #CommunityInvestment

## **Twitter/X Posts**

### **Tweet 1: Quick Value Prop**

KUAF: Your guide to Northwest Arkansas and beyond 🎙️

✓ Trusted journalism that matters locally

✓ Music that quiets the noise and opens the mind

✓ Where newcomers & locals build community

✓ Local events and lasting connections

Ready to belong? kuaf.com/invite

#KUAF #NorthwestArkansas #AmplifyingCommunity

### **Tweet 2: Personal Testimonial**

Found my Northwest Arkansas community through @KUAF 📻

From morning news to evening music discovery, they're the bridge that helped me belong here. Now a proud contributing listener!

New to the region? 91.3 FM or KUAF.com

#KUAF #NorthwestArkansas #CommunityConnection

### **Tweet 3: Challenge Format**

Taking the #GreatKUAFInvite Challenge! 🏆

@KUAF isn't just radio - it's my Northwest Arkansas guide. Challenging my network to discover what makes this region special.

Your turn: Listen for a week, then join us at kuaf.com/invite

Who's in? 👇

#GreatKUAFInvite #NorthwestArkansas #KUAF

## **TikTok-Style Captions**

### **Caption 1: "POV" Format**

POV: You found the perfect Northwest Arkansas guide

\*Shows morning coffee with KUAF playing\*

"Trusted local news that actually matters"

\*Shows discovering new music\*

"Music that opens your mind instead of algorithms"

\*Shows community event\*

"Real connections with your neighbors"

Ready to belong? kuaf.com/invite 🎙️

#KUAF #NorthwestArkansas #CommunityGuide #POV

### **Caption 2: "Things I Didn't Know" Format**

Things I didn't know about being a KUAF contributing listener:

🎵 You get access to member-only events

📻 You help decide future programming

🤝 You join a community of neighbors who care

🏔️ You're investing in authentic Ozarks storytelling

💡 You're supporting the bridge that connects our region

Ready to discover more? kuaf.com/invite

#KUAF #ContributingListener #NorthwestArkansas #CommunityInvestment

## **Stories Templates (Instagram/Facebook)**

### **Story 1: Quick Facts**

Text overlay: "Why I'm a KUAF contributing listener"

Background: Photo of you listening/at an event

• My guide to Northwest Arkansas ✓

• Connects newcomers & locals ✓

• Music that actually surprises me ✓

• Local news I can trust ✓

• Community events that matter ✓

Swipe up: kuaf.com/invite

### **Story 2: Behind the Scenes**

Text overlay: "Inside my KUAF experience"

Background: Screenshot of KUAF app or radio

"More than just radio - it's how I stay connected to what makes Northwest Arkansas special"

Link sticker: "Join me → kuaf.com/invite"

## **Usage Guidelines**

### **Personalization Tips**

* **Replace bracketed sections** with your specific details
* **Add location specifics** (your town, neighborhood, workplace)
* **Include show names** you actually listen to
* **Share real experiences** you've had through KUAF
* **Tag actual friends** you think would connect with KUAF

### **Platform Best Practices**

**Facebook:**

* Use longer captions with personal stories
* Tag friends specifically in challenge posts
* Share in local community groups (with permission)
* Include photos from KUAF events if you have them

**Instagram:**

* Use high-quality images related to Northwest Arkansas
* Add location tags for local reach
* Use Instagram Stories for quick, casual sharing
* Create highlight reels of KUAF-related content

**LinkedIn:**

* Focus on professional benefits and networking
* Share during business hours for better engagement
* Connect posts to industry-specific benefits
* Use professional tone while maintaining authenticity

**Twitter/X:**

* Keep posts concise and engaging
* Use relevant hashtags sparingly
* Engage with KUAF's official account
* Retweet and add commentary to KUAF posts

**TikTok:**

* Use trending audio when possible
* Keep videos under 60 seconds
* Include captions for accessibility
* Show real moments, not overly produced content

### **Hashtag Strategy**

**Always use:** #KUAF #NorthwestArkansas **Campaign-specific:** #GreatKUAFInvite #AmplifyingCommunity **Regional:** #BelieveInABetterOzarks #OzarksCool **Lifestyle:** #CommunityConnection #LocalGuide #ContributingListener

### **Content Calendar Suggestions**

* **Monday:** Professional/LinkedIn content
* **Wednesday:** Community impact posts
* **Friday:** Weekend music/programming highlights
* **Sunday:** Personal story/testimonial content

## **Success Tips**

### **Do's**

* ✅ **Share your authentic KUAF experience** - real stories resonate
* ✅ **Customize each post** for the specific platform and your audience
* ✅ **Engage with responses** - answer questions and continue conversations
* ✅ **Include specific examples** - favorite shows, memorable stories, events you've attended
* ✅ **Use high-quality images** related to Northwest Arkansas when possible

### **Don'ts**

* ❌ **Copy and paste** without personalizing for your voice and experience
* ❌ **Over-share** - one thoughtful post is better than multiple generic ones
* ❌ **Pressure friends** who don't respond or show interest
* ❌ **Share content** about experiences you haven't actually had
* ❌ **Forget to follow up** when people ask questions or show interest

### **Remember**

The goal is connecting people with something they'll genuinely value, not just increasing follower counts. Quality engagement matters more than quantity of posts shared.