



Kentucky Homefront Social Media Audit

Instagram

- Graphics are nice
- Add more high quality pictures
- Pictures of the musicians playing are great, potentially add more video clips
- Make fun posts such as
 - Music Mondays
 - Any national holidays regarding instruments (National Guitar or Banjo Day) or Folk music
- Develop a bio that is short and sweet, but tells what you do
- Create highlights on your profile. Highlights could be:
 - Sessions
 - Schedule
 - Donations
 - Musicians - This highlight could be part promotional of your upcoming artists, but also could feature short answers to questions such as:
 - What is your favorite instrument?
 - What do you love about folk music or storytelling?
 - Favorite song?
 - Facts
- Highlights will give people who first come to your profile an idea about what Kentucky Homefront is all about
- Give a glimpse of performing artists to give people a little taste of what the show will be like
- Once a show goes live be sure to make a post, put your link in the bio and reference this

Facebook

- Profile picture should be the logo
- The idea of the cover photo is great, but it would look nicer if the quality was better
- Video clips are great to add so people get a taste of what Kentucky Homefront is about, but video should be taken front facing so it is easier to see the act
- Professional pictures of acts performing at one of the events will give people a glimpse into a show
- Keeping the 'Upcoming Events' updated is very beneficial, try to find fun engaging ways to promote the event
- Try to keep captions short, sweet and engaging. Many times, people will not read a longer caption



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- A great addition could be a short video of an interview from the main act after performing

SoundCloud

- This platform would be great to post your show, any interviews with artists, stories, etc.
- Recently created a radio feature where there are different stations. Development of a show could be beneficial when it comes to trying to reach a larger crowd

Twitter

- The development of a Twitter account could be beneficial when it comes to giving updates about shows, promoting the show, giving shout outs to artists who have come on the show/are coming for any album releases and/or accomplishments
- This would be a great platform to interact with artists and viewers because of its casual nature
- Retweet any shout outs, news in the world of this music genre, and exciting news about artists, this way you establish interaction with others