

Longtail Station Admin Guide

Thank you for being a part of Longtail Music! I hope we can work together to get more people interested in internet radio, and introduce listeners to music they wouldn't normally have discovered.

I want to outline some of the features and settings of Longtail so you can make the most of it.

Being a part of Longtail means your stations are easily accessible

- On the Longtail website.
- On [The Bat Player for AppleTV](#)
- On [The Bat Player for Roku](#)
- On the Longtail [Twitter](#) and [Facebook](#) accounts.

Often when presenting stations they are ordered by “popularity”. This is a mix of many things. But the more people listen, the more people subscribe, the higher your station is rated, the more people like/dislike tracks, the higher you'll get shown in lists of stations. You also get featured as a “Popular Station” on the site. So if you care about this kind of thing use the stream/playlist urls in places (read more below), and have your listeners sign up, subscribe and listen to your station.

Twitter

If you share your Longtail Music station URL on Twitter it will be playable directly inside the Tweet. This means new listeners don't have to navigate away from Twitter in order to check out your station. For an example visit <https://twitter.com/LongtailFM>.

Longtail Stream/Playlist URLs

You're able to populate the “Somebody tuned into Your Station” messages that show up on Longtail even if the listener isn't listening via the Longtail web site. If you use the stream and/or playlist URLs that are available at the bottom of your admin dashboard it will register that a user tuned in on the site. This increases your station's “popularity”.

For the record, these stream URLs are what is used when somebody tunes into your station on The Bat Player and the Twitter player (as detailed above). So every time a listener tunes in via those methods, it shows up on your page, even though they aren't on the Longtail web site.

Try these URLs in Winamp, iTunes, or whatever you use to listen to your station.

Alert Listeners of Live Broadcasts

You can let everybody know when you're about to do a live broadcast. Simply login to your station admin and hit the “Go Live” button. Not only will it update the feed with a notification telling people to tune in, but it will email your subscribers alerting them. This is a benefit to both you and your fans. They want to know the moment something cool is happening, and

you want them to tune in.

Editing your station details

Your station logo

Upload a high resolution square image (png, jpeg) for your logo. It's usually the first thing a user sees and having a small image looks grainy and bad.

Having something non-square will end up cutting off your logo on the site and will not look great. Most of the time a large version of whatever you're using for your Twitter or Facebook logos will work best.

When promoting your station on Twitter and Facebook the image will also be square, so you'll want this to fit. Examples: <http://f.gabe.bz/232k1I1W0j2L> <http://f.gabe.bz/1R012016301r>

Logos with your station name in it work the best.

Station Descriptions

You'll supply two descriptions. First: A short, to the point, descriptive description. Every station is *"Playing great music 24/7"*, so don't say that and instead be specific about your station. For example *"From the heart of Berlin, playing the best in underground Latin Dubstep."*

A longer description that elaborates on your short description. For example: *"Since 2005 Rockin' Radio has been playing the best in underground Latin Dubstep from the heart of Berlin. You'll love what's rockin' underground."*

Here are some descriptions from Longtail Stations that I think are really clear and helps the potential listener know what is played:

[90s Eurodance](#): Popular dance songs from the 90s.

[Sanctuary Radio](#): The best in Goth, Industrial, Darkwave and Electro.

[Nordic Lodge Copenhagen](#): Chillstep, Downtempo, Ambient and Trip hop, presented in a way that helps you think, relax, chill.

Featured Content / Station Artists

If you enable "automatic artist population" it will auto-populate your Featured Content up to 25 artists.

This is an ok first step, but it makes more sense to only have artists that help your station stand out. You can add custom entries to this list such as the DJs who are featured in shows that you air. For example: If DJ Rockinsocks does a live set on your station, it might make sense to add DJ Rockinsocks to in your featured content list as that is something unique to your station. An example is Lowercase Sounds: <https://longtail.fm/stations/lowercase-sounds>

Lastly, you should remove entries in this list that don't make the most sense for your station. You shouldn't have Justin Bieber on your list if it's not suggestive of the music generally

played. Only a handful of artists are shown at a time, so there's no need to display something that doesn't put your best foot forward.

Content Description

You can specify how you want the content on your station to be described. By default we just say you play "music". But if you're a station that plays pre-recorded mixes, or have live DJ sets then those might be more specific. This is used in sentences like "*Rockin' Radio plays **mixes** from DJ Rockinsocks*" on the site instead of "*Rockin' Radio plays **music** from DJ Rockinsocks*".

Music Genres + Station Features

Be selective in what you choose, as often only a handful are displayed at a time, and you want them to be the most accurate descriptive of your station. Putting that you have "DJ Mixes" doesn't make sense if you don't have them.

Station Owner

Optionally you can fill out the "Station Owner/DJ" section. If you have a station primarily run by one person, you can put that person's name and set their title as "Station Owner", "Program Manger" or "DJ". For example I put my name as the "curator" of my station.

Ignore Tracks

Every station has its own collection of promos, ads, sweepers and jingles. Add the name of these to the "Ignore" list, **separated by commas**, and they won't get registered as a song.

This makes things look nicer and less confusing to listeners. **For example:** *ad4, jingle-42, Advert:, you're listening to*

Events

Add any reoccurring events to your events list. This will make them show up on the home page, the events calendar and on your station page.

Give it a description that catches attention. For example: "DJ Rockinsocks plays a live mix of the best of underground Latin Dubstep every week."

Messages

You can create any number of messages for listeners that will show up on your station page.

However only the most recent message will be pinned to the top of your station feed, and only the most recent will show up on the home page feed.

Embed Player

This is a new feature and in beta. Please report back any issues or suggestions.

If you want to embed your station onto another page you can use the Longtail Music embed player. This will use the stream you saved in the Longtail Music station admin page and will register tune-in's to increase your station Popularity on the site.

You can see the Embed Player in action at this demo page:

<https://longtail.fm/embedplayer/embedExample.html>

You'll also find the simple code you can use to add it to your own site. All you need is your station "slug". For example, if your station url is <https://longtail.fm/stations/country-rage-radio> then your slug is "country-rage-radio". So to activate the player you'll run:

```
addLongtailEmbedPlayer('longtail-embed-player', 'country-rage-radio', false);
```

Change the "false" to "true" if you want the station to automatically start playing.

Feel free to experiment with the player at this

CodePen: <https://codepen.io/gabekangas/pen/PjNNxY>. Try putting your station slug and see if you like it.

Weekly Station Summary Email

You will get a weekly email summarizing the past 7 days of your station on Longtail Music. If there has been zero activity (No tune-ins, no comments, no subscribers, etc) you will not get an email for that week.

I added this feature so as a station owner you don't have to always keep tabs of your station on the admin page. I know it's easy to forget things like that, so I'm happy to send it to you.