



W05-KCWU Best Social Media Account

INSTAGRAM

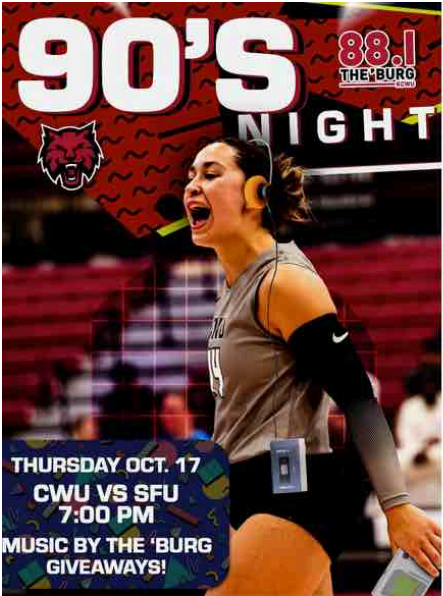
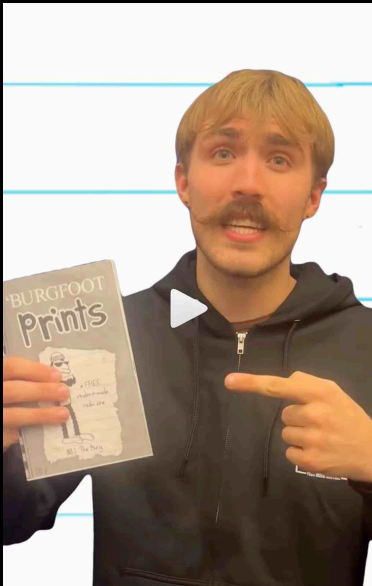
KCWU-FM submission to be considered in the category of Best Social Media Account: [🌐 KCWU-FM](#) [🎧 \(@881theburg\)](#)

At 88.1 The 'Burg, we've curated our Instagram to reflect the energy and spirit of our community through a mix of informational posts and engaging fun Reels. Our content connects CWU students, faculty, and staff while also reaching the broader Ellensburg community. By combining fun/creative storytelling, event partnerships, and community-driven giveaways, we foster authentic engagement, inform and entertain our audience, and strengthen connections across campus and the Kittitas Valley.

Post:
[🌐 Central Washington Athletics on Instagram: "We don't ch..."](#)

Reel:
[🌐 KCWU-FM 🎧 on Instagram: "🎉 Summer Zine Early Relea..."](#)

Reels



Statistics

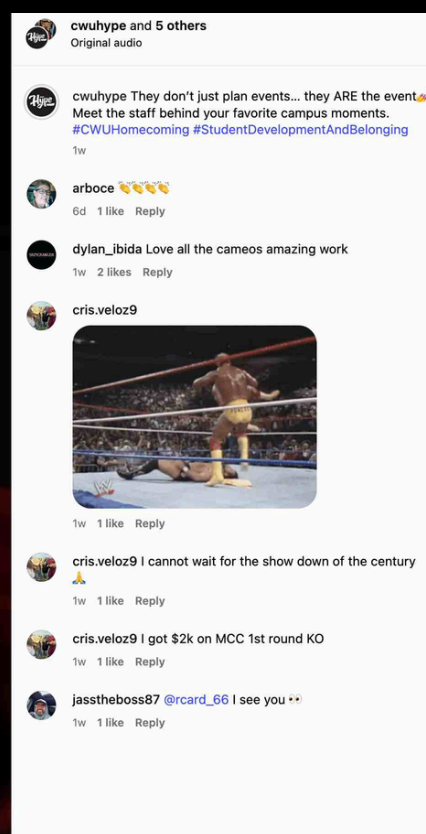
Over the 2024–2025 academic year, 88.1 The ‘Burg’s Instagram grew organically and steadily from 2,549 to 3,027 followers, with no paid promotions or boosts. This growth reflects strong engagement with our content, including informational posts, fun Reels, and community-driven events:



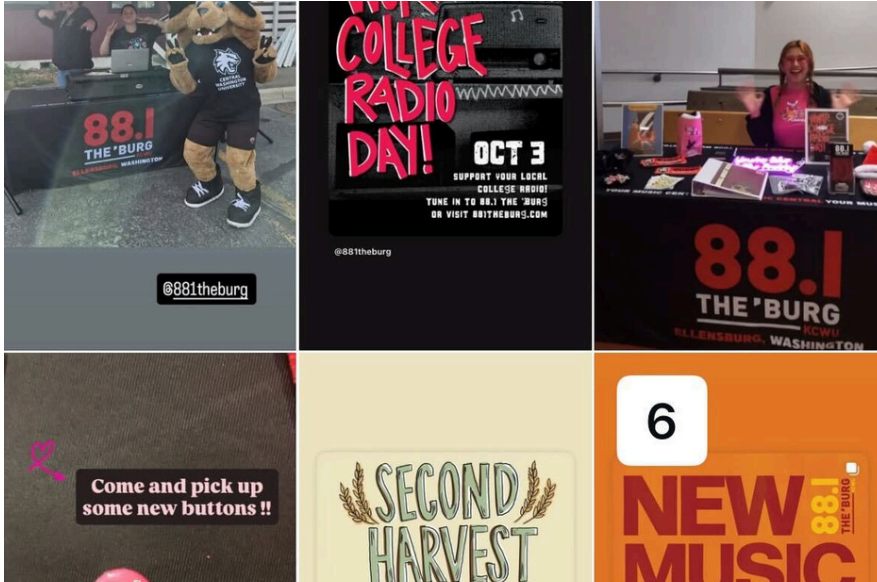
Partnerships

We partner with campus departments, student clubs, and organizations, often collaborating on content and cross-promoting initiatives. In the community, we work with local schools, small businesses, and town organizations such as the Ellensburg Rodeo, the Downtown Association, and Healthier Kittitas. These partnerships help us engage diverse audiences while building strong, mutually beneficial relationships.

🌐 CWU Hype on Instagram: "They don't just plan ...



Our Instagram Stories keep our audience engaged and connected with timely, dynamic content. We share “happening now” updates from events, invitations to join us on-site, interactive polls and surveys, partner content, and station promotions. This approach encourages participation, strengthens community connections, and keeps our followers actively involved with our content.



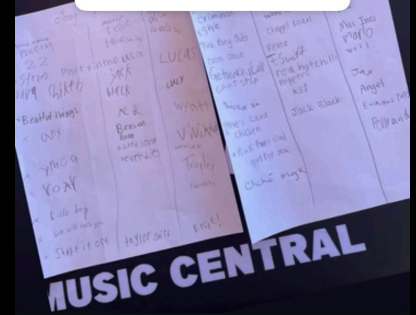
Stories

Some of the kids at the Valley View Color Run had very specific song requests, and we loved every second of it!



What's your go-to hype song when you're having fun outdoors?

Type something...



Info

Handle: @881theburg

Link: 🌐 KCWU-FM 🎧 (@881theburg)

THANK YOU!