

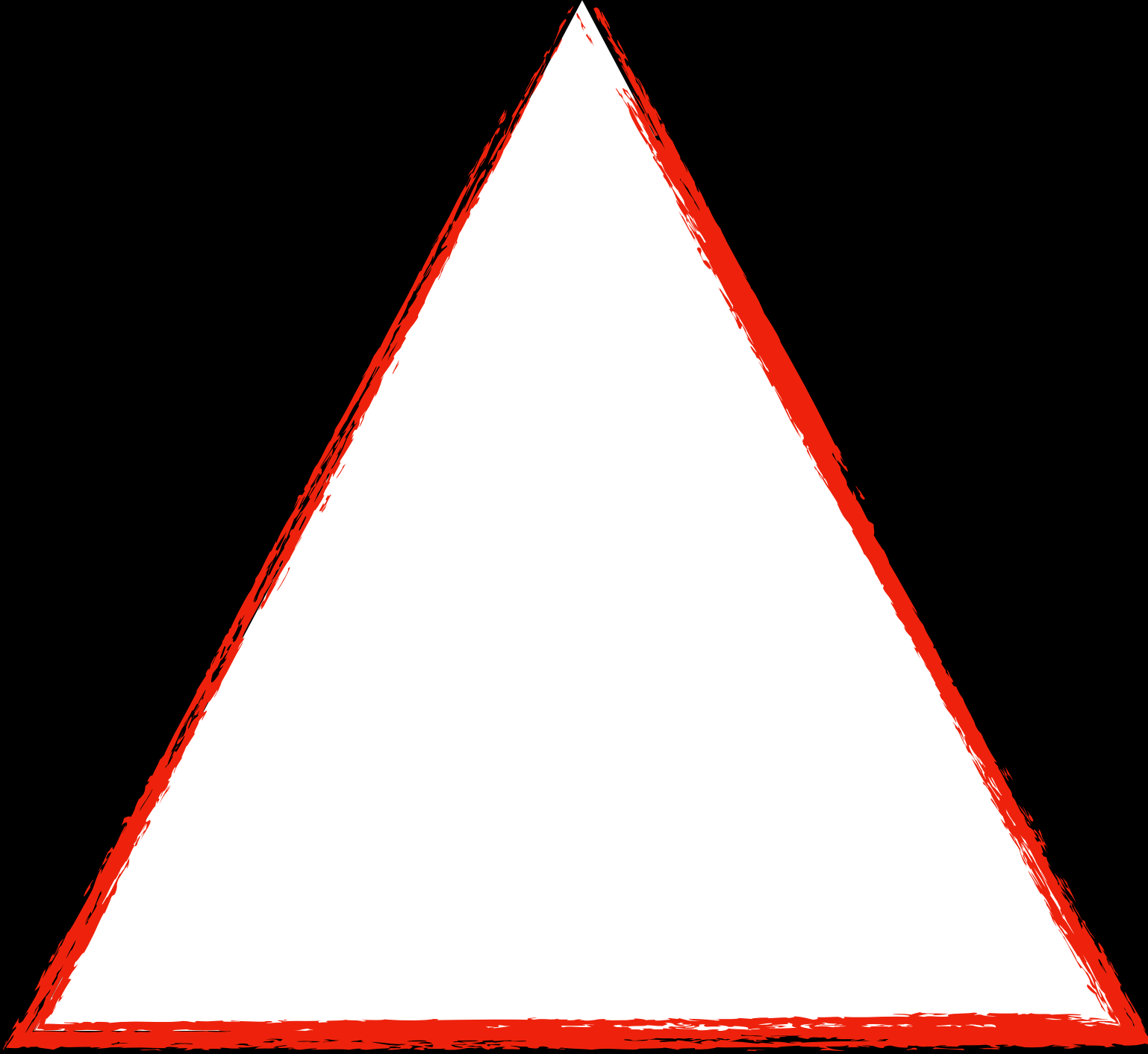
IOTA

Social Media Audit - IG + TikTok + Facebook

Benefits for the brand IOTA:

- Auditing Social Media Profiles on IG, TikTok + FB
- Identifying aspects to improve
- Providing actionable, short-term and long-term recommendations
- Growth across H2 2024 and beyond

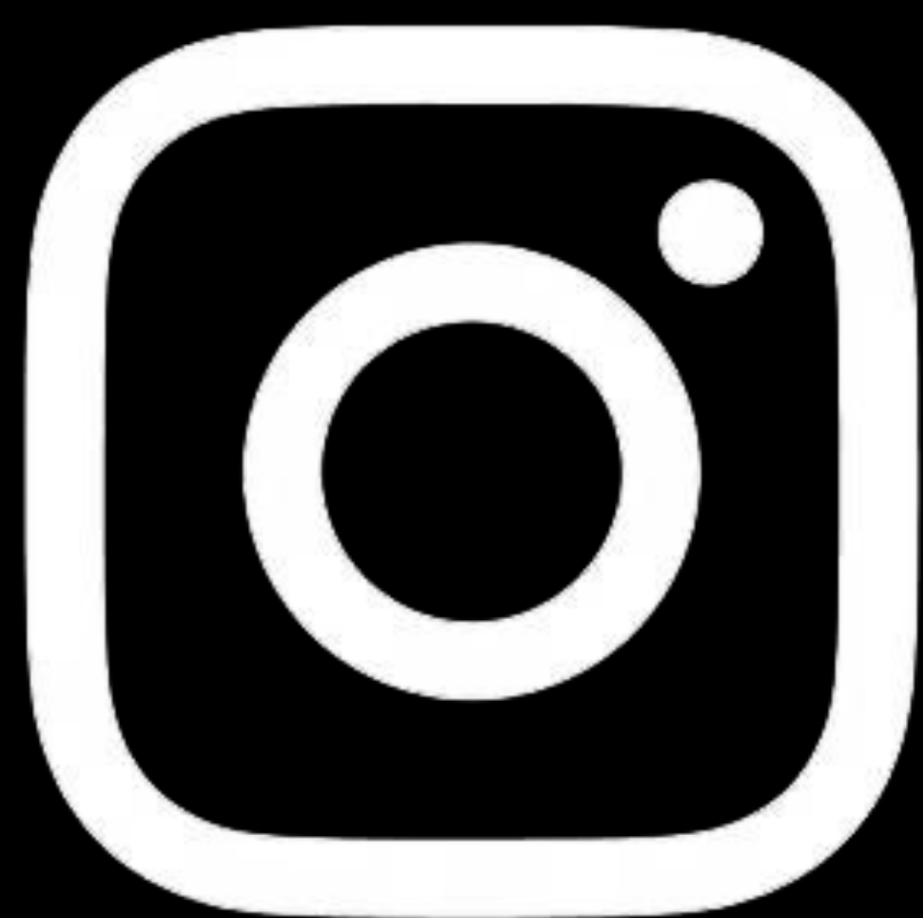
Business Goal:
- Raise the awareness
- Grow the following
- Convert the following into increased streams & sales
(incl. live shows + merch etc.)



Brand Goal:
Be a recognisable singer/songwriter, associated with high-quality music and a go-to person for great songs within both the relevant niche and a wider audience

User Goal:
Find and enjoy music that's intellectually and spiritually stimulating, widening the horizons and providing a pleasant experience while listening to.

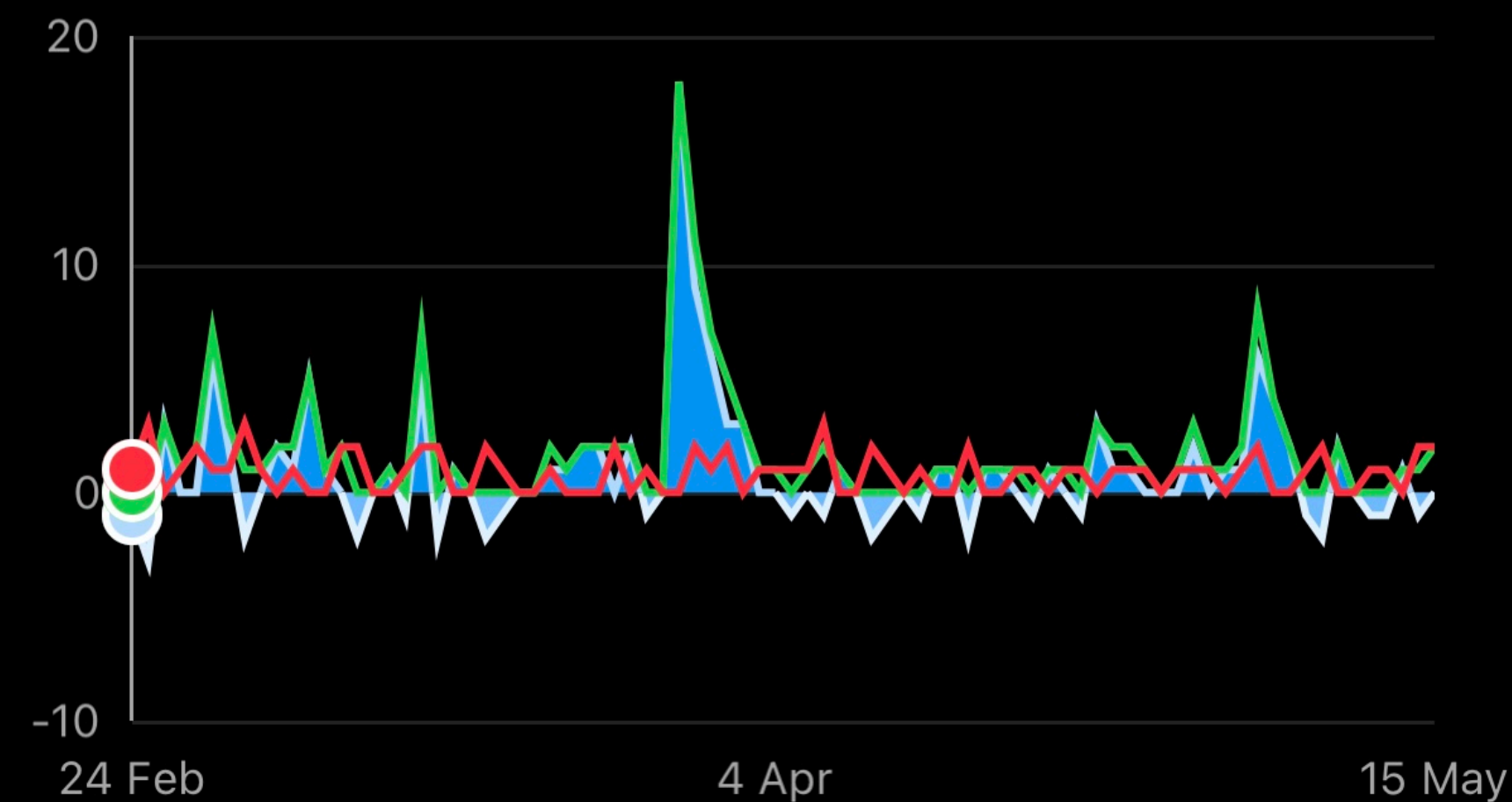
Social Media
Purpose



Instagram

Based on Insights from the last 90 days, as guidance and consideration points when creating content:

- Overall Followers are at net +73. Absolute growth was +143, but 70 have been lost. It's still a decent result on the whole, based on the deeper analysis the Unfollows (red line) have been evenly distributed in time, so it does not seem to be the case of any particular piece of content having turned out to be particularly aggravating to the audience, polarising people, putting them off etc. Attrition levels of a few Followers a day with the overall Following of ~2,000 is perfectly normal and can be attributed to, and explained by, bot/dummy accounts, genuine followers deactivating their accounts and natural level of people who lose interest (which is always going to happen and an irrevocable part of the equation).



Based on Insights from the last 90 days, as guidance and consideration points when creating content:

- Top cities for the current audience are:

- Bristol: 18.8%
- London: 7.1%
- Witney in West Oxfordshire: 2.5%
- Brighton & Hove: 2%
- and Birmingham: 1.3%.

- Top countries for the current audience are:

- United Kingdom: 80.8%
- United States: 5.8%
- Australia: 1.6%
- Germany: 1%
- France: 0.7%

Due to the majority of audience being located within the UK and across multiple cities/towns, no data is available on US, Australian, German and French cities for the audience at the moment.

Based on Insights from the last 90 days, as guidance and consideration points when creating content:

- The gender breakdown is:

- 62% Men
- 37.9% Women

- The largest age bracket is:

- 25-34 for both Men and Women: 50.5% of the audience.

This is then followed by:

- 18-24: 21.1%
- 35-44: 15%
- 45-54: 7.3%
- 55-64: 4.1%
- 65+: 1.3%
- and, finally, 13-17 at 0.4% of the audience.

Similar breakdowns for Men and Women individually, however, notably, for women 18-24 constitute 26.4% of the audience.

Based on Insights from the last 90 days, as guidance and consideration points when creating content:

Most active times seem to be between 9AM to 3PM on all 7 days of the week.

There is a slight variation across hours, but the 6 hour block seems to be a constant and noticeable peak.

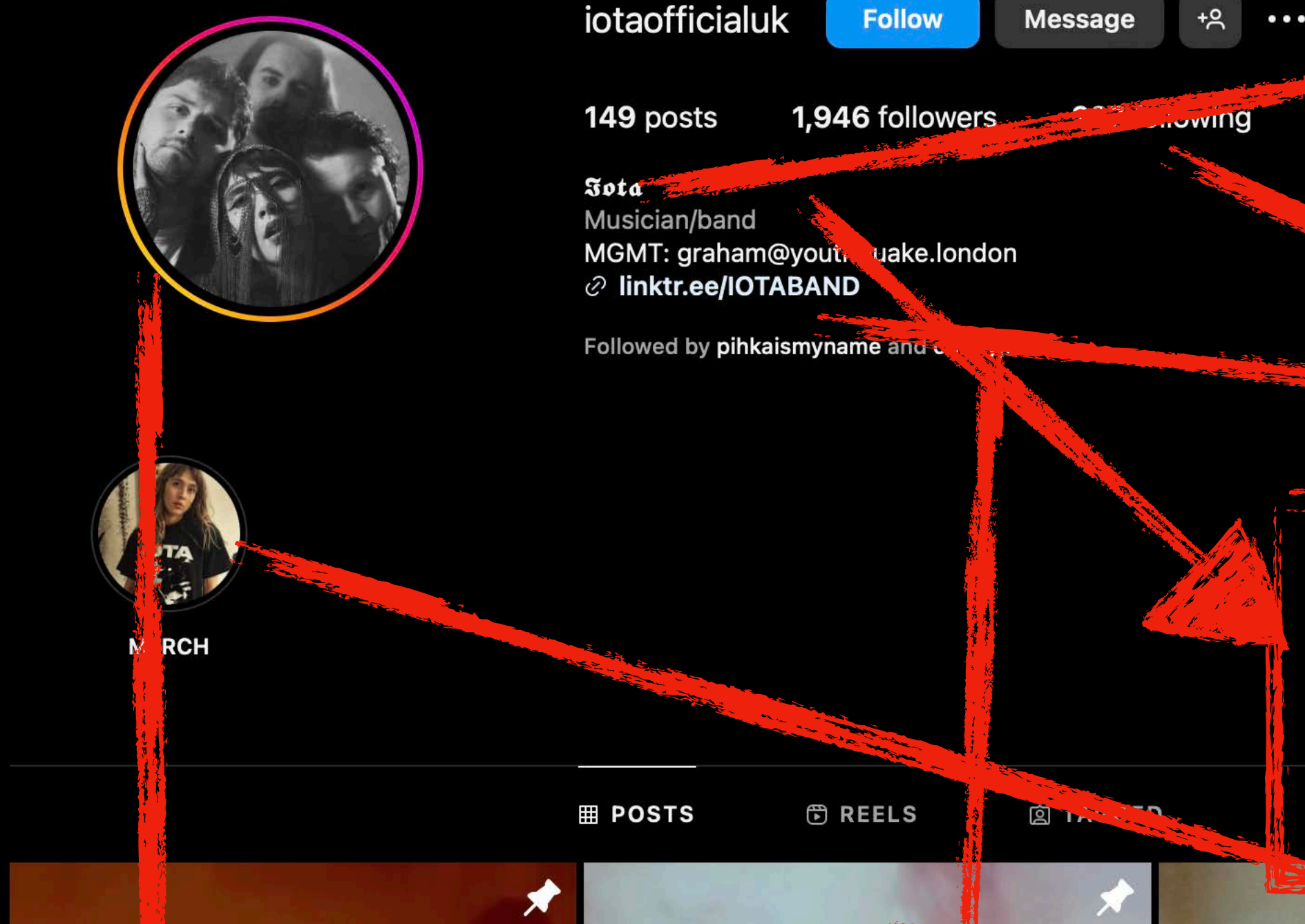
There is no noticeable difference between any particular days of the week in terms of activity - all weekdays and weekend days show an equal amount of online presence/activity of the current Followers:

Mondays were most active with 1,425 people online on average, Saturday and Sundays least but with 1,406 still - so a difference of just 19 between the peak and the lowest point (if we can even consider those - essentially with those figures it's a 'rounding error' territory.

Based on Insights from the last 90 days, as guidance and consideration points when creating content (cont'd):

- 4,120 accounts were reached with the content, with 10.7% (440) out of that through ads
- Majority of those who ended up reached with the content/served by it were Non-followers (72.2%), Followers constituted 27.8% (which is interesting - and a great result all in all, as it is increasingly harder to reach non-Followers and attract new ones on Instagram these days)
- The content has had an aggregate 40,115 impressions, which is a 43.3% increase over the preceding, 90-day period
- Best-performing content format for the moment being are Posts, followed by Reels and with Stories at the very end.

This is to be expected in the case of Stories, as they are generally only delivered to existing Followers; the opportunities and ways to get Stories in front of non-Followers are hugely limited nowadays, as relevant Stickers and a wider, Instagram functionality had been phased out for the most part. Something perhaps worth keeping in mind when developing a wider plan: Stories are important, but they are more an 'audience retention' tool than 'audience attraction tool', so it is important to have some of them on the regular (remember: they only 'live' for 24h each) in order to get your band in front of the audience (the top bar of the app/website with all the Stories on Followers' side), but not get too hung up and focus on them too much. Reels + Posts are definitely more important.



iotaofficialuk [Follow](#) [Message](#) [+2](#) [...](#)

149 posts 1,946 followers 20 following

Iota
Musician/band
MGMT: graham@youtube.com
[linktr.ee/IOTABAND](#)

Followed by pihkaismyname and 1 other

Please, no 🙄 It's Unicode symbols, not alternative fonts, really. This causes issues with both accessibility to visually impaired users who need screen readers to help them out with accessing/consuming content, but also can impact discoverability. More about this on the next two slides...

Only one link out of 5 available is being used.

Stack 'em up - that's what the option is there for, squeeze as much as you can of this outbound traffic.

Lack of bio - short blurb/description would be fantastic to provide quick context for those who see you for the first time! Make use of those 150 characters 🙄

Healthy Followers to Following ratio.

Is there any particular strategy behind it, like, following everyone who actively engages on your profile (Like/Comment), or is it only the accounts of people you personally like/follow?

Do you ever reach out to people who reached out to you - follow them, comment on their content, try to build a connection?

If not - perhaps some strategy behind it would be helpful.

Consider setting up a Broadcast Channel - this is now an option in the UK. It is a fantastic way to keep superfans updated with the latest. You have a healthy amount of followers, so you should get good activity there. It's worth rewarding people who join the Broadcast Channel with exclusive previews, early access, early bird tickets, early access to merch - but make sure it's not too much and doesn't cut into the Patreon territory you also have if you decide to utilise it.

Consider adding a few other categories of Highlights - including highlighting Stories to do with Behind the Scenes content, Live Performances, Stories with Link Stickers that drive traffic to external touchpoints that allow some kind of monetisation: concert ticket purchases, Patreon, YT, DSPs/streaming platforms, etc.

I would suggest an alternative profile photo - well-lit, full view of everyone's faces, definitely in colour.

So here's a bit about *fancy letters* on social media...

It might seem like a good idea in order to stand out or be more visually appealing, but there are, actually, several reasons why this can end up as rather counterproductive:

- Readability and accessibility:

Social media platforms are designed to be browsed quickly, with users often scrolling through vast amounts of content at high speed. Fancy fonts can be difficult to read, especially on small screens, which is a common way users access social media these days - according to SEO.ai, 99% of users access social networks on a mobile device, leaving you with literally a tiny percentage of those using stationary/large-screen devices [[LINK](#)]. When text is hard to read, users are more likely to skip over it, reducing the effectiveness of the message you are trying to convey - in this case, your band name.

What is also worth noting, not all fancy fonts are compatible across different devices and operating systems. A font that looks good on one device might appear as a jumble of symbols (also known as mojibake - [Wikipedia article here](#)) or be completely illegible on another. This inconsistency can lead to a poor user experience and decrease the overall reach and engagement of your posts.

- Accessibility considerations:

This is another critical factor. Social media should be inclusive, ensuring that content is accessible to all users, including those with visual impairments. Fancy fonts can create barriers for individuals who rely on screen readers or other assistive technologies in order to consume or engage with the content. Standard fonts are optimised for these tools, ensuring that content is read accurately and comprehensibly. The World Wide Web Consortium (W3C) emphasises the importance of readability and accessibility in their guidelines - more on those can be found [\[HERE\]](#), if you would like to get to know more. Following these guidelines helps make your content accessible to a broader audience, which is not only beneficial for inclusivity but also can improve your engagement and reach and ensure you don't leave a large group of people outside your potential follower- and fan-bases.

- Brand consistency and professional outlook:

Another thing that sticking to standard fonts does, is it helps maintain brand consistency and professionalism. While fancy letters might be perceived as 'cool' by some, they can equally appear unprofessional or out of place to others. Consistency in standard font usage helps in creating a cohesive brand identity, making your content easily recognisable to your audience. To add to it, many established brands stick to simple, clean fonts for a reason: they convey trustworthiness, reliability and a sense of deep knowledge of the platforms. Deviating from this can dilute your message and make it harder for the audience to take the content seriously.

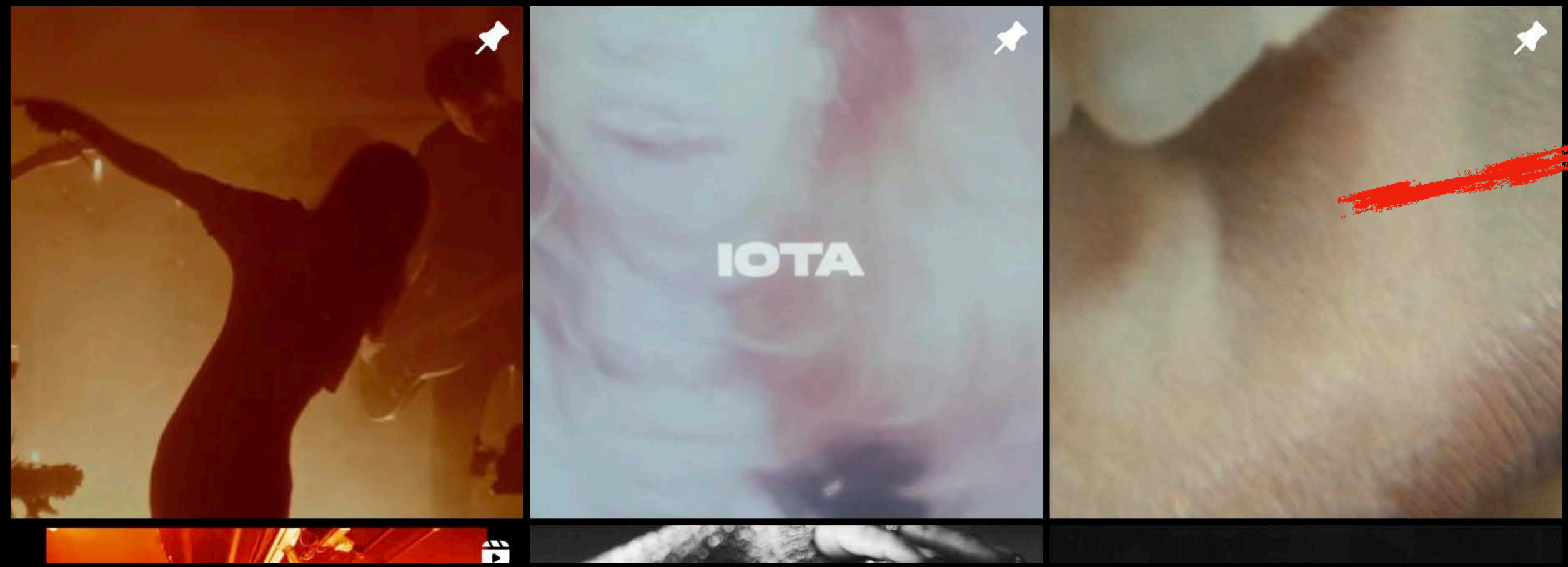
- Search Engine Optimisation (SEO) and algorithmic favourability:

From a purely technical standpoint, using standard fonts can also benefit the searchability of your content and profile(s). Text written in fancy fonts might not be indexed correctly by search engines or social media platforms, having a negative impact on how your profiles can be discovered. This can affect the extent to which your content is getting discovered and displayed in search results or feeds. Algorithms tend to favour content that is easily readable and engaging. If users are skipping over your content because it's hard to read, this can negatively impact your content's and profile's visibility and performance - so this recommendation appeals to both using fancy fonts in the profile name/bio as well as any postings.

- User Engagement and Retention:

These are crucial on social media and have an impact on how often and how much your content is getting shown - as the more people engage with it, the more often they come back to your profiles, and the longer they watch the videos for, the higher the 'importance' of the profiles and the weight of whatever you post would be.

Fancy fonts can lead to a higher bounce rate if users find your content difficult to read or unappealing, so keeping your text simple and easy to read helps in retaining users' attention, encouraging them to interact with your content through likes, shares, saves and comments. This engagement is vital for increasing your reach and building a loyal following at the end of the funnel.



Great on using the 3 available pins.
I would, however, reconsider the thumbnails - they seem to be either dark and/or non-informative of content that hides behind them

https://www.instagram.com/p/Ch_tzbzOrcl/
Hashtags missing from the post. They still can help with discovery, although I wouldn't go too wild on them. A handful of them max.
I understand this is a post from a while back, perhaps there was indeed a Link in Bio at some point, but now it seems to be a Link in LinkTree - might be worth adjusting.
A lot of comments with no replies - make sure reply to them even with a generic "Thank you @username", "Thanks @username" etc. - reason is, it pings the user, gets them to come back to your post, likely to resurface your content in people's Feeds when discussions are active.
In general, try and make sure you respond to comments within 24h ideally.



iotaofficialluk · Follow
IOTA · Sometimes

iotaofficialluk SOMETIMES VIDEO IS OUT NOW 🎥🔥🔥🔥

Link in bio

Big big big thanks to;
@gik.media
@abbyallwood_
@ty.wolf.tattoo
@jamiwhitelaw1
@leekiernan6
@benjohn5
@__japes
@tomogh
@topfloorproductions
@humm_studios
@omni.rooms
@memphiamanagement
Plus Mr Parkes and Mr Dean for the locations ❤️
We love youuuuuuu alllllll
90 w

mazaj_marketing_solutions Watched it on YT and absolutely loved it! You did a great job! 🍌🍌... btw, I sent you a dm!
67 w Reply

rock_reaction_magazine 🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟
87 w Reply

iotaofficialluk ❤️❤️❤️🔥🔥🔥🔥🔥
89 w Reply

rock_reaction_magazine 🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟
89 w 1 like Reply

laura_d2404 Love it! 🌟❤️
89 w 1 like Reply

109 likes
2 September 2022

A few words about hashtags:

CamelCase is always recommended for hashtags for accessibility:

- Improved Word Recognition:

Makes it easier for screen readers to distinguish between individual words. Many screen readers are designed to recognise letters starting with uppercase as the start of new words, so #InstagramHashtag will be recognised as “Instagram (pause) hashtag”, whereas #Instagramhashtag (or #instagramhashtag) will be treated as a non-existent word “instagramhashtag”.

- Enhanced Pronunciation:

By indicating where one word ends and another begins, CamelCase helps screen readers pronounce compound words more naturally and accurately. This is particularly important in coding and online content, where compound words are common.

- Consistency with Reading Patterns:

People who rely on screen readers benefit from consistent patterns in text. CamelCase provides a predictable structure for identifying and interpreting compound words, which can enhance the overall accessibility of digital content.

- Avoidance of Misinterpretation:

Without clear word boundaries, screen readers might misinterpret a compound word, affecting the user's understanding of the content. CamelCase mitigates this risk by clearly delineating word boundaries.

Instagram is a very heavily-visual platform revolving around video and images.

Black and white photos are, on the whole, less eye-catching than high-resolution, colour photos.

On a platform where visual aspect is so important, and it's either a fast-paced editing (in case of videos) or vibrant colours that often catches the eye, black and white photos may - and often do - appear less visually striking at first glance, potentially leading to lower engagement.

This would be even more the case for anyone using Dark Mode, but the general principle is that colour photos provide an opportunity to stand out and increase noticeability in a Feed full of content.

Worth noting is, that Instagram users in particular are likely to have a preference for colourful and visually stimulating content, which leads to higher engagement rates for colour photos - much higher, than the engagement rate would be in the case of black and white photos.

Algorithm also tends to prefer and prioritise colourful and visually appealing content in users' feeds, meaning that black-and-white/grayscale photos can lead to lower, organic visibility and, as a result, lower engagement in the case of black and white content.

Some research that confirms the psychological tendency of consumers to prefer colour vs black and white photography (and video, too):

- A study by the University of Wisconsin-La Crosse found that colour images are remembered 42% better than black and white ones due to their ability to capture attention more effectively [\[LINK\]](#)

- It also indicates that colour images evoke stronger emotional responses, with 65% of participants reporting a greater emotional connection to colour photographs compared to black and white ones.

- It also says that 70% of respondents find colour photographs more visually appealing and engaging than black and white photographs

- It adds that colour advertisements increase brand recognition by 80% compared to black and white ads, highlighting the effectiveness of colour in marketing

- Finally, it has shown that colour photos receive 24% more likes and 46% more comments on social media platforms compared to black and white photos.

- A study from the Journal of Experimental Psychology found that colour images are remembered significantly better than black and white ones and that colour images enhance attention and memory retention by 42% compared to black and white images, as colour helps in processing and storing images more efficiently [\[LINK\]](#)

- Third-party research highlights that colour images evoke stronger emotional responses than black and white images, and the use of vibrant colour can trigger emotional connections, making the content more engaging for the audience. This is particularly evident in social media, where colours can significantly impact user engagement [\[LINK\]](#) [\[LINK\]](#)

There is a place for a variety of styles, although based on my own experience, academic and third-party research that appears to corroborate those academic findings, I would recommend switching the approach to the current one and treating black-and-white/grayscale photos as an exception, rather than the rule of content types posted, in order to optimise and maximise the organic performance of social media content

(NOTE: it is likely that colour content attached to paid social would perform better as well - in line with the research quoted re: advertising, however, when dealing with paid social you can somewhat 'force' the exposure at least by putting budgets behind it so you are perhaps not dealing with being downlinked by the algorithm as much as you would in case of the organic content).

What I noticed on Instagram, is that out of the most recent 51 posts only 15 appear to be singular videos (Reels), that's ~29%. The rest are still images, or carousels with videos as a content not pushed to the front.

I would recommend switching the ratio or at least going closer towards 70% video, 30% photos. Several reasons for that:

Videos are inherently more engaging than images - they combine visual and auditory elements, allowing for storytelling that can convey emotions, information, and brand messages in a more compelling manner than single messages to. According to a study by Wistia, people spend on average 2.6x more time on pages with video than those without [\[LINK\]](#)

This increased engagement translates to better retention of the message and higher chances of driving action, whether it's a like, share, save or a comment.

Instagram's algorithm in Q2 2024 also favours video content. The platform is designed to prioritise content that keeps users engaged for longer periods and videos tend to do this for far longer than photos do. Videos are also more likely to appear at the top of users' feeds and in any parts of the platform like the 'Explore' tab. This algorithmic preference means that if you utilise video content you can enjoy greater visibility and reach compared to those who rely solely on images.

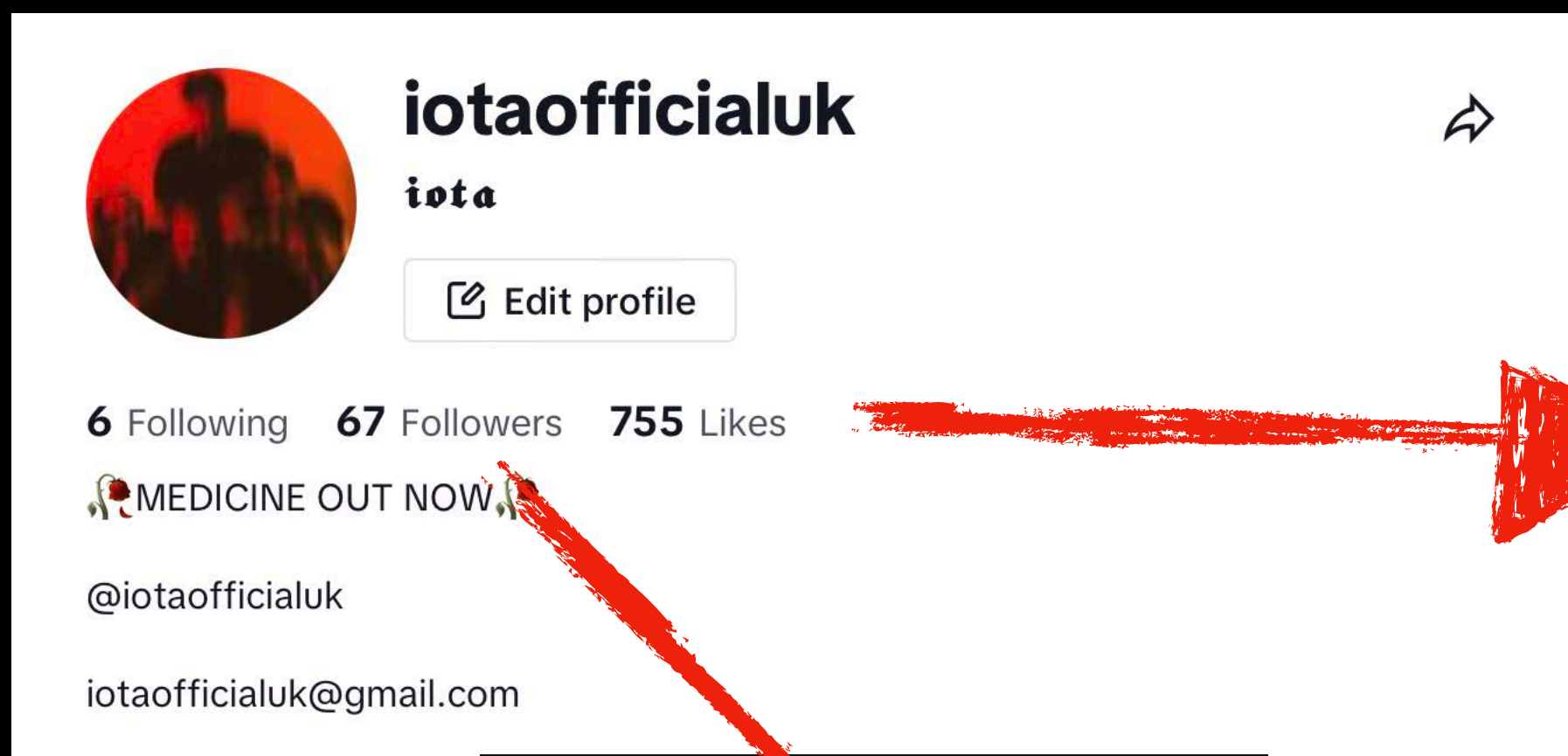
Moreover, videos offer more flexibility and creativity in content creation. They can range from short, snappy clips to longer, more detailed pieces, and can include a variety of formats such as Stories, Reels or Lives. Each format serves different purposes and engages different audience segments. For example, Instagram Stories provide a way to share everyday moments or Behind-the-Scenes content in a casual and immediate manner, while Reels - of the longer kind - allow for deeper dives into topics with long-form content. The shorter Reels allow to capitalise on the growing trend of short, entertaining videos similar to those on TikTok, thus perhaps tapping into a younger audience demographic or those who are interested in bite-sized content that gets 'straight to the point'.

Videos are also more effective in conveying complex information. This not only helps in building trust and credibility with the audience but also in creating loyal, dedicated audiences and driving conversions to platforms or online profiles that allow for monetisation.

The rise of video content aligns with broader digital marketing trends. Platforms across the board, including Facebook, YouTube, and TikTok, have seen a surge in video consumption. By uploading videos, you can ensure you are part of this growing trend, meeting audience expectations and preferences.

The logo features the word "TikTok" in a bold, white, sans-serif font. The letter "T" is stylized with a cyan outline on its left side and a red outline on its right side. The letter "o" is also stylized with a cyan outline on its left side and a red outline on its right side. The remaining letters "i", "k", "T", and "o" are plain white. The entire logo is centered on a solid black background.

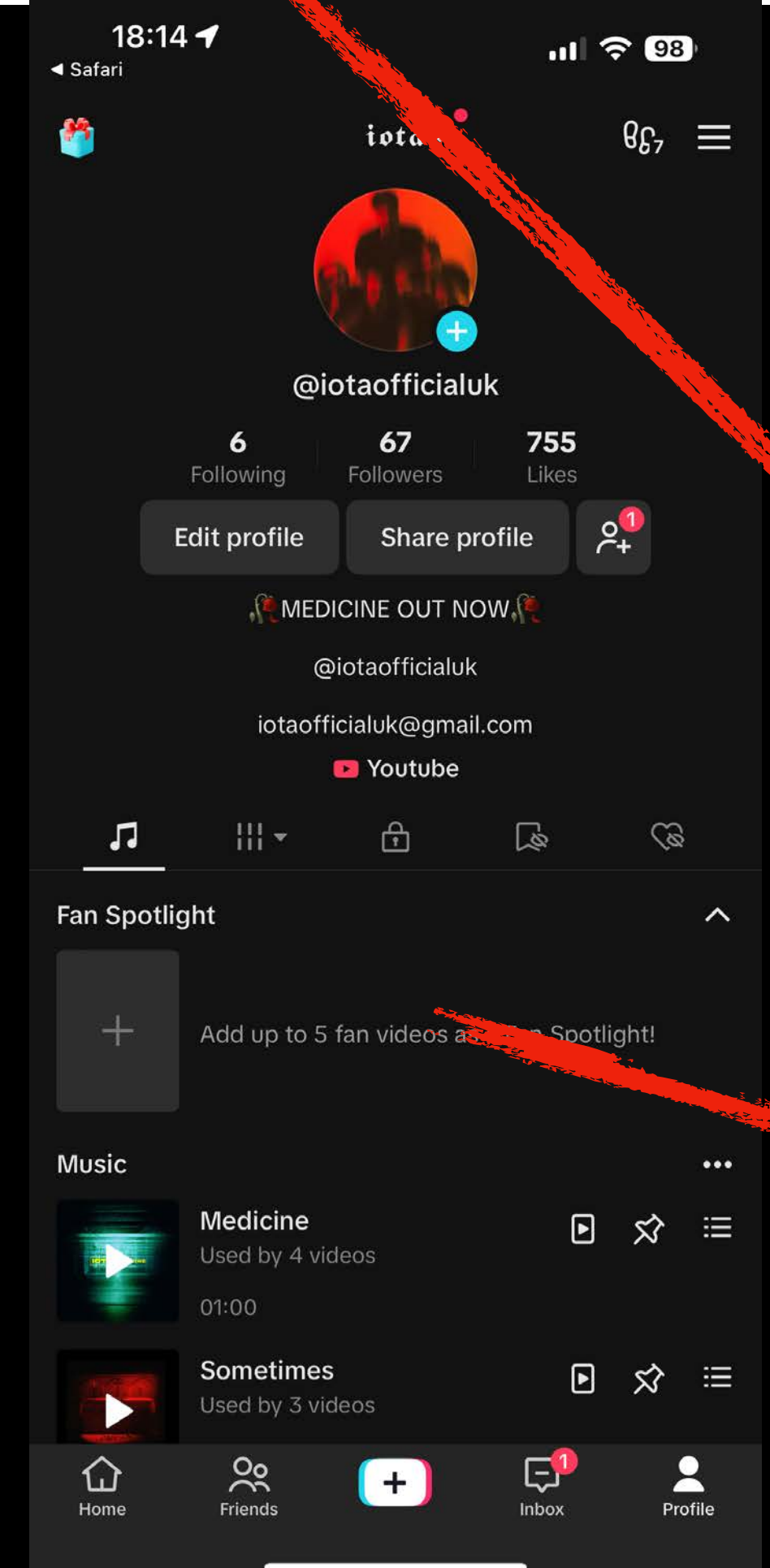
TikTok



Great job on having an Artist Account sorted out - so you're not missing out on useful features, like:

- Artist Tag on the account
- New Release: you can highlight a new track for up to 14 days before release, and for 30 days after release + you can highlight a New Release on discovery pages of catalogue sounds, allowing you to further drive your discovery and gain new followers and fans
- Dedicated Music Tab on your profile: you can curate your catalogue for users to easily access and discover your music on TikTok. This also ensures new music is automatically added there, reducing friction and making it easier for already existing and prospective fans to engage seamlessly with the songs
- 'By Artist' feature on your profile: enhances visibility of songs by allowing you to pin a preferred post to the top of the discovery page, driving awareness to your favourite TikTok video, whether it's hyping a new release or trending clip.

...and more! Drop me a line if you still need help with training on that, we can look at how to utilise it to the max of the available capacity.



Healthy Followers to Following ratio, although rather low numbers overall.

Is there a particular reason for that?

If this is a result of low time spent on the platform, it might be worth to look into spending more time on the platform.

What is particularly worth looking into are the collaborative features of TikTok that, for the time being, seem to be underutilised. Mor about those on the next slide...

Make sure you utilise the 'Fan Spotlight' whenever you get a chance.

Some of the key collaborative features on TikTok that are worth tapping into and utilising:

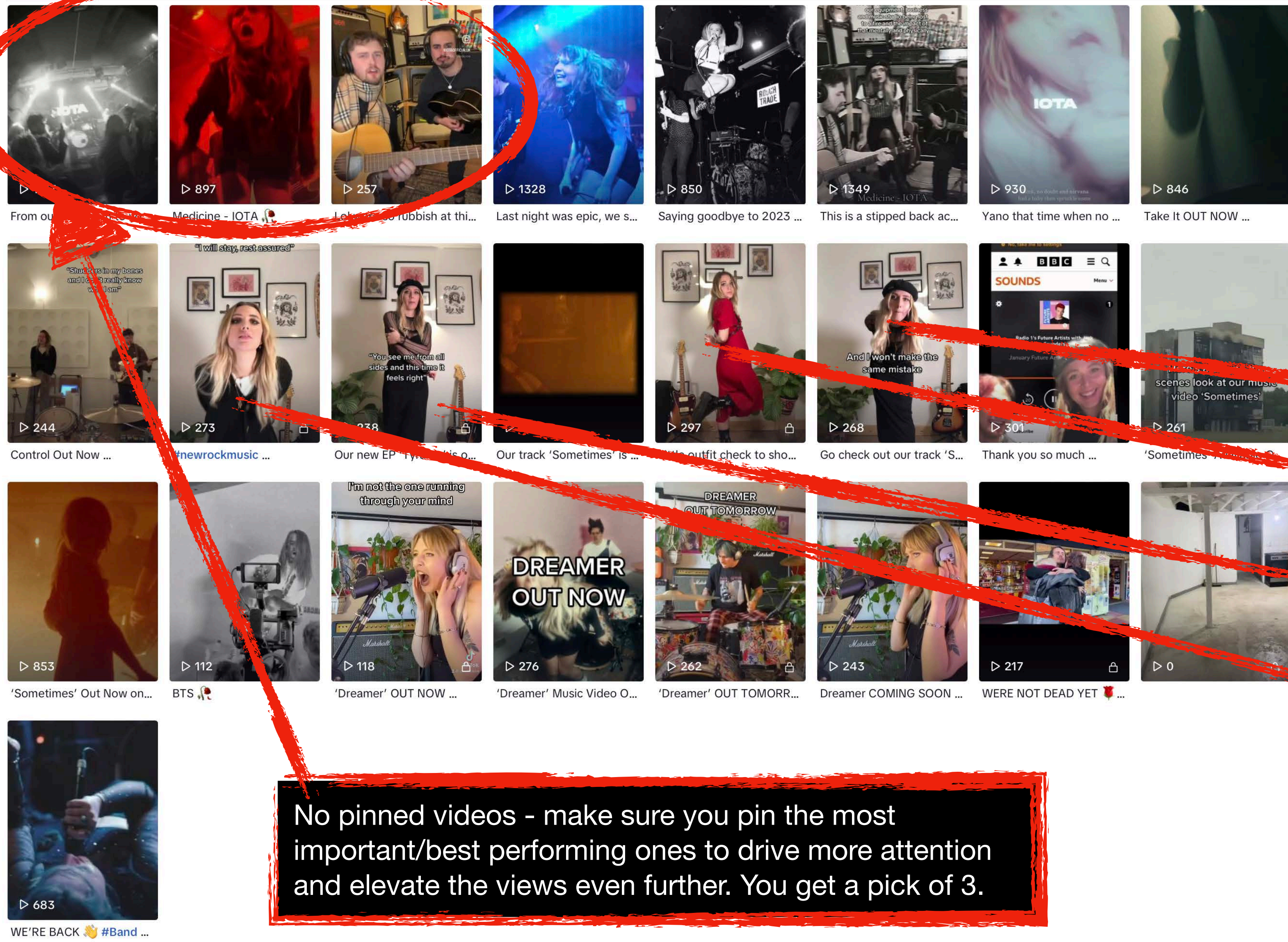
- **Duets**: They allow you to create a split-screen video alongside another user's video. This feature is often used for reactions, collaborations, and participating in challenges. It encourages direct interaction with other users' (or other users' with your content), making it a staple for collaborative efforts on TikTok and is a fantastic tool to nurture a loyal and dedicated community

- **Stitch**: It enables users to clip and integrate scenes from your video into their own - or you can do the same with somebody else's video. This feature is useful for storytelling, providing commentary, or adding context to existing videos and expanding upon them. It allows people to build on each other's content, fostering a collaborative environment. Another fantastic tool to cultivate and nurture a community around your band.

Some of the key collaborative features on TikTok that are worth tapping into and utilising:

- **Collab**: It's a feature that helps users to create music collaborations, allows music artists like yourself to play together virtually, combining their performances into one cohesive video. It leverages TikTok's strength in the fields of music and performance, making it easier for music artists to collaborate and create amazing content and music, regardless of physical distance, genre affiliations and fame! Might be good to consider how this could be utilised to jam with fans, create new versions of existing songs or entirely new music with artists from all over the world.

- **Live Streaming**: Called 'TikTok Live' on TikTok, it allows you to broadcast live videos to your followers. During a live stream, you can invite other users to join you in a split-screen live session. This feature is useful for things like Q&A sessions, live performances, and real-time interactions with followers.



Good mix of colourful and black-and-white/grayscale content.

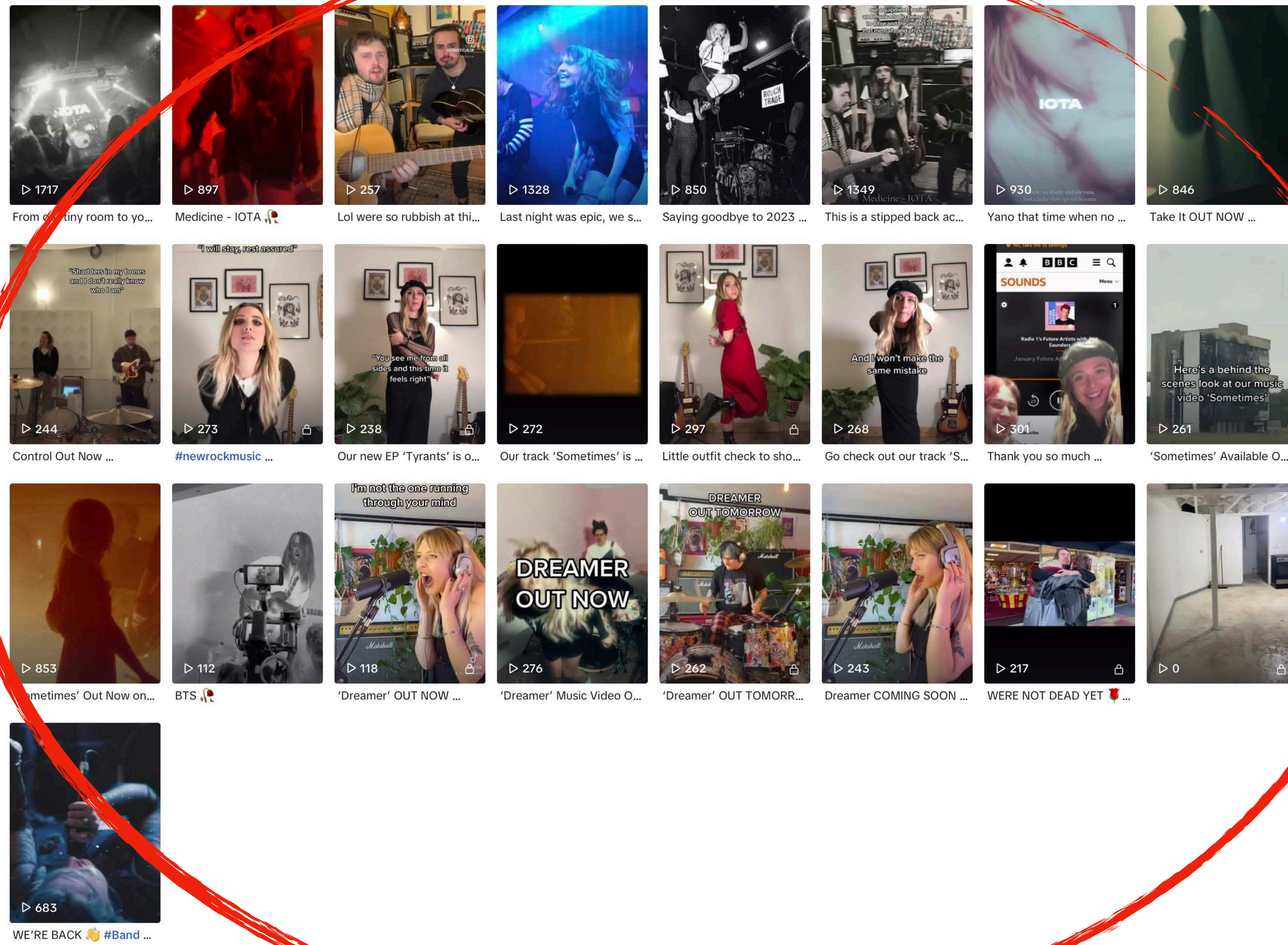
That's what I meant during the Instagram part of the audit.

What I would recommend, is perhaps utilising more of Text Layers on Covers, so the thumbnails are more informative of what the videos contain.

I would also advise trying to avoid posting multiple videos shot on the same background/location right next to each other.

Try and make sure there is more variety and at least 1-2 videos that look entirely different: are shot somewhere else, or are an excerpt from live performance, some slide show etc. to break it up and prevent from triggering a sensation of repetitiveness and lack of variety in content on the viewers' side.

No pinned videos - make sure you pin the most important/best performing ones to drive more attention and elevate the views even further. You get a pick of 3.



Objectively, good quality content - solid mix of different types.

I do feel it is a bit unstructured in terms of posting frequency, however, and topics.

Perhaps consider 'themed days' of sorts and e.g. every Monday there's some performance, every Wednesday there's some humour or behind the scenes work, every Friday there's tapping into TikTok trends and finding how you could capitalise on the 'talk of the town', etc.

Programming can help with retention rates and increases expectations from particular audience segments on particular days.

Feel free to experiment - there is a lot of trial and error especially in the early days, as no two audiences are the same, and what might work (and works) for your peers, even in the same genre, might not necessarily work for you.

As soon as you find something that seems to be taking off, lock it down and consider more content in the particular 'format'.

It's also important to post regularly - algorithm favours active accounts who publish regularly, and getting account in full swing might take several months - but it's crucially important not to drop the ball.

Once you do, a lot of the audience will forget/ move on to someone more active, and you might need to try and regain them (which, unless they are family/close friends or superfans, might not even be possible - then you have to gain new audience, so it's setting you back in a way).



<https://www.tiktok.com/@iotaofficialuk/video/7362135415249227040>

The newest, but, admittedly, best-performing post - well done!

Some of the reasons I see why it has worked out:

- Starts with full-colour
- Juxtaposition of 'living room', 'more static' version of the song (in terms of visuals and editing) with a wild, live performance, featuring Dutch angles and shaky cam
- Contrasting colour at the beginning with black and white footage with the second half of the video
- Gets people close to the band, providing an insight into the creative process and song's evolution

Try and experiment with this style more, including perhaps posting behind-the-scenes footage, studio footage evolving into footage from a club performance etc.

iotaofficialluk
iota · 2023-12-3

This is a stripped back acoustic version of our new song, Medicine. We wrote this track about the mental and physical impact loosing our equipment, business and music studio had and how were pushing through to the otherside.

#90 #nodoubt #nirvana #shoegaze #alternative #rock #girlband #music #acoustic #strippedbackversion #acousticrock #fire #musicstudio

less

iotaofficialluk
iota · 4-26

From our tiny room to you, this is Medicine.

We wrote this song about a traumatic experience we shared and getting through it.

Next show: Bristol UK, 04/05, Rough Trade

#grunge #band #alternative #unsignedartist #practiceroom #music #livemusic #girlband #fullband

iotaofficialluk
iota · 2023-11-18

Yano that time when no doubt and nirvana had a baby but we sprinkled shoegaze ontop, shes called Medicine. #nodoubt #90s #nirvana #shoegaze #alternative #rock #girlband #band #music #newmusic #musicvideo #medicine #livemusic #liveband #90sgrunge #grungeaesthetic #grungegirl

less

iotaofficialluk
iota · 1-8

Saying goodbye to 2023 with our favourite shots of the year 🌹

Thanks for all the support this year, we've been working so hard to make sure 2024 is epic. We can't wait for new music, new shows and new faces. 2023 bought us lots of love and luck after coming out of some super dark times.

We came out with so many exciting prospects but most importantly, we've finally found the sound we want to make, that makes us happy and we cannot wait to keep sharing that with you.

Lots of love,
IOTA

iotaofficialluk
iota · 4-4

Medicine - IOTA 🌹 #music #90s #livemusic #band #alternative #ootd #band #rock

🎵 Medicine - IOTA

📍 Bristol

iotaofficialluk
iota · 4-1

Lol were so rubbish at this x #outtakes #music #90s #livemusic #band

🎵 original sound - iota

Well done on the hashtags - most of the TikTok posts seem to have them.

I would advise CamelCase for accessibility, as per earlier advice + perhaps a proprietary hashtag to help with tracking the content, e.g. #IOTABand, #IOTAUK, something along those lines - hopefully people might pick it up as well and you can easily find content relevant to your music posted by others, like footage from shows you could ask people to allow you to reuse/repost, etc.!

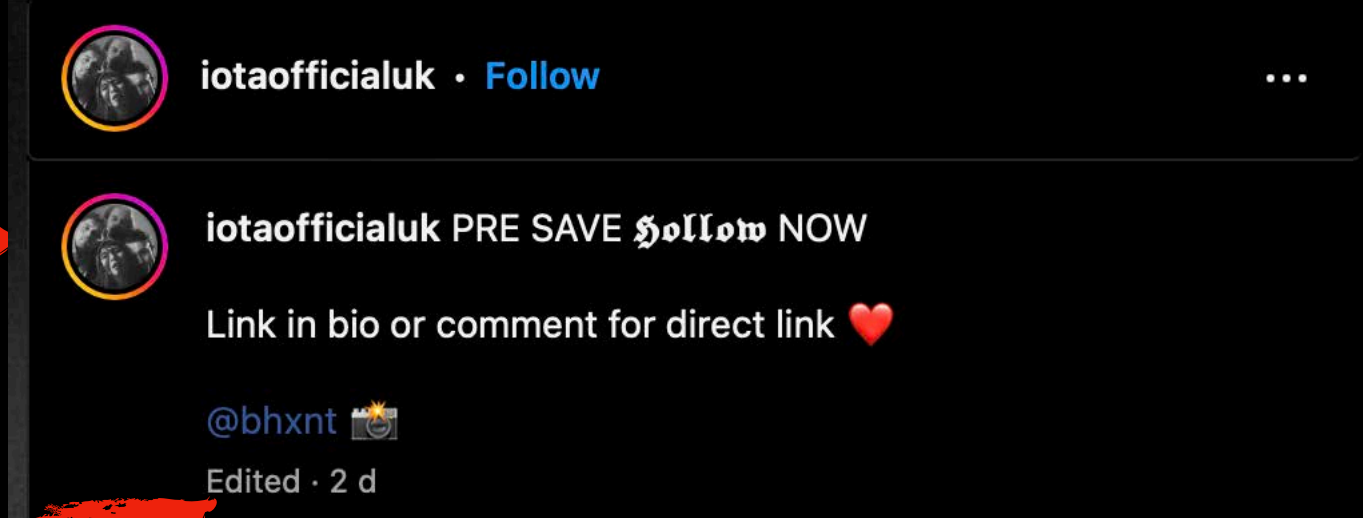
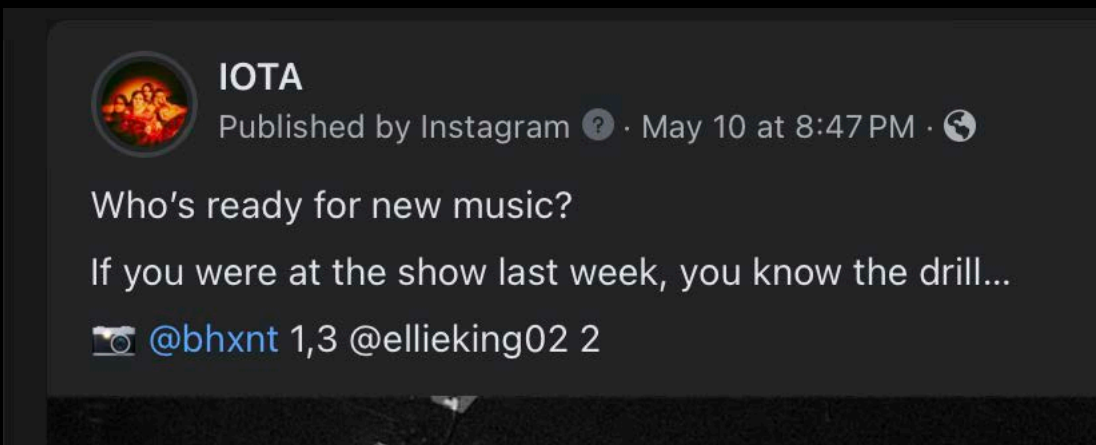
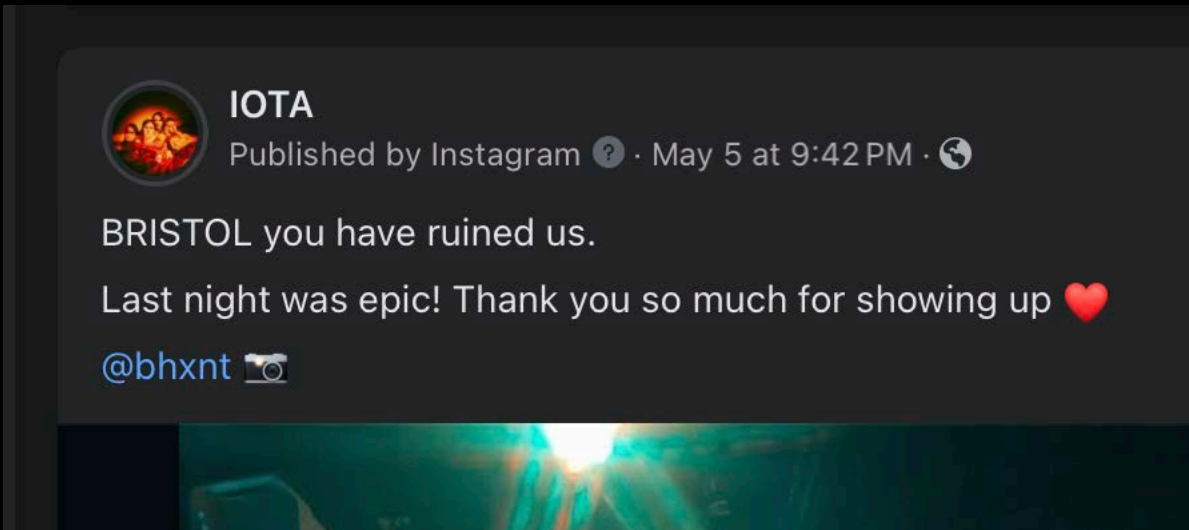
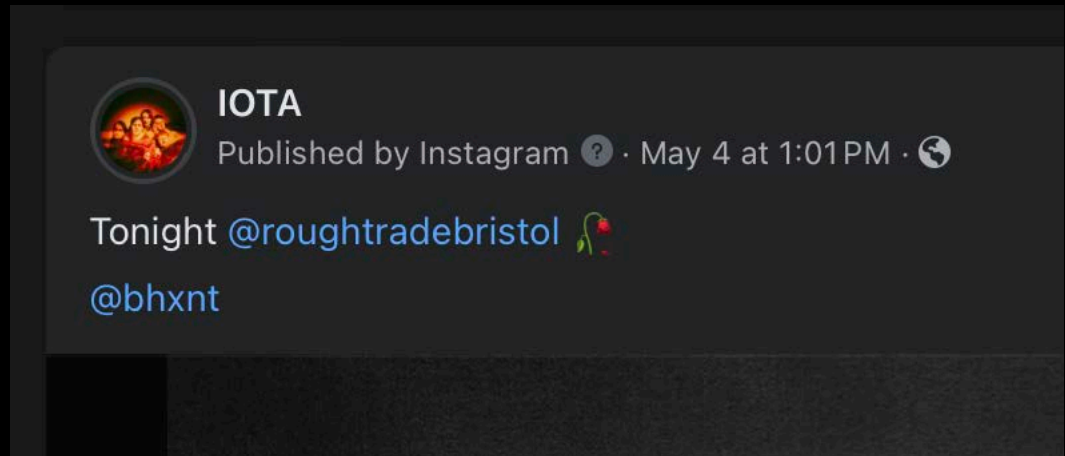
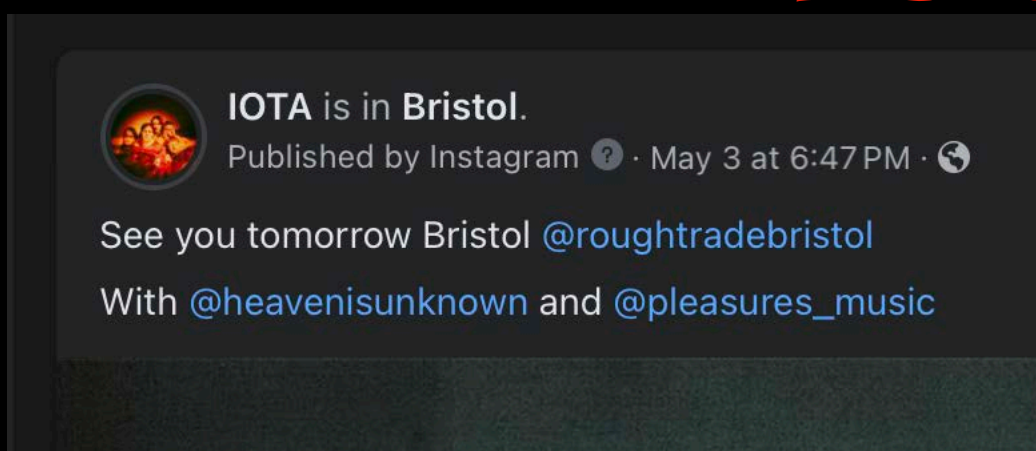
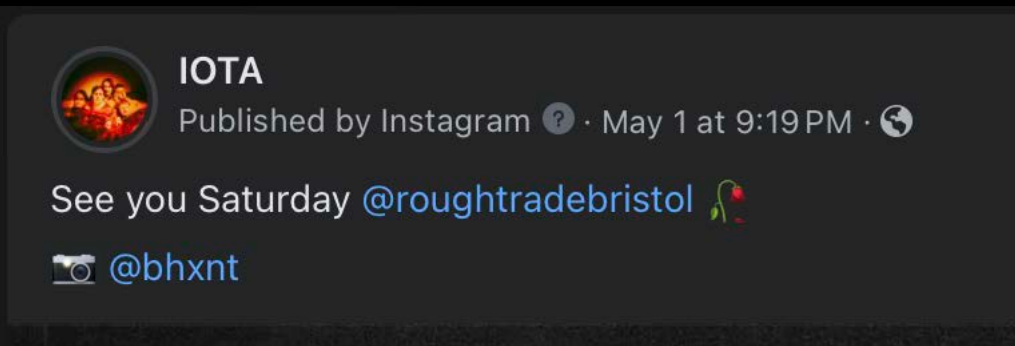
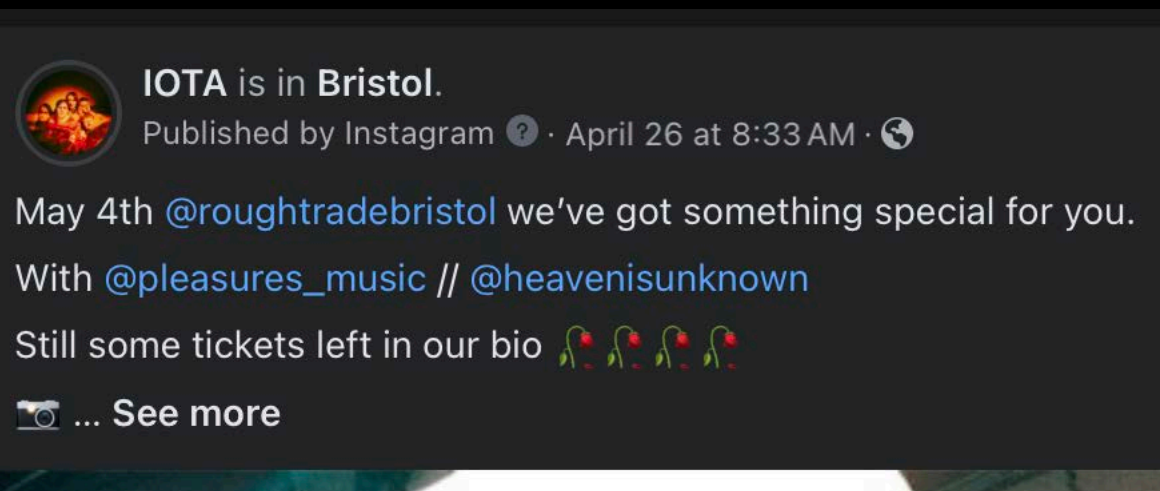
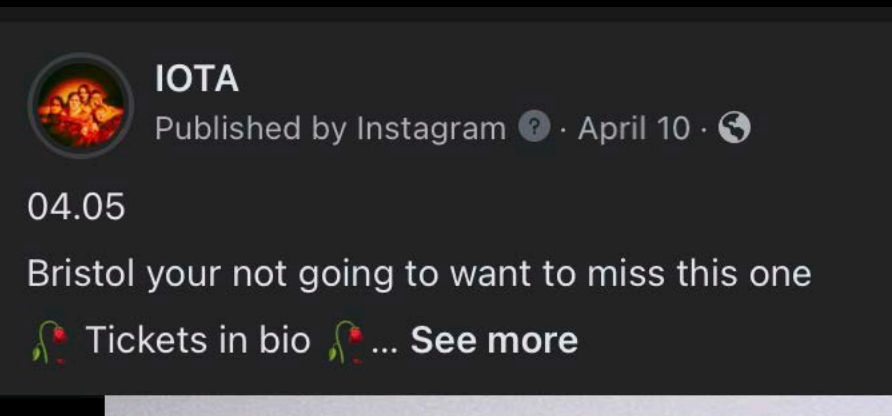
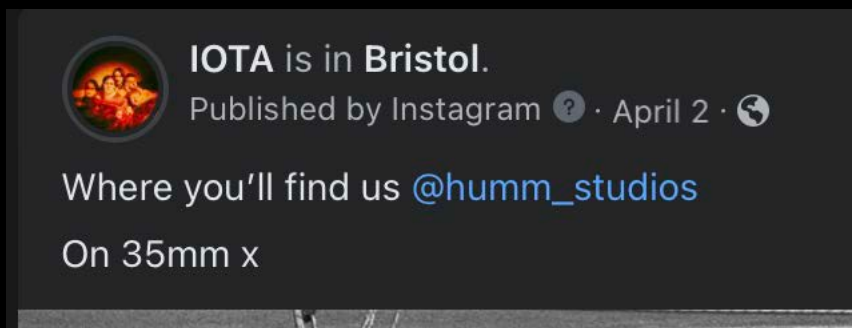
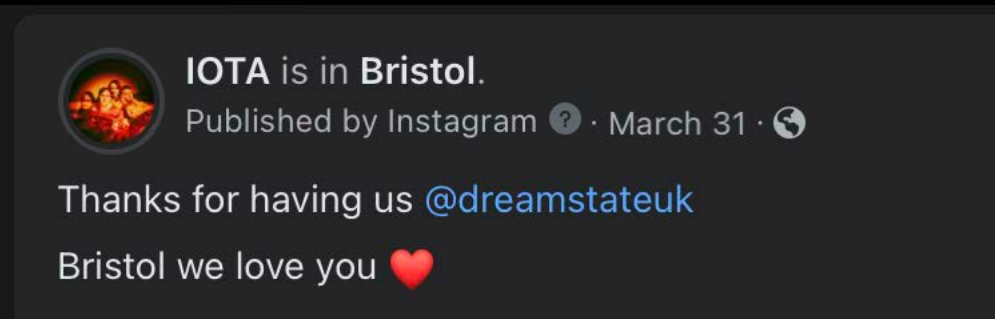
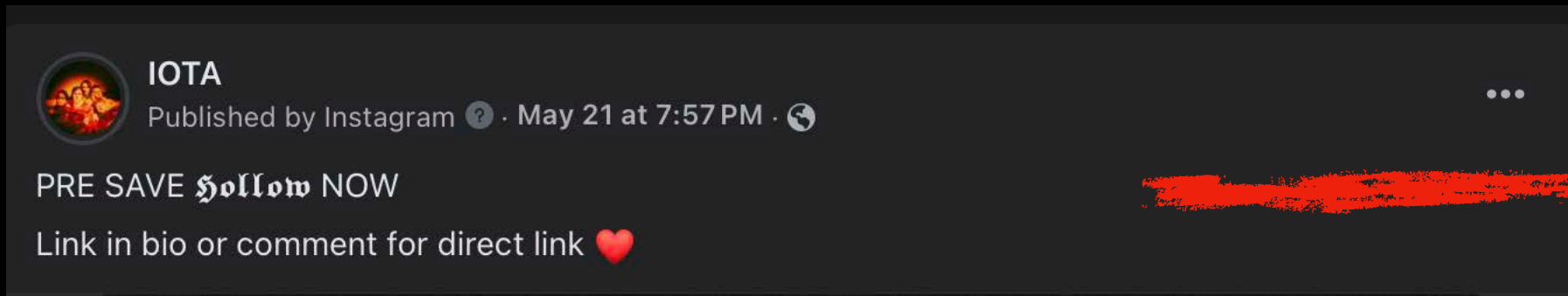
Make sure there is consistency with how the hashtags are presented in the copy - I feel the best way is to have a short caption, blank line, and a list of hashtags.

iotaofficialluk
iota · 3-30

Last night was epic, we supported Dream State at Lost Horizon, Bristol.

#alternative #rock #girlband #music #90s #band #ootd #newmusic #livemusic





The fancy writing again 😬
Feels like a crosspost from Instagram, although doesn't seem to have the @bhxnt 📸 Credit that IG has... 🤔

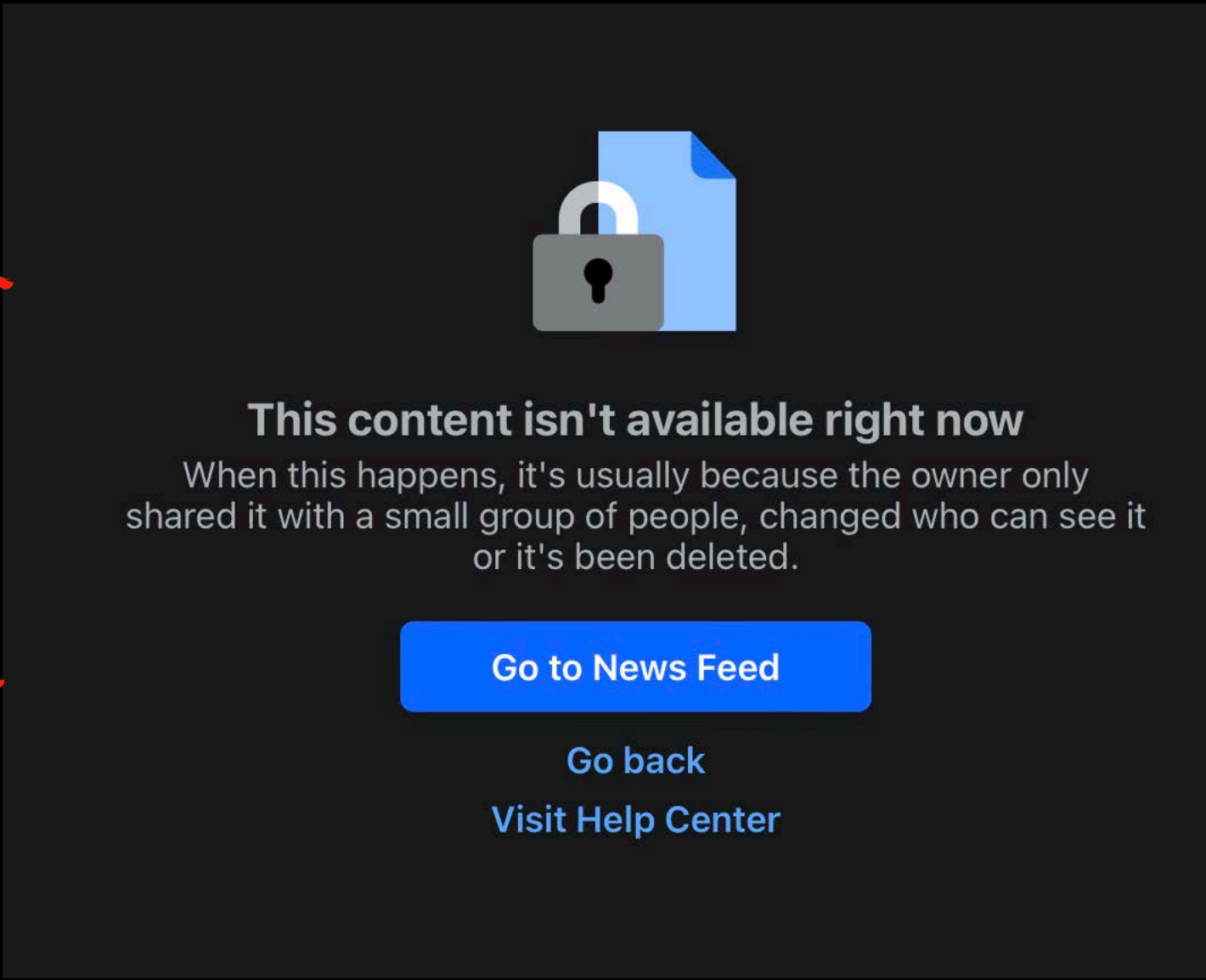
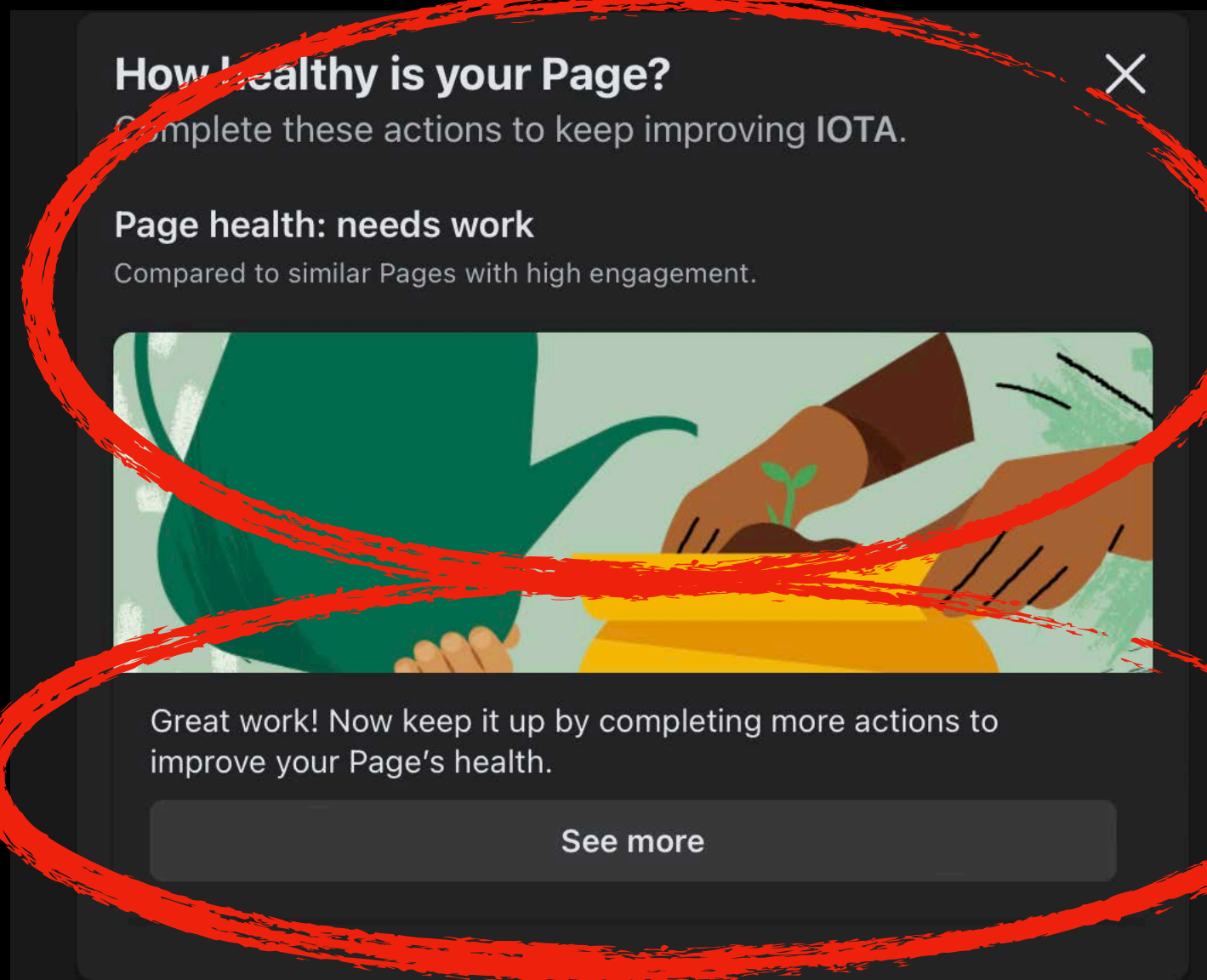
I see the IG post has been 'Edited'
So I reckon what happened was:
IG was posted first
Content was cross-posted to Facebook automatically
IG was edited but Facebook has not been
(Correct me if I'm wrong)

All Facebook activity seems to be Instagram crossposts
This isn't ideal for several reasons - more on the next slide:

Different platforms attract different audiences with varying expectations and behaviours. Tailoring the content to fit the specific audience of each platform - and there are differences between IG and Facebook - is likely to result in better engagement and reach.

Algorithms are also designed, and engineered to promote fresh content. If the same content is posted simultaneously across multiple platforms, even within the same ecosystems like Meta who own FB & IG, algorithms may recognise it as duplicated or spammy, potentially reducing its visibility. Unique content tends to perform better overall.

Crossposting can also make your band (and brand - these are connected, after all) appear lazy. Users who follow you on multiple platforms might notice the repetitive content and the fact it's all 1:1 at the same time, which can eventually lead to a perception of insincerity, or a lack of effort in engaging with the audience on any one platform. Unique content for each platform shows that you value your followers' experiences.



I was unable to analyse the Page health and what needs work then elaborate, unfortunately.

This could have been likely caused by the role I have been assigned; feel free to change this and I can have a look, then send you an updated version of the audit.

Bit challenging to provide any particular recommendations re: improvement of Facebook content specifically, as it's all IG duplicates for now, so there does not seem to be any particular strategy or, in fact, organic activity as such.

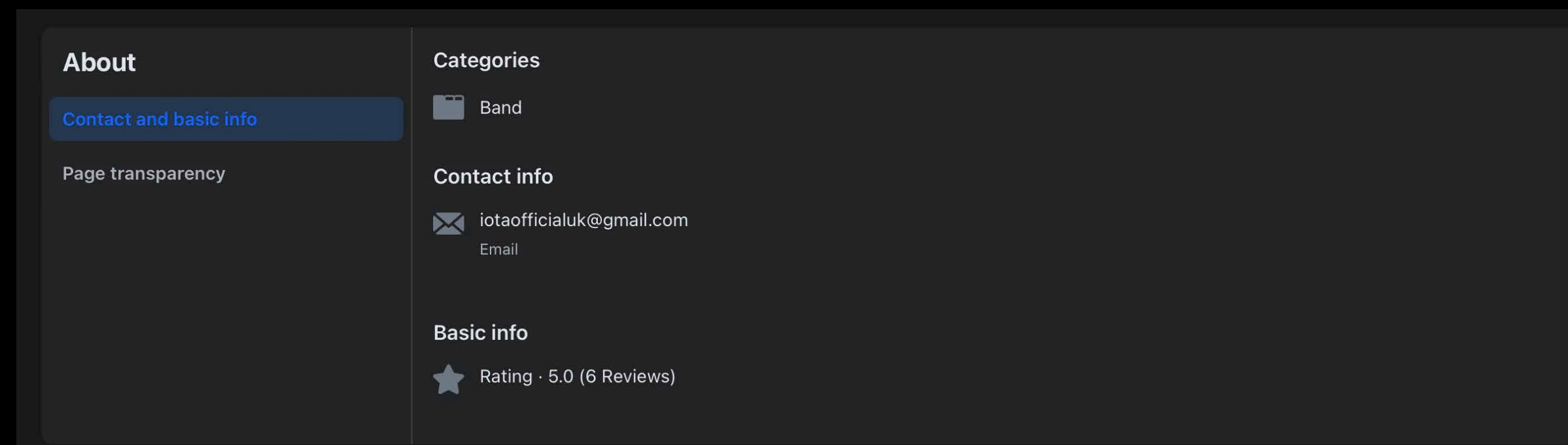
In general terms, I would say it's worth looking at doing as much video as possible (majority of platforms give priority and extra edge to video content and Facebook is no different - both In-Feed Posts, Reels and, also, Stories). Make sure you don't use too many hashtags (if any - they've never been a massive discovery tool on Facebook, and upload natively rather than crossposting).

Even if you end up duplicating content, you can - and should - post it on different days and at different times between platforms, so it's not that obvious on the outside. Make sure you have a different captions between Facebook and Instagram, too. When you look at it, Instagram is visual-first, as the text is below the content, whereas Facebook still has the textual and text storytelling aspect to it - e.g. when you add an image to a post, you'll see text first and the image gets attached underneath. Case with videos, too.

You can easily cover Facebook by posting every second day or so; it's not a major platform in a lot of user cases these days, especially for music acts - Instagram, TikTok and YouTube are far bigger - but it's nice to have it going, if only for the SEO, preventing the perception of not being there, and having the ability to point to other profiles, and to accommodate those who still use it if only out of habit and sentiment.

General Facebook advice to consider for implementation in order to turn a Facebook from a supportive to a live and buzzing channel of comms:

- Use high-quality images that reflect your brand. The profile picture should be your band logo or a professional photo. The cover photo can showcase your latest album/single artwork announcing the release, it can be a promotional banner in the style and aesthetics of the latest artwork, video etc. informing people about where the song has been released and can be streamed, if there is any merch that can be bought and where, etc.
- Fill out the 'About' section with relevant information, including your biography, genre, and links to your Spotify, website, and other social media profiles - it is currently empty:



General Facebook advice to consider for implementation in order to turn a Facebook from a supportive to a live and buzzing channel of comms:

- Make sure you use and utilise the CTA button you have an option of adding on your Page, in order to link directly to your Spotify profile, or e.g. latest release (video, audio post etc.) on YouTube.
- Aim to post regularly, at least 3x a week: consistency keeps your audience engaged and helps you stay relevant. Aim for a variety of content types, share a mix of behind-the-scenes videos, live performance clips, studio sessions, fan interactions, personal stories, excerpts from official videos, band on the road and anything else you can think of!

Depending on how you feel it might fit your brand, you can also venture into non-directly music related content - some artists and bands show a bit of their leisure time, hobbies/personal interests and run regular series about gaming, fashion, books, movies, beauty, or have some content that sits still in the music niche but is for pure fanatics of e.g. music production, or guitars, or vocals (testing/reviewing guitar strings, vocal mics etc.)

- Host live performances to engage with your audience in real-time - announce the live sessions in advance to build anticipation.
- Hold live Q&A sessions where fans can ask questions and interact with you directly: this fosters a stronger connection with your audience.

General Facebook advice to consider for implementation in order to turn a Facebook from a supportive to a live and buzzing channel of comms:

- Utilising Facebook has an additional benefit of having the option to use Facebook Stars - a virtual good that viewers can purchase and send to artists during live streams or in response to on-demand videos, as a form of appreciation and support. Each, singular 'Star' represents a small monetary amount that is transferred to the artist, providing them with a way to earn money directly from their audience. This is a form of 'Tipping' but you can actually turn it to a viable revenue stream to support monetising your creative output.

Some ways for you to consider implementing Stars would be:

General Facebook advice to consider for implementation in order to turn a Facebook from a supportive to a live and buzzing channel of comms - Stars:

- **Concerts and shows:** Live virtual concerts or mini-shows; you could promote these events heavily, encouraging fans to send Stars during the performance.
- **Acoustic sessions with performances of live, acoustic versions of your songs:** Creating this kind of an intimate setting can attract fans and encourage them to send Stars.
- **Fan Interaction sessions:** Think of live Q&A sessions where you answer fans' questions. Recognise and thank fans who send Stars while on the stream, making them feel appreciated.
- **Song requests:** You can allow fans to request songs during live sessions, and prioritise requests from fans who send Stars.
- **Behind-the-Scenes content:** You can share exclusive, nowhere-else-available behind-the-scenes content from your studio, rehearsals, or tours for example and offer exclusive looks to fans who send you Stars.
- **Early access:** You can give fans early access to new music, videos, or announcements in exchange for Stars.

General Facebook advice to consider for implementation in order to turn a Facebook from a supportive to a live and buzzing channel of comms - Stars, cont'd:

- **Online album launches:** Using Facebook Live to launch new albums or single - performing new songs, or special versions of songs, and encouraging fans to support you with Stars in the video description/prompt.
- **Project funding** and using Stars to fund specific projects, such as recording a new album or creating a music video, then sharing your goals with your audience and updating them on the progress.
- **Charity drives:** Organising charity events where a portion/all of the Stars received go(es) to a charitable cause, motivating fans to send more Stars for a good cause.
- **Fan contests:** Running contests where fans can win exclusive prizes or experiences by sending Stars - for example, the fan who sends the most Stars during a live stream wins a signed album or exclusive merch.
- **Merch giveaways:** You could, possibly, offer exclusive merch or exclusive content (a special video? dedication? Birthday wishes for a friend/partner/family member etc.) to fans who send a high number of Stars.

General Facebook advice to consider for implementation in order to turn a Facebook from a supportive to a live and buzzing channel of comms - Stars, cont'd:

- **Guest appearances:** You can invite other musicians or special guests to your live streams and cross-promote the event to both fan bases and encourage Star donations.
- **Joint performances:** You could partner with other artists/bands for joint performances or even 'online festivals' of sorts - this can attract a larger audience than usual, and increase engagement and Stars you are both given by the fans.
- **Personalised content:** You can offer personalised content like Shout-Outs or dedication to those who send Stars during live streams. This recognition can encourage more fans to participate.
- **You can feature a "Fan of the Month"** who has sent the most Stars, and offer them a special prize or recognition.
- **Polling, Voting, Competitions:** You can use polls to let fans vote on setlists, future content, song titles or making other decisions. Encourage participation by offering voting opportunities through Stars.

General Facebook advice to consider for implementation in order to turn a Facebook from a supportive to a live and buzzing channel of comms - Stars, cont'd:

Some good practice and code of conduct for Stars usage to ensure maximum efficiency:

- **Acknowledging fans:** regularly thanking and acknowledge those who send Stars. This helps with building a stronger community and encouraging more people to participate.
- **Creating engaging content:** focusing on producing high-quality content that engages and motivates viewers to support you through Stars.
- **Regular streaming:** increasing the frequency of live streams from the Page, in order to provide more opportunities for fans to send Stars.
- **Offering exclusive perks,** especially to those who send a certain number of Stars, making them feel more valued and appreciated, and likely to tell about their fantastic experience to their networks - effectively bringing more people in in a 'ripple effect' of sorts.

Based on Insights from the last 90 days, as guidance and consideration points when creating content:

- Top cities for the current audience are:

- Bristol: 203 Followers (18.6%)
- London: 49 Followers (4.5%)
- Witney in West Oxfordshire: 38 Followers (3.5%)
- Birmingham: 28 Followers (2.56%)
- Cheltenham: 19 Followers (1.7%)
- Brighton & Hove: 16 Followers (1.46%)
- Dursley: 13 Followers (1.19%)
- Neath: 13 Followers (1.19%)
- Tamworth: 13 Followers (1.19%)
- Manchester: 10 Followers (0.91%)

As you can see, this largely mirrors the Instagram audience and indicates an audience overlap and lack of diversity - which could be explained by the cross-posting practice and lack of diversity in content strategies, and content itself, between those platforms.

Based on Insights from the last 90 days, as guidance and consideration points when creating content:

- Top countries for the current audience are:

- United Kingdom: 89%
- United States: 2.4%
- Australia: 1.09%
- Germany: 0.91%
- Myanmar: 0.82%

The last one is interesting, wondering if you can see any particular reason for a small group of Burmese fans, or is the small following in Myanmar purely accidental?

- The gender breakdown is:

- Men: 68.50%
- Women: 31.50%

Again, largely mirroring the Instagram audience.

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REFERENCES AND REFERRALS ARE VERY WELCOME AND APPRECIATED - THANK YOU :)