

1. **What is conventional** about the page in terms of technical conventions (use terms). Rose
2. How does the SMP page encourage **AIDA** (Attention Interest Desire Action) through its design and content? Rose
3. How does the SMP page enable the audience's **Uses and Gratifications**.
  - ...or how does provide its users with opportunities for **Entertainment, Information, Personal Identity and Social Interaction – B + K** Megan
4. How far is the SMP page a good example of **integrated advertising** and how far does it encourage it to go 'viral' and use 'guerrilla' marketing to help promote its star? Aimee
5. How is the star represented – **ordinary, extraordinary, present and absent** – Dyer? Megan
6. Final check to see if it makes sense as one - Aimee

## Olivia Rodrigo Social Media page

1. For this task we chose to analyse Olivia Rodrigo's Instagram page and analyse her use of audience interaction. To start with, Rodrigo has many typical conventions on her page such as her bio; there is a link that takes you to her website where you have the ability to buy her merchandise, buy her album and even stream her new song and the album. Having links in bio's is a very popular way of marketing for pop stars. Another thing that is conventional of her page is her profile picture - this helps the audience recognise the star. This profile picture seems to match the fun abstract feel of the pop genre, the picture used appears informal and silly showing her ordinary side compared to her extraordinary star image which is Dyer's ideology of the contrast between ordinary and extraordinary. A person's profile picture is the first thing the audience sees when searching for the artist so it needs to be conventional and match the star's image. Furthermore, probably the most conventional part of an Instagram account is the posts. - The posts posted by artists normally apply to Blumler and Katz's uses and gratifications theory by having all aspects such as entertainment, information, education and personal identity. Olivia Rodrigo's post seems to be fun and abstract with unique poses and subtle tones of colours. Posts made by artists really give an insight into their lives.
  
2. Moving on, now I'm going to be analysing how Olivia Rodrigo's social media page encourages AIDA which stands for Attention, Interest, Desire, and Call to action. Firstly we will be looking at the attention aspect, just like most celebrities Olivia Rodrigo has a verified tick next to her username; this shows the audience that she is well established and this is her real account and not a fake or fan one. Secondly is interest, Olivia Rodrigo has created interest through her posts, for example one image that she has posted is a post where she is talking about and giving insights into an upcoming stint on SNL that she is doing which ultimately keeps her audience engaged and interested. Next is desire, Rodrigo has managed to create a sense of desire through her behind-the-scenes posts as the fans aren't shown this aspect of her life when she is on stage performing and these posts show her as more ordinary and relatable. And lastly is the call to action part of her social media page which consists of encouraging her fans and advertising to them to stream her songs, download her albums and buy her tickets. Olivia Rodrigo has done this by having the link to her website in her bio and using her captions as a marketing tool to promote her new projects.

3. Olivia Rodrigo's page provides audiences with all the uses and gratifications of media, including entertainment, personal identity, information and social interaction. There are many ways a follower can interact with Rodrigo's Instagram, throughout every post fans can like and comment amongst other fans and create fandoms with one another - Jenkins theory. Also contained within her linktree are links to join her WhatsApp, join her Discord and also join her mailing list. Consumers can reinforce their personal identity by buying physical vinyls of her recent songs. Rodrigo also tagged where her outfit was from so fans can shop the same styles as Olivia Rodrigo herself. Information is provided about her upcoming releases and events she will be attending to keep fans involved. Unconventionally her page has no highlights so fans cannot look through previous stories that disappear after 24 hours however fans can gain entertainment from seeing her everyday life alongside the interesting activities and events she is attending. There are also opportunities to watch videos that include some behind the scenes insights.
4. Olivia Rodrigo's Instagram page serves as a prime example of integrated advertising due to the seamless incorporation of sponsored content as well as her usual, everyday content. Social media platforms like Instagram is an effective way to advertise and market products as it's free, easy and has the ability to reach a global audience, ideal for an international musician like Rodrigo. We can evidently see her utilise this as she features many sponsorships of different products and brands- as seen here of posts promoting her appearance on SNL and her post advertising her collaboration with LinkBuds S. She does this in an authentic way as her whole page isn't just advertisements but also incorporates just pictures of her life as seen in this carousel about Christmas adding to this ordinary (Dyer) star image. Her content on Instagram also promotes viral marketing mainly from her collaborating with other famous artists and celebrities we can see this in the BTS reel of the music video 'Bad idea Right' where she is seen with singer Tate McRae or where she collaborated with Jimmy Fallon on the Tonight Show- this type of contents can help create a buzz as well as reach a larger audience- beneficial to both parties. Furthermore, looking further back at her older posts when she was promoting the release of 'Guts' she utilised integrated advertising on her Instagram by constantly updating her feed with teaser trailers, BTS posts of music videos and album production to really advertise the upcoming release of her new album and you could argue some can be seen as a use of viral marketing as these sneak peaks she releases on Instagram can create conversion online- spreading the word and pushes the audience to share and repost as Shirky would agree due to how we now live in the age of a participatory audience.
5. Throughout her page we can see aspects of her everyday life along with all the fun, exciting aspects of being a pop star, this creates a 'Paradox of the star' which is Dyer's theory of an ordinary and extraordinary star image. Firstly one of her posts includes recent photos of her everyday life and is captioned 'these days', it includes her appreciating the small things that anyone could be doing like going on walks, playing darts and grabbing a coffee, this gives the audience a 'girl next door' image. In the next post she has posted a 'Merry Christmas' to fans that includes photos of her younger self before she became a star in the limelight. On the other hand she is constantly releasing new music on her page and attending events which includes Saturday Night Live, the Tonight Show and high profile events that can only be accessed by the famous. Therefore audiences will feel that she is absent, something that we perceive as out of reach, on a pedestal, and not actually there, whereas her carousels of her not so glamorous daily life, makes audiences feel that the star is simultaneously present in their lives.