New Mexico’s official question is, Red or Green? As in, do you want Red or Green chile on your plate? KRWG-FM took this question to the airwaves and social media to find out how New Mexicans enjoy their chile.

The campaigned was launched on July 13th with a Facebook live video that garnered 1.7 thousand views.

On July 31st, KRWG went on location to the Santa Fe Grill for a Facebook live broadcast on how to make a burrito using green chile. That video featured a giveaway and garnered 4.1 views, 49 shares, and 97 comments.

On August 1st, KWRG went on location to the Chile Pepper Institute at NMSU. The video garnered 2.5 thousand views and 36 shares.

KRWG produced 23 memes using chile puns to promote the broadcast of the show on Facebook and Twitter. Each meme received an average of 200 views.

On August 3rd, KRWG broadcast the Red or Green Confidential on the radio and on Facebook live. The show featured social media giveaways and garnered 1.7 views, 28 shares and 57 comments.

In total, the social media integration garnered 14.6 thousand views, 113 shares, and 154 comments.