**Social Media Climb as Station Promo Tool**

Social media as a cultural phenomenon are just about a decade old — Facebook was launched in 2004; Twitter, in 2006 — yet they have cemented their place as the No. 1 "outside media" for promoting TV newscasts, ranking higher (in order) than radio, websites and cable, according to TVNewsCheck's second annual survey of creative services directors and promotion managers.

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<http://www.tvnewscheck.com/article/86373/social-media-climb-as-station-promo-tool?utm_source=Listrak&utm_medium=Email&utm_term=Social+Media+Climb+As+Station+Promo+Tool&utm_campaign=Social+Media+Climb+As+Station+Promo+Tool>