

HOW IS MY SOCIAL MEDIA PAGE GOING?

<p>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.</p>	<p>YES /NO/ MAYBE</p>	<p>EXAMPLES (BULLET POINTS)</p>
<p><i>Design coherence (Essential):</i></p> <p>Does your social media page include the same (generic) images, <u>colour</u> scheme, fonts, graphics that appeared in your digipak design and to a lesser extent your music video.</p>	<p>MAYBE</p>	<ul style="list-style-type: none"> ● Includes a post with our digipak on where we announce our new album. ● There is also a promotion for the new album and the video is on a neon background identical to that of the front cover for our album. ● It would be ideal to include some more coherence of <u>colours</u> from the digipak. (neon/rainbow)
<p><i>Content:</i></p> <p>Is there additional (teaser) content such as gifs, images, audio...?</p>	<p>YES</p>	<ul style="list-style-type: none"> ● We have included stories which show where our artist has performed in London and when he is in the studio. ● We also plan to get a small gif or video of our star playing with a band and other behind the scenes content
<p><i>Synergy:</i></p> <p>Have you created links with other brands or products that would appeal to your audience?</p>	<p>YES</p>	<ul style="list-style-type: none"> ● Grizzly griptape - We partnered with a skateboarding brand as this is traditionally an indie rock activity which would appeal to our audience and help to grow our audience. ● Patagonia/Columbia - We are aiming to include a brand partnership with either of these brands as they are both related to nature and adventuring which will help to portray our star image as an outdoors person.
<p><i>Timeline:</i></p>	<p>YES</p>	<ul style="list-style-type: none"> ● Had a post in which we drop hints about a new project and don't spoil it for the audience to build excitement and to get

<p>Is there a sense of building excitement leading towards the release date of your album?</p>		<p>people talking.</p> <ul style="list-style-type: none"> • We also posted a sneak peek containing some of our digipak designs to draw attention and we also put the date of the release which will give fans something to look forward to.
<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"> • We included a post where we collaborated with the Heritage Orchestra. This portrays our star as popular and well known in the industry as he is involved with other bands and collaborating. • We also aim to include a behind the scenes band practice with a drummer and guitarist which will show a collaboration with other artists and to help portray our stars personality.
<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 stories that were promoting a show at the O2 in London, and we also dedicated a post to saying thank you to the audience for attending the concert which represents our star as extraordinary and famous.
<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>	MAYBE	<ul style="list-style-type: none"> • We have a link to a website in our bio which has the music video posted on it and we will also create some merchandise.
<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"> • We have a skating video which showcases the personality and hobbies of the star. • We would benefit from a couple more behind the scenes posts to show the real side of the star and how he is ordinary.

<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"> We have made sure that our star replies to all the comments put on his posts which invites more comments and represents the star as ordinary as he takes the time to engage with his audience.
<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	<ul style="list-style-type: none"> We plan to do a mini shoot to get some photos with the cd one we have created our own physical copy and then we can market it in that manner.
<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"> We are looking for a good way to achieve this, possibly through a brand deal with a company who help contribute to the combat of climate change.
<p>ADD IN 5 SPECIFIC TARGETS INTO THE BLOG POST AS A RESULT OF THIS SELF ASSESSMENT</p>		