

HOW IS MY SOCIAL MEDIA PAGE GOING?

This list is not exhaustive, nor is it meant to be a checklist of essential items. However it's a guide to the thinking and some of the expectations your teachers would have when marking this final piece of your cross media promotional package.	YES /NO/ MAYBE	EXAMPLES (BULLET POINTS)
<p>Design coherence (Essential):</p> <p>Does your social media page include the same (generic) images, color scheme, fonts, graphics that appeared in your digipak design and to a lesser extent your music video.</p>	Yes	<ul style="list-style-type: none"> - In our digipak, we used a lot of bright and neon colors which reflects on our social media page. - The social media page has an ongoing theme which shows the EDM industry.
<p>Content:</p> <p>Is there additional (teaser) content such as gifs, images, audio...?</p>	yes	<ul style="list-style-type: none"> - There is a teaser of an upcoming music video which gets fans excited and advertises it well.
<p>Synergy:</p> <p>Have you created links with other brands or products that would appeal to your audience?</p>	yes	<ul style="list-style-type: none"> - We chose to do a collab with Beats as this would appeal with the audience as this sort of thing is used by DJ's making it conventional for EDM fans.
<p>Timeline:</p> <p>Is there a sense of building excitement leading towards the release date of your album?</p>	Yes	<ul style="list-style-type: none"> - There are constant stories and teasers promoting the release of the album which gains excitement from the audience.
<p>Cross Media Convergence:</p> <p>Is there a sense that your star is creating converged links with other media or stars (Radio / TV interviews, computer game / film soundtracks, adverts, collaboration with other musicians...)?</p>	yes	<ul style="list-style-type: none"> - Our star is featuring at one of the UK festivals in the summer which will attract her fans to the specific festival.
<p>Promotion of live events:</p> <p>An album release would almost certainly combine with a tour or series of streamed (paid for) gigs / shows. Remember this is where many artists make most of their revenue.</p>	yes	<ul style="list-style-type: none"> - We has created tour posters which have been released on our social media page with the different dates and locations.

<p>A Call to Action:</p> <p>There should be a clear link to point of sale (iTunes, Spotify, Amazon, Tidal, You Tube...) for the music as well as a link for the audience to buy merchandise or concert tickets.</p>	yes	<ul style="list-style-type: none"> - We have linked the artists link to her merch which is available for fans to shop from.
<p>Ordinary / Extraordinary:</p> <p>Is there an insight into the 'real' life of the star and an opportunity to see them as an authentic person?</p>	Yes	<ul style="list-style-type: none"> - The star is shown out having fun with her friends which shows she does have a 'normal' life outside of the music industry.
<p>Interaction / Engagement:</p> <p>The audience are looking for interaction with the star: Live chats, invitations to comment / engage.</p>	yes	<ul style="list-style-type: none"> - The star has gone live on Instagram interacting and answering fans questions
<p>Sell Physical copies:</p> <p>The artist makes very little money from streamed listens. They would prefer you bought the album or vinyl. Are there promotions of physical versions of the music?</p>	maybe	<ul style="list-style-type: none"> -the artist may promote and sell physical copies of her album
<p>Political Issues &/or Charities:</p> <p>Links to current political issues or charities close to the star's heart is a useful way of developing a compassionate and engaged star image which also helps reinforce their fans' personal identities.</p>	no	<ul style="list-style-type: none"> - The star is giving 20% profits to a small charity close to her, from the merch