

2021 June Report and Communication Plan for the Social Media committee

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1 Progress

- Since establishing the social media accounts of WeChat and Instagram which targeted the regions of China and Portugal respectively, there has been interest in these regions to start local IASPM branches. Rupert Till was contacted about this for advice on 14 April, 2021. Credit to Sofia Sousa and Xiaodan Zhang who established these social media platforms and fostered these communities.
- There has been a significant increase in the engagement with the Twitter account, which has increased the engagement from people in the US, UK and the IASPM_Official twitter account. Credit to Universo Pereira who has managed the Twitter account.
- The YouTube account has been redesigned to include IASPM branding and to connect it to other social media platforms. There are now double the number of followers since April, and there is more engagement with the video content. Credit to Tommaso Farina who redesigned and is maintaining the YouTube channel.
- An IASPM LinkedIn account has been established, and this has recently been made into an organization account. This is capturing a different audience to the other social media sites, and we are focusing on growing this. Credit to Hueyuen Choong who is managing and designing the promotion strategy for this site.

The Social Media committee aims to promote engagement through increasing **followers** and **activity**.

1.1 Followers

See goals from the April [report here](#).

Update

Platform	April Numbers	June Numbers
Twitter	234 followers For location of followers see figure 1.	358 followers For location of followers see figure 1. Followers have significantly increased and region representation has remained consistent.
Facebook	2900	3005 Followers have not really increased and region representation has remained consistent. This was to be expected since the Facebook page was already a well established community.
Instagram	/	New Platform - 319 followers. Followers are from Portugal, Brazil, Latin America and UK.
WeChat	/	New Platform - 283 followers. Followers from China
YouTube	52 Subscribers	100 Subscribers. Not enough geography data yet to show an analytic report. So far, the total views are mainly from the UK and Australia.
LinkedIn	/	New Platform - Started March 2021 as a personal account , and currently with 15 connections. However, as of 26 May, we now have a business page (Organization account) (called LinkedIn Page), and it is expected that it will invite greater engagements.

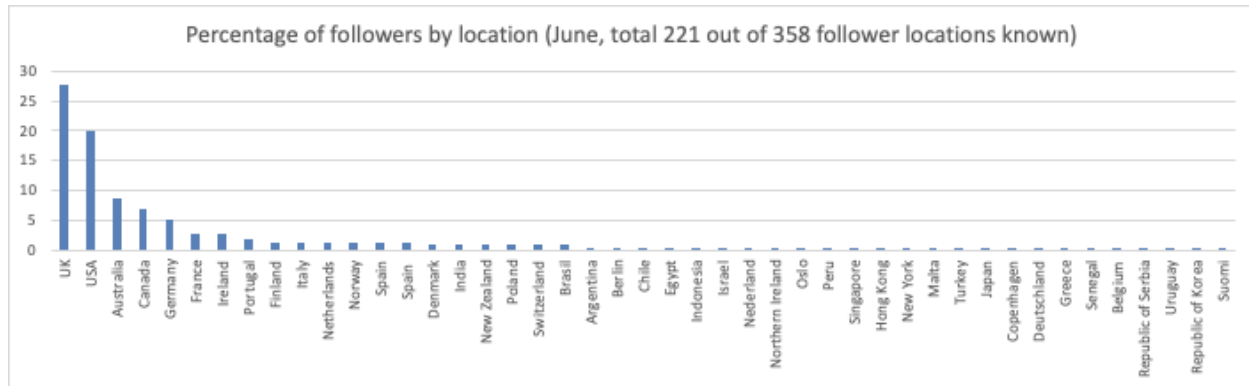
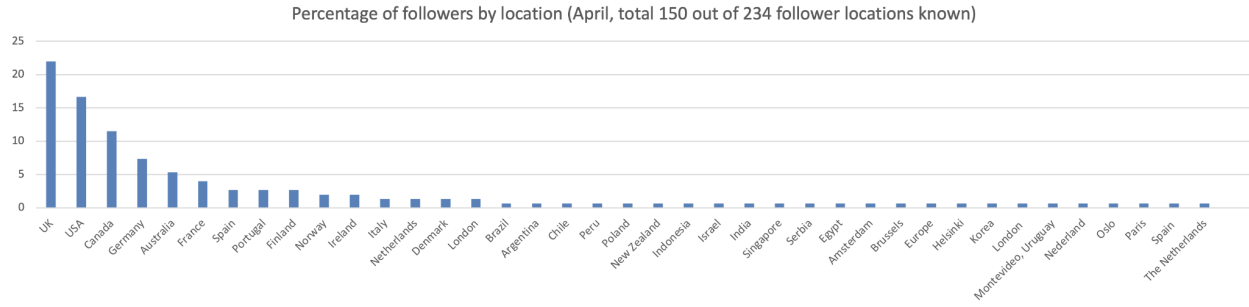


Figure 1. Percentage of followers on Twitter at each location in April (top) and June (bottom).

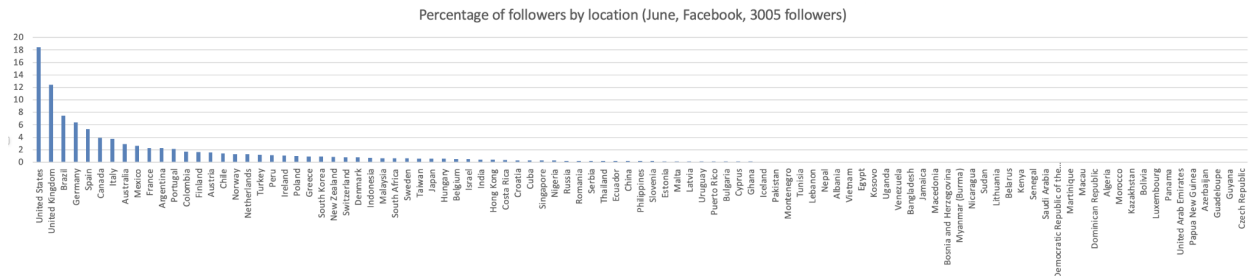


Figure 2. Percentage of followers on Facebook for each location in June.

Next steps

Focus on promoting the YouTube and LinkedIn Channels.

1.2 Activity

See goals from the [April report here](#).

Update

Platform	Notes
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Twitter	37 tweets. Very active now with retweeting and liking other IASPM related posts. The success of this is evidenced by the increase in followers.
Facebook	This was already a strong community with good engagement - this has remained the case
Instagram	New Platform - 16 posts to date which receive between 9 - 20 likes, and the stories have around 50 views each.
WeChat	New Platform - about 16 posts which receive between 30-40 likes
YouTube	The main goal from March - June was to increase the number of views on the IASPM seminar recordings. We did this by promoting the recordings on the other social media accounts, and directing people to the YouTube video. The impact of this on views is shown in Figure 3.
LinkedIn	New Platform - The personal account has made roughly 2 posts a week with a small amount of engagement The Organization account is new so there are no engagement stats on this yet.

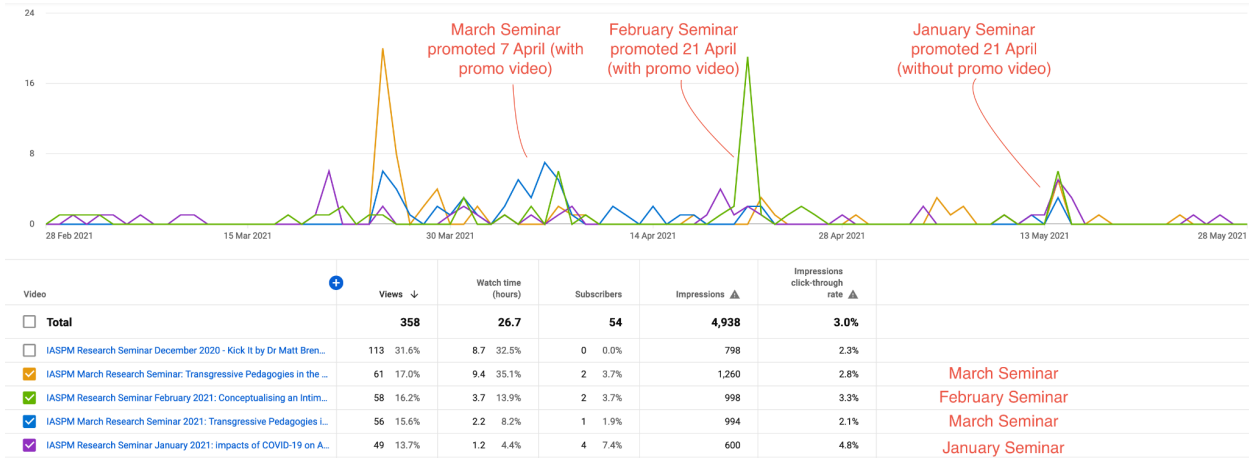


Figure 3. The number of views on the IASPM Youtube recordings of the January, February, and March seminars.

Next steps

- YouTube: showcase youtube more and add a series of short videos to promote engagement (especially focusing on the seminar recordings). Posting a short recap about the February seminar seemed to impact views. This was not the case for the March seminar but this may be because most had already viewed it around the end of March. Posting the link to the January recording didn't seem to get much engagement, it may be because there was no short recap video for this seminar.
- LinkedIn: Promote the organizational account.

2 Timeline

Progress on March - May timeline:

Date	Activity	Progress
March 2021	Form the Social Media committee, undertake scoping, develop communication plan. Present plan to the executive committee.	Complete
April 2021	Send communications to the IASPM mailing list and IASPM branches advising that the committee has been established and that information can be sent to news@iaspm.net . Launch new social media platforms and undertake the first round of posting (see section four below for posting strategy).	Complete
May 2021	Continue posting in the same way as for April and also: <ul style="list-style-type: none"> • Revise the first round of posting and adjust posting strategy (section four) and platforms and languages (section three) as needed. • Assess whether we are getting enough content from the news@iaspm.net email address and revise accordingly 	Complete. Note: <ul style="list-style-type: none"> - We are not receiving much from the news@iaspm.net email address. We've started reaching out to people who post events to the mailing list to ask if they would like their content shared and if they have any other content they'd like shared. - Pros: building personal relationships and encouraging more engagement with the Social Media Committee - Cons: could be duplicating the mailing list, items may be biased to what the Social Media Committee thinks is interesting and not representative of the wider IASPM community - Way forward: continue to contact people who share events on the mailing list and reassess next quarter to see if certain themes/regions/languages are over represented.

Timeline for June - August

Date	Activity
June 2021	Document the Social Media Committee procedures and protocols (Like a Standard operating procedure but not quite as formal) In April, we started to promote content from the IASPM book prize - continue to do this. Showcase the IASPM YouTube Channel and leverage this more (how we do this is TBC)
July 2021	Continue posting as usual.
August 2021	Continue posting in the same way as for April and also: <ul style="list-style-type: none"> • Revise the second quarter of posting and adjust posting strategy and platforms and languages as needed. • Assess whether the content we are picking up from the mailing list is broad enough • Consider bringing someone into the committee who can target Arabic, and Russian speaking communities.

3 Platforms

Platform	Link/username	Language
Facebook	IASPM: International Association for the Study of Popular Music	English and Portuguese
Twitter	@IASPM_OFFICIAL	English
YouTube	IASPM Official	English
Instagram	iaspm official	English and Portuguese
WeChat	Log into WeChat and search "IASPM"	Chinese
LinkedIn	Personal page: IASPM Global Organization page: IASPM Official	English

5 Additional information

5.1 Account management

Keepass has been set up as the password manager.

To access the passwords:

1. Download the database [from this link](#) (Password to access file is: 1358!bagbaggggaaaabag)
2. Open the database
3. Enter the database password (Password will be emailed to the executive separately).

6 Next steps

The next steps the IASPM executive committee can expect from the Social Media committee are:

1. Continuation of the current activity.
2. A further **report** from the Social Media Committee in September updating the executive on the progress and activities.

Information from the IASPM executive committee that would be helpful to the Social Media Committee:

1. If you use LinkedIn and would be comfortable doing so, we'd really appreciate you adding the [LinkedIn organization](#) page to your connections. You can follow the page, and

you can add it to your “experience” if you like ([example of adding the account to your experience here](#)).

2. Nil at this stage

*Thank you,
The IASPM Social Media Committee*

Committee members in alphabetical order:

Hueyuen Choong, IASPM Social Media Committee Representative

Tommaso Farina, IASPM Social Media Committee Representative

Universo Pereira, IASPM Social Media Committee Representative

Sofia Sousa, IASPM Social Media Committee Representative

**Kristal Spreadborough, IASPM Social Media Committee Chair*

Xiaodan Zhang, IASPM Social Media Committee Representative

Previous reports:

- [April Report](#)