RADIO BROADCASTER
SOCIAL MEDIA DO’S & DON’TS

WHY PUT YOUR RATINGS IN QUESTION?
Don’t reach out to people who identify themselves as PPM panelists or diarykeepers.
  • Your station could be cited for Rating Bias or Rating Distortion.
  • Let Nielsen know if a panelist or diarykeeper contacts you.

WHY RISK LOSING YOUR LOYAL LISTENERS?
Don’t discuss Arbitron on public social media sites.
  • If you do, panelists and diarykeepers—your loyal listeners—may identify themselves and be removed from the sample.
  • Nielsen monitors social media sites daily to protect the sample.

WHY RISK YOUR REPUTATION?
Don’t say anything on social media that would violate the on-air guidelines.
  • Rating Bias and Rating Distortion guidelines apply to social media sites, including air personality pages.
  • The guidelines apply whether comments are serious or in jest.

DO
  • Make sure everyone at your station is familiar with the Social Media Dos & Don’ts.
  • Contact Nielsen if you learn the identity of a panelist or diarykeeper by any means
  • Review the Rating Bias and Rating Distortion guidelines at www.nielsen.com/audio.
  • Contact Nielsen for a confidential pre-review if you are unsure about posting comments.

DON’T
  • Don’t try to learn the identity of panelists or diarykeepers. Your station may be delisted, even if the attempt doesn’t succeed
  • Don’t address comments to panelists or diarykeepers
  • Don’t discuss Nielsen, radio ratings, PPM, or survey diaries on social networking sites
  • Don’t post comments asking listeners to participate as panelists or diarykeepers

QUESTIONS?
Contact Dave Willinski, Senior Principal Policy Analyst, at dave.willinski@nielsen.com or (410) 312-8396.