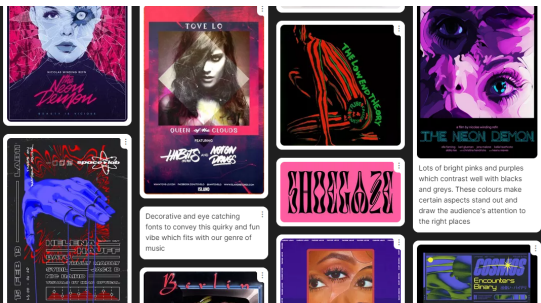
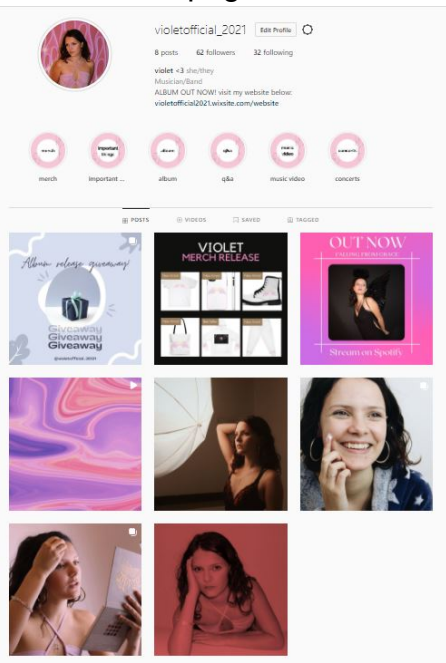




HOW IS MY SOCIAL MEDIA PAGE GOING?


<p style="text-align: center; margin: 0;">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 style="text-align: center;">EXAMPLES (BULLET POINTS)</p>
<p>Design coherence (Essential):</p> <p>Does your social media page include the same (generic) images, colour scheme, fonts, graphics that appeared in your digipak design and to a lesser extent your music video.</p>	<p>YES</p>	 <p style="font-size: small; margin-top: 5px;">Lots of high-contrast purples and pinks which contrast well with blacks and greys. These colours make certain aspects stand out and draw the audience's attention to the right places.</p> <p>Decorative and eye-catching fonts to convey this quirky and fun vibe which fits with our genre of music.</p> <p>Color scheme from our lookbook is similar to our page.</p> 
<p>Content:</p> <p>Is there additional (teaser) content such as gifs, images, audio...?</p>	<p>YES</p>	<p>We teased our music video and album release on stories</p>

		
<p>Synergy:</p> <p>Have you created links with other brands or products that would appeal to your audience?</p>	<p>YES</p>	<p>We created a skincare ad, and we decided to do this after researching the demographics of our audience.</p> 
<p>Timeline:</p> <p>Is there a sense of building excitement leading towards the release date of your album?</p>	<p>MAYBE</p>	<p>I feel as though we need to rearrange some posts and add more exciting ones to build anticipation for the release of our music video and album.</p>
<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>	<p>NO</p>	<p>We have no yet done this, but we plan to do a radio interview in future drafts</p>

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.

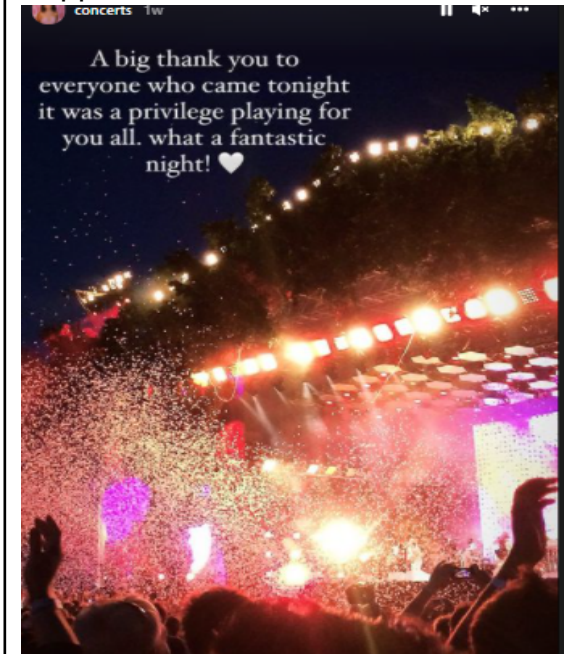
YES

 violetoofficial_2021 thank you all for your support on my music career so far! i am performing live at #hydepark on December 1st - grab your tickets before they run out. tickets available on my website. can't wait to see you all there ❤️
<https://violetoofficial2021.wixsite.com/website>

1w

We advertised a live gig at hyde park, we also included tickets for other events on our website - the link is in our bio

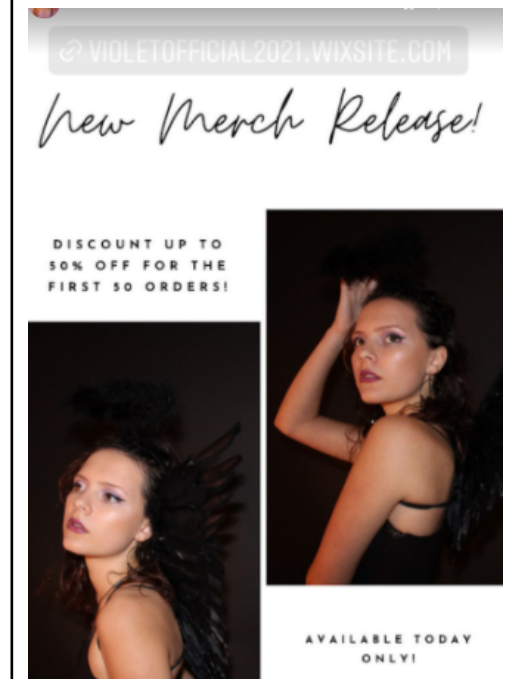
We posted the gig on our story after it 'happened'



A Call to Action:

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.

YES

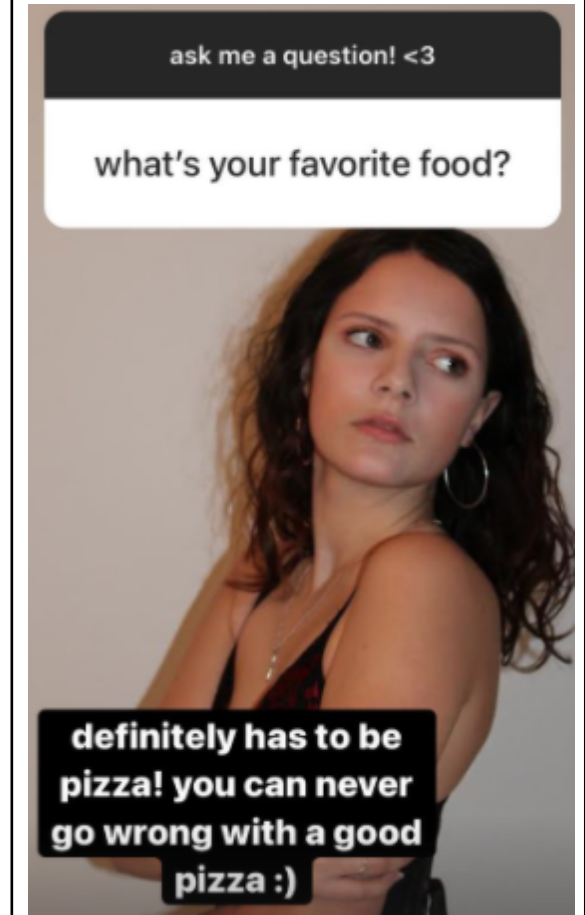


Our website includes everything linked to sales e.g. merchandise, tickets for gigs. And with the releases of our music video and album, we have noted that they can be found on youtube, or accessed through our website.

Ordinary / Extraordinary:

Is there an insight into the 'real' life of the star and an opportunity to see them as an authentic person?

YES



The 'Q&A' highlight allowed us to create and answer questions that made Violet seem relatable and casual e.g. 'What is your favourite food?'.
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The 'Q&A' highlight allowed us to create and answer questions that made Violet seem relatable and casual e.g. 'What is your favourite food?'.

		 <p>We also created an 'Important' highlight, this contained political views, fundraisers etc which show a caring and authentic side of our star.</p>
<p>Interaction / Engagement:</p> <p>The audience are looking for interaction with the star: Live chats, invitations to comment / engage.</p>	<p>YES</p>	<p>what's everyone's favorite item from my recent merch release? i'd have to say mine is the 'Violet Hoodie', it's sooo comfy ♡</p>  <p>Interaction was available through Q&A's, comment sections, polls on stories and more.</p>
<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>	<p>NO</p>	<p>We will look into how we can promote physical copies of the album.</p>

Political Issues &/or Charities:

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.

YES



We reposted these images on our story to raise awareness and show our star's values.



ADD IN 5 SPECIFIC TARGETS INTO THE BLOG POST AS A RESULT OF THIS SELF ASSESSMENT