MTN

Pulse

RADIO

SOCIAL MEDIA STRATEGY.

PULSE CODE

Pulse Code is just a name I've created to encompass content that revolves around technology. In terms of news about tech, software, gadgets etc.

The purpose of calling it "code" was to embrace a uniqueness or taste in tech selection, unique to Pulsers.

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PULSE BEAT

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Pulse beat is also another name to refer to any content to be published about music.
This may include, the latest music, trending sounds, upcoming artists, dance challenges, TikTok lip sync challenges, and any interesting news about music

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1 **PULSE SYCH**

This is basically content revolving around motivation, beliefs, opinions of the youth, quotes, lessons, affirmations and anything that would unite the youth into communities that think alike.

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CRISIS

Check credibility of source of information. There aare many people on social media chasing clout, and to cheat people so checking credibility of source is important.

Write a press release disregarding any false claim aand then craft & design pieces of information to educate our audience about our standards and processes.

I would create an email specifically designed to address any fans or followers having challenges. If this source is credible then their issues would be communicated and addressed through this email.

PULSE LUX

1

This is basically content revolving around looks, Youths like to appeal and at any given opportunity, looking classy and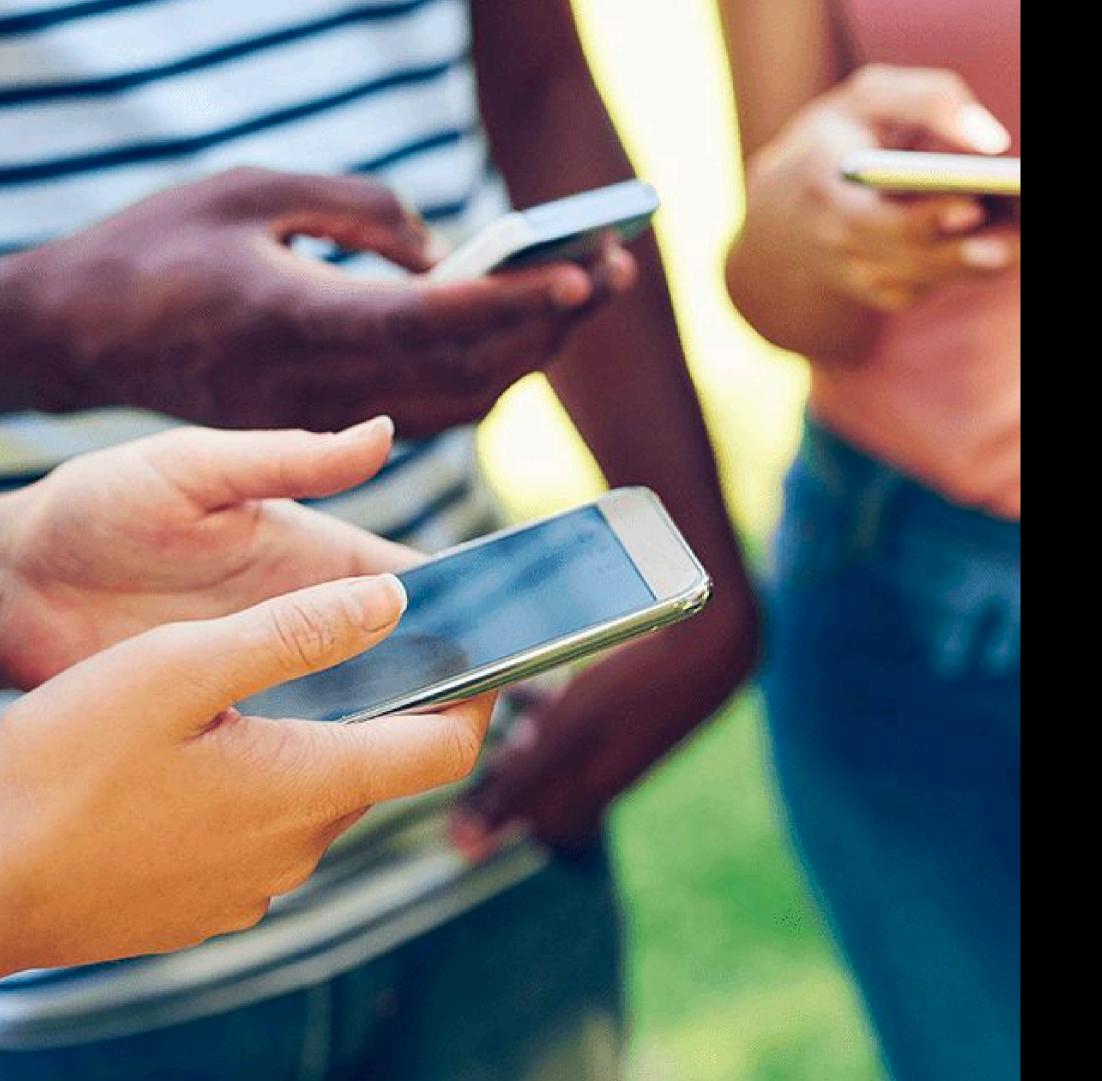 unique is what they will always go for. This means as a brand, we have to make luxury a part of our content in order to appeal to the target audience.

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ONLINE COMMUNITIES

I intend to focus my social media growth plan to focus more on building loyal communities through the use off whatsaapp communities, managed by the digital team but also engaged by the show hosts.

For each show, we build aa whatsapp group and community where the audience can keep their thoughts.

It would also be used as a source of collaboratie content and information.

30

**RUL
E**

In a span of 30 minutes we need to have our pages
updated with content in any of the above stated
cartegory. That way we keep our audience hooked
and engaaged.

The goal is to have 45% of the youth between the age Off 18 - 30 have a whatsap/Instagram status update derived from Pulse Radio content by December 2024.

Whatsapp/Instagram status is the place most youths epress their opinions beliefs and share the highlishts of their day.

This is the only way we can successfuly say that we hae kept our target audience engaged and we have build a culture based off of our content.

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