



Week 2 - Reference Page

Social Media (virtual space to create, share and exchange information, ideas and content.)

- Knowing what each platform specialises in, gives you the tools to know how to best use it.
- Use the audience measurement/insight tools from platforms like Facebook, LinkedIn, Instagram and TikTok to get an idea of what your current audience looks like and where you need to grow. - Insight/Analytics tab
- Important data metrics(attributes) will be the location, age and interests of the audience.
- Through analysing your social media audience, you will get a better idea on how to attract the target audience that has the probability of being interested in you.
- Engagement, Likes, and Follows - how these are all connected to your profile and the content you share.
- Promoting on a budget using social media advertising automations to fulfil a social media campaign
- A planned undertaking to achieve a specific task or goal, which is part of your overall goal/mission. This will may have a **cost** element to some of the tasks/work items linked to the task.

Content Types

- Platform norms and breaking the rules can get you more attention and create the buzz you want (example: Videos on IG and Photos on Youtube)

- Text, Images, Videos, Audio - formatting and sizing for better algorithmic and visual presentation
- Emails and other contact details can be utilised to target and collate a directory and doorway to your audience

Engagement & Metrics

- Mailchimp, Twilio, Shopify and collection platforms that aid and assist in gauging your engaged audience
- Google Analytics, amongst, other in-depth insight tools are developed and finely integrated with day-to-day apps that can afford you the knowledge of what your audience do, beyond your profile.
- **Soundcharts** (<https://soundcharts.com/>) & **Chartmetric** (<https://chartmetric.com/>) dashboard tools/services, offer a more aggregated and structured way of making sense of all the data and insights from your online profile and presence.

Success Criteria

- Setting up goals to achieve measurable growth that you can be proud of and own.
- Setting up a considered **time line** to achieve these goals is just as important as having the goals.
- Knowing when you have **achieved** a goal is sometimes overlooked and can be the cause of needless insecurities

Maintenance

- The language you choose to use and the manner you communicate have an effect on engagement
- Approaches to sharing your content: Organic and Natural vs Planned and Intentional
- Forms of writing captions or backstory: Newspaper (long form) post or snapshot (elevator, conversational) read

- Algorithms and the problem they create. Algorithms are computerised ways of solving a problem. social media algorithms aim to: optimise user engagement, user retention

Social Media Platforms:

- **Facebook:** text, images, videos, live videos, stories
- **Instagram:** images, videos, reels, stories, IGTV
- **Twitter:** text, images, videos, live videos, fleets
- **TikTok:** short-form videos, duets, challenges, live streams

Insights:

- **Facebook Insights:** This tool shows you how many people have seen your posts, how many people have engaged with them, and what times of day are best for posting.
- **Instagram Insights:** This tool shows you how many people have seen your posts, how many people have liked or commented on them, and what kind of content is resonating with your audience.
- **Twitter Analytics:** This tool shows you how many people have seen your tweets, how many people have engaged with them, and what kind of content is most popular with your followers.
- **TikTok Pro:** This tool shows you how many people have viewed your videos, how many people have liked or commented on them, and what kind of content is resonating with your audience.

Use these tools to better understand your audience and improve your social media presence!



Algorithm:

An algorithm is a set of instructions that tell a computer what to do. Social media platforms use algorithms to decide what posts and content to show you based on what they think you might like. The algorithm looks at things like what you've liked and what you've searched for to decide what to show you next.



Goal Success Criteria example:

Goal	Metric	Plan of Action <i>(Use your creativity to map out a way to achieve the goal)</i>
Grow online audience	at least 4 followers a month	i.e Collaborate with other musicians, post consistently, engage with followers
Get online engagement	at least 2 unique comments on a post/photo	
Get more streams	at least 8 plays each week	i.e Promote release on social media, collaborate with influencers and music blogs, engage with fans
Get more subscribers (Youtube/Website)	at least 2 emails a month	

Links:

<https://chartmetric.com/>

<https://soundcharts.com/>

<https://www.shopify.com/>

<https://mailchimp.com/>

<https://www.twilio.com/>