

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"> - The colour palette mainly consists of darker colours and monochrome colours - We use the same font for the bands logo in every image we use it
<p>Content:</p> <p>Is there additional (teaser) content such as gifs, images, audio...?</p>	yes	<ul style="list-style-type: none"> - We have used several different images / clips from our actual products
<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 have announced that the next album will donate to charity - There is an image taken of the band members at the 'Grammys'
<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"> - The teasers for the album ramp up between each one as the release date comes closer
<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>	no	
<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 have advertised a usa tours

<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>	no	
<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>	maybe	<ul style="list-style-type: none"> - There is a post with the stars behind the scenes of a shoot getting everything ready
<p>Interaction / Engagement:</p> <p>The audience are looking for interaction with the star: Live chats, invitations to comment / engage.</p>	no	
<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>	no	
<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>	yes	<ul style="list-style-type: none"> - We have teamed up with the S.H.O.E.S foundation which is a charity made to help endangered species