

## 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

- Our social media page has all of the essential design elements of a social media page, profile, posts, bio etc.

### ***Content:***

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

YES

- There is a small clip from the video on one of the posts

### ***Synergy:***

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

MAYBE

- I have created a post supporting a charity for childhood illiteracy.

### ***Timeline:***

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

YES

- The posts tease a big announcement before announcing and releasing the music video

### ***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

- We could include a collaboration

### ***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

- Within the Q&As there are questions about tours and there is a tour poster post.

<p><b>A Call to Action:</b></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"> <li>- There is no clear point of sale other than saying to listen on spotify</li> </ul>
<p><b>Ordinary / Extraordinary:</b></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"> <li>- There are some photos off the band all together to make them seem real</li> </ul>
<p><b>Interaction / Engagement:</b></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"> <li>- There is a q&amp;a for fans to interact with the artist</li> </ul>
<p><b>Sell Physical copies:</b></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	There are no promotions for physical copies
<p><b>Political Issues &amp;/or Charities:</b></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"> <li>- There is a post asking people to donate to the children's literacy society to support children learning to read.</li> </ul>