

Lyndsey Kalson

KXPZ, 99.5fm Zia Country, and Bravo Mic Communications are leading the way in social media integration in Southern NM. Social media pages on Facebook, Twitter and Instagram are run in-house by station staff and are never monetized. We've learned to use these platforms like our listeners use them, for fun. And that fun has translated into a more involved listening audience. We've seen an increase in listener interaction just from our direct message links and can provide contesting that doesn't always translate over for "audio." From funny videos to start listeners fan days right, to exclusive station announcements, Zia Country crew members have found many ways to keep posts engaging and fun, from "Like, Comment, Share" contests to exclusive station content, like homemade memes, behind the scenes videos, and more. KXPZ has proven that radio really has moved into the digital age and is now just as much of a visual medium as it is an audio medium to the public on a mass scale. See our work, and our fun, at the links below!

<https://www.facebook.com/ziacountry/>

<https://www.instagram.com/ziacountry/>

<https://twitter.com/ziacountry>