

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)**

Design coherence (Essential):

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.

YES

- Digipak front cover uses mainly yellows, purples and reds.
- This is the same for our Tour Poster.
- Within our Merch Announcement.
- Within our Highlight covers. (Kaleidoscope pattern is used)

Content:

Is there additional (teaser) content such as gifs, images, audio...?

YES

- There is a teaser video for the Music Video.

Synergy:

Have you created links with other brands or products that would appeal to your audience?

NO

- This is perhaps something to work on for the final draft.

Timeline:

Is there a sense of building excitement leading towards the release date of your album?

YES

- Yes beginning with an announcement of the album front cover
- Moving onto a teaser for the Music Video
- Followed by the Music Video itself.
- An announcement of a tour.
- The release itself.

Cross Media Convergence:

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...)?

NO

- Perhaps this is something to work on for the next draft.

Promotion of live events:

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.

YES

- Yes, there are multiple posts showing him performing.
- There is a post detailing the dates and places of his next tour

<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	<ul style="list-style-type: none"> - As of right now I have not written the captions for the posts, I will rectify this in the final draft.
<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"> - Ordinary = he's hanging out with friends and having a good time. - Extraordinary = Performing shows, traveling the world.
<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"> - Q&A - Comment Section.
<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>	YES	<ul style="list-style-type: none"> - On the release date post he shows off his copy of the CD.
<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"> - Green Peace is advertised within the Highlights.