MARKET FIRST, MAKE IT LATER:

Utilizing Social Media for the Independent Musician

Interactive Qualifying Project at WPI

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Market First, Make It Later: Utilizing Social Media for the Independent Musician

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ABSTRACT

With the ever-growing usage of social media, it's becoming increasingly harder for new music artists to gain enough popularity to break through the oversaturated market. There has been a shift in the relationships between artists and their artists in light of social media becoming more and more mainstream, and many have used the new technological tools available as a catalyst to bolster their careers in the music industry. Over the course of this project, we will conduct research and experimentation to assess the current state of the music industry and how these artists can best take advantage of it. Research will include case studies on select artists that exemplify different outcomes of utilizing social media, and experimentation will include testing certain content posting strategies to gauge what is useful and what is not. By analyzing the trends associated with this and conducting some research ourselves, our goal is to create a comprehensive guide of best practices for taking advantage of the organic reach that community platforms like TikTok, Instagram, and others provide.

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INTRODUCTION

In recent years, social media has become a prominent platform for music artists to start their careers. The rise of internet platforms like YouTube, TikTok, and Spotify has allowed musicians to reach audiences directly, bypassing traditional methods of achieving popularity. This has enabled independent artists to build their own fan bases without the need for a record label or other intermediary. Social media has also changed the nature of relationships in the music industry between artists and their audiences, both in growing and maintaining them. While some of these changes allow for a greater range of opportunities for growth, it can also be easy for those getting into social media marketing to become confused and overwhelmed by all of the considerations necessary to do it efficiently, with the vast scope of everything social platforms can do. As we assess the changes brought to the music industry by social media, we will evaluate and experiment with posting and marketing strategies in an attempt to bring some clarity to the nature of the new virtual environment of the music industry and lay out the path to achieving success as an independent musician.

BACKGROUND

RECENT HISTORY OF THE MUSIC INDUSTRY: WHAT HAS CHANGED?

The way that the music industry operates has always been subject to changes, but the changes brought by the introduction of the internet and social media over the past few decades have been drastic. It has changed the nature of how artists gain popularity, get discovered, build communities, and share their content.

Throughout the decades before the internet, there were certain limitations to the routes artists could take to achieve commercial success in the industry. Bands had to go out and play their music live to gain popularity and build an audience by reputation and word of mouth. Faced with a lack of necessary industry connections, the main goal was almost always to get a deal with a record label that would provide the tools necessary to make and sell records/CDs and tour, which was an avenue for financial success in many cases (Fountain, 2022).

In hopes to get picked up by a major record label, artists worked to strengthen their A&R (Artists & Repertoire) relationships (A&R: How Artist and Repertoire Works in 2022, 2022). A&R representatives –or talent scouts– would scout out local talent at venues or A&R showcases and present them to their respective labels. Artists would also seek to get their songs played on the radio or get their music videos to MTV, but these too were typically achieved through a record label as well. The reality was that the resources to achieve success on an individual level simply weren't available to the average individual.

Alongside the growth of the internet, music technology has now developed to an extent that makes it fairly easy for independent artists to record music for a very low price. All that is needed to start recording decent quality music at home is a computer, a DAW (Digital Audio Workstation: a computer software that allows musicians to record, edit, and produce music), an audio interface, and a microphone (Visible Music College, 2022). Most DAWs provide hundreds of effects and processes that used to only have been available with analog studio gear, and for a considerable fraction of the price. While there are still innate differences between digital and analog sound, the quality and capabilities of digital processing have been consistently improving, and it serves the

purpose of allowing people to create music with limited resources. This low production barrier allows content to be created more easily, cheaply, and by more people, which is then distributed easily via the internet by being posted to social media or streaming platforms.

Online music streaming services have become massively popular avenues of music consumption, as they feature instantaneous accessibility to expansive libraries of music. Streaming has allowed artists to directly upload their music to platforms that can reach massive amounts of people without the use of a record label selling physical copies of music. Distribution services like DistroKid offer yearly subscriptions as low as just $20, for which artists can upload as much music as they want during that year and the service will release it to all major streaming platforms (Spotify, Apple Music, Etc.) (Distrokid, 2022). Artists also get to keep 100% of the royalties earned. Due to its accessibility of allowing listeners to easily listen to just about anything they want at any time, streaming music has become the most prominent way that people consume music, new and old (Richter, 2022). Over the past two decades, it has all but replaced all other formats of music releases, as can be seen below in *Figure 1*.
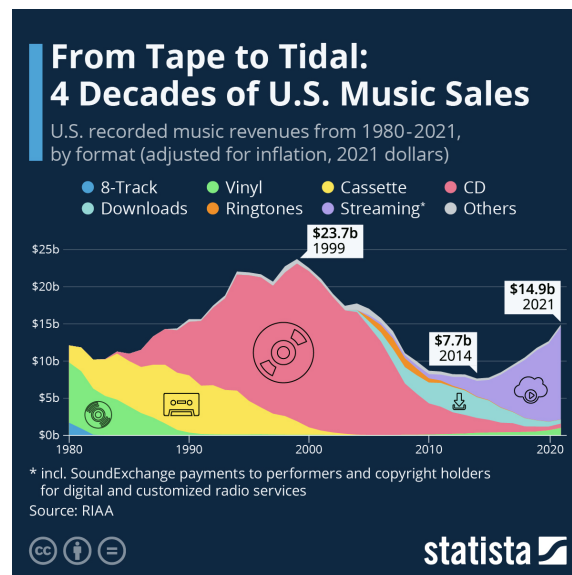
Figure 1: Music sale formats 1980-Present (Richter, 2022).

PROMINENT STREAMING PLATFORMS

The prominence of music streaming in the age of social media is something that needs to be taken into account when releasing music in the modern day. As can be seen in *Figure 1*, music streaming has all but replaced the sales of music in other forms of media. The number of users & subscribers to these streaming platforms is only continuing to grow today, as seen below in *Figure 4*. Some of the facets of these popular streaming platforms are also shown below in *Table 2*.

Music streaming subscribers by app 2016 to 2021 (mm)

Spotify ● Apple Music ● Amazon Music ● YouTube Music
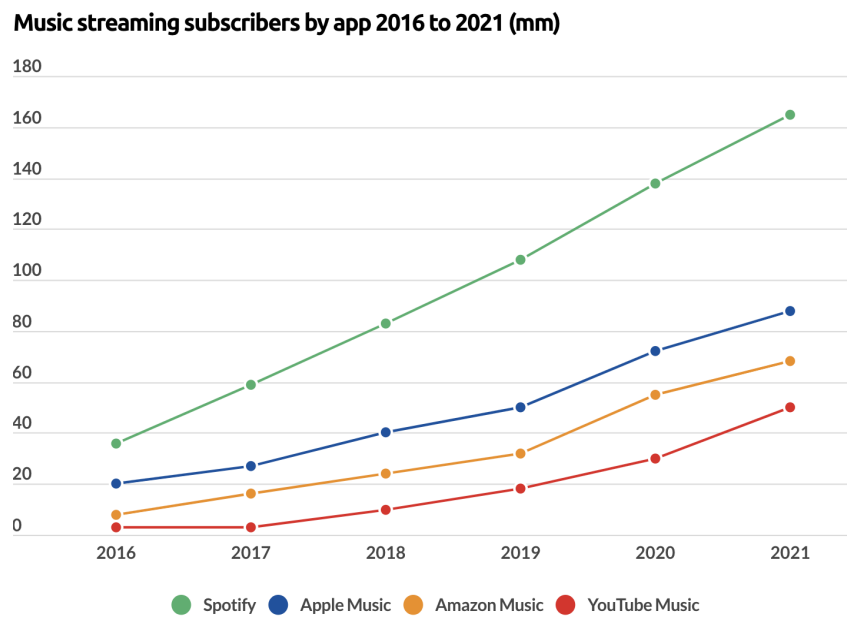
Figure 4: Recent popularity data of mainstream streaming services. Source

Service	Date of Launch	Types of Content	Interactivity	Users	Free version available
Napster	June 1999	Music, Music Videos, Radio services	N/A	5 million users (as of 2021)	N
Spotify	April 2006	Music, Podcasts, Videos, Audio Books	Shared Playlists, Merch, Tour Dates, and Ranking	433 million users (including free, as of 2022)	Y

Soundcloud	August 2007	Music, Podcasts	Shared Playlists, Comment Sections, Reposts	175 million monthly users (including free, as of [2022](#))	Y
Apple Music	June 2015	Music, Podcasts, Music Videos, Interviews, Documentaries	Shared Playlists, Personal Interviews	88 million users (as of [2022](#))	N

Table 2: Streaming Platforms and their usage

NAPSTER

Napster was the first platform to offer an internet-based listening service. While it is now a streaming service, it initially began as a file sharing system. When users would download songs, it would be from the closest networked computer that had downloaded that song through the service. The platform had several issues with song copyright distributions, and eventually shut down. Later, the service reopened as an internet streaming service similar to spotify or apple music.

SOUNDCLOUD

Soundcloud has been widely used by independent artists who want to start releasing their own work at no cost. Using an upload feature, artists can share their tracks instantaneously on the platform. Users can choose between a free plan or a few paid plans, which add more distributing and marketing capabilities as well as allow a total track upload length of longer than 3 hours, which the free version caps at (Soundcloud Help Center, 2023). While being a streaming service, the site shares some features of social media community building. Unlike other streaming services, there are "likes" and comment sections on songs that allow artists to receive direct feedback on their work from their audiences.

SPOTIFY

Spotify is the most popular subscription-based streaming platform that continues to grow in users each year, as seen in *F4* above. One of its key features is its use of curated playlists that get pushed to its users, which can be taken advantage of by those looking to increase the size of their audience. Artists can submit their songs to Spotify to be considered for their playlists, which are then presented and listened to by many Spotify users (Spotify Help Center, 2022). The platform also curates "radio" stations and playlists that put together songs with a certain theme (like "Love Song Mix", "Autumn Mix", "Driving Mix" etc.) or similarity to popular artists (Drake Radio, Khalid Radio, etc.).

ITUNES → APPLE MUSIC

Similar to Napster, Apple launched a service called iTunes in 2001 that allowed listeners to purchase songs or albums and download them to their personal devices, initially being the first iPod MP3 player introduced the same year. Upon releasing Apple Music in 2015, Apple joined the music streaming game. While they joined later than others, Apple's resources and reputation as a company allowed their streaming service to grow in popularity quickly, growing from $0.6B in revenue in 2016 to $5B in 2021 (Curry, 2022).

Social Media Interconnection

The internet brought an unprecedented level of interpersonal connectivity which made the tools to build a career in the music industry more accessible than ever. Social media platforms allow anyone with access to an internet connection to make use of an online profile, which as of 2022 is a vast majority of the world (Statista Research Department 2022). This allows connecting with audiences to be done virtually, as people can learn more about artists through many different lenses. Their professional assets may be showcased on LinkedIn, vlogs on YouTube can show their personality, or the artist may potentially have fan pages on Instagram about them. Audiences have no shortage of platforms to connect with the many facets of artists they are interested in. As can be seen

below in *Figure 2*, there are many different types of communities and connectivities social media has created, that independent artists today can take advantage of.
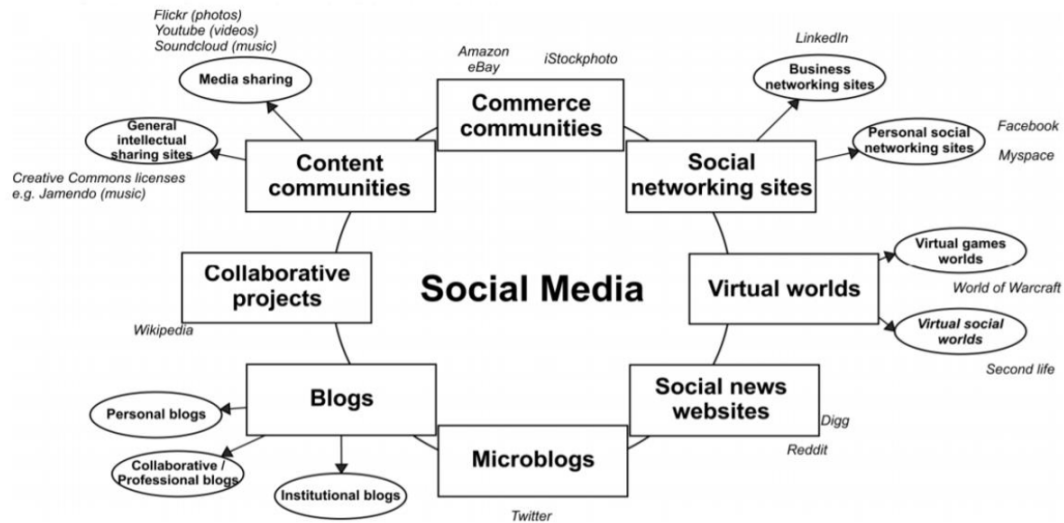
Figure 2: Social Media Components. The room for connectivity within social media is expansive. There are numerous ways people can build and take part in communities (Vitalar, 2019).

PROMINENT SOCIAL MEDIA PLATFORMS

Since the introduction of the internet, various social media platforms have been created and have gained popularity. While many have lost their relevance/popularity over time or shut down, others have continued their growth and have become centers of widespread virtual communities. The charts below depict the popularity of some of the most prominent social media platforms (Figure 3) and describe some of their basic features (Table 1).
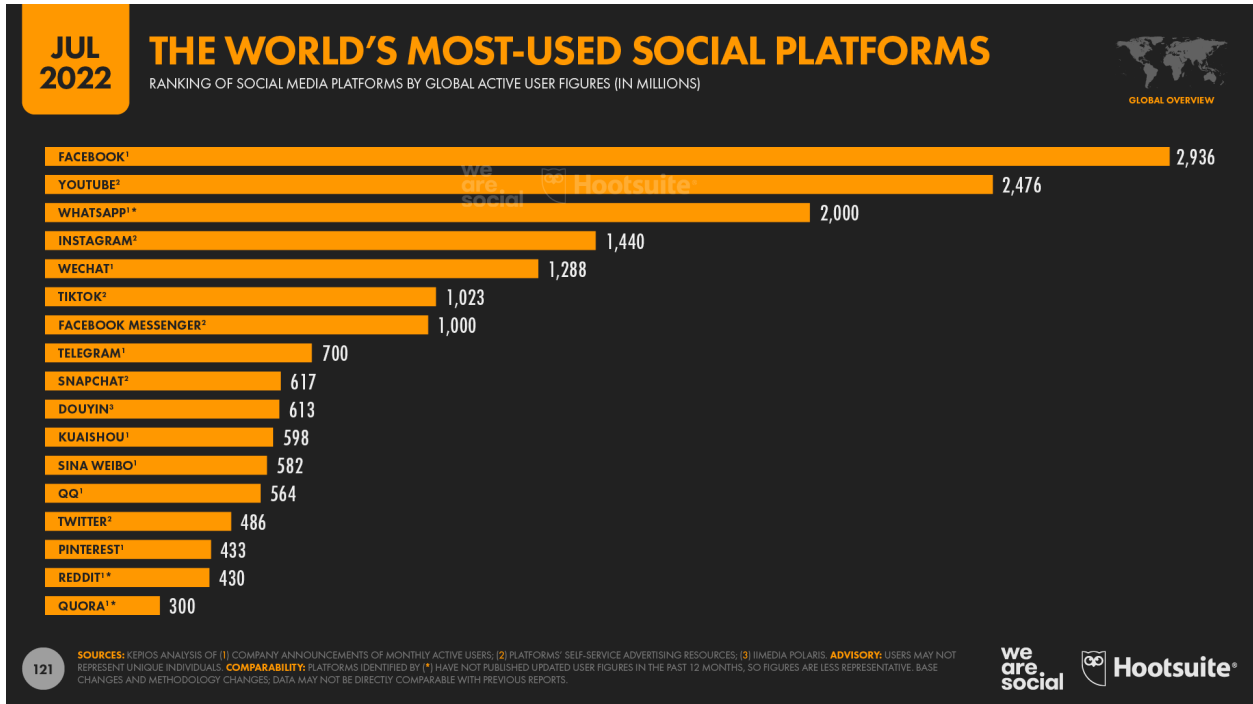
Figure 3: Social Media Platform popularity data as of 2022. [Source](#)

Table 1 displays the year each platform emerged and what features they're capable of. Certain platforms have played a unique role in shaping how we use social media today.

Platform	DOL[1]	Interactivity	Users	Types of Content
LinkedIn	2003	Likes, Comments, Direct Messages, Sharing, Reposts.	849.5 million monthly in 2022.	Pictures, Videos, Blog Posts, "Jobs".
MySpace	2003	Likes, Comments, Direct Messages, Sharing.	7 million monthly in 2019.	Pictures, Videos, Music.
Facebook	2004	Likes, Comments, Direct Messages, Sharing, Reposts, FB Messenger.	2.936 billion monthly in 2022.	Videos, Pictures, Blog Posts, Stories, Live

[1] DOL: Date Of Launch

				Streaming, and "Watch".
YouTube	2005	Likes, Dislikes, Polls, Comments, Direct Messages, Sharing, Subscribing, Premium Subscriptions.	2.476 billion monthly.	Videos, Pictures, Blog Posts, Stories, Live Streaming, "Shorts".
Instagram	2010	Likes, Polls, Sharing, Comments, Direct Messages, Subscribing, Saves.	1.44 million monthly in 2022.	Pictures, Videos, Stories, Live Streaming, "Reels".
Snapchat	2011	Likes, Sharing, Comments, Direct Messages, Subscribing.	617 million monthly in 2022.	Pictures, Videos, Stories, "Spotlight".
Vine	2013	Likes, Sharing, Comments, Direct Messages.	200 million monthly in 2015.	Videos.
TikTok	2014	Likes, Comments, Sharing, Direct Messages, Saves, Subscribing, Stitching, Duets, Reposts.	1.023 billion monthly in 2022.	Pictures, Videos, Stories, Live Streaming, "TikTok Now".

Table 1: Relevant Social Media Platforms.

LINKEDIN

LinkedIn is one of the longest-standing platforms that is still relevant today. The platform is generally a place for professionalism, showcasing resumes and allowing people to make business connections, while also being a place where people can discuss things on a semi-personal level. Independent musicians can utilize this platform to showcase their experiences and reach out to music producers, audio engineers, label managers, etc... (Johnson, 2019).

MYSPACE

MySpace was the first social media platform with the personal networking format we have seen in many platforms since to reach a global audience, and thus played a significant role in pop culture (Moreau, 2022). From 2005 - 2008, MySpace was the largest social networking site until Facebook emerged and users began shifting platforms. MySpace lost the attention, and since then has slowly plummeted. In 2019, the platform was only reaching seven million monthly users.

FACEBOOK

Facebook is notoriously known as the social media networking platform created by Harvard students, originally limited to only students of Harvard (A&E Television Networks, 2019). The platform eventually expanded to other universities within North America, until 2006. In 2006, the platform became available to anyone over the age of 13. It quickly replaced MySpace as the center of social media in 2009 and has been the platform with the most user traffic since then.

YOUTUBE

YouTube is the largest video-sharing social media platform that was purchased very early on by Google in 2006. Since then, YouTube has set the foundation for the implementation of video-streaming media in the modern age. It's had an unprecedented social impact on pop culture, trends, developing communities, creating celebrities, and much more. YouTube has become a popular center for musicians to post music videos, tutorials, covers, original music and more (McFadden, 2021).

INSTAGRAM

Instagram was originally a picture-sharing platform that was bought by Meta (Facebook) in 2012. Today it's become a popular picture and video-sharing platform among younger generations. Many think of it as the young version of Facebook because it has similar user interactivity but the average age of each user is typically much younger. Throughout Instagram's lifespan, it has become associated with many mental health

issues for teenagers such as depression, anxiety, FOMO (fear of missing out), dissatisfaction with self-appearance, and many more (Blystone, 2022).

SNAPCHAT

Snapchat is unique in its picture/video sending capability because what's sent only lasts for a short period of time. Users can set a timer for each picture/video they send to another, choosing how long they want it to last before no longer being viewable. Snapchat is most popular among Gen-Z individuals and has continued to be adopted by younger generations (O'Connell, 2020). "Stories" is another integral part of Snapchat. It allows users to share pictures/videos with all their friends and subscribers in one place. However, the pictures/videos are available for 24 hours before they disappear. All these features allowed users to share more day-to-day, personal aspects of their life with each other, which brings people together, and thus serves as an outlet for artists to share their personal lives with their audiences.

VINE

Vine introduced one of the first formats of "short-form content", limiting the video's duration to 6 seconds long. Short-form content would go on to become an extremely widely used way to digest material quickly (which is necessary as peoples' attention spans have become increasingly shorter). By having to jam as much as they could into these videos, users learn to make the most efficient use of their time and capture the viewer's attention. Despite Vine's popularity, it was shut down in October, 2016 (*The rise and fall of vine: A brief timeline*, 2020).

MUSICAL.LY → TIKTOK

The social media platform "Musical.ly" was mainly a hub for short choreographed dance videos. In 2017, it was acquired by a Chinese company called ByteDance for $1 Billion USD, which had owned a separate but similar app called "TikTok" since 2016. In August 2018, Musical.ly was absorbed by TikTok, along with all of its user accounts. The app then proceeded to gain rapid popularity in the following months and has now become an extremely widely used platform for content creation. At the time of this paper, TikTok is

one of the best platforms for organic reach, making it a great place for independent musicians to develop an audience (D'Souza, 2023).

These platforms have vast capabilities to connect people on mass scales virtually and instantaneously, which has been an avenue for many new artists to find and grow their audiences for many years now.

ARTIST CASE STUDIES

The combination of the accessibilities of recording, virtually releasing, and marketing their music has given artists the ability to grow their careers in the music industry from the comfort of their own homes, which has allowed the number of independent artists to grow in ways that were not feasible before. While this has flooded the market with mass amounts of new artists and new music, there are some that break through the noise and achieve commercial success, in cases where individuals make efficient use of the social opportunities the internet brings.

ARTISTS WHO ADOPTED SOCIAL MEDIA POST-SUCCESS

While there were artists who achieved career success – where they gained enough popularity and revenue to sustain themselves solely off of music – far before the introduction of social media through more traditional methods, there were also artists who started gaining commercial success in their careers as social media and the internet were in their earliest stages. To stay relevant, these individuals utilized newly emerging platforms in an effort to bolster their careers.

John Mayer

John Mayer began his career in the music industry just before the age of social media. In those years, a record deal was necessary to achieve scaled popularity and commercial success. Mayer's road to securing a record deal with Columbia Records was mostly marked by playing live and building a physical audience in the city of Atlanta, Georgia.

His career as a commercially successful musician started in 2001 with the release of his first debut album: Room for Squares. Since social media was not yet in full effect, his label helped propel him to the forefront of the pop music genre. The first prominent social media platforms were just being released in the following years, so in an effort to keep up with the technological and cultural front, Mayer quickly began to use these platforms to his advantage. He was among the first to personally connect with his fanbase on platforms like MySpace and Twitter, frequently interacting with fan posts and posting a lot of his thoughts on Twitter. He was also among the first to start sharing his music via file-sharing platforms like Napster, releasing his self-produced EP: Inside Wants Out (1999). His audience continued to grow beyond his initial demographic as he followed current trends and became more popular with the newer generation. While he rose to popularity just before social media became mainstream, he utilized the tools it provided to advertise his music and communicate and grow his audience, amassing millions of followers across multiple platforms. He is now the 342nd most listened-to artist worldwide on Spotify (2022).

ARTISTS WHO UTILIZED SOCIAL MEDIA TO ACHIEVE CAREER SUCCESS

It is difficult to find popular artists after the introduction of social media that rose to fame without the use of a type of digital platform. Many started posting content of themselves singing and/or playing music and quickly gained popularity.

Shawn Mendes

Shawn Mendes is a famous Canadian Singer-Songwriter who started his journey by learning to play guitar from YouTube tutorials in 2012 at 14 years old. Less than one year after learning to play guitar, he began posting popular music covers on YouTube and the six-second video-sharing app, Vine. Shawn attributes the start of his success to the app Vine, because it allowed him to do what he loved, and share it with others. After posting a short cover of "As Long as You Love Me" by Justin Bieber, he gained over 10,000 followers overnight. In the following months, Shawn continued to post pop covers consistently and gained millions of followers, becoming the third most followed musician on Vine. In May 2014, Shawn was recognized by Island Records for his social media presence, as well as his musicianship, and signed with the record label. Thus,

successfully utilizing social media as a catalyst to becoming a music artist. He is now the 37th most listened-to artist worldwide on Spotify (Spotify, 2022).

Madison Beer

Madison Beer is an American singer-songwriter from Jericho, New York. She started singing at an early age, and at 12, she started posting videos of herself singing covers to youtube. The third video that she posted was retweeted by Justin Bieber in 2012, along with a compliment about how great he thought her performance was. Of course, Justin Bieber is and was a huge star in the pop music world, so his recognition on Twitter put Madison Beer in the sights of not only countless Twitter users but also people in the music industry who would eventually help her build her career, including Justin's own manager who became her own as she signed to the same record label as Bieber: Island Records. She has since released several singles and albums and found commercial success, She is now the 450th most listened-to artist worldwide on Spotify (Spotify, 2022).

Lil Nas X

Lil Nas X's story is a great example of taking action on a social media platform at the right place and at the right time. His virality came soon after releasing the hit single *Old Town Road*, a "Country Trap" song that would then take social media by storm. After purchasing the instrumental track on a site called Beatstars for $30, he recorded the vocals in under an hour at a small studio in Atlanta, Georgia called "CinCoYo" on one of their "$20 Tuesdays." ("How Lil Nas X Took 'Old Town Road' From TikTok Meme to No. 1 | Diary of a Song", 2019). Upon posting the song to SoundCloud and social media platforms in 2018, he accompanied the release with memes made about the song that he would post daily for months, hoping for it to gain traction with users. Interestingly, he also started a thread on Reddit under the caption "what's that name of the song that goes 'take my horse to the old town road '". He knew people might look up the song upon hearing so he started the thread to sow the seeds of getting noticed before it even happened. Once the memes and song reached the rising social media platform Tiktok, dancing videos over *Old Town Road* became a popular trend, and the song would go on to

be on the Billboard top 100 hits in 2019. Capitalizing on the success of the song, Lil Nas X re-released the track with a feature by Billy Ray Cyrus, which then hit No. 1 on Billboard. Now signed by Columbia Records, Lil Nas X has continued and grown his popularity to today. He is now the 40th most listened-to artist worldwide on Spotify (Spotify, 2022).

JVKE

Jake is an American singer-songwriter from Rhode Island. He dropped out of college when achieving a publishing deal with the goal of becoming a full-time musician. In the beginning of the COVID lockdown, he began to post on TikTok mixes of popular songs, which were recognized by other TikTok influencers such as Charlie D'Amelio and Loren Gray. On August 18th of 2020, Jake released an original called "Upside Down" which had previously been recognized by Charlie Puth, and that helped Jake reach four million followers in 2020. Since then he has continued to post originals, such as " golden hour" which has reached the Billboard hot 100s and now has amassed 8.7 million followers.

While luck or happenstance may have contributed to the success of these artists, we may still look at the actions they took before gaining rapid popularity as methods for positioning themselves in a way that would allow them to take immediate advantage of *opportunities* that came their way, such as how these artists curated their social media pages and developed their public image.

PERSONAL BRANDING

Building a good reputation is something most of us strive to do and it's generally understood that our reputation is built on the credibility of our actions. But most forget that a personal brand is also important. Described by Harrison Monarth in "What's the Point of a Personal Brand? " it differentiates from a reputation, because a personal brand focuses on how one *wants* to be viewed by others and their intentions (Monarth, 2022). Personal branding is about developing a public perception in combination with the

reputation of an individual and thus creates the foundation of that person's career or business (Petruca, 2016).

The importance of developing a personal brand is explained by social media analyst Alexandra Vitelar in "Like Me: Generation Z and Use of Social Media for Personal Branding" (Vitelar, 2019). It has become a necessity for Gen-Z individuals and others in the 21st century, to take advantage of the opportunities and to compete in highly saturated markets. Most Gen-Z individuals understand that social media is a powerful tool that can be used to build an image, become an impactful influencer, make a living, and differentiate themselves in highly competitive markets, all by creating a personal brand. How does one create a personal brand? The answer to this question can be summarized by a few points: identifying one's unique value proposition, establishing a strong visual and verbal identity through the use of social media, and consistently providing value to a target audience.

In order to define one's unique selling point as a musician, they should ask themselves, "what sets me apart from other musicians in my niche?" This can be done by analyzing one's music, how they may present themselves, and their background. Once that is understood, they can develop a visual and verbal identity that reflects their intentions. This is done by thinking about the kind of person they want to be on camera, and how they believe they should interact with viewers. This is important because the social media profiles will showcase their brand and that identity will be the person connecting with their target audience. Once they begin creating content that is aligned with their unique personal brand, it is crucial to be consistently delivering that content.

Documenting vs. Creating

Not everyone has the time to be consistently creating unique pieces of content and or would not like to spend time curating their unique personal brand before posting on social media. In this case, individuals might ask themselves, what will they post? While many influencers have developed a practice for creating great posts, the answer for many independent musicians might not be to create a post, but rather document. *Gary V,* a New York Times Best-Selling author, key speaker, and a serial entrepreneur who speaks on a wide range of topics, including social media as a tool for businesses and

entreprenurs. *Gary* emphasizes the implementation of documenting versus creating content. This method curates a social media page full of storytelling content that is transparent and requires less time than it does to produce great ideas for each post, meaning that one could post more frequently, which increases the number of new viewers and increases audience engagement, as can be seen in *Figure 5*, (Garyvee, 2016).
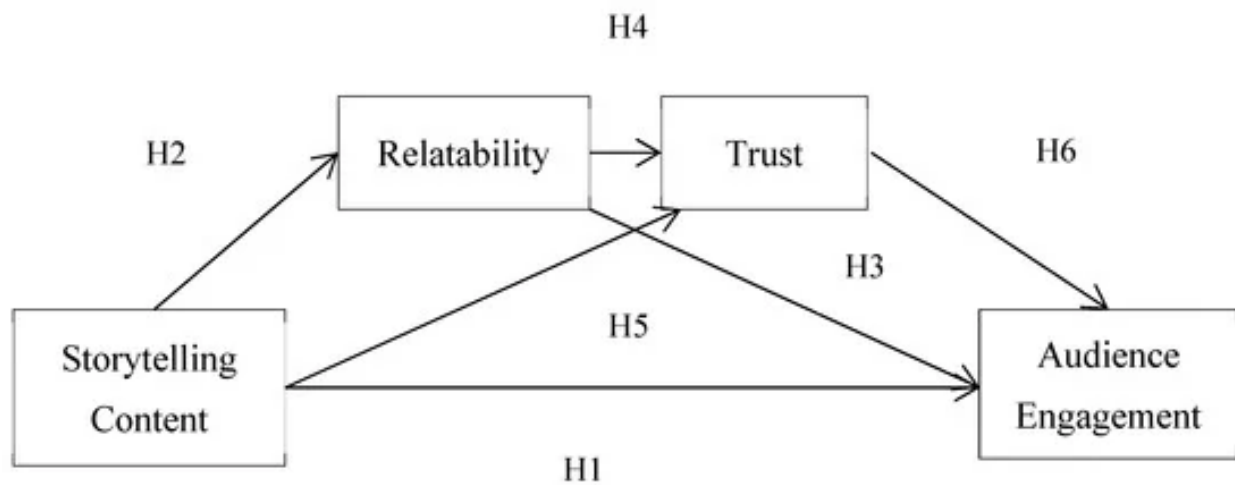
Figure 5: Audience engagement relations. Transparency with an audience can directly boost engagement in an influencer's Personal Brand (Atiq, 2022).

Branding Before the Age of Social Media

When taking a look back at artists who thrived before social media, it can be seen that similar actions were taken to create a certain artist perception, but it was typically done outside of the individual, usually by the record label. For example, the idea of documentation over creation could be seen in the form of documentaries made about bands, which showed their creative process. The documentary "Let It Be" was released in 1970, and showcased the creative process behind The Beatles' album of the same name released just five days before (Hogg, 2015). The documentary showed a lot of footage of the band members just messing around and having fun with each other while writing songs. Though the band broke up shortly after the release of the documentary, viewers seeing more of the charisma and humanistic side of The Beatles allowed them to connect with them on a personal level, building upon their group brand that was well established through the popularity of their several albums, films, live performances, interviews, etc.

This was common for many artists and bands who gained popularity before social media. Through media like documentaries, movies, and interviews, labels would help build and promote an artist's brand.

With the nature of success in the music industry today necessitating popularity before a record label gets involved, Personal Branding is now more essential than ever. Creating a public persona that audiences can relate to and connect with helps kickstart a community upon which artists can capitalize. However, documenting the creative process while still maintaining relevance to the social media platforms and following trends is difficult, and it is unclear how independent musicians can smoothly follow this process, while also maximizing engagement. This is something that we will explore over the course of this project.

Artist - Audience Relationships

An important concept to consider is the effect social media has had on the relationships between music artists and their audiences. Prior to social media, the primary communication methods to build intimate relationships between artists and fans were more limited than they are now. The rise of social media has enabled artists to more easily build those relationships by easily and instantaneously interacting with their fans. They can share personal information, behind the scenes content, live streams, and other forms of content that allow fans to feel like they have a personal connection with the artist. Additionally, social media has also made it easier for fans to discover new music and artists.

On the other hand, social media has also intensified the pressure for musicians to maintain a consistent online presence, image and audience engagement. This pressure can cause musicians to feel compelled to conform to industry standards and trends in order to maintain their online presence, which may potentially lead to a lack of individuality in artist identities. Additionally, fans now expect constant access to their favorite musicians through social media, and this can put more pressure on artists to produce new content on a regular basis in order to keep those fans engaged.

The constant connectivity and pressure to present a perfect image on social media can have a negative impact on overall mental health. Excessive use of social media can also lead to addiction and a constant need for validation and attention (The Social Dilemma, 2020). As independent musicians navigate the world of social media, it is important to be aware of the potential negative effects and to take steps to prioritize self-care and well-being.

CONCLUSION

There are various tactics for maximizing the use of social media to promote content and increase visibility. These methods can be found through online resources, however, they may be scattered across different sources and therefore are not cohesive. This dissociation leads to a lack of clarity on how to become an independent musician/music influencer within the guides for influencing, especially in the steps of marketing your personal brand after it is developed. Though we have seen in our case studies that artists can achieve popularity and success on different platforms in different ways, the outstanding common denominator was their positioning on social media to take advantage of opportunities that came their way. Ultimately, it is unrealistic to think there is a uniform direct path to success in music, however we can see two general steps that must be explored further. The first step would be to build a personal brand using whichever social media platform the independent musician understands the most. Then secondly, marketing themselves using the platform to transition their viewers to a listening and consuming audience on streaming services and other social media platforms such that a career can be sustained. This seems simple, however it has many more complex parts that are important in understanding how to follow this process. Because misunderstanding the process of social media marketing usage can become stressful, our goal is to determine the best practices that independent artists can execute, as well as break down this process, and potentially provide a guide towards career success as a musician in the music industry.

OBJECTIVES

Divise Social Media Marketing Campaign

- Determine which characteristics of content result in higher engagement with audiences.
- Determine which strategies of posting content result in higher engagement with audiences.

Evaluate Campaign for Efficiency

- Determine how artists can sustain successful posting to expand their popularity.
- Determine how artists can efficiently transfer a growing following to more active listeners, and more listeners into more revenue.
- Determine how one can apply the success of others on social media in general to achieve success in the music industry.

Create a Guide of Best Practices

- Create a guide of best practices for aspiring artists that details how to effectively make use of social media and personal branding to work towards career success as an independent musician.

METHODOLOGY

Divise Social Media Marketing Campaign

WHAT STRATEGIES WILL WE IMPLEMENT WHEN POSTING CONTENT?

There are a host of different approaches that can be taken and considerations for attempting to gain popularity on social media, most of which include posting content of some sort. By creating and posting the content ourselves, we have direct control over content variables and marketing strategies, including facilitating a personal brand.

Options:

Content and Characteristics

We may vary the types of content we are posting between videos, photos, text, or live streaming. Each type of content serves different purposes and has different trends on these applications. Varying image characteristics like resolution, filtering / color grading, captions, camera movement, and quality of the lighting are key components that can significantly make an impact on whether the viewer will scroll past the piece of content. For example, dynamic captions in a video tend to increase the retention rate of videos. We can also vary audio characteristics like high quality microphone recording and the use of "trending sounds" to contextualize content on the platform. Applying specific hashtags helps correlate the piece of content to certain demographics and could help boost engagement by getting the content shown to people who are interested in TikTok music influencers, i.e (#singing, #taylorswift, #acousticcover, etc..)

Posting

Varying the frequency of posting could potentially impact how much traffic the accounts experience. It may be interesting to see whether the frequency of posting affects previous posts as well. Varying the times of post is another factor that should be explored, since there may be varying levels of engaged user traffic at different times

throughout the day. Varying content lengths changes the type of content a post is in the eyes of certain viewers. Vine was appealing to some people for its short, six seconds limit. While others may appreciate YouTube for the ability to post longer videos like 30 minutes. (7-11 sec, 21-34 sec, 60 sec, 3 min). We can also use mirror posting, where we create content with similar formats and material and post on separate accounts but vary individual characteristics to see their effects. We can repost lowest performing & highest performing content to see if there are differences in overall engagement, or repost specific posts but change one variable, then record the impact. i.e (post time, the hashtags, etc..)

Interaction

We can interact with other music content creators on the platform. (Reposts, tagging, comments, duets, stitches, etc..).

Note: Unfortunately, we are not permitted to explore this option, because of the limitations of this study.

Decision

Create and post similar videos on separate accounts, varying image characteristics, audio characteristics, times of posts, content length, and frequency of posting / reposting. To determine the best strategies for posting content, we need to observe the differences in audience engagement that come with the individual element changes in content characteristics. As we are working against a distribution algorithm that is inherently variable itself, we will need multiple trials for each changed element since we are trying to determine what will work consistently over time as the algorithm changes. To do this, we will be creating two separate accounts that post similar content so we can compare the results of varying content to see if they are consistent for multiple influencers. For content variables, we will need to change one at a time so we can observe the changes – if any – they have on engagement.

WHICH PLATFORM WILL BE USED TO PERFORM EXPERIMENTATION?

For the purposes of this condensed project, we are going to use one social media platform as opposed to multiple. To acquire the most optimal data, we need to choose a social media platform that is currently relevant and provides the greatest organic reach (or the extent to which content reaches more *unknown* people on social media through the use of an algorithm).

Options:

Instagram is the second most popular social media platform (see figure 3). Its user age
Facebook

Facebook has the largest number of users worldwide (see figure 3). The age demographic is generally higher than our age, with an average of 41 years (Succeeding as a musician with and without social media, 2022). Its organic reach is considerably low, sitting at 5.2%. For data collection, there are a few tools the platform provides within Meta Business Suite such as Facebook Insights. Many of its features are denied to users unless they have at least 100 facebook page followers.

Instagram

Instagram is the second most popular social media platform (see figure 3). Its user age demographic is generally a decade lower than facebooks, with an average 32 yrs (Succeeding as a musician with and without social media, 2022). In terms of organic reach, it is still relatively low, at 16%. Instagram has "account insights," which can provide some information about a user's follower base, but it lacks in-depth details about individual post performance.

TikTok

TikTok is one of the most recent social media platforms to see a vast rise in popularity. The majority of the platform's users are around an average of 19 years old (Succeeding as a musician with and without social media, 2022). Its organic reach is expansive when compared to other platforms, sitting at about 118%. TikTok has a section for "Creator Tools," which provide numerous statistics about post and profile performance, including engagement, "LIVE" Data statistics, and follower demographic.

Decision:

We will be using TikTok to conduct experimentation. The age demographic is closer to our personal age, but more importantly, the organic reach is far above other platforms, which will allow us to grow new accounts quicker as well as quickly test our strategies from scratch. We also appreciate TikTok's analytics tool which has many more data statistics available than most other platforms, allowing us to make greater determinations about our data. With each daily post, we will be varying content characteristics and posting techniques in an effort to gauge the engagement differences with each change (See attached documents in Appendix.)

Evaluate Campaign for Efficiency

HOW WILL WE MEASURE SUCCESSFUL ENGAGEMENT?

Options:

TikTok provides a data tool called "TikTok Analytics" for each post that includes several aspects of that piece of content's performance on the platform. The measurement and analysis of these aspects can help us determine the effects of changed aspects on overall engagement. These statistics include: number of views; viewer statistics like demographic, gender breakdown, and location breakdown; number of likes; number of comments; number of shares number of favorites; new follower count and graph of total following over time; retention rate – shown in graphic form, it represents the percentages of users that watched to certain lengths (see *Figure 6* below); average length of watch time; percentage of users that watched the full video.
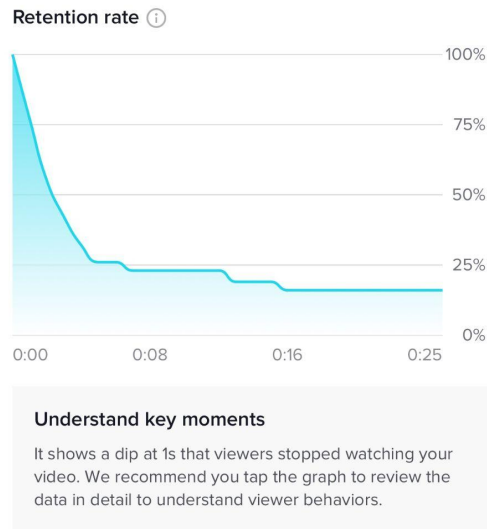
Figure 6: Example graph of retention rate.

In addition to hard data, it could prove useful to have direct feedback from people who regularly use social media. Some ways we can acquire this information is through the administration of a survey, or conducting a focus group, as well as using tools such as Google Analytics to track website traffic and monitor the behavior of visitors.

Decision: TikTok Analytics & Focus Group Feedback

Success has a different meaning to everyone within the influencer space. For some influencers who have gained very large audiences, gaining a hundred new followers may show them that they need to adjust their content, while for other smaller influencers it might be a sign of growth. The numbers that indicate success are variable depending on who the subject is. That said, with the fact that we will be starting from a zero-follower baseline, any growth will be taken into consideration when determining success. We will vary different aspects of the content, with the goal of earning more views, likes, shares, and favorites for each video. A video with successful engagement should result in a higher retention rate, higher average watch time, higher percentage that watched the full video, more likes, comments, shares, favorites, and new followers, all than the previous video posted. Aside from comparison from one video to the next, the one dependent variable that we want to analyze specifically will be Like-to-View ratio, which is the ratio of the number of likes on the video compared to the total number of views on the video.

A higher ratio indicates that more people not only saw but engaged with the video, hence being a higher level of successful engagement.

To get real-world feedback and direct answers to some of our research questions, we will conduct a focus group. This focus will be designed such that short individual interviews will be hosted to receive qualitative feedback regarding the TikTok posts. Between a survey and a focus group, we feel that a focus group will give us an opportunity to not only receive detailed answers about social media content, but also engage in conversation which would help us learn more about participants' opinions through direct social interaction – which is really what this project is directly related to. With a survey, there would be a lack of a natural line of questioning from conversation and it is possible that we would just scratch the surface of what might be highly useful information for our conclusions. We will conduct the focus group during the final week of the IQP and analyze the information we collect alongside the TikTok analytics.

Our general line of questioning for the participants is as follows:

1. Do you have experience with influencing on social media?
2. What social media platforms do you have the most experience with?
3. Which social media platform is most engaging for you?
4. Do you have an intention for using certain social media platforms?
5. When scrolling, what captures your attention? Do higher quality videos capture attention?
6. Which is most frustrating / loses your attention?
7. What type of people do you follow and why?
8. What about posts do you remember?
9. Have you ever purchased merchandise or gone to a show as a result of social media marketing? Why?
10. Have you ever gone to an artist's Spotify from social media?
11. Are you looking to discover new things on social media or just looking for things that you typically like?
12. How do you picture TikTok musicians or music influencers?
13. What's the line between successful musicians and not successful musicians?

HOW ARE WE GOING TO ANALYZE DATA?

We need to devise a strategy for analyzing the data that we collect from TikTok analytics. For the videos we created, we generated a set of data showing the following independent variables: Singing Present, Guitar Present, Hook Present, Skit Format, Color Grading, Pro Lighting, Mic Recording, High Video Quality, Post Length and Post Time. We need to analyze if and how these variables have an effect on the dependent variables of engagement with the content we experienced after posting: Views, Likes, New Followers, Comments, Shares, Saves, Average Watch Time, and Retention Rate.

Options:

We can use spreadsheet software like Microsoft Excel or Google Sheets to create graphic representations of the data we collect to see if there are specific relationships and/or trends between the variables we changed about the content. There are several types of quantitative analyses we can use to correlate our sets of data. Some of the types we can perform are: Regression analysis, Correlation analysis, Factor analysis, Cohort analysis, Cluster analysis, Time series analysis, and Sentiment analysis. With the nature and limitations of the data we are collecting, some of these types will be more useful than others. These types are:

Regression analysis

Regression analysis is used to determine the correlation between a group of factors. This type of analysis is commonly used when there are multiple independent variables and a dependent (resulting) variable. There are multiple mathematical models that can be used to analyze data in this way, one can be chosen that fits the nature of the data.

Correlation analysis

Correlation analysis is a technique used to establish if there is a connection between two specific variables or data sets and to evaluate the relationship between the two, typically represented by a decimal percentage. It can be used to identify patterns, trends, and outliers in the data.

Factor analysis

Factor analysis is a method used to simplify a significant amount of variables into a fewer number of key factors. This type would allow us to boil down the multitude of content variables into a few more manageable variables. It can help measure concepts that are not easily quantitative, like happiness and customer satisfaction.

Decision: Correlation Analysis

Since our experiment is focused on exploring and changing elements of video content that might impact the performance, we believe correlation analysis is the most applicable analysis method. This will provide insight as to which factors had the most impact and will also help us to potentially identify the patterns and trends needed to make compelling observations.

Create a Guide of Best Practices

WHAT IS THE MOST EFFICIENT FORM OF A GUIDE?

To make the guide as useful as possible, it needs to come in a form that is cohesive and compact, but also easily digestible for influencers who would utilize this guide. With the way information consumption is changing, most people wouldn't take the time to sit down and read a lengthy research paper describing the details of data analytics on TikTok. We believe that there needs to be more concise forms of guided content available.

Options

There are multiple forms for a guide to consider, a book or article, short or long form content video, an audiobook, a podcast, or this formal paper.

Decision: Condensed Guide

We are going to create a short digital text-based guide (1-3 pages). This will allow for a condensed layout of information that is clear, organized and mostly importantly, easily

referenceable. In regards to the other guide options, the limitations of time for this project make them less feasible. It will condense not only the processes for making content that fits the format of current popularity, but it will also show and explain the overarching reasoning why the use of building a personal brand and utilizing social media is important. The guide will have some specifics for TikTok use (as we are using this platform to perform research), but knowing that there will always be new platforms that rise and gain popularity, we will lay out some generalized advice about social media in hopes that the guide may stay relevant for as long as possible.

RESULTS & ANALYSIS

The posting period began on November 17th, and ended December 13th. Within this period, twenty posts were made on both accounts, and a focus group and an interview with a successful artist were completed. The TikTok posts provided quantitative data to be analyzed, and the focus group interviews provided qualitative data that gives insight, feedback and alternate perspectives.

STELLAR INTERVIEW

As a part of our focus group, we had the chance to sit down and interview Sid Banerjee (also known as Stellar), an up-and-coming RnB & Pop artist and music influencer who gained his popularity through the use of targeting marketing on social media. The interview took on more of a conversation format as we had additional questions about some of the answers he gave about his success. He started producing music and writing songs in 2018. Like ourselves, Sid was a WPI student until he moved to Los Angeles, California in 2020 to further pursue a career in music. He rapidly grew his social media popularity and presence using his knowledge of marketing. Prior to gaining popularity as a music artist, he had experience editing videos for his YouTube gaming channel on premiere pro and talking to the camera, which gave him an edge when making short form videos for TikTok. As of 2023, Stellar has 2.4 million followers on TikTok and a whopping 3.8 million monthly listeners on Spotify (Spotify, 2023). He gave us some useful insight on social media marketing strategies and explained his outlook towards personal branding and virality.

Stellar emphasized the importance of staying current with the platform and its trends and constantly creating unique content to stand out in a saturated market. Anyone can be a part of a trend, but it is his belief that unless you take a trend in a new direction, you can never gain more traction than the person who initially started the trend in the first place. He also suggested curating the "For You" page to find inspiration by only liking and saving videos that showcase music content in the form of a trend. This method encourages TikTok to exhibit videos that have unique elements and are considered trendy. Then one could take notes on these videos and what makes them unique, and apply those strategies to their own videos which is what Stellar did. He

mentioned that content should always keep the music as the main focus of the video, even if the hook used is unrelated, and he always has a portion of his videos where nothing but the official version of the song is playing in some format. Additionally, he emphasized the importance of adapting to changes on the platform by varying content and connecting with the audience through engagement, behind-the-scenes content and vlogs, as well as maintaining a strong online presence with consistency and posting frequently. One thing that he wished he had done differently in regards to his rising popularity was capitalizing on the viral success of his song "Ashes," which would have included releasing a lot more music at the same time that this song was getting very popular, boosting those other songs. We can take this and the other advice from Stellar and use it to create our guide for working towards success in the music industry.

FOCUS GROUP OBSERVATIONS

We interviewed six individuals for this focus group. The responses from each of the interviewees show similarities in how each person uses specific social media apps and their general perception of music influencers, which can be indicative of the accuracy of particular posting strategies. One of the most consistent similarities in responses were the aversions to certain content. When the interviewees were asked what loses their attention on social media, all participants shared the sentiments against repetitiveness of content, such as seeing the same trend, or video format, hearing the same song being used, similar jokes, etc... This observation aligns with Stellar's emphasis on creating unique and innovative content to rise above the noise of repetitive trends. Content creators should focus on taking existing trends, and how they can make it their own.

Most participants also agreed that their attention spans are short when it comes to social media consumption, and that they prefer short form entertainment content from Instagram reels and TikTok, as opposed to any longer form content that can be found on a platform such as YouTube. "short form is more quick and punchy and I just don't have to like, think." as stated by a participant. This again, aligns with Stellar's suggestions about creating short form music content, that is new and engaging but still short and snappy.

The interviewees were also asked if they use different social media platforms for different purposes. Some were surprised when they had realized that developed habits of opening different platforms with different intentions, as shown in the following table:

Platform	Intention
Instagram	Social, close connections
Tiktok	Entertainment, quick distractions
YouTube	Specific interests, long entertainment
Twitter	Information, News

Table 3: Focus Group Participants' uses for social media platforms.

This should be taken into account when making posts for social media platforms: since oftentimes, people have different mindsets when consuming content over multiple platforms, audiences can be targeted by using varied strategies with posts that are relevant to the content and demographic of the specific platform.

TIKTOK ANALYTICS

For the purposes of creating new TikTok accounts unaffected by our outside lives, we used fabricated names instead of our real names. Josh's profile name is "Jeremy" and Ben's profile name is "Kodi".

Hypotheses

- A hook will capture the user's attention and increase the number of likes and views.
- A video with original music will result in more engagement (increased number of comments and retention rate.)
- Hashtags will increase the number of views.
- Recording a cover of a popular or trending song will have more views, likes, and engagement.

- A more produced video that includes a skit, better lighting, color grading, better video and mic quality will increase the number of likes and views.
- The longer the post, the less engagement that will be received and will result in less than average views and likes.

Using Microsoft Excel, the data provided from TikTok Analytics was entered into a spreadsheet, which included views, likes, number of comments, saves, shares, and average watch time on certain posts. A separate sheet included which post's factors and characteristics that may have impacted the performance of the video. The spreadsheet was then organized such that the correlation analysis function within Excel could be used and produced tables. Below are charts that were also produced to have a visual representation and understanding of how variable Jeremy and Kodi's views and likes were, as well as the level of the consistency.
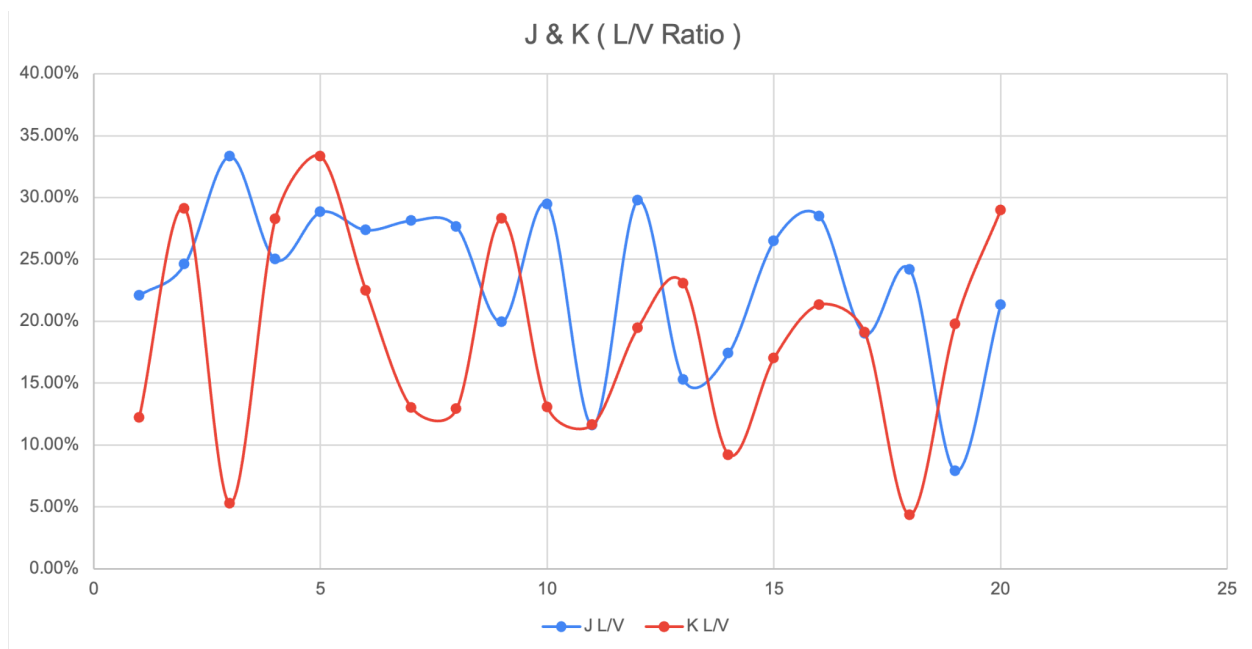
Charts & Tables

Chart 1: Like-to-View Ratio over each post for both accounts.
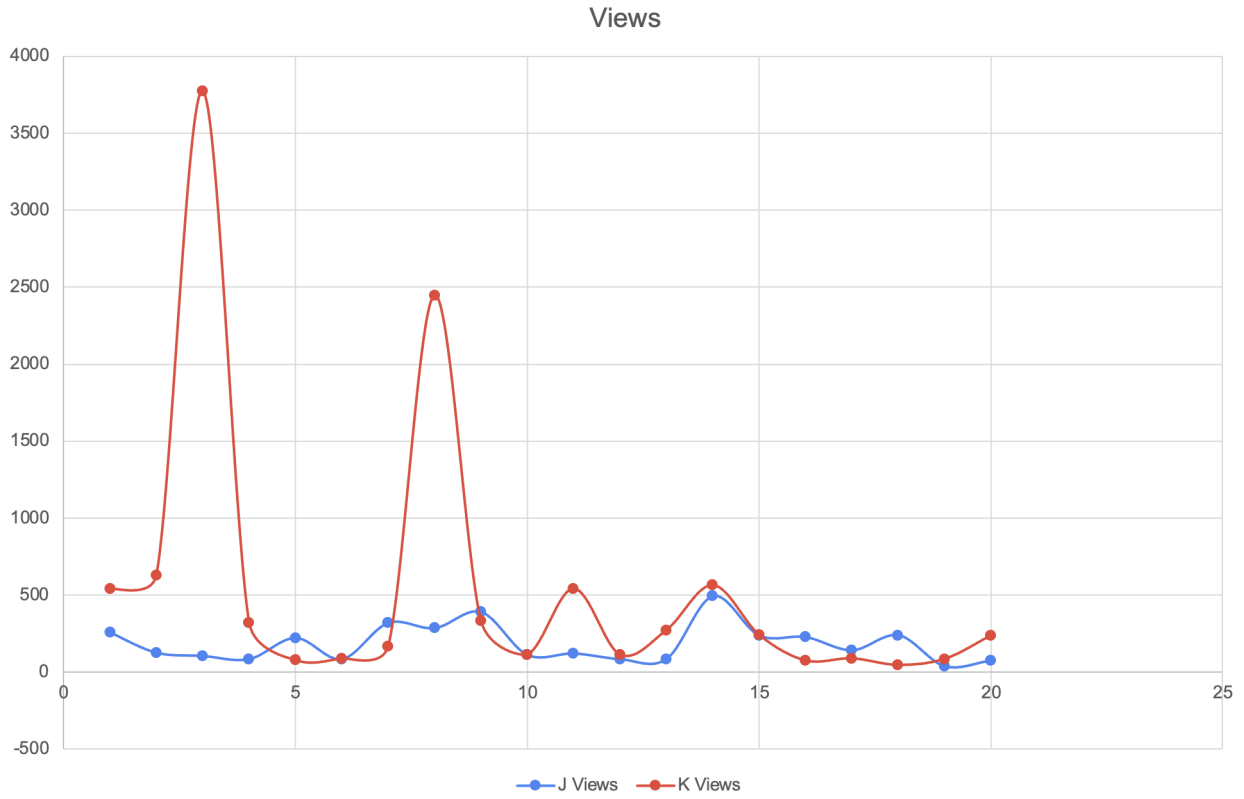
Chart 2: Views over each post for both accounts.
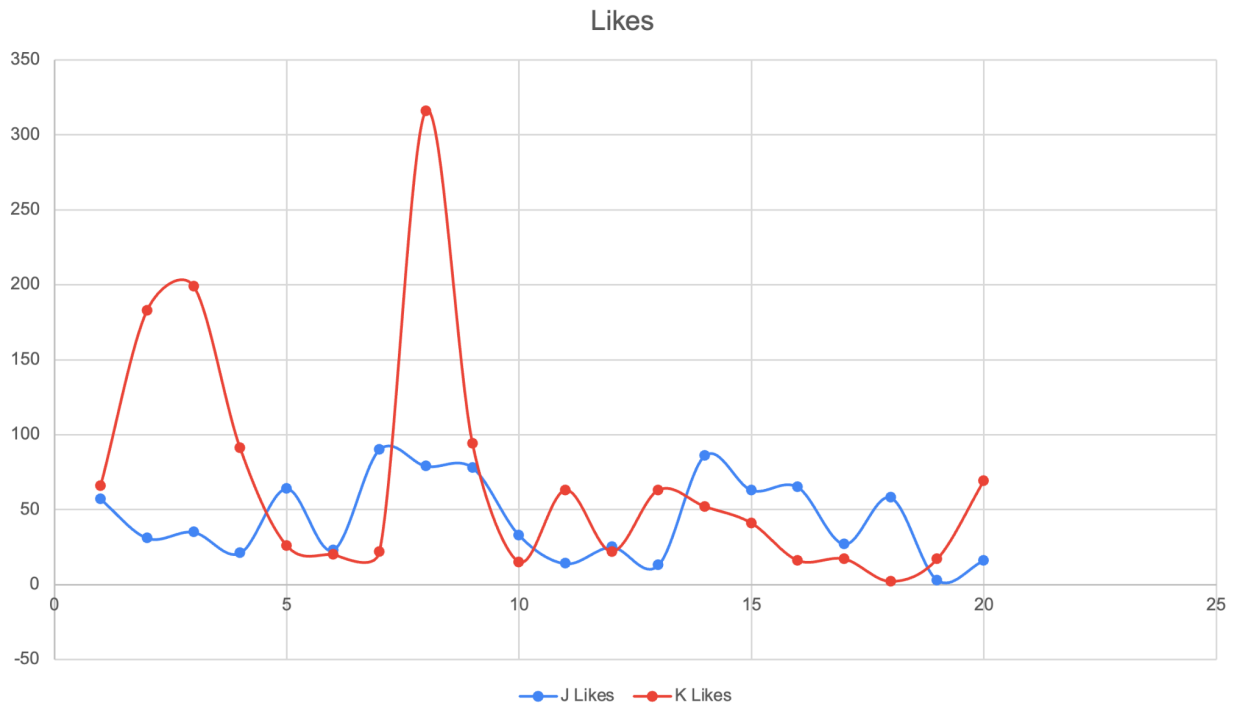
Chart 3: Likes over each post for both accounts.

Tables

Table 4 includes variables that are related to the TikTok video's performance. This table may provide insight regarding what TikTok performance variables impact each other, and how Jeremy and Kodi's page differed. Table 5 includes variables related to performance that may have been impacted by the included factors. This table could provide insight on how each factor could have impacted a video's performance.

Numbers greater than ~0.4 or less than ~ (-0.4) were highlighted as significant values.

RAW DATA

	J Views	K Views	J Likes	K Likes	J L/V Ratio	K L/V Ratio	J Comments	K Comments	J Shares	K Shares	J Saves	K Saves	Avg. Watch Tim	Avg. Watch Time
J Views	1													
K Views	0.024179115	1												
J Likes	0.921722447	0.108666021	1											
K Likes	0.079804808	0.802807306	0.144171716	1										
J L/V Ratio	0.051869771	0.322849836	0.359680914	0.203216699	1									
K L/V Ratio	-0.253343588	-0.414470463	-0.238890927	-0.06641787	-0.051576131	1								
J Comments	0.048168713	0.447353454	0.165889006	0.585296336	0.387685788	0.133815954	1							
K Comments	-0.066418386	0.672659027	-0.03765505	0.662675231	0.076018146	-0.035073673	0.672998968	1						
J Shares	0.144252302	-0.078162302	0.068310826	0.09917573	-0.047705923	0.397284722	0.49205628	0.496563533	1					
K Shares	-0.238718412	-0.039330782	-0.332780263	0.031753633	-0.2657128	0.055337994	0.146753627	0.358629218	0.444444444	1				
J Saves	0.658073928	0.2832465	0.619976541	0.312333473	0.120901684	0.092038743	0.406189537	0.390470059	0.467556256	-0.170020457	1			
K Saves	0.067965956	0.556454508	0.118595304	0.848230015	0.015996137	-0.114146228	0.45482297	0.412818657	-0.138558522	0.069279261	0.059630639	1		
J Avg. Watch Ti	-0.323974104	0.269394084	-0.464573019	0.697224568	-0.335462504	0.460978246	-0.180166753	0.132222198	N/A	N/A	-0.326002388	0.801662286	1	
K Avg. Watch Ti	-0.15820319	-0.294358522	-0.16178377	-0.086022558	-0.321672622	0.336031386	-0.197648113	-0.399968764	-0.292184029	-0.259568138	-0.295989216	0.213273938	0.546776072	1

Table 4: Correlation Analysis Table of TikTok Analytics.

Highlights that can be seen in Table 4 are the following:

- As expected, views were highly correlated to likes in both Jeremy (92%) and Kodi (80%).
- Amongst Kodi's view column, the views were heavily correlated with Kodi's comments (67%). However, the same correlation was not found amongst Jeremy's views (5%).
- As expected, both views and likes were reasonably correlated with saves. In Jeremy's case, there was a 66% correlation.

- Interestingly, Kodi's comments were negatively correlated with Kodi's average watch time (-40%)

JEREMY

	Singing Present	Guitar Present	Hook Present	Skit Format	Color Grading	Pro Lighting	Mic Recording	High Video Qualit	Post Length	Views	Likes	L/V Ratio	Comments	Shares	Saves	Avg. Watch (s)
Singing Present	1															
Guitar Present	-0.577350269	1														
Hook Present	0.244599795	0.060522753	1													
Skit Format	-0.25	0.288675135	0.157242726	1												
Color Grading	-0.033501261	0.406181197	-0.031606977	0.301511345	1											
Pro Lighting	0.19245009	-0.2	-0.060522753	-1.60247E-17	0.290129427	1										
Mic Recording	-0.666666667	0.577350269	-0.366899693	0.375	0.301511345	-0.288675135	1									
High Video Qua	-0.666666667	0.577350269	-0.366899693	0.0625	0.050251891	-0.288675135	0.6875	1								
Post Length	-0.118609155	0.429550263	0.20458953	0.393566741	0.245999252	0.19298635	0.150957106	0.204870358	1							
Views	0.152195399	-0.358932384	0.001293601	0.106806277	-0.319766408	-0.248378262	-0.165528453	-0.309142471	-0.565600129	1						
Likes	0.12596767	-0.417911571	-0.151167685	-0.062043778	-0.296476067	-0.064043591	-0.174850646	-0.282957229	-0.59534595	0.921722447	1					
L/V Ratio	0.270051267	-0.449061813	-0.227046625	-0.444171965	-0.173834023	0.398045471	-0.345415352	-0.166531402	-0.244322361	0.051869771	0.359680914	1				
Comments	0.284874689	-0.313992913	-0.192751972	-0.362567785	-0.252473218	0.493417434	-0.427312033	-0.233079291	-0.058920871	0.048168713	0.165889006	0.387685788	1			
Shares	0.111111111	-0.19245009	-0.244599795	-0.166666667	-0.301511345	0.19245009	-0.166666667	-0.166666667	-0.186899274	0.144252302	0.068310826	-0.047705923	0.49205628	1		
Saves	0.170020457	-0.220863052	-0.04010172	-0.255030685	-0.52544674	4.08679E-17	-0.334727774	-0.095636507	-0.344425818	0.658073928	0.619976541	0.120901684	0.406189537	0.467556256	1	
Avg. Watch (s)	0.110036807	0.204762242	0.199353428	0.696964312	0.246313159	0.246313159	-0.199353428	-0.110036807	0.753655636	-0.323974104	-0.464573019	-0.335462504	-0.180166753	N/A	-0.326002388	1

KODI

	Singing Present	Guitar Present	Hook Present	Skit Format	Color Grading	Pro Lighting	Mic Recording	High Video Qualit	Post Length	Views	Likes	L/V Ratio	Comments	Shares	Saves	Avg. Watch (s)
Singing Present	1															
Guitar Present	-0.32673202	1														
Hook Present	0.145478593	-0.336122782	1													
Skit Format	-0.577350269	0.404226042	-0.125988158	1												
Color Grading	-0.577350269	0.727606875	-0.377964473	0.733333333	1											
Pro Lighting	-0.166666667	-0.140028008	0.21821789	-1.60247E-17	-1.60247E-17	1										
Mic Recording	-0.666666667	0.490098029	-0.490990253	0.577350269	0.866025404	-0.0625	1									
High Video Qua	-0.666666667	0.490098029	-0.490990253	0.288675135	0.577350269	-0.0625	0.6875	1								
Post Length	-0.288208508	0.59863274	-0.377353515	0.504738354	0.637856162	0.144104254	0.44432145	0.288208508	1							
Views	0.169323918	-0.158161351	-0.191252139	-0.215450323	-0.252858674	0.032230162	-0.232073805	0.28507883	-0.110831227	1						
Likes	0.231410038	-0.109819939	0.077170526	-0.290062721	-0.273487709	0.056765056	-0.294917303	0.026425112	-0.251044021	0.802807306	1					
L/V Ratio	-0.08025802	0.27646482	0.372694301	-0.132227928	0.064703291	0.280643475	-0.089764593	-0.075570671	-0.143158069	-0.414470463	-0.06641787	1				
Comments	0.193108041	-0.069532803	0.018059841	-0.382254786	-0.28669109	0.186211325	-0.289662061	0.124140883	-0.099384608	0.672659027	0.662675231	-0.035073673	1			
Shares	0.111111111	-0.140028008	0.21821789	-0.19245009	-0.19245009	-0.25	-0.166666667	-0.166666667	-1.42211E-17	-0.039330782	0.031753633	0.055337994	0.358629218	1		
Saves	0.173198153	0.072757777	0.136061768	-0.15599376	-0.08399664	-0.129898615	-0.155878338	-0.051959446	-0.162730011	0.556454508	0.848230015	-0.114146228	0.412818657	0.069279261	1	
Avg. Watch (s)	-0.667248091	0.569650479	0.055006859	0.679058467	0.713647933	0.096700807	0.517332858	0.278722076	0.407343611	-0.294444724	-0.088797006	0.335923704	-0.402606014	-0.259223527	0.20863054	1

Table 5: Correlation Analysis Table of Jeremy & Kodi's Page

Highlights that can be seen in Table 5 are the following:

Jeremy

- Amongst the guitar present column, we can see there is a negative correlation with the likes, views and of course the like to view ratio. Between (-45%) and (-35%)
- Similarly, skit format had a negative correlation with like / view ratio and comments (-44% and -33%, respectively).
- Surprisingly, there was a rather high correlation between the average watch time and skit format, as well as post length (70% and 39%, respectively).
- As expected, post length had a negative correlation with views. (-59%)

Kodi

- Singing presence appears to have a strongly negative correlation with the average watch time (-66%).

- As expected the more produced videos including Skit format, color grading, mic record had a strong correlation with average watch time (68% for skit format).
- Surprisingly post length had a reasonable correlation with average watch time. (41%)

There are several observations we can make about our content's performance using these results. One hypothesis was that the presence of a hook would have a direct positive impact on the number of likes and views. However, our data supports that this was not necessarily the case as *Table 5* under the "Hook Present" column, we can see little to no correlation with views or likes.

After our interview with Stellar, we integrated some of his advice into our TikTok posting, including taking trends in new directions and making original music the focal point of the content. These videos that were more produced included a skit format, color grading, high video quality, and mic recording. As can be seen within *Table 5*, many of the video elements were correlated with average watch time. This could indicate that the more produced video's result in higher viewer engagement, however do not translate to more likes or views. They kept viewers engaged across both accounts which is strong evidence that staying creating content that maintains relevance to the platform is an essential strategy but these produced videos may have been missing a piece.

Interestingly, within Table 5, post length had a 41% correlation with average watch time. Since the correlation result is above 0.4, there is a relatively shared rate at which the post length increases as well as the average watch time, and vice versa. This was an unexpected result as it could suggest that a longer TikTok video would result in higher average watch time, and one of our hypotheses was that the average watch time would not increase as post length increased.

A hypothesis that appeared to be supported was that views would decrease as post length increased. While the data cannot support that this is certain, it strongly suggests that, and can be seen with about a (- 60 %) correlation amongst Jeremy's posts.

After reviewing the data, we found that Kodi's table appeared to have fewer correlations than Jeremy's. This may be a result of the outlier post on Kodi's page that can be seen amongst *Chart 2* with post 8. However the post did not result in a higher than average like-to-view ratio as can be seen in *Chart 1*. With insufficient data, it is difficult to

conclude why this post resulted in higher engagement and view counts, however our intuition suggests that the hook was very contextual and captured the viewers attention better than others may have.

DISCUSSION

The data we collected on our own TikTok experimentation as well as the feedback we received from focus group participants and the interview with Stellar has given us many insights into the overall process of establishing oneself on social media as an independent musician. We made several basic hypotheses about the TikTok experimentation, some of which turned out to be true. Some of the most surprising results, however, were the inconsistencies and outliers where videos with very similar content on one profile or between profiles performed incredibly differently, making it challenging to draw conclusions about what strategies work and which ones don't.

Social media platforms undergo constant changes, with trends coming in and out of virality, the ever-changing algorithms TikTok and other platforms use, and the influence of a developing culture. This brings reason to the inconsistencies of the data, as we know that this is an element that will always be varying. Because of this, the best way to go about marketing on social media is to also adapt to the changing environment with content in order to place yourself and your personal brand in a position to take advantage of the opportunities that come to you. We have seen through several artist case studies that breaking through and gaining popularity can come through several different methods and opportunities, all of which were taken full advantage of by the respective artists. As we learned from Stellar, it is important to be able to capitalize on virality and use it as a catalyst to further popularity.

Part of the results from both the data and the focus group that were consistent can be used to help guide the content that should be posted to set oneself up to take advantage of opportunities, like posting content that is relevant to the platform, and making original music the centerpiece of content. However, we have also learned the importance of genuineness when facilitating a personal brand. From the conversations we had with the focus group members, we learned that the personality of artists and who they are as individuals is something that they care much about, at times just as

much as the music itself. It can even be a deciding factor in whether they listen to an artist or not, as sometimes they listened to an artist's Spotify if they had posted some interesting or humorous content on TikTok. Whether or not an artist is likable and has good intentions is important to audiences, and should be taken into consideration just as much as marketing strategies themselves.

Artist Identities

When looking into how independent musicians can utilize social media to achieve career success, it is important to also consider the bigger picture in regards to the motivations and intentions for being a music artist. As we have seen through research and in the case of Stellar, gaining popularity and success as an artist today requires the ability to efficiently market yourself and your music. It is our belief that anyone can grow their following by doing this, and the accessibility to doing this is all but continuing to grow as well. Due to this accessibility, the intention behind the marketing is easily called into question. What is the purpose behind releasing music? Music, being an artform, introduces an additional consideration of what the goal is for getting that art out into the world. If it is just to gain popularity and turn it into something profitable, is it then even still considered art if the meaning behind its creation was shallow? This is not to say that the interest in popularity can only be one-dimensional. There are scores of reasons artists have cited for gaining popularity, including spreading the messages their work sends as far as possible or bringing joy to people. When these reasons are genuine and the artists are passionate about their work, it shows, which makes the need for authenticity an important factor to consider as well. Still, taking advantage of social media requires the use of certain behaviors, which then begs the question, how much are artists willing to change in order to successfully gain popularity?

With the nature of social media, the type of content artists put out needs to be relevant to the platform it is on and needs to fit in with the other popular content. Because of this, artists can fall victim to having creative decisions about their music compromised by a marketing mindset as opposed to a purely artistic one, like choosing to write a part of a song so that it might be good for people to dance to on TikTok, leading to that song "performing" better popularity-wise. Before participating in social media

marketing, it is important for artists to understand their own intentions for the direction of their career, as this will not only help prevent them from letting social media control them, but also strengthen their personal brand by having a clear outward identity that people can connect with.

CONCLUSION

Overall, social media has had a profound impact on the music industry and has changed the way that artists and audiences interact. While it has provided new opportunities for independent musicians and strengthened personal connections between artists and fans, it has also reinforced some traditional power dynamics and created new pressures for artists to maintain a consistent online presence and to adapt to the ever-changing platform. It has also had an effect on the creative decisions that artists make as well as the intentions and motivations behind being a musician in today's culture.

Social media has revolutionized the music industry and has provided independent musicians with new opportunities to build their careers. The rise of short-form content platforms like TikTok have particularly provided a powerful tool for them to do so. By creating a personal brand, engaging with fans and adapting to the ever-changing nature of social media, independent musicians can increase their visibility, build their fan base and achieve career success in the music industry. With this change, the marketing aspect of music has all but shifted entirely onto the musicians themselves as opposed to being primarily in the hands of a record label. Even in the cases of individuals who are involved with a label, they often are instructed to post certain content around releases and personally connect with fans, which is becoming increasingly valued as social media integrates further into society. Many commercials and advertisements outside of music are even following formats of TikTok trends. While this overall focus on trends and personal branding can create added pressures to conform to the status quo, it also shows how social and industry norms are in the hands of the influencers and consumers of content. While many share the opinion that success on social media may be a direct result of luck, we believe that this is simply not the case if one uses a strategic approach and understands their platform environment and target audience. In the age of social media, it is becoming more realistic and achievable than ever before to work towards career success as an independent artist in the music industry.

LIMITATIONS OF THE STUDY

One of the greatest limitations of this study was the short timeline of seven weeks for the entire project. Given more time, we would have had a longer period of posting content, and thus might have been able to develop more accurate and useful observations about the growth of our two accounts. The earliest posts would have had more time to mature and given us better insights. We also would have had many more duplicates of strategies that could have shown consistency or lack thereof in the resultant data. With the focus group, the participants had constricted schedules, so we conducted individual interviews with a uniform line of questioning as opposed to a singular focus group discussion with all participants.

Additionally, the data from TikTok analytics had certain posts where the data was unavailable to us because of its level of performance. However TikTok does not provide information regarding the thresholds of performance and it was unclear to us what the threshold of performance was, where we would be able to see all of the data during the post period. It can be assumed that certain statistics are only available when accounts grow large enough or videos start to reach a certain threshold of views. Many of Jeremy's posts during the beginning of this study did not have a view count above 500 and most early analytics data was "N/A." It was only after one of the views hit 500 views, that post and the following ones show detailed data like average watch time, retention rate, etc. Lastly, because of the restrictions on our social media use as detailed to us by the IRB, we were unable to interact with other users, including dueting videos, stitching videos, and following and interacting with other music influencers. This may have proved to be a catalyst to the growth of our pages, as building meaningful connections with others can help build an account's overall social media presence.

GUIDE OF BEST PRACTICES

This guide outlines the steps necessary to facilitating a social media presence for independent musicians and lay out how they can place themselves in a position to effectively take advantage of opportunities that lead to success in the music industry.

1. **Define your unique value proposition:** Identify what sets you apart from other musicians in your genre and what message you want to convey to your target audience. This will help you create a consistent and authentic personal brand identity.

2. **Use multiple social media platforms:** Build a presence on multiple social media platforms, including but not limited to Facebook, Instagram, YouTube/Shorts and TikTok. Use each platform to target different demographics, audiences and share content that is unique and showcases your music. Post consistent high quality content that provides some sort of value to the viewer, and is relevant to the platform.

3. **Establish a consistent visual identity:** Create a visual aesthetic that reflects your brand and can be used across all your social media platforms. Stellar suggests making sure that your face is a part of the visual, so fans and viewers associate you as a part of the brand.

4. **Engage with your audience:** Respond to comments and messages, ask for feedback, go "Live", and create polls and surveys to gather insights. Use these insights to help make your content more personable to audiences and build meaningful connections.

5. **Collaborate with other musicians and brands:** Collaborate with other musicians, not only will it help you reach new audiences, but it will also help you learn from other musicians and build relationships within the industry, an important facet of gaining success. Sponsorships with brands can help build your brand and credibility.

6. **Share personal and behind-the-scenes content:** Share pictures, videos, and stories of your daily life as a musician and document the process of creating music. This will help give your audience a greater sense of connection to you.

7. **Centralize your work:** Create a website that showcases your music, upcoming shows, and merchandise, this will help you direct your audience to a central location where they can find all your information. Services like LinkTree can help create a personalizable link to all of your social profiles and streamed music.
8. **Create merchandise:** Create merchandise that aligns with your brand, such as t-shirts, stickers, and any commodity that you believe in, and that commemorate your audience's experiences with you and your music. Consider moving into new territory with virtual items, such as exclusive access to virtual events or NFTs.
9. **Continuously evaluate and improve:** Continuously evaluate the effectiveness of your personal brand and make adjustments along the way as needed, use analytics to measure your social media performance, and ask for feedback from your audience. Test outlier content to find new ways to reach more people.

By approaching social media strategically using these methods, independent musicians can create a strong personal brand on social media that will help them connect with their audience and build a sustainable career in the music industry.

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APPENDIX

As can be seen below, we created a general timeline for the TikTok experimentation posts, in which we laid out what we would be posting about for each piece of content and what variables about it we intended to test. Following this timeline are spreadsheets of the resultant dependent variables for each account (resulting likes, views, comments etc.). Lastly, there are spreadsheets that show the data for the independent variables that we had control over each post (hook present, post length, post time etc.). These sets of data were used for our correlation analysis in the Results & Analysis section.

Jeremy & Kodi Music Time

	Content (Pop Genre)	Image Characteristics	Audio Characteristics	Is there a repost?	Post Time	Length of Post	Hashtag	Variable(s)	Guitar
Post 1 11/17	Cover: Saturday Nights by Khalid	No Lighting, No CG, 1080p 30fps	iPhone Audio	No	8:00 PM	~ 30 sec	Yes	Basic	No
Post 2 11/18	Cover: Two Ghosts by Harry Styles	Lighting, No CG, 1080p 30fps	iPhone Audio	No	8:00 PM	~ 30 sec	Yes	Basic with Lighting	No
Post 3 11/19	Cover: It'll Be Okay by Shawn Mendes	Lighting, No CG, 4k, 30 fps	iPhone Audio	No	8:00 PM	~ 30 sec	Yes	4k Image Quality	No
Post 4 11/21	Cover: Matilda by Harry Styles	Lighting, No CG, 1080p 30fps	iPhone Audio	No	8:00 AM	~ 30 sec	Yes	Different Post Time	No
Post 5 11/21	Cover: This Town by Niall Horan	Lighting, No CG, 1080p 30fps	iPhone Audio	No	12:00 PM	~ 30 sec	Yes	Different Post Time	No
Post 6 11/22	Cover: Two Ghosts (2nd Time)	Lighting, No CG, 1080p 30fps	iPhone Audio	No	8:00 PM	~ 30 sec	No	Repost POST 2 with NO HASHTAGS	No
Post 7 11/23	Cover: Chicken Tendies by Clinton Kar	Lighting, CG, 4k 30fps	iPhone Audio	No	8:00 PM	~ 30 sec	Yes	Color Grading with 4k	No
Post 8 11/26	Cover: Stitches by Shawn Mendes	Lighting, CG, 4k30fps	iPhone Audio	Yes	4:00 PM	~ 30 sec	Yes	Following " Best TikTok Post Time "	No
Post 9 11/26	Cover: This Town (Repost)	Lighting, No CG, 1080p 30fps	iPhone Audio	Yes	8:00 PM	~ 30 sec	Yes	Repost with same hashtags of previou	No
Post 10 11/27	Cover: Here's Hopin' by JP Saxe	Lighting, No CG, 1080p 30fps	iPhone Audio	Yes	8:00 PM	~ 50-60 sec	Yes	Vary Length	No
Post 11 11/28	Car Covers (Love Yourself / Die For Yo	Lighting, No CG, 1080p 30fps	iPhone Audio	Yes	8:00 PM	~ 15 - 25 sec	Yes	Vary format and location, cover 2 diffe	No
Post 12 11/29	Cover: All Too Well (B), Repost (J)	Lighting, No CG, 1080p 30fps	iPhone Audio	Yes	8:00 PM	~ 30 sec	Yes	Vary Length	No
Post 13 11/30	Duet Cover: When You're Gone	Lighting, CG, 4k	Mic Recording (Camera Mic)	Yes	8:00 PM	~ 30 sec	Yes	Outlier Cover	Yes
Post 14 12/01	Car Covers (Ghost of You / Those Eyes)	Lighting, No CG, 1080p 30fps	iPhone Audio	No	8:00 PM	~ 30 sec	Yes	Short, Very High Quality	No
Post 15 12/02	Kodi's Original Music	Lighting, No CG, 4k	iPhone Audio	No	8:00 PM	~ 20 sec	Yes	Short, Very High Quality	No
Post 16 12/04	Repost // Guitar Stuff	Lighting, No CG, 1080p 30fps	iPhone Audio	No	8:00 PM	~ 10 sec	Yes	Short, no lighting	Yes
Post 17 12/05	Cover: A Team // Something	Lighting, No CG, 4k 30fps	iPhone Audio	No	8:00 PM	~ 30 sec	Yes	Ehanced Audio Quality	Yes
Post 18 12/06	TOO MUCH TOO LITTLE	Lighting, NO CG, 4k 30fps	Mic Recording	No	8:00 PM	~ 30 sec	Yes	4k with ehanced audio quality	
Post 19 12/10	Cruisin Malibu Guitar	Lighting, CG, 4k 30fps	Mic Recording	No	8:00 PM	~ 30 sec	Yes	4k, Color Graded, with ehanced audio quality	
Post 20 12/11	Love All The Way (in 1 hour)	Lighting, CG, 4k 30fps	Mic Recording	No	12:00 PM	~ 30 sec	Yes	Different Post Time	

JEREMY

JEREMY	Date Posted	Views	Likes	like/view ratio J	Date of N.F	New Followers	Comments	Shares	Saves	Avg. Watch Time (seconds)
Cover: Saturday Nights by Khalid	11/17 J1	258	57	22.09%	11/20	1	0	0	2	
Cover: Two Ghosts by Harry Styles	11/18 J2	126	31	24.60%	11/21	2	0	0	1	
Cover: It'll Be Okay by Shawn Mendes	11/19 J3	105	35	33.33%	11/22	4	3	0	3	
Cover: Matilda by Harry Styles	11/21 J4	84	21	25.00%	11/23	7	5	1	1	
Cover: This Town by Niall Horan	11/21 J5	222	64	28.83%	11/24	1	2	0	3	
Cover: Two Ghosts (Repost)	11/22 J6	84	23	27.38%	11/25	1	2	0	0	
Cover: Chicken Tendies by Clinton Kane	11/23 J7	320	90	28.13%	11/26	3	0	0	2	
Cover: Stitches by Shawn Mendes	11/26 J8	286	79	27.62%	11/27	0	7	0	3	
Cover: This Town (Repost)	11/26 J9	391	78	19.95%	11/28	1	4	1	7	
Cover: Here's Hopin' by JP Saxe	11/27 J10	112	33	29.46%	11/29	4	2	0	2	
Car Covers (Love Yourself [B]/ Die For You [J])	11/28 J11	121	14	11.57%	11/30	1	0	0	1	
Cover: All Too Well (B), Repost (J)	11/30 J12	84	25	29.76%	12/1	0	2	0	0	
Duet Cover: When You're Gone	11/30 J13	85	13	15.29%	12/2	1	0	0	1	
Car Covers (Ghost of You [B] / Those Eyes [J])	12/1 J14	494	86	17.41%	12/3	0	0	0	3	10.2
Cruisin Malibu Cover	12/3 J15	238	63	26.47%	12/4	1	3	0	2	7.1
Ripping off Sunroof (B) // BTW Guitar (J)	12/4 J16	228	65	28.51%	12/5	3	0	0	2	4.9
Covers: A Team (B) // Something (J)	12/5 J17	142	27	19.01%	12/6	0	2	0	2	4
Too Much Too Little	12/6 J18	240	58	24.17%	12/7	0	0	0	0	7.8
Cruisin Malibu Guitar	12/10 J19	38	3	7.89%	12/8	0	0	0	0	12.5
Love All The Way (in 1 hour)	12/11 J20	75	16	21.33%	12/9	1	1	0	1	20.9
Totals		**3733**	**881**	**23.39%** (Avg^)	12/10	0	33	2	36	9.628571429

Date of N.F (continued): 12/11 → 0; 12/12 → 0; 12/13 → 0; 12/14 → 1
TOTAL 32 · AVERAGE 1.28

KODI

KODI	Date Posted	Views	Likes	Like/View ratio B	Date of N.F	New Followers	Comments	Shares	Saves	Avg. Watch Time
Cover: Saturday Nights by Khalid	11/17 B1	541	66	12.20%	11/21	6	0	0	4	
Cover: Two Ghosts by Harry Styles	11/18 B2	629	183	29.09%	11/22	5	1	0	7	
Cover: It'll Be Okay by Shawn Mendes	11/19 B3	3775	199	5.27%	11/23	1	4	0	4	3.4
Cover: Matilda by Harry Styles	11/21 B4	322	91	28.26%	11/24	0	3	1	3	6
Cover: This Town by Niall Horan	11/21 B5	78	26	33.33%	11/25	2	0	0	0	
Cover: Two Ghosts (Repost)	11/22 B6	89	20	22.47%	11/26	1	0	0	1	
Cover: Chicken Tendies by Clinton Kane	11/23 B7	169	22	13.02%	11/27	1	1	0	2	5.1
Cover: Stitches by Shawn Mendes	11/26 B8	2449	316	12.90%	11/28	1	3	0	22	12.1
Cover: This Town (Repost)	11/26 B9	332	94	28.31%	11/29	25	3	0	0	7
Cover: Here's Hopin' by JP Saxe	11/27 B10	115	15	13.04%	11/30	6	0	0	0	7.8
Car Covers (Love Yourself [B]/ Die For You [J])	11/28 B11	542	63	11.62%	12/1	2	2	1	6	7.6
Cover: All Too Well (B), Repost (J)	11/29 B12	113	22	19.47%	12/2	2	1	0	1	8.5
Duet Cover: When You're Gone	11/30 B13	273	63	23.08%	12/3	5	1	0	6	9.4
Car Covers (Ghost of You [B] / Those Eyes [J])	12/1 B14	565	52	9.20%	12/4	3	0	0	3	8.5
Cruisin Malibu Cover	12/2 B15	241	41	17.01%	12/5	3	2	0	3	9.6
Ripping off Sunroof (B) // BTW Guitar (J)	12/13 B16	75	16	21.33%	12/6	0	0	0	1	15.3
Covers: A Team (B) // Something (J)	12/5 B17	89	17	19.10%	12/7	0	1	0	1	7.1
Too Much Too Little	12/6 B18	46	2	4.35%	12/8	4	0	0	0	9.2
Cruisin Malibu Guitar	12/10 B19	86	17	19.77%	12/9	1	1	0	1	15.5
Love All The Way (in 1 hour)	12/11 B20	238	69	28.99%	12/10	0	1	0	6	15.2
Totals		**10767**	**1394**	**371.84%**	12/11	0	24	2	70	147.3
Average		**538.35**	**69.7**	**18.59%**	12/12	1	1.2	0.1	3.5	9.20625

Date of N.F (continued): 12/13 → 0; 12/14 → 4; 12/15 → 1; 12/28 → 1; 1/11 → 1
TOTAL 76 · AVERAGE 2.814814815

JEREMY

JEREMY		Singing Present	Guitar Present	Hook Present	Skit Format	Color Grading	Pro Lighting	Mic Recording	High Video Quality	Post Length	Post Time (Military)
Cover: Saturday Nights by Khalid	J1	1	0	0	0	0	0	1	0	26	20:00:00
Cover: Two Ghosts by Harry Styles	J2	1	0	1	0	0	0	1	0	26	20:00:00
Cover: It'll Be Okay by Shawn Mendes	J3	1	0	0	0	0	0	1	1	38	23:01:00
Cover: Matilda by Harry Styles	J4	1	0	0	0	0	0	1	0	33	8:00:00
Cover: This Town by Niall Horan	J5	1	0	0	0	0	0	1	0	25	12:35:00
Cover: Two Ghosts (Repost)	J6	1	0	0	0	1	1	0	0	25	20:05:00
Cover: Chicken Tendies by Clinton Kane	J7	1	0	0	0	1	1	0	0	30	20:03:00
Cover: Stitches by Shawn Mendes	J8	1	0	0	0	0	1	0	0	35	16:01:00
Cover: This Town (Repost)	J9	1	0	0	0	0	1	0	0	24	20:00:00
Cover: Here's Hopin' by JP Saxe	J10	1	0	1	0	0	1	0	0	52	20:00:00
Car Covers (Love Yourself [B]/ Die For You [J])	J11	1	0	1	0	0	0	0	0	37	21:16:00
Cover: All Too Well (B), Repost (J)	J12	1	0	0	0	1	1	0	0	38	15:33:00
Duet Cover: When You're Gone	J13	1	1	0	0	1	0	1	1	38	22:24:00
Car Covers (Ghost of You [B] / Those Eyes [J])	J14	1	0	1	0	0	0	0	0	27	23:15:00
Cruisin Malibu Cover	J15	1	0	1	0	1	1	0	0	21	1:56:00
Ripping off Sunroof (B) // BTW Guitar (J)	J16	0	1	0	0	0	0	1	1	25	20:03:00
Covers: A Team (B) // Something (J)	J17	1	1	1	0	1	1	0	0	37	20:22:00
Too Much Too Little	J18	1	0	0	1	1	1	1	0	34	21:31:00
Cruisin Malibu Guitar	J19	0	1	0	1	1	1	1	1	49	19:48:00
Love All The Way (in 1 hour)	J20	1	1	1	1	1	1	0	0	54	20:33:00
TOTALS		18	5	7	3	9	15	4	4	674	
AVERAGE		0.9	0.25	0.35	0.15	0.45	0.75	0.2	0.2	33.7	18:19:18

KODI

KODI		Singing Present	Guitar Present	Hook Present	Skit Format	Color Grading	Pro Lighting	Mic Recording	High Video Quality	Post Length	Post Time (Military)
Cover: Saturday Nights by Khalid	B1	1	0	0	0	0	0	0	0	29	20:00:00
Cover: Two Ghosts by Harry Styles	B2	1	0	1	0	0	0	1	0	24	20:00:00
Cover: It'll Be Okay by Shawn Mendes	B3	1	0	0	0	0	0	1	1	37	22:00:00
Cover: Matilda by Harry Styles	B4	1	0	1	0	0	0	1	0	36	8:24:00
Cover: This Town by Niall Horan	B5	1	0	1	0	0	0	1	0	26	12:36:00
Cover: Two Ghosts (Repost)	B6	1	0	1	0	0	0	1	0	24	20:05:00
Cover: Chicken Tendies by Clinton Kane	B7	1	0	1	0	0	0	1	0	25	20:41:00
Cover: Stitches by Shawn Mendes	B8	1	0	1	0	0	0	1	0	27	16:10:00
Cover: This Town (Repost)	B9	1	0	1	0	0	0	1	0	26	20:16:00
Cover: Here's Hopin' by JP Saxe	B10	1	0	1	0	0	0	1	0	54	20:07:00
Car Covers (Love Yourself [B]/ Die For You [J])	B11	1	0	1	0	0	0	0	0	33	21:16:00
Cover: All Too Well (B), Repost (J)	B12	1	0	1	0	0	0	1	0	27	21:36:00
Duet Cover: When You're Gone	B13	1	1	0	0	0	1	0	1	38	22:24:00
Car Covers (Ghost of You [B] / Those Eyes [J])	B14	1	0	1	0	0	0	0	0	26	23:06:00
Cruisin Malibu Cover	B15	1	0	1	0	0	0	1	0	32	22:24:00
Ripping off Sunroof (B) // BTW Guitar (J)	B16	0	0	1	1	1	1	1	1	32	23:16:00
Covers: A Team (B) // Something (J)	B17	1	0	0	0	0	0	1	0	34	22:16:00
Too Much Too Little	B18	1	0	0	0	1	1	1	1	50	21:31:00
Cruisin Malibu Guitar	B19	0	1	0	1	1	1	1	1	55	22:15:00
Love All The Way (in 1 hour)	B20	1	1	1	1	1	1	1	0	55	20:25:00
TOTALS		18	3	14	4	5	16	4	4	690	16:48:00
AVERAGE		0.9	0.15	0.7	0.2	0.25	0.8	0.2	0.2	34.5	20:02:24