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# MUSICIAN SOCIAL MEDIA ANALYSIS

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## 1. INITIAL ASSESSMENT

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- Choose an artist/musical group
- Find all social media outlets including Facebook, Snapchat, Instagram, twitter, website, etc
- Analyze current usage of each (A lot, periodic, infrequently, etc)
- Evaluate relevance and topic of posts. (Are there any themes or trends?)
- Current branding/type

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## 2. AUDIENCE

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- Identify target audience
- What elements do they use to keep current audience satisfied?
- What do they do to expand their exposure?
- What areas are well used and what areas are missing

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## 3. PROPOSAL

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- Identify a strategy to change/enhance current brand to grow fan base
- Delineate elements that need improvement and how those changes will look
- Create a "marketing plan" with specifics tailored to your artist, their brand, their newly targeted fan base,
- Think about the artist's goals musically, politically, and socially
- What are the best ways to increase the fan base and make your artist appeal/be exposed to more people
- Specifically look at what changes/enhancements can be made to their social media platforms

