



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.