

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><i>Design coherence (Essential):</i></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	<p>The colour scheme is cohesive with the purples, blues and pinks which also fits with the colours of our music video</p> <p>The graphics/editing used is cohesive to the nostalgia brand identity- camcorder effect, digital camera, retro vinyl</p>
<p><i>Content:</i></p> <p>Is there additional (teaser) content such as gifs, images, audio...?</p>	Yes	<p>Created a teaser trailer video hinting at the release of the music video</p> <p>Handwritten note image teasing at the new album release</p>
<p><i>Synergy:</i></p> <p>Have you created links with other brands or products that would appeal to your audience?</p>	Yes	<p>Collabed with Juicy Couture perfume which fits the nostalgic brand identity as well as fits our young female audience demographic</p>
<p><i>Timeline:</i></p> <p>Is there a sense of building excitement leading towards the release date of your album?</p>	yes	<p>We have already hinted at the upcoming album release in a post, but not released the official date yet</p>
<p><i>Cross Media Convergence:</i></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>	No	<p>We have plans for an appearance on talk shows to promote the album release</p>
<p><i>Promotion of live events:</i></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>	No	<p>Not yet, we have a tour which will be announced after the music video release</p>

<p><i>A Call to Action:</i></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	We have added a link tree into the bio of our page to all the music, products and concerts that we are selling. In captions of posts we reinforce this with adding “Link in Bio” to direct the audience
<p><i>Ordinary / Extraordinary:</i></p> <p>Is there an insight into the ‘real’ life of the star and an opportunity to see them as an authentic person?</p>	maybe	We have included lots of extraordinary however not as much the ordinary ‘real life’ of the star
<p><i>Interaction / Engagement:</i></p> <p>The audience are looking for interaction with the star: Live chats, invitations to comment / engage.</p>	Maybe	We currently only have done one poll were fans can rank and share their excitement level for the music video
<p><i>Sell Physical copies:</i></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>	no	-
<p><i>Political Issues &/or Charities:</i></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>	Yes	<p>We have constructed a star to be an ambassador to Unicef teenage mental health.</p> <p>With her promoting this via posting her time at a charity event.</p>