Abstract
The implementation of specific tools of Web 2.0 in the radio medium has led to an increase of the ways of communicating with listeners. The purpose of this paper is to analyze the role that both platforms have had in relation to radio audience participation. The chosen methodology is content analysis applied to the activity of Cadena SER in the social profiles of four of its programming information spaces. The results exhibit how Twitter is the network which reflects a greater flow of information from the radio medium. Facebook, however, is the platform with the most active participation of users.

Keywords
Radio, Social Networking Service, participation, journalism, audience.