**Fox Sports 1380 (KRKO)**

**Digital Strategy**

This plan will consist of two digital component strategies;

As addressed in the KRKO1380 Strategic Plan, “On the Road with Stitch and Maury” show has no social media aspect which is greatly needed to connect with fans and the community. Instead of creating a new website for the show, the Fox Sports 1380 will create a Facebook page. This is a great way to interact with fans and keep them updated.

Currently Fox Sports 1380 has a website but it is not the style and format the station would like it to be. In the future Fox Sports will have a sister station 1520 am. With all of the new innovations of the station they must have a helpful website for the community.

Below will have basic plans for each viral component.

*“On the Road with Stitch and Maury” Facebook page*

This aspect of the digital strategy for Fox Sports will be important to complete because this will be the first time the community can virally interact with the show and on-air talent Stitch Mitchell and Maury Eskenazi and staff of KRKO. This will be the first priority of the staff to complete. The Facebook page will be created in the near future. The page will consist of:

-Bios

-Photos/Videos

-Updates of future and current events

*New Revamped Fox Sports 1380 Website*

The new website will be the second priority for the staff to complete. The website will have Fox Sports 1380 and upcoming information on our new sister station 1520 am. The current website is not up-to-date and needs to be completely revamped with more information about:

-Station History

-On-air local talent

-Staff Bios and Staff Contact Info

-Photos/Videos

-Current Station News

-Station Events

-Advertisers and Future Advertiser Info