

TECH1002-18 Social Media Innovation

Lecture Nine: Music Sharing – Metrics & Data

Public Service Broadcasting - Go

<https://youtu.be/pjZg4l2ZSHc>

1 Commonly Used Social CRM Metrics

Conversation Buzz – The amount of discussion around certain topics, generally determined by the number of blog posts or online discussions. A widely read news site that may post a story, but if there are no comments and no readers discussing the topic, then it shows little consumer interest.

Conversation Value – The revenue contribution of a conversation about a particular product or brand. Proposed by Chat Threads, this metric comes from understanding how conversations spread through different channels and the incremental value each conversation adds to the brand's bottom line.

Conversation Volume – The number of social media entries (blog posts, forum discussions, tweets, etc.) discussing a topic. Volume is a stronger metric when measured over time – marketers use conversation volume to set baselines for future campaigns.

Demographic Metrics – The collection of metrics making up the background details of online consumers. Listening platforms can collect data on consumer location, gender, and age. Marketers use demographic data to determine whether campaigns reached target audiences.

Levels of Influence – the authority of an online consumer measured by his or her overall reach online. A consumer with a highly read blog and thousands of Twitter followers is assigned a high influence score, while a commentator on a small forum has low influence.

Message Reach – The number of eventual impressions of an online discussion. Measured by the number of different sources covering a topic and each source's potential page views. Many discussions start small, but once picked up by a large source, will reach a large number of consumers.

Sentiment Type – The positive or negative attitudes consumers express, scored positive, negative or neutral. Although many online brand mentions are neutral, containing no sentiment, listening platforms track adjectives around keywords to determine consumer's tonality about a topic.

Share of Voice – The ratio of discussion volume between multiple brands – often represented as a percentage pie chart. Many marketers track their brands against competitors to determine which company has a larger share of voice

Topic of Frequency – The most common themes for consumer discussion around a brand. Marketers use topic frequency data to collect insight into how consumers view their brands and how they discuss them online.

Virality – The amount and speed at which a discussion spreads, measured by the number of different entries around the same topic within a certain time period. Around a highly viral event, [in which] hundreds of bloggers write points in the following days.

(Li, Loh, Evans, & Lorenzi, 2013, p. 262).

2 Data Analytics

"The first automated marketing service that aggregates all of your data sources, automatically segments your audiences, and helps you optimize all your campaigns" <https://www.booshaka.com/>

2.1 A Beginner's Guide to Facebook Insights

Facebook Insights is a pretty powerful tool for those wanting to track user interaction on their Facebook Fan Page. Facebook Insights can be seen by all the admins of your page and it can help you track the number of active users to better understand page performance.

<https://blog.kissmetrics.com/guide-to-facebook-insights/>

Twitalyzer data can be refreshed in real-time, allowing social marketers the ability to accurately gauge their efforts to engage audiences in Twitter with little more than the click of a button. What's more, we now offer hourly automatic processing for high-volume accounts!

<http://www.twitalyzer.com/5/index.asp>

How is Retweet Rank calculated? Retweet Rank looks up all recent retweets, number of followers, friends and lists of a user. It then compares these numbers with those of other users' and assigns a rank. So, if you get a retweet rank of 4,500 for instance, that means you are the 4,500th most influential person on Twitter. <http://www.retweetrank.com/>

3 Data Analytics

Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic. Google launched the service in November 2005 after acquiring Urchin. Google Analytics is now the most widely used web analytics service on the Internet. Google Analytics is offered also in two additional versions: a subscription based Google Analytics Premium targeted at enterprise users and Google Analytics for Mobile Apps, an SDK that allows gathering usage data from iOS and Android Apps. <https://www.google.co.uk/analytics/>

Find out not only how your Tweets performed but why. Quickly figure out what's working, what isn't, and how you can improve to generate more engagement and get more followers.

- Find the best time to tweet based on past performance
- Identify your top hashtags and URLs to learn what content your audience responds to
- Understand who amplifies your content with detailed contributor analytics

<https://tweetreach.com/>

"We make it our business to live and breathe all things social media monitoring. So as you might imagine, we've got quite a lot to say about the topic. If you want to get social media savvy, our guides are a great way to tap right into a bit of our expertise." <https://www.brandwatch.com/guides/>

<https://www.brandwatch.com/peerindex-and-brandwatch/>

4 Know Your Clout

Klout uses Bing, Facebook, Foursquare, Google+, Instagram, LinkedIn, Twitter, YouTube, and Wikipedia data to create Klout user profiles that are assigned a unique "Klout Score". Klout scores range from 1 to 100, with higher scores corresponding to a higher ranking of the breadth and strength of one's online social influence. While all Twitter users are assigned a score, users who register at Klout can link multiple social networks, of which network data is then aggregated to influence the user's Klout Score. <https://klout.com/home>

<https://en.wikipedia.org/wiki/Klout>

<https://klout.com/#/robwmedia>

5 Social Media Tips

Tomorrow the band Arcade Fire releases their new album, The Suburbs. It's interesting to look at how a popular band of today utilizes the Web to release and promote a new album. Is the band using Facebook more than MySpace now? Do they use Twitter and, if so, how? What music web sites are they using to promote the new record? What other online... http://readwrite.com/2010/08/02/arcade_fire_social_media_use_cases

Keep your Myspace - How to use Myspace with the new social media platforms, point your fans on Twitter or Facebook to Myspace to listen to your music. Get your old fans on Myspace to Twitter and Facebook.

Offer Exclusive Content - Put content on your social networks that only people visiting these sites can get, such as a exclusive mix.

Stay Professional - Have a nicely designed website for your band, think of this as your PR agent. It's the face of the branding of your band or image online, it's also the information hub for your fans, press and media sources that are searching for your band.

Connect with Your Fans - If you need to hire someone to set up your social networking sites or to run them and announce show dates or just information. That's fine. But as long as you have a ratio of half information and half interaction.

Create Community - Make fun ways for fans to interact, announcing secret location CD Release “tweetups” (twitter meetups) for fans. Run special contests on your Facebook (first 25 people to comment with song requests gets on the guest list).

Don't Forget Foursquare - Use Foursquare to your benefit. Set up announcements with businesses around the venues you are playing at so when anyone checks into a nearby venue it announces your upcoming show.

Going Beyond Promotion - Most artists and musicians are broke and when it comes time to tour... it's time to beg your friends and hope that people show up to your show and buy merch. Get on twitter and network in the towns that you may be visiting, find the bands that are big in that town in your genre on Twitter and start networking with their fans.
<http://missdestructo.com/2010/06/musicians-how-to-promote-your-band-using-social-media/>

5.1 Choose the Right Platform

It is a popular belief that an effective online presence is the one that covers each of the popular networking channels, from Facebook, Instagram and Twitter, to Snapchat and Vine. However, as you might find this extremely time-consuming, you might want to focus on those platforms that work for you best and are most likely for you to use regularly. Do not create an Instagram account, if you're going to post a few pictures at first and then stop using it. Choose those, which fit your bands social media best and make the most of them.

5.2 Content is the King

Choosing the right platform is important but what plays the crucial role is determining the type of content you are going to post on each of them. This may depend on your personal choice but here's what works well:

- Try treating Facebook as an informative medium and use it for more official updates, such as announcing tour dates, providing fans with external links for the album, tickets and merchandise purchases, posting official photos.
- For Twitter, try using more personal approach. If you're a band, as well as setting up the official band's profile, persuade each band member to activate an individual account, via which they would post personal opinions and pictures and interact with fans on a more intimate level.

Instagram works well for posting 'behind the scenes' pictures. This might be snaps of the band on tour or recording session in the studio. Make your fans feel like you were one of their friends, don't be afraid to share your life with them. On the top of that, always use your hashtags wisely - too many may be off-putting but too few might not give your tweets enough reach.

5.3 It's all About the Engagement

Social networks are a fantastic tool helping you communicate and interact with your fans. Instead of practicing just one-way communication and limiting yourself to only posting, remember to engage and interact with your fans. Organise a Q&A session on Twitter, retweet the tweets that your band has been tagged in and it will help you raise the general awareness and create a buzz around your band. What you want from your fans is to be active and to constantly like, regram and retweet your content, which will lead to more followers and more fans.

5.4 Don't be Afraid of Data

The internet provides you with an instant and direct communication with your fans, which easily offers you feedback and general information on your fanbase. Use your email list to send out a survey and improve your artist-fan relationship. Get to know the network's built-in data analytics system (such as Google Analytics or Twitter analytics) to measure and boost your impact on social media and know your audience. As intimidating as it may seem, some social networks provide you with the analysis of your online activity and it might be worth a while to determine what kind of content is working best.

<https://www.dittomusic.com/blog/how-bands-should-manage-their-social-media-presence>

6 Fan-Funded Projects

We have all heard about the success of micro lending organizations like Kiva, which use multiple small payments to contribute to a larger goal. The same process is being applied to creating an album or a music-based project. One such project is the Washington D.C.-based indie hip-hop group Panacea. The producer/MC duo listed their project on Kickstarter, a funding platform for artists, designers, filmmakers, musicians, journalists, inventors, explorers, and others.

6.1 Using Video to Create Buzz

Another approach musicians are taking is the use of web video series. Indie pop artist Mike Posner has been telling his story over the course of a video series titled "One Foot Out The Door." Daniel Weisman, Mike's manager, stated that he was attempting to create an income stream for Mike while he was finishing college and working on his debut album.

6.2 Creativity From the Fans

This concept empowers fans and gives them a product they feel responsible for and connected to. The project can only strengthen the bond between fans and artists, and result in an easier sale when the time comes to release an album.

6.3 Reaching Out to Non-Music Bloggers

Glasses Malone, a new artist signed with Cash Money Records, is turning to bloggers to get the word out about his new album "Beach Cruiser." What makes his campaign unique is that unlike traditional artists who look to get their tracks on highly trafficked MP3 blogs and review sites, Glasses and his team are focused on adding value to bloggers whose primary focus is not on music.

http://mashable.com/2010/03/12/musicians-social-media/#9KfwRG_kkGq4

The refreshing thing about this is that, by its very nature, online video encourages social interaction. Much like MTV pioneered over 20 years ago, music videos are made for people to talk about. What's very exciting to see is that some bands have embraced this, crowdsourcing their content to actually create the video themselves

<http://www.reelseo.com/creativity-fan-engagement-dictate-future-music-videos/>

7 More Social Media Tips

1. Find your listeners. It's not always about numbers. Sometimes, having a smaller, more loyal following in your niche is better than simply trying to rack up the Facebook likes and Twitter followers. Often, it's quality over quantity, so focus on finding a smaller audience that is passionate about your music, and reach out to them.
2. Network with other bands. By now, almost every band is on some form of social media. Scoping out social media websites such as Facebook, Twitter, Instagram and Google+ and music discovery and streaming sites such as Spotify, Reverbnation, Google Play and Last.fm is a great way to find bands in your area and introduce yourself. Connecting with local bands on social media is also a way to get on local concerts and festivals.
3. Be accessible. The old days of having a wall between bands and their fans is gone. Everybody appreciates an honest response. Whether it's "liking" one of their comments on your Facebook wall or "favoriting" a Tweet, go out of your way to engage with your fans. It'll make their day and help build that connection between you and your fans.
4. Avoid auto-posting. Just say no to auto-posting. It looks extremely impersonal to follow a band on several channels simply to see the same posts going up on each one. Each social media channel has its own unique appeal, so treat them differently. Besides, by making each account special, you'll increase the chance of people following you on all channels, instead of only one.

5. Post regularly. Whether it's a short update or something longer, don't let your channels go dry for too long. Of course, you don't need to post constantly during downtime, but going for months and months without any word isn't good practice. Being engaged helps you build a larger following, too.
6. Plug your accounts on flyers and at shows. Social media can be old fashioned, too. Make sure to include your accounts on any old school flyers you're printing, and tell fans how to follow you at shows. It's not always about finding people online. Often times, you'll find an enthusiastic audience at concerts or local hotspots.
7. Do giveaways. Everyone likes free stuff. Have a new CD coming out? Give away some copies via social media to help build momentum. The same goes for concert tickets to a big show. Giveaways can be fun, easy ways to engage with your audience and give them something cool.
8. Schedule out posts. Say you want to hit your audience at a time when you won't be by the computer? No worries. Schedule out some posts in advance using social media managing tools such as Hootsuite and Tweetdeck. This allows you to keep a consistent social media presence all week long without having to micro-manage the posting times.
9. Delegate. Does one of your band members really shine on social media? Have that person run your accounts. Simply put, ask the band members who have the most knack and passion for social media head up your account, and let them run with it.
10. Have fun. Bottom line: Social media is about socializing, so go at it like you do in real life. Don't stress out. If you're having fun, then your audience will have fun, too. <http://www.gibson.com/News-Lifestyle/Features/en-us/10-Social-Media-Tips-for-Bands-and-Musicians.aspx>

Modestep - Machines

<https://youtu.be/t9NK7ue27xo>

<http://www.modestep.com/>

<http://www.bandsintown.com/>

<https://soundcloud.com/modestep>

<https://twitter.com/modestep>

<https://en.wikipedia.org/wiki/Modestep>

<https://www.facebook.com/modestep>

Pins:

<http://www.wearepins.co.uk/home.php>

<https://twitter.com/WeArePins>

<https://youtu.be/oemjKD7Vtqg>

<https://www.facebook.com/wearepins/>

<https://soundcloud.com/pinsmusic>

<https://vimeo.com/wearepins>

<https://www.instagram.com/wearepins/?hl=en>

Sleaford Mods - Tied Up In Nottz

<https://youtu.be/CFFWF1DnZKM>

<https://twitter.com/sleafordmods>

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

https://en.wikipedia.org/wiki/Sleaford_Mods

<https://soundcloud.com/sleafordmods>

<https://sleafordmods.bandcamp.com/>

Wellgosh

<https://wellgosh.com/>

<https://www.youtube.com/user/wellgosh>

https://www.facebook.com/wellgosh?_rdr=p

<https://twitter.com/wellgosh>
<https://plus.google.com/+wellgosh>
<https://www.pinterest.com/wellgosh/>
<https://www.instagram.com/wellgosh/>

New Balance: Made in USA Launch Event at Wellgosh

<https://youtu.be/eOiBsfvooE>

Provide

<http://provideshop.com/>
<https://www.facebook.com/provideshop>
<https://twitter.com/provideshop>
<https://www.instagram.com/provideshop/>
<http://provideshop.tumblr.com/>
<https://www.pinterest.com/provideshop/>

i-D Magazine

http://i-d.vice.com/en_gb
https://www.youtube.com/user/idmagazineonline?sub_confirmation=1
https://www.instagram.com/id_magazine/
<http://i-donline.tumblr.com/>
https://www.pinterest.com/i_D/
https://twitter.com/i_D
<https://www.facebook.com/iDmagazineofficial>

8 Audience Mapping:

1. Look at the 'metrics' to find out where people are coming from, what their language is, and what their interests are. Each platform has a significant capability to develop data and information about what the audiences are into, and what the crossovers are?
2. Get into the context and not just the headlines. Building a band or an artist from scratch is very difficult. Likes are good but not enough. Relationships are more important.
3. Analytics isn't glamorous. Separate the total figures and ask how you think you know your audience? Understand who your community is. Target information to specific places.
4. There can be dissonance between an artist's perception and what their audience profile reveals.
5. Perception dissonance – what we think we are achieving online and what we think we are achieving.
6. Don't use a platform for the sake of it. Being an enigma on social-media is self-defeating. It's all about the relationships. The money isn't there. It's not about things that cost money, it's what you can do.
7. Photos and videos are spreadable. Tell a visual story.
8. Use YouTube for sharing videos and allow people to share the content.
9. Share images of your fans. Involve other people. Analyse each post to see how your fans respond.
10. Target your 'superfans'.

Modestep - London Road

<https://youtu.be/M0yhFfZu3Uw>

References: