

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.

MAYBE

- In my digipak, the design isn't as generic as the music video and social media page. The use of red is used often in my digipak but there is a theme of black and white.
- My social media page uses a colorful scheme with both vibrant and black and white posts. This stands for my music video too, there are clips of colour and clips of black and white so essentially all pieces link together.

Content:

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

YES

- There is a teaser of both the music video (including audio) and digipak (back pane). This is to engage and provide a sense of urgency to the fans in the upcoming wait for the times of release.

Synergy:

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

MAYBE

- As a result of having such a close connection with the RNLI this will encourage fans of the star to make as many donations as possible to aid the charity but also give Max satisfaction that there is success in his promotion techniques.

Timeline:

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

YES

- A small snippet of the Otherside music video has been shown on the page just over two weeks before its release date.
- The back page of the Album is shown 5 days before its day of release as a teaser of the real thing.

<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"> - A BBC Radio 1 interview is advertised on my page entitled Max's Confessions' which talks about Max's experiences whilst producing the music video and also explaining personal relationships as to why he supports his certain charity.
<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>	NO	-
<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	-
<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 celebrating dinner at his favourite restaurant; this conveys him as ordinary and authentic as this would happen in day-to-day life.
<p>Interaction / Engagement:</p> <p>The audience are looking for interaction with the star: Live chats, invitations to comment / engage.</p>	NO	-
<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</p>	MAYBE	<ul style="list-style-type: none"> - (Charities - yes))The posts regarding the RNLI is something that sits close to home with Max so encouraging

which also helps reinforce their fans' personal identities.		his audience in his posts to donate to their charity is vital for him. - (Political - no)
<i>ADD IN 5 SPECIFIC TARGETS INTO THE BLOG POST AS A RESULT OF THIS SELF ASSESSMENT</i>		