

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

- In my digipak, we used a lot of purple and pink in the design with the main colour as black. The music video doesn't fit the colour scheme but still has the mysterious, extravagant feel that the digipak has.
- The social media page uses a similar colour scheme without the black and includes brighter, more vibrant pinks and purples. The music video also has a lot of vibrant colours in it.

Content:

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

YES

- There is a teaser for the digipak and the music video to engage our audience and provide a sense of urgency and mystery to the fans.

Synergy:

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

YES

- We created skincare advert for our audience to show the ordinary side of our artist and make her seem down to earth.

Timeline:

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

YES

- The teasers were released a week before the release date.
- Behind the scenes shoots help create mystery and excitement for the fans.

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...)?

YES

- A BBC Radio 1 interview is advertised on my page which talks about our star being interviewed about her career and what it's like to be a female singer in this day in age.

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

YES

- We created gigs for our artists and tickets that the fans could buy on our website.
- We also plan to release tour dates as our final post.

revenue.		
<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>	YES	<ul style="list-style-type: none"> - Our website is linked in our bio and underneath posts about purchasing tickets, watching the music video or buying the album.
<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"> - The star is shown bare-faced in the skincare ad, showing that she is down-to-earth and relatable.
<p>Interaction / Engagement:</p> <p>The audience are looking for interaction with the star: Live chats, invitations to comment / engage.</p>	NO	<ul style="list-style-type: none"> - A Q&A was done on Instagram stories for the fans to engage with the star.
<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>	MAYBE	<ul style="list-style-type: none"> - No charities are mentioned. - Political opinions are shown through Instagram highlight reels.