



Manchester Community *Music School*

Manchester Music School Social Media Plan

COM310 Social Media

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Introduction and Objectives

The team – Elise Fasano, Jon Lawton, Chris Carpinelli, and Megan McCormick have been working this semester on a social media plan for the Manchester Community Music School in Manchester, NH. The team has determined through research the best strategies for MCMS to use. The plan will go in detail about what the message is, who to target it towards, and how MCMS can best implement it.

The ideal platforms to target the best audience and achieve their goals would be Facebook, Instagram, LinkedIn, and YouTube. There are great business accounts for these platforms that will allow for free insights to determine if the strategies are working.

MCMS already has accounts on all four of these platforms but is working on fully developing them to ensure success. This plan should help their platforms attract more followers, gain more donors, establish a brand voice, raise awareness about their brand, and get more students.

It will take time for the social media plan to start to see return on investment (ROI). However, according to the article, "[How to Prove \(and improve\) Your Social Media ROI](#)", on Hootsuite, LinkedIn researchers found that 77% of marketers measured results within the first month of a campaign.

All hyperlinks can be followed to direct MCMS to the sources used. All sources are hyperlinked to make more information readily available for them.

Social Media Analysis

Instagram

From an outside perspective, the page presents itself as friendly, active, and engaging for the first nine photos. However, when it gets past those nine photos, it gets into the repetitive territory with the same type of post for the next nine to 10 posts. Even though the names in the pictures are different to signify the different sponsors for the 40th annual gala, the remainder of the photos are the same. It washes out the content MCMS wishes to convey at first glance. Then it flips back and forth between content that grabs the audience's attention and posts that could have been used in a story or highlight.

The biggest setback that MCMS can see on Instagram is the fact that there are multiple accounts. If there was a possibility of getting rid of the second account, it would cause less confusion and bring people to the current one.

YouTube

When looking at YouTube, the audience can see several things. The first is that MCMS generally has recording capabilities for concerts and live shows. The second is the type of videos MCMS has. The longer videos make sense for the type of content MCMS wants to show on the platform but when there are multiple videos that only show a snippet of the concert and it isn't in Reels format it could confuse the audience as to why the video is so small and whether it would worth it to click on it. The key part of that statement is the fact that those videos aren't in Reels format, the short form of videos on YouTube. If they were able to convert the videos, it would make the page a little more organized and flow better.

X

If the audience followed all the social media platforms MCMS has, they would recognize that MCMS is using the same posts for all platforms. If they found MCMS through X they would get the same perception of their brand as if they found MCMS on Instagram or Facebook. **This platform celebrates the same positives that it would on Instagram but it also suffers the same pitfalls of it as well.** The posts don't line up with the typical way that an X post is composed but should be fine in the long run. As with the Instagram posts MCMS have made, the feed is filled with repetitive photos that are separate posts rather than reposts of the original.

Another thing that the audience may notice if they follow MCMS on multiple different platforms is the different bios. On MCMS's Instagram bio, it says "Changing lives through the power of learning, sharing and making music." However, on the X bio, it says "Music, lessons, ensembles, families." According to the X Help Center, "[How to Customize Your Profile](#)," MCMS can have a maximum of 160 characters in their bio. Since the one on their Instagram is only 71 and sounds more aligned with the MCMS brand, it should be used on X too.

Facebook

This is the most reliable way to reach the target audience to spread the messages MCMS wants to convey. From an outside perspective, it looks clean, family-friendly, educational, and approachable. However, in the same case as X, the bio is different than the others. It is a minor detail but in the spirit of continuity, it would be best to have them all say the same thing.

According to AdWeek, "[Here's How to Add a Bio to Your Profile](#)," the bio of a Facebook post can be up to 101 characters which fits the character limit of the Instagram bio, which should be

used for all platforms. The use of the fundraising tool is a great touch and can be a fantastic asset in the future.

The “About” section is clear, concise and readily available for those who are looking for it. The “Video” section is along the same success and challenges MCMS faced with YouTube and Instagram where the shorter videos (anything shorter than a minute) should probably be turned into a Reel. This is the only social media platform where MCMS has been mentioned in others’ posts. It could be beneficial to repost those and add to them to better interact with the audience. If MCMS goes onto the “Album” section MCMS can see that there is an untitled album with only one photo. On the “Into” section, it gives users the ability to add multiple social media platforms. MCMS only has X as an additional platform instead of also adding Instagram, YouTube, and LinkedIn.

LinkedIn

There are a few things that the LinkedIn page has that the other pages don’t, which are the ability to post jobs and learn more about the staff (who have an account). Though there are no jobs currently available it was nice to see that the feature of posting jobs has been utilized. The ability to put a face to a position is invaluable to the audience, especially in an educational and therapeutic space. The “People” feature allows users to interact with the staff, learn more about them, and give their credentials. Everything else is the same feedback for the other social media platforms.

SWOT Analysis

The social media team completed this SWOT analysis on February 23. Some details may be subject to change between completion and delivery. This was completed from the team's perspective and based on research.

Strengths

- Music therapy
- Sensory room
- Very close-knit community
- Alumni heavily involved
- Production value
- Scholarships available for students
- Cater to all ages (from babies to grandparents)
- Rentals, and in-store shop for instruments

Weaknesses

- Low engagement
- Barely any coverage marketing wise
- Duplicate Instagrams (new one not well advertised)
- Outdated items listed on platforms
- Location hidden
- Not well known
- Too much repetition

Opportunities

- Advertise different programs and amenities
- Delete second Instagram account
- More patrons
- Community building through open houses
- Expanding therapy field through music
- More collaboration with local organizations

Threats

- Multiple schools in the area
- No weekly options for lessons
- No pricing clarity
- Competitors social media presence

Competitive Analysis

To go further in depth on the SWOT analysis, the social media team has looked at local competitors to compare what they are doing to what MCMS is doing. This can help benefit MCMS to see what else they can do to better their social media marketing and get ahead of those competitors. The team picked three top competitors to look at. The ones selected are Concord Community Music School, Let's Play Music, and Music and Arts.

Concord Community Music School

Although it is not in Manchester, NH directly, it is still close in proximity to be aware of what they are doing. They are also a company that has been around for 40 years.

On Facebook they have 2,000 followers and 1,800 likes. They have all the necessary details in their bio, meaning it is clear and consistent. They often repost partners and their work, which has helped them grow a good community. They have a lot of their events put on Facebook which allows followers to show if they are interested in going. From recent posts most of them have likes comments and shares.

Their Instagram has 464 followers and 700 posts. They have a link that allows followers to access all their information. Posting is consistent with other platforms and the graphics all follow their theme. Engagement seems to be a lot lower on their Instagram in the way of likes and comments.

LinkedIn is not very strong and seems to not be fully done. There is no background on their profile, and it only has the about section fully done. They have 105 followers and almost no likes on most of their posts. Profile wise, MCMS has a better look to potential students.

On YouTube they have 284 subscribers and quite a few videos have over 100 views. They do have a lot of videos of the same person, but the viewers seem to like it. Sometimes having a familiar face in videos can create a connection with the audience and draw them to watch more. MCMS can use this information to their advantage by creating a strong LinkedIn profile to attract a working aged audience with children. Using hashtags similar to this competitor but also adding #manchester can draw some of their audience to MCMS as well. Using some of the ideas that have worked for Concord on their Facebook would benefit some of the fundraisers done on the MCMS Facebook page.

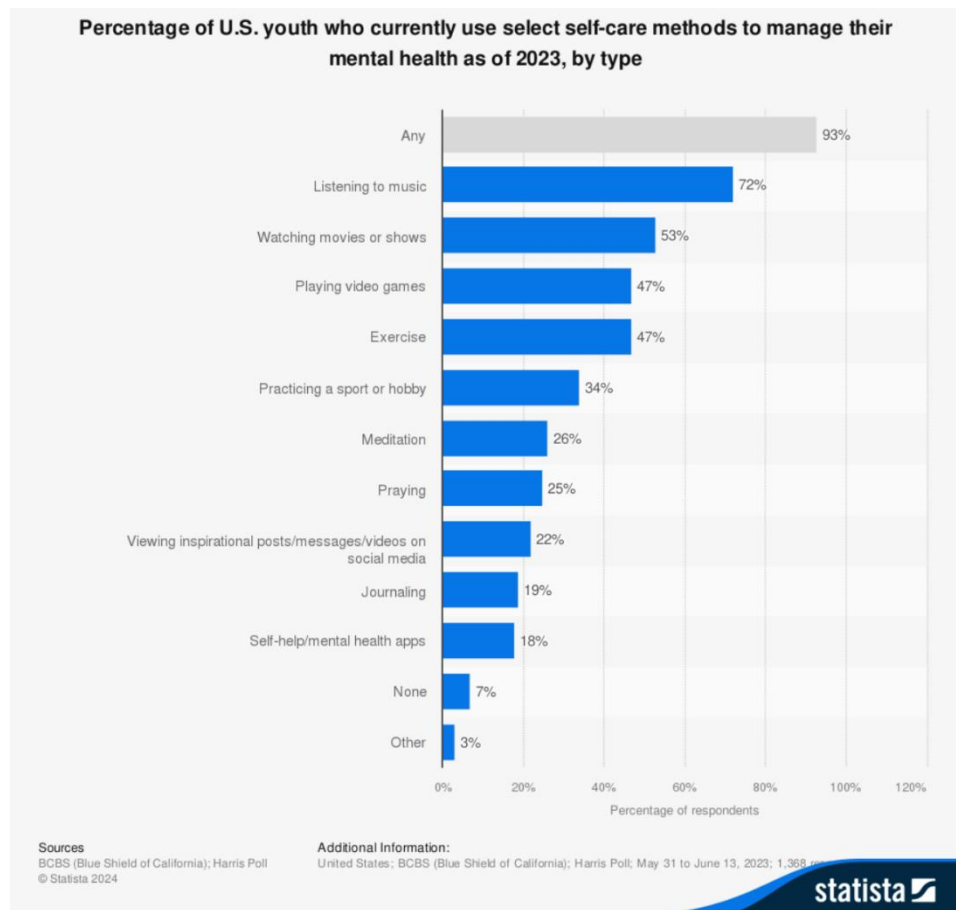
Let's Play Music

Let's Play Music and Make Art (LPM) is a family run institution with three locations in Manchester, Derry, and Hudson. All three cater to musical and artistic aspirations and focus on students of all ages. They offer private lessons, group lessons, and ensembles. LPM has a much broader focus while including visual arts, but MCMS specializes primarily in music education. LPM offers similar classes to MCMS and focuses on the same age range; 0-90. They also offer summer camps, rock bands & choral groups for ages 6-16.

Music and Arts

Music and Arts is a company that focuses on providing instruments from a wide assortment of known makers in the music world. They also offer classes, rentals, and many of the same traditional types of learning that can be found in most schools in this space.

Music and Arts is a company, so it has a dedicated social media team that curates and creates



posts nearly daily. This will be nigh impossible to top or beat. That said, Music and Arts largest weakness is the fact that they are a company, and not a part of any one specific community outside of the people that may shop there for instruments and accessories. This is a known competitor and should be watched closely if only because of its status as a large company.

Target Audience

MCMS welcomes musicians aged as young as six months in their 90s. Their inclusive programs cater to complete beginners seeking their first notes or therapy, to seasoned professionals looking to refine their skills. MCM has a supportive environment for people of all abilities, including those with developmental delays or physical challenges. 72% of the U.S youth uses music as a form of self-care to manage their mental health, according to [“Percentage of U.S. youth who use self-care”](#) This statistic can help MCM adjust their audience to fit the demographics and who would benefit most from their offerings. Parents searching for enriching activities will be drawn to programs that nurture creativity, develop discipline, and boost cognitive skills.

MCM’s marketing can highlight the joy of musical discovery for young minds, while also addressing parental concerns by highlighting a safe environment where children can flourish. Technology integration like digital audio workstations or electronic instruments to make learning music production and performance more engaging to the age range as well.

Adults would be the main target since they are the ones who have children who would be involved in this school. Not only are adults a good target because of this but they are in the age range of people who are more likely to play instruments. According to Statista, 18-49 year olds are the most common to be playing a musical instrument.

18-29 years

30-49 years

50-64 years

76% of females ages 8-18, between the year 2018-2019 with just over 1,900 respondents reported to listen to music online and 65% of those were male. [“Percentage of children who listen to music”](https://www-statista-com.ezproxy.snhu.edu/statistics/1178034/share-children-teenagers-listening-online-music-costa-rica-gender/) <https://www-statista-com.ezproxy.snhu.edu/statistics/1178034/share-children-teenagers-listening-online-music-costa-rica-gender/> (elyse this needs to be hyperlinked) Listening to music is a popular activity for teenagers, MCM can use this totarget

the specific age range who might appreciate it more. According to “Streaming video, music among Gen Z’s most popular media activities” Gen Z adults, ages 18-26, respond to 43% of them streaming music per month. (<https://content-na1.emarketer.com/streaming-video-music-among-gen-z-s-most-popular-media-activities>)

To fill their class sessions with infants or kids under the age of 16, MCM should be reaching towards the parents/guardians of the children. This is their main audience as the children would not be able to have access to the website and the families are the ones paying for and taking them to these courses. Their Facebook reaches 3.4 thousand a week and reach 545 content interactions per week. (See below) Assuming this age range of interactions is within their target, with the right social media plan, they can make strides.



According to “Music and Health: What the science says” of 17 studies involving 1,381 participants evaluated the effects of music therapy on adults with anxiety.

Since MCMS offers classes for all ages, they could take advantage of their sensory rooms and help adults with anxiety by learning different techniques and how assorted styles of music can help calm them. According to “Headspace Health unveils new mental health solution” over 90% of 100 million users between Headspace and Ginger; a mental health app; use relaxing music to help calm anxieties. MCMS can use this information to help their students with mental health issues or other disabilities.

US veterans are also in the adult age range, and it is common for them to use therapy. According to this graph from Statista,

Military Families (VMF)
© Statista 2024

There are 18% of veterans using music/art therapy specifically. According to Cleveland Clinics [“Music therapy”](#) Music therapy can help directly with Traumatic brain injuries which is a common injury within our veterans. Music therapy works by evaluating each individual and what their needs or goals are. Each session is designed to cater to the individual, helping with their mental, emotional, physical, social, and cognitive well-being.

Key Messages

Holistic Development: MCMS goes beyond simply teaching music. Their programs aim to create a well-rounded learning experience that supports a student’s overall growth, potentially incorporating aspects like social skills and cognitive development. This appeals to parents who want more than just music lessons for their children. Music is not only pleasurable to listen to, but it results from two sources of expectancy. That being sensory and cognitive. According to [“Cognitive and Sensory Expectations,”](#) on The Royal Society, it is learned from relations between musical elements from the auditory signal. This is crucial for children to learn and is another benefit to the parents who want more than to play an instrument.

Inclusive Approach: MCMS caters to a wide range of students, from early childhood programs like “Sprouting Melodies” to programs for adults. Their offerings might suggest a commitment to inclusivity, welcoming students of all ages and abilities. This highlights that MCMS is open to all, regardless of background, experience or funds. Music therapy is often considered helpful for children with autism because it sets up actions for the children, and the therapists/teachers can

adjust those actions to each child. This information comes from [“Analyzing change in music therapy”](#)

Expert Instruction: The school emphasizes its faculties qualifications by highlighting instructors who are professional performing artists, or experienced educators depending on the program. By emphasizing the qualifications of instructors, this highlights their commitment to providing quality education. When a conductor is a master at more than one instrument, they will be able to better relate to their students. [“Music conductors and Directors”](#) Students playing any instrument will be able to receive help from them or ask specific questions.

Community Focus: The name “Manchester Community Music School” itself suggests a focus on being a part of a local community. They highlight their role in providing accessible music education with their tuition assistance and instruments students can use. Their message of tuition assistance and instruments available makes education assessable for a larger range of the community. 57% of children between the ages of six and seventeen participate in at least one afterschool extracurricular activity with 29% of those being music lessons. [\(Nearly 6 out of 10 Children Participate in Extracurriculars\)](#)

Therapeutic Applications: The inclusion of music therapy programs like “Sprouting Melodies” suggests MCMS recognizes the therapeutic benefits of music. They cater to students with specific needs alongside those simply seeking musical enjoyment. Catering to students with these needs shows that MCMS is a well-rounded institution. Not only can music therapy help with children with special needs, but it offers benefits to people with Dementia, anxiety disorders, cancer, traumatic brain injuries, stroke, and more. This comes from Cleveland Clinic. [“Music Therapy”](#)

Lets Play Music and Make Art have over 1.8k followers on Facebook and MCMS also has 1.8k. Although they have the numbers, MCM's engagement just based off a scroll is not there. They average 3 likes per post. Their Instagram has a very low following after a hack on their original account. Their online presence makes it difficult for potential students to learn about the school and their offerings. They can't get the new members to join unless their clients have an interest in music and look them up directly. A few things that they can do differently is they can post

about their offerings for infants, music therapy, hire a musician, all with hashtags. They need to open the door bigger to get new learners to notice.

Social Media Platforms to Use

Instagram

Instagram is one of the most powerful tools to reach out to younger audiences in 2024.

According to Hootsuite, "[35 Instagram Statistics That Matter to Marketers in 2024](#)," Instagram is the world's third most-used social platform with over two billion users and nearly 85% of Instagram's audience is younger than 45 and it is the preferred platform of users aged 16-34.

Sprout Social, "[Instagram Statistics You Need To Know For 2024](#)," states that 70.4% of users are using the platform to post and share content as the top activity followed by 64.8% of users actively looking for funny or entertaining content. It also states that the Reels feature sees an average reach rate of 30.81% which is double than the other content formats. If MCMS could feature more entertaining reels on not only Instagram but all platforms it can potentially greatly increase engagement.

The point of using social media is to spread the brand message across multiple different platforms to reach wider audiences than traditional media. Instagram is one of the top three platforms in the world and will be the second most useful for what MCMS get across, the first being Facebook.

YouTube

YouTube is a great place to display MCMS longer-form videos such as concerts, tutorials, tours, etc. According to Sprout Social's "[25 YouTube Stats Marketers Should Know in 2024](#)," YouTube is the number one platform for viewing live content with 52% of users using it to watch live

content. It also states that YouTube Shorts averages 70 billion views per day and has become one of the top video advertising platforms.

Hootsuite's ["23 YouTube Stats That Matter to Marketers in 2024,"](#) states that YouTube is the second most visited website in the world with music being one of the top query searches. It also says that 80% of U.S. parents of children 11 and under say their kids watch YouTube. 53% of those parents say their child watches videos on YouTube at least once a day. How-to videos and tutorial/educational videos are popular with Gen Z with 53.5% of female, and 52.2% of male Gen Z users having watched a video in this genre.

Facebook

Facebook will probably be the best resource for MCMS. Sprout Social's ["24 Facebook Statistics Marketers Should Know in 2024,"](#) states that Facebook has 3.065 billion active users every month with over two-thirds of all those users active daily. Users ages 25-34 years represent Facebook's largest audience with 24.4% of users in this age range. Photo posts and status posts still have the highest engagement at 0.10% with videos following right behind with 0.08%. It also states that frequent posting doesn't result in higher engagement.

Pages that publish fewer than 10 posts per week see an average engagement rate of 0.16% rather than if people post 60 times a week and they only get 0.04%. 50% of the time users spend on Facebook is spent watching videos and vertical videos with audio seeing a 35% higher engagement. Facebook's version of Reels hit 200 billion views per day and could possibly help gain engagement.

According to Hootsuite's "[45 Facebook Statistics Marketers Need to Know in 2024](#)," the best time to post on Facebook is between 8 am and noon, Tuesday and/or Thursday. Middle- or lower-income teens are more likely to use Facebook than teens from higher-earning families with 45% of the middle to low range using the platform but 27% of the high range use it as well.

LinkedIn

This is a great way to reach out for job postings and career updates. According to Hootsuite's "[51 LinkedIn Statistics You Need to Know in 2024](#)," there are 133,000 schools listed on LinkedIn and 30% of U.S. adults use LinkedIn (which should be higher but that topic is for another report). 61 million people use LinkedIn to search for jobs each week and at least six people are hired every minute through the platform. 59% of brands are seen as "higher quality" after advertising on LinkedIn with 74% seeing them as "more intelligent". LinkedIn pages that post weekly see 5.6 times more follower growth than pages that don't post often.

Time of Implementation

Set up of MCMS, in regard to social media, has already been done. They have accounts on; Instagram, Facebook, LinkedIn, and YouTube. They also have their own website. They do not need to use X, as the target audience they are shooting for is not necessarily on that branch of social media and the same logic can be applied to TikTok as the legality of that platform is currently questionable at best.

Using social media management tools like Buffer, which allows one to connect three social media platforms for free, will take a bit of time to get used to, but once comfortable with the management tool, it will allow for easy posting to the three preferred social media platforms without losing hours reposting the same content manually. A tutorial will be provided for Buffer on page (insert page number here for the tutorial).

It will take some time to get situated with and learn the ins and outs of the Buffer social media management website, to expiate this prosses it is heavily encouraged to tinker with and learn through using the tool, some of the more interesting aspects. While the tutorial can help with set

up and general use cases, MCMS will have to make time to really learn what this powerful tool can do for them.

Once acclimated to the tool, any time that was used beforehand for social media posts can be whittled down to mere minutes. Though, it is recommended to spend roughly one hour, without exceeding more than two hours any given day, on making or planning posts. These posts should be planned for an AM and PM time frame. During these times, the MCMS should track their analytics and see what hashtags work the most for them and experiment and track potential new hashtags, or even create their own.

Once enough data has been shifted through using the analytics, either provided on each social media platform or through management tools like Buffer, MCMS can begin to see what types of posts and what hashtags get the most return from their followers. With that they can identify who the more engaged members of their community are and continue to refine the posts to better engage with the community they want to build.

It is highly encouraged by people like Tami Oladipo from the Buffer.com article "[Why You Need a Social Media Calendar](#)" that a content and or an editorial calendar be made. Not only will this help keep things clean and focused for the person running the social media accounts, but it will also help in figuring out when the best times to post are for the given audience they are trying to reach. Should this need any kind of adjustment all the MCMS would have to do is use the analytics to refine their ideal time to make posts. Once this is done, they can add that to the calendars, either content or editorial, and further streamline the process.

By far the hardest part of this entire process will be learning how to read the analytics. This is a vital part of any social media plan, as it feeds them the numbers and demographics of everyone

who comes across the social media pages. Buffer does allow for basic analytics for connected social media platforms, but to get anything outside of that the MCMS would have to consider a subscription, it is not needed at all. All this information will exist on each individual social media page and can be viewed there in, but if ease of access and having it all in one place is at all appealing then this is something to consider. Should the MCMS wish to use Buffer in this manner it costs up to \$12 per linked account per month, which can get pricey after only a few accounts.

Given that the MCMS had an older Instagram account that they lost access to, rebuilding will take some time and a fair amount of confusion from people who clicked the wrong account to follow. Outside of that, for any real data to be gathered it will take a few months of testing from MCMS. After a short three to four months, they should have a good enough data set to play with and zero in on who and what they want to focus on. There is always the chance that they will have a strong data set from their analytics before three to four months' time, this is a boon as it will only allow them to try new things and experiment sooner with trends as they happen.

Tutorials

Canva

Canva is a free platform for users to create visually appealing posts easier than other design platforms. There are also calendars on there to help layout a social media plan or continue ones for future years.

This platform is a great place to start if there is not a graphic designer working with social media. There are templates that can provide ways to get information out that is visually appealing. Nonprofits can also make a free account.

Registration

1. Sign up for the free plan at <https://www.canva.com/free/>
2. Click "Start designing"
3. Add the MCMS email to create a log in

To start

- Find what size of the template needed based on what social media platform it will be on (there is a size template for Facebook and Instagram)
- Pick a color scheme according to what message the post is trying to give across
- Once finished with the design, download as a Png or jpeg
- The downloaded version can then be posted to any social media platform

Video tutorials for beginners

Canva basics (longer, detailed video): https://youtu.be/un50Bs4BvZ8?si=PzSvs_4lxJh62Y3O

Canva basics (shorter, broader video): https://youtu.be/6M8axhCQP7M?si=iV_d6AdaB9F9UiW1



Facebook

Facebook is a social media platform that is part of the company Meta Platforms, that also owns Instagram. Facebook is a platform that was chosen by the social media team for MCMS to use. To help get a basic understanding of Facebook there are some tutorials available.

HubSpot has an article going over Facebook basics, "[How to Use Facebook: A Beginner's Guide](#)," by Clifford Chi. This goes over the tools necessary to complete the things talked about in this social media plan.

There is also a page on Meta, "[Welcome](#)," to help businesses understand how to use the features available. This goes a little further into boosting posts, ad billing, and other advertising information.

Instagram

Instagram is a social media platform part of the company Meta. The focus on Instagram is photo and video sharing. Instagram is a beneficial platform for success regarding the goals of MCMS. To help with a basic understanding of Instagram overall, the article, "[How to Use Instagram: A beginner's Guide](#)," by Caroline Forsey, is a great source.

Tailwind

Tailwind is a social media and email marketing tool. It can assist with creating and scheduling posts. This site will also factor in business type, time available, and help with return on investment (ROI). The scheduling tool will allow MCMS to schedule posts and put them in a calendar to keep track of things. The website can be found here: [Tailwind Social Media & Email Marketing Tool \(tailwindapp.com\)](https://tailwindapp.com)

The article, "[How to use Tailwind for Social Media](#)", on WinSavvy, does a deep dive into Tailwind and how to use their free services.

Tailwind allows for a straightforward process and takes almost no time at all. After setting up an account, follow these steps to schedule a post:

1. Click the "Publish" button on the navigation menu
2. Navigate to "Drafts"
3. In the drafts section, upload the image or video
4. Once complete, pick the time and day the post should be scheduled (there is also a tool that analyzes the brands account to see what time specifically would work best)

Buffer

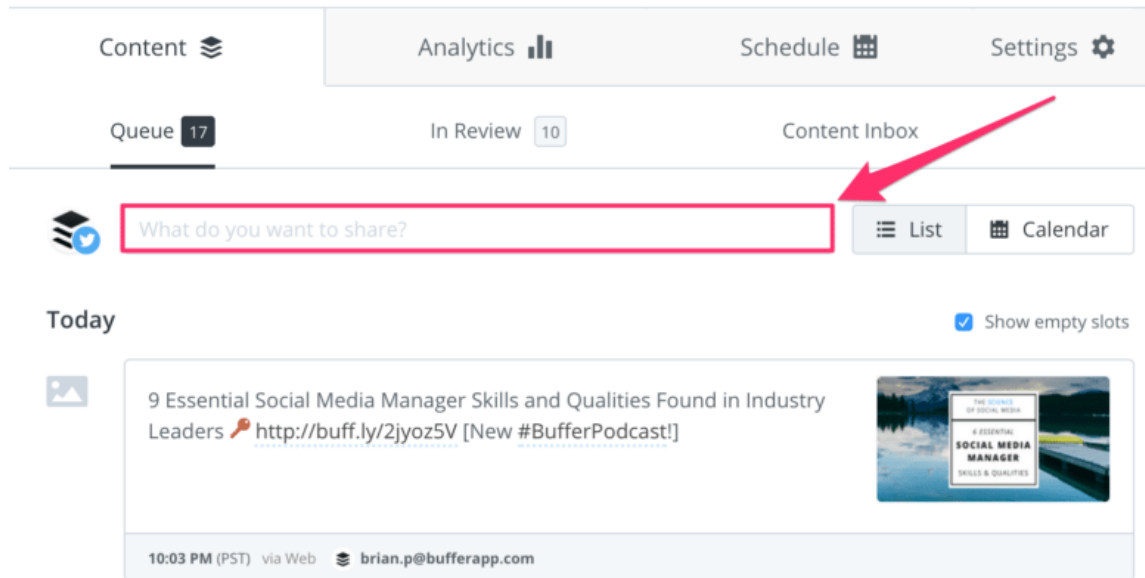
Buffer is a social media management tool that is for beginners. It is also a good tool for businesses that run their own social media and create their own content. This site is a scheduler tool to help build a social media presence. The sites it allows scheduling for include Instagram, Facebook, X, TikTok, LinkedIn, and YouTube.

Since all platforms suggested for MCMS are on Buffer, this is a good place to start. It allows for scheduling, growing followers, hashtag suggestions, save time, and coordinate everything in one spot. Find Buffer here: [Buffer: All-you-need social media toolkit for small businesses \(bufferai.tech\)](https://bufferai.tech)

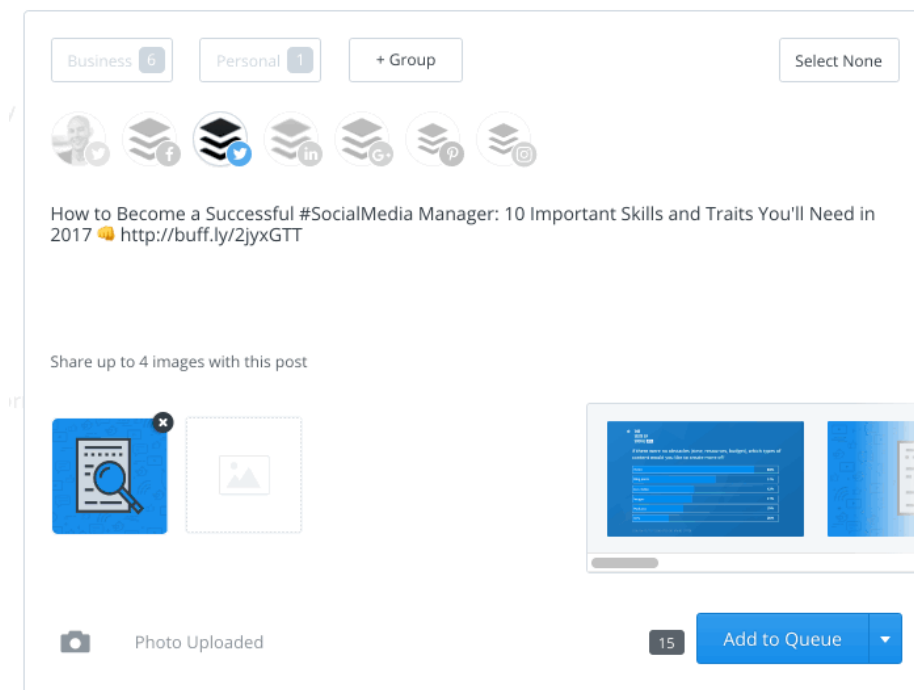
The Buffer free plan allows connecting up to three channels, planning and publishing tools, landing page builder, and AI assistance. Get started at [Buffer.com](https://buffer.com). Click on the 'Get Started' button under 'Free Plan' to create an account.

How to use the scheduling tool: (To watch a beginner video guide go to "[How to Use Buffer Social Media Management](#)")

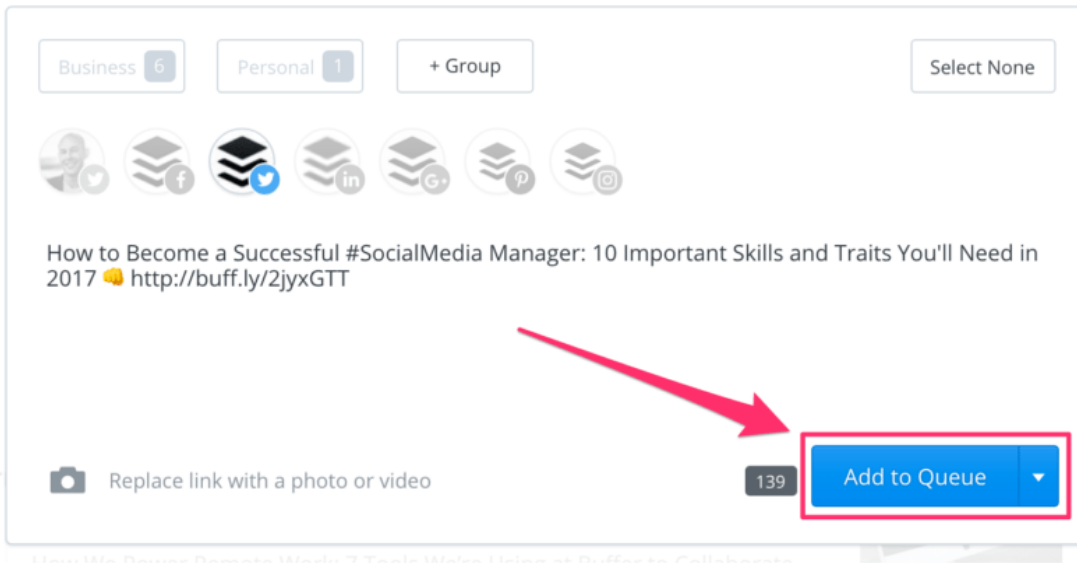
1. Create a post
2. Upload the post and any text needed to the 'Content' page



3. Then select the platforms in which the post will go



4. Navigate to 'Add to Queue'



5. Once added click 'Schedule Post' to select a custom date and time

Analytics

Analytics can help measure the KPIs or key performance indicators. It helps a brand look at numbers from social media to determine if the strategy is working and meeting goals. KPIs should be directly correlated with the goals in this plan. Only a few KPIs are needed to assist the overall growth of the business. It is essential for MCMS to measure analytics in order to assess what is working and what is not.

To reach the social media goals for MCMS, the focused KPIs should be; follower count, impressions/reach, and web traffic. The follower count shows how many people are keeping up with the account. Impressions show how many times a post has been seen. Web traffic indicates the number of times a link has been clicked that leads to a website.

For analytics, most platforms have their own version. On Facebook, Instagram, and LinkedIn, there are tools under each post that let brands see how the post did. Find more details about analytics and KPIs at: [“Social Media KPIs to Leverage Business Growth.”](#)

Since one goal for MCMS is brand awareness, the metrics to track for this would be reach and impressions.

To dive deeper into followers rather than just looking at the number, look at the follower growth rate. This will show if marketing campaigns are working or not. The rate at which the number of followers is increasing or decreasing is important to track. They need to look at both overall followers and the net follower growth, which is the number of new followers minus any they have lost.

Reach is a metric that shows the number of people who have seen a post. This is specific to users and not the same as impressions which show how many times a post has been viewed. Reach only counts for each person, not the number of times they viewed the post. Meeting the brand awareness goal means that measuring reach is important for growth.

Website traffic is one of the most important metrics to track since it looks at the entire digital ecosystem and not just social media. A goal for MCMS is to have more clients, so tracking how many people go to the website is key for success. This way, customers see the content and act on it. One way to measure this is through Google Analytics, which will be explained below.

Google Analytics

Google Analytics is a service provided through Google. It offers statistics and basic analytics tools for marketing purposes. According to, “How Google Analytics Work,” on Google Analytics Help, the measurement code collects data and packages that information up and sends it back to be processed into the reports.

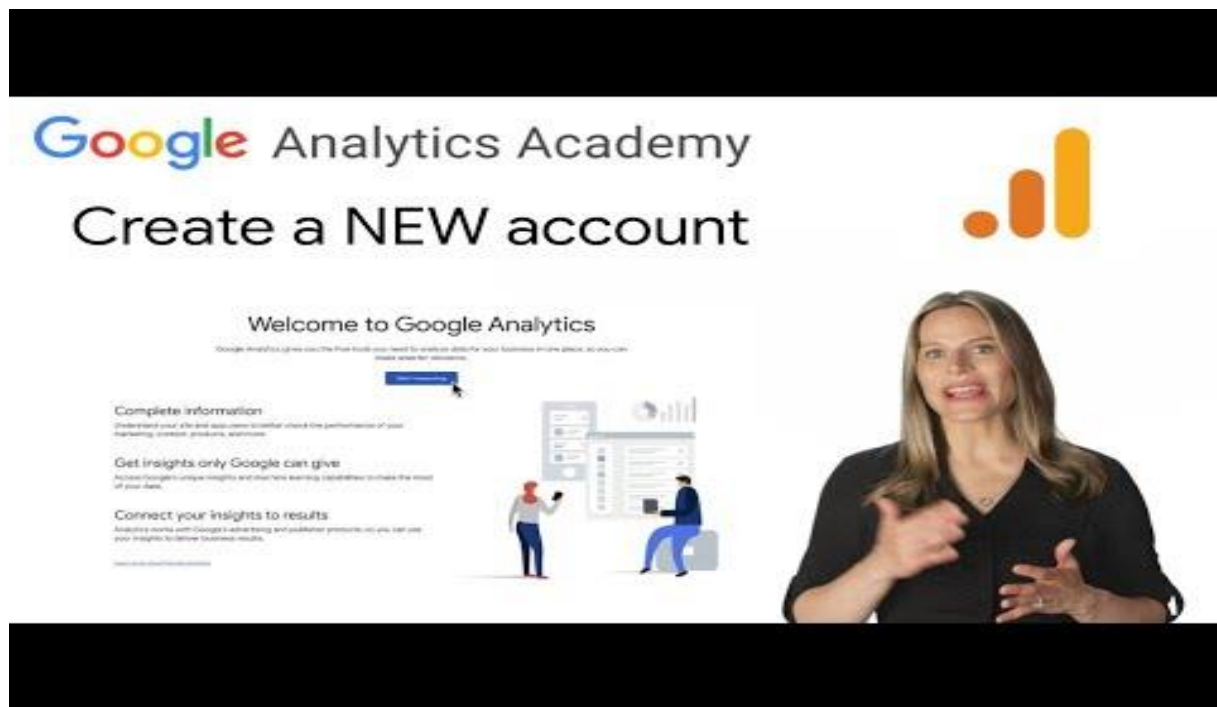
Since MCMS wants to gain clients, having the ability to see these analytics about the website will allow them to get a better understanding of what marketing strategies are working.

The first step is to create a Google Analytics account. See more here, “[Set Up Analytics for a Website.](#)”

1. Go to the site <https://analytics.google.com/>
2. Find the ‘Admin’ button, then click ‘Create’, then ‘Account’
3. MCMS will need to create an account name and decide what data settings they want to track through this account
4. Click ‘Next’, this will add the first property to the account

If preferred, follow the video guide on how to set up an account at, “[1.2.3 Create a New Google Analytics Account and Property.](#)” Or click the video below.

https://youtu.be/ybK-VUAXZ_8?si=hjpE-ACyRvkivRbP



To better understand Google Analytics once the account is created, view the article on HubSpot, [“The Ultimate Guide to Google Analytics.”](#)

Facebook Analytics

Facebook offers insights on performance, recent content, and followers. Performance lets users see their reach, content published, engagement, net followers, three second video views, and one minute video views. There is a tutorial on how to use and understand these insights on Facebook [here](#). These insights are free and available for business accounts.

What consumers engage more with will show in numbers. Understanding which posts curate more engagement and interest is essential to moving forward with other ideas. This is why if the consumers like the video content more, MCMC should be creating more videos. Things can be trial and error, but analytics will help them understand what direction to go.

Going over the specific Facebook analytics:

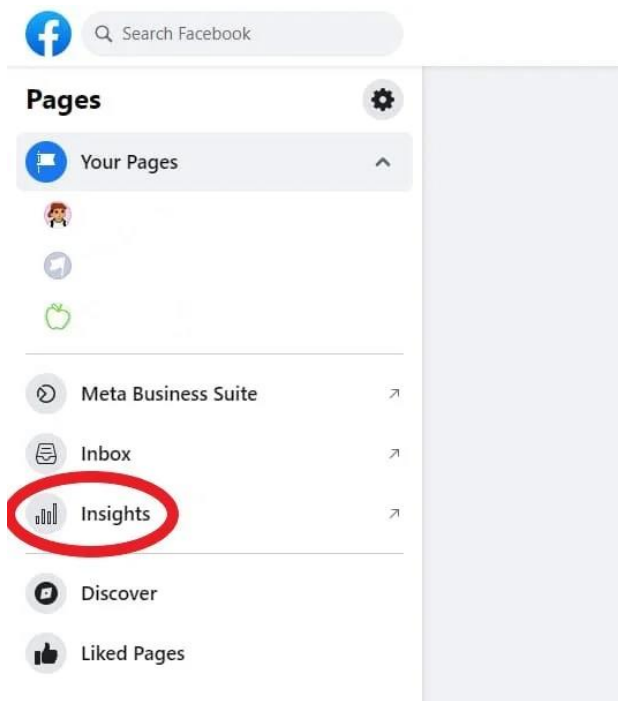
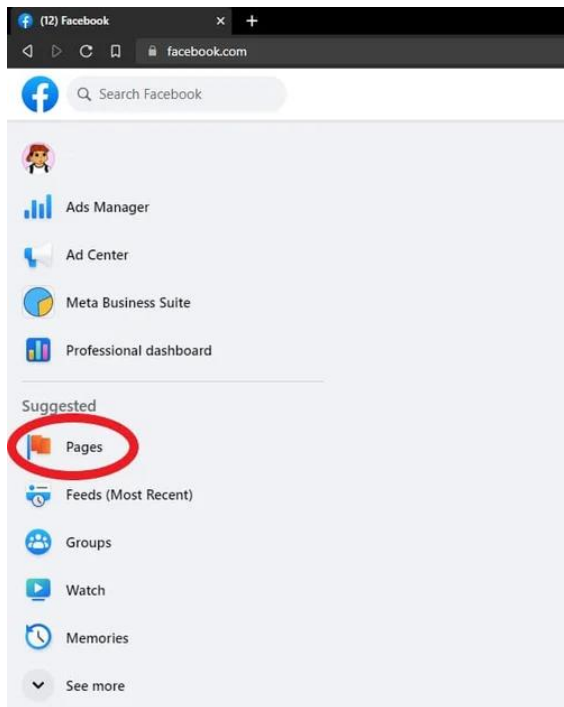
Page overview: A list of metrics on how well the page is performing. This includes post reach, new page likes, new followers, and engagement.

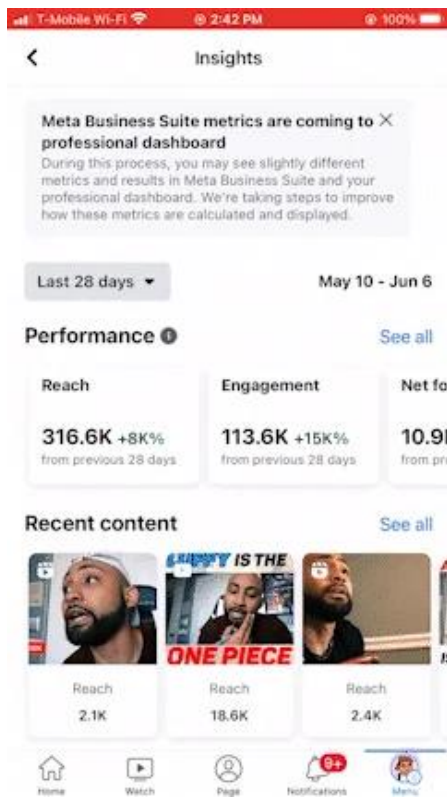
Post insights: See how well posts align with the audience. This monitors things like impressions, reactions, comments, and reach.

Follower insights: Shares information based on the audience base. The demographics include age, gender, location, and how many people engage.

To find [Facebook](#) insights: (more details at "[HubSpot, Facebook Insights](#)")

1. Go to the "Menu" page, and navigate to the "Pages" button
2. Find the MCMS page, then click "Insights"
3. There will then be an overview of all insights Facebook tracks and each one will go into more detail once clicked on





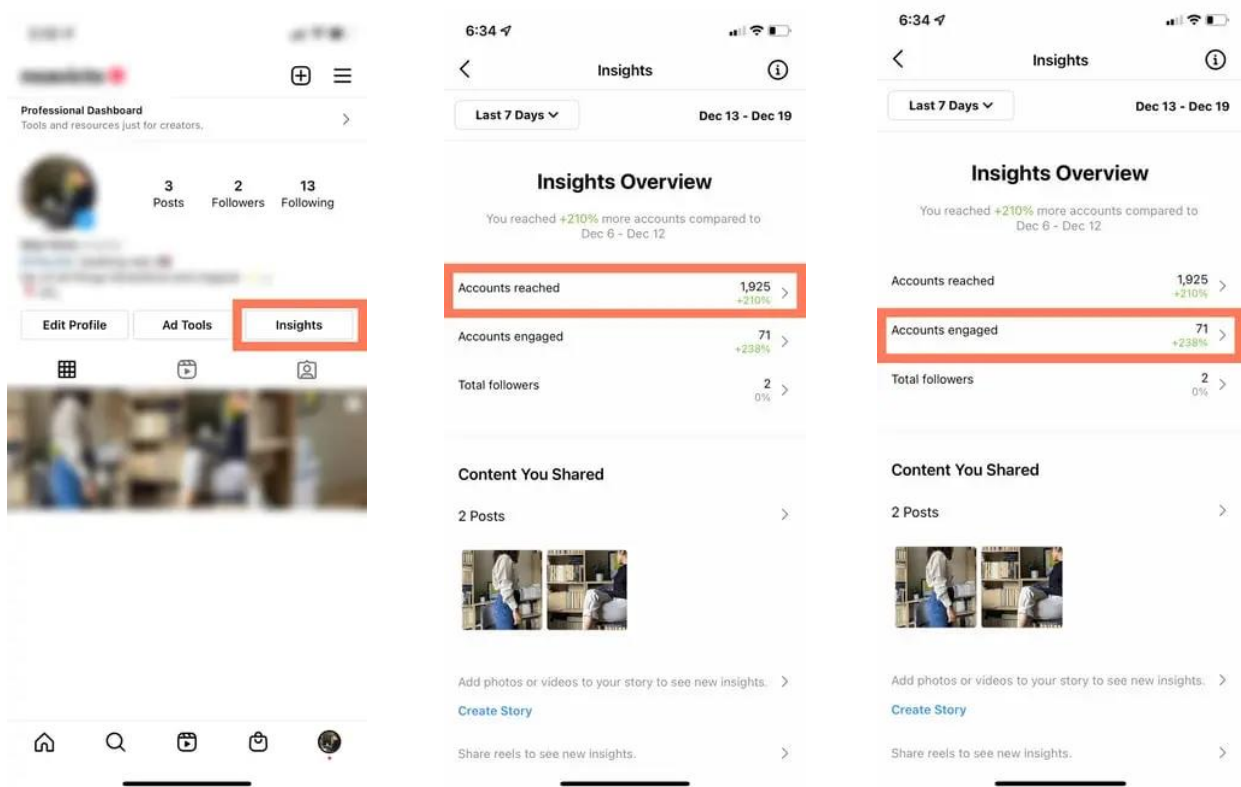
Instagram Analytics

According to the article, [“The Nine Instagram Metrics You Need to Track in 2024,”](#) Instagram metrics are data points that give insight on the account performance. Some metrics are specific to posts but some measure the overall success of an account. For MCMS it will be important to track things other than vanity metrics, meaning that it is necessary to look further than just likes and followers.

Instagram has insights feature that allows business accounts to analytics related to posts and the profile, but only on the mobile app. Using this information can help MCMS identify what is most interacted with and what the audience likes to improve their posts.

To view [Instagram](#) insights on the mobile app:

1. Go to profile page
2. At the bottom of the profile before the posts, go to “insights”
3. Under the “overview” section, go to metrics to see a detailed breakdown
4. Both accounts reached, and accounts engaged will go further in depth once clicked on



According to, “[How to Use Instagram Insights](#),” on HubSpot [How to Use Instagram Insights \(in 9 Easy Steps\) \(hubspot.com\)](#)

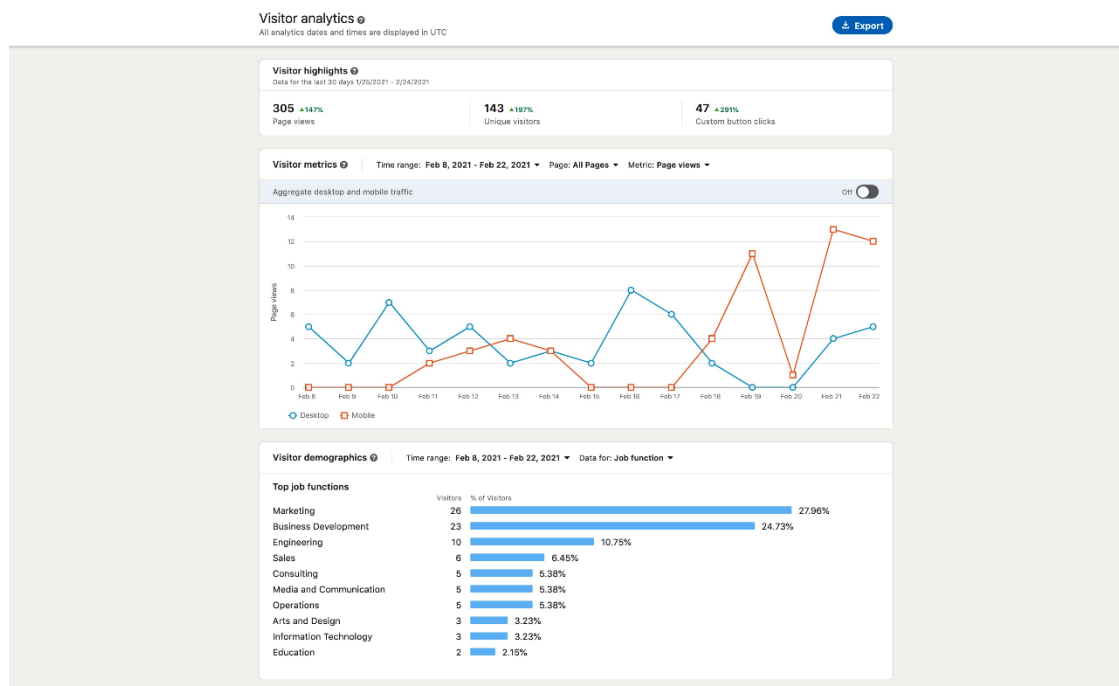
LinkedIn Analytics

LinkedIn page analytics is an overview on performance and will help with understanding what is being built. Use the video, "[LinkedIn Page Analytics Module](#)," on LinkedIn to see an overview of what is offered and how to use the information for further use.

LinkedIn offers analytics on post performance, article performance, and video performance. One thing to note from the article, "[Post Analytics for Your Content](#)," on LinkedIn Help, is that anytime MCMS views their own posts, it will count in the analytics.

How to find LinkedIn analytics:

1. Click the "Me" icon at the top of the profile page
2. Find "Manage", then go to "Posts & Activity"
3. Either click on the "Article" or "Post" tab
4. Click "View Analytics" in the bottom right corner of the post



YouTube Analytics

YouTube has a ton of analytics, and it can seem overwhelming at first. These analytics can help MCMS see how the overall channel is doing and the videos themselves. According to [“2024 Guide to YouTube Analytics,”](#) on Hootsuite, the analytics even show demographic information about the audience to understand who the subscribers are.

Some top metrics to track are watch time, audience retention, engagement, and audience demographics.

Watch time covers the number of minutes viewers have spent watching the video. This will help with the algorithm since YouTube looks at higher watch time as a more engaging video.

Grouping videos by theme and seeing which theme has the higher watch time is a good way to indicate what kinds of videos viewers are attracted to, according to [“YouTube Analytics The 15 Metrics That Actually Matter,”](#) on HubSpot.

Audience retention is the percentage of viewers who watch and leave a video and at what spots. YouTube will elevate videos in the search engine that have a higher retention rate.

Another way to use this metric is to see what the most engaging parts of the video are and use that in the next video creation. It will also show what is boring to the majority of viewers and that can be something taken out of future videos.

Engagement shows the same metrics as the other platforms. It can point a clear view of emotional effect on viewers. Likes and dislikes can show MCMS what topics the audience enjoys and what they don't to help guide future videos.

The audience demographics can show age, gender, and geographics. This can help determine a more specific target audience. If it is not reaching the target audience MCMS wants, they should shift the video topics and strategies.

Tactics

For MCMS, there is a variety of tactics to use to ensure their goals are met. There will be some more simple suggestions to start, but once there has been notable improvement, things should progress more. These tactics will mainly help with brand awareness, and community engagement. The tactics included are:

- Consistency, but not repetition
- Hashtags to use
- Maintain social media calendar
- Increase video content
- Storytelling
- User-generated content

Consistency

Keep to a schedule that aligns with the brand. For MCMS, post within business hours to ensure timely responses to any negative comments. There also needs to be consistency within engagement. The brand needs to respond to every engagement necessary. If some are not responded to it will not align with the brand goals. It is vital that engagement does not go unnoticed, this way people will continue to interact with the brand content.

To help with consistency, the tutorials above about Tailwind and Buffer can help schedule posts. By scheduling posts, it ensures that everything will remain posted on the same days and times. Doing this allows people to follow content easier rather than being bombarded with too much or waiting too long.

To see long-term success, consistency is key. This does not mean just taking a previous post and posting it again. Consistency can set performance apart from competitors and make a brand more valuable according to "[How Social Media Consistency Drives Business Results](#)," on Sprout Social.

Hashtags

There are many benefits to using hashtags in social media. It can help boost discovery by reaching an unexpected audience. This can streamline MCMS posts to an audience that does not follow them but has similar interests.

According to the article, "[Hashtag Strategy Guide for Social Media Platforms in 2024](#)," on SocialPilot, a whole new community opens up when everyone actively shares their views and interests. Hashtags act as a filter in bringing like-minded people together.

Although hashtags can be a great tool, they need to be used properly. Creating two-five hashtags for each post is a general rule for each platform. In the SocialPilot article it also states, using 10 plus hashtags can reduce engagement by 68.2%.

Hashtags need to be relevant to what the post is about, what the brand is about, or a trending hashtag. It needs to hit the target audience, so it should be specific. Each platform is slightly different depending on what hashtags are used, so for a detailed explanation look at the pictures below from the SocialPilot article above.

Facebook:



2-3 No. of hashtags	3-5 No. of weekly posts
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Hashtag Plan:

 Use brand and content/industry hashtags	 Cross-media promotion	 Monitoring benefits	 Should be placed after the caption
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**Best time to post**
Time: 10am-11am, 1pm -2pm
Best day: Monday, Wednesday, Friday

Instagram:



3-5 No. of hashtags	2-5 No. of weekly posts	 Reshare your posts on your story with hashtags
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Hashtag Plan:

 One hashtag can relatively spike engagement by 12.6%	 Place brand hashtags in your profile bio	 Boost reach by editing captions with less popular and more relevant hashtags
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**Best time to post**
Time: 6am-9am, 5pm -6pm
Best day: Monday, Tuesday, Wednesday, Friday

LinkedIn:



3-5 No. of hashtags	2-5 No. of weekly posts	 Don't overuse hashtags	 Add CTA to Follow your brand hashtags
Hashtag Plan:			
 Choose a formal and professional hashtag	 Don't use punctuation or space in hashtags	 Follow 3 relevant hashtags from your company page	
 Best time to post Time: 10am-12pm, 1pm-3pm Best day: Tuesday, Wednesday, Thursday, Friday			

YouTube:



3-5 No. of hashtags	1 No. of weekly posts	 Boosts visibility
Hashtag Plan:		
 3 places to display Youtube hashtags: description, title, above title	 Add location hashtag via Youtube Mobile app	 Aid in easy search
 Best time to post Time: 2am-4am, 7pm-10pm Best day: Thursday, Friday		

Some suggested hashtags to use:

- #musicschool

- #musiclessons
- #manchester
- #MCMS (capitalized since it is an acronym)
- #musicislife
- #musictherapy
- #livemusic (to help promote events)

Depending on the post there can be a variety of hashtags. It is good to have specific hashtags for the post and a hashtag for the brand. Every post should have the brand hashtag along with the other specific hashtags. When events are coming up do hashtags relating to the type of event. There should be a variety of hashtags on each post, get creative.

Maintain Social Media Calendar

Having a social media calendar allows for planning in advance and better time management when it comes to posts. Having content prepared in advance can allow for consistency.

Keeping a social media calendar helps keep things organized and ensures everything gets posted on the right days and times.

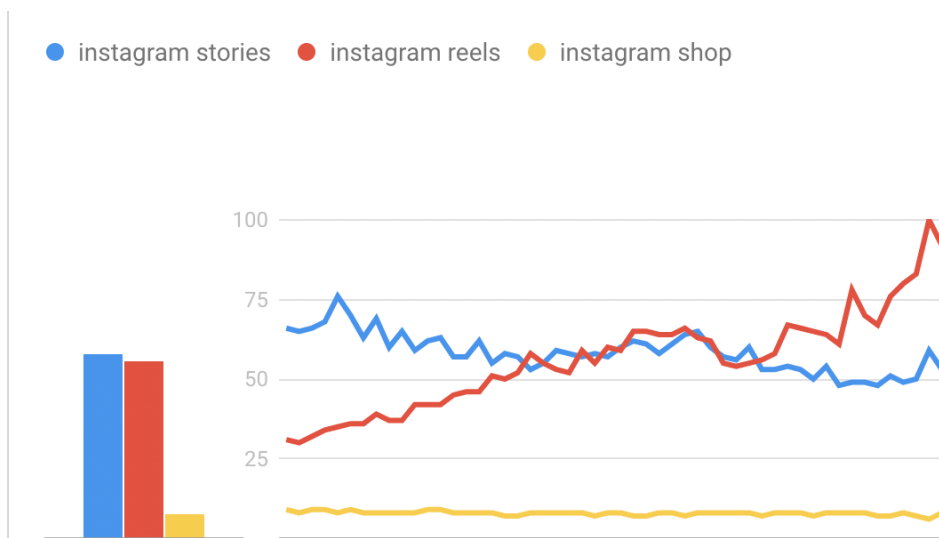
This is an example of what a social media calendar can look like. There is also a social media calendar in Tailwind or Buffer, that will keep track of everything and allow scheduled posts. This way not only is the calendar there, but it can post things for MCMS. This will take some time off their hands.

Increase Video Content

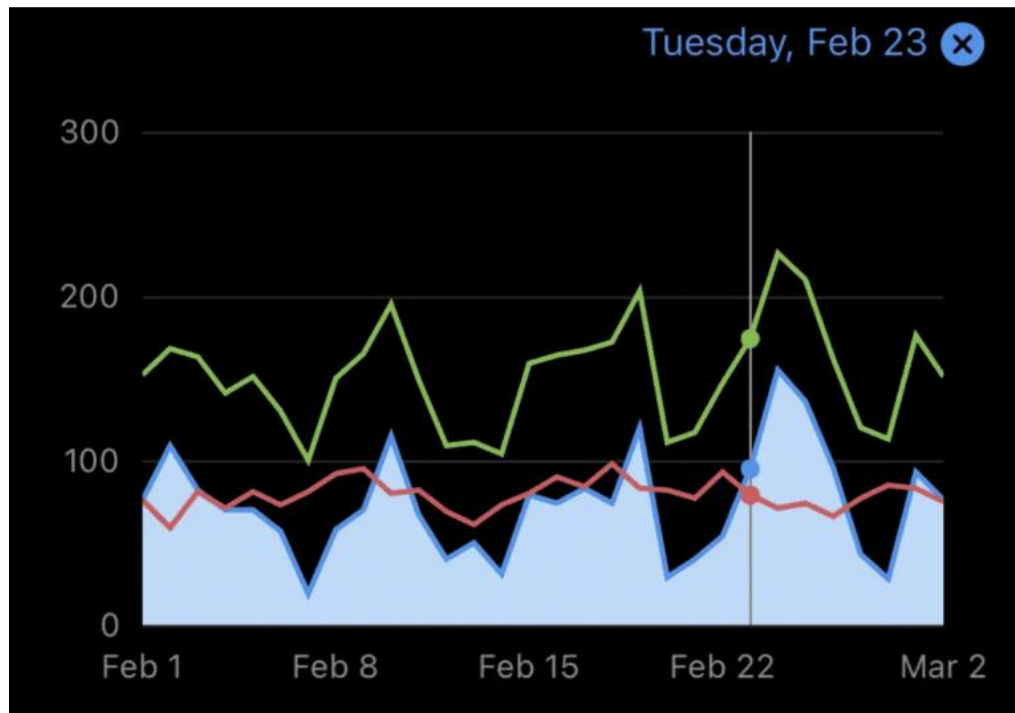
Video content receives on average 1200% more sales than images according to “[Social Media Marketing Tactics for Instant Results in 2024](#),” by Marium Fahim Khan. This alone is the reason why video should be a top priority to maintain the goal of community engagement and brand awareness. There are many ways to utilize video content to show off unique aspects of MCMS.

Reels on Instagram is a tool that lets users create short video content. It lets brands record and edit videos for up to 90 seconds (about 1 and a half minutes). Instead of creating a TikTok account, it is beneficial to use the followers that are already on Instagram for video content. According to the article, “[16 Key Instagram Reels Statistics for Marketers to Know](#),” by Jacinda Santora, Instagram users watch 17.6 million hours (about 2008 years) of Reels per day.

According to, “[24 Instagram Reels Stats That Might Surprise You](#),” on Hootsuite, reels have become the fastest-growing feature worldwide. This article also gave a graph on the popularity growth of Instagram reels (shown below).



This article also mentions that according to a test ran in 2021, they found that there were significant spikes and increase in engagement in the days following a Reel being posted. There was also a graph demonstrating this growth (shown below).



Storytelling

According to "[Hootsuite Social Trends 2024](#)," based on their Social Trends 2024 survey, consumers say they want to be entertained. Consumers in this survey talked about the top reason they use social media is to mentally unwind and be entertained. Many of them also said they do not like it when brands are too focused on self-promotion.

This means it is a great opportunity for MCMS to use all their touching stories. As talked about in the meeting, many alumni come back to the school to get involved. Taking the time to create a video of them telling stories about their path can attract more people. This way it is creating

brand awareness along with showing the sense of community. Another thing mentioned in the meeting was about a student that became very successful with his instrument and is now joining an orchestra. Interviewing this student and showing his success story is another example of a way to show the community and connect with the followers.

The sense of community is big for MCMS and creating the opportunity for the consumers to feel a connection can create a huge benefit for them. This overview guide about storytelling on each platform, "[20 Creative Ways to Use Social Media for Storytelling](#)," on Buffer, is a great place to start and think of ideas.

User-Generated Content

One of the most important tactics for social media marketing is leveraging user-generated content. User-generated content (UGC) is when customers create content and post on social media. There can be things done to allow customers to create user-generated content. For example, contests that get customers to make videos or take photos doing something can allow the brand to repost these things and create personal connections.

Not only can customers create UGC, but employees can too. Having the employees take photos or videos behind the scenes at events and performances can help show followers why they love working for the company. This can also help create brand awareness and show more community.

According to an article on Hootsuite, "[What is User-Generated Content? And Why is it Important?](#)" 60% of marketers agree that authenticity and quality are equally important elements

to create successful content. This means that adding that creative element to posts can attract more of a community and potential students.

Benchmarks

The social media team agrees that the benchmarks the MCMS should focus on relies on the social media platforms they are using. Those being Instagram, Facebook, LinkedIn, and YouTube. While they have their own website all traffic to it can be fed through the other social media platforms or a Google search. Either of which should lead to any one of their already existing pages and then circle back to the website.

It is recommended that MCMS takes some time to focus on one aspect of the greater whole, that is their social media accounts. Due to the fact they already have four different platforms set up, each using its own subset of rules, or recommendations on how the platform should be used, it would be best if they learn the ins and outs of an “easier” platform. With that

understanding of how one works they can then branch out into the others and apply what is transferable, things like hashtags or choosing the best time to post based on their analytics.

With these ideas in mind, the team recommends spending most of their time in the months following this guide, focusing mainly on Facebook. After about two to three months of time learning how Facebook operates and what best fits them per the other guidelines established in this document, they can move on to Instagram and follow the same basic ideas. Learn how the account works and how the platform operates. Because Instagram and Facebook are owned by the same parent company, Meta, much of what can be learned will be highly transferable.

After about four to five months of highly focused engagement on these two platforms MCMS can branch out to the last two. It should be noted that MCMS should continue to post on all of these accounts, even when focusing on one at a time. The idea behind the focus on one is so that the person or people in charge of the accounts do not get overburdened trying to make all of them work at once. Once they are comfortable and able to utilize one account well, then they can build on that knowledge base and apply it to the next account.

The YouTube and LinkedIn accounts are the odd ones out as it were. YouTube being video based and LinkedIn being more business to business, these can require a bit more nuance to utilize to the fullest. That said, MCMS should move focus to LinkedIn once comfortable enough with Facebook and Instagram. They operate in a more similar fashion to LinkedIn, in terms of presentation. At this point spending about another two or three months learning this platform they can move on to YouTube and round out the year learning the ins and outs of that platform. Which should be made easier with all the knowledge they accumulated earlier in the year with focused learning.

While this would be the timeliest way to get every aspect of the social media platforms streamlined, life happens, and some things may take more time than outlined here in any part of this document. If that is the case, take as much time as needed to learn at a comfortable pace. The only real deadlines are the ones made by the organization.

With that, here are some guidelines for benchmarking MCMS social media accounts broken down into six parts.

Part one: Facebook

This will be the primary focus of the next two to three months as they learn how to utilize these accounts.

- Get knowledgeable on posting, navigating, and most importantly engaging users
- Make and follow a content guide for the next two to three months
- Continue to engage users over the course of that timeframe
- Use platform analytics to form a strategy and familiarize oneself to the data set

Choosing the correct time is key for maximizing the potential engagement MCMS can have.

While the ideal time to post for each platform may be different based on the data from the analytics each platform provides, some universal times may work too. In the article [“What is the Best Time to Post on Facebook in 2024?”](#) from SocialPilot.com they go over some general times to make posts. Ideally once enough of an understanding is reached about MCMS’s analytics they can forgo the generalized times and post according to when they have the most

active users instead. That article also has step by step instruction for locating analytic data and can help interpret that data to streamline the best times custom to MCMS.

Timetable reference

Day	Best time to post on Facebook (EST)
Monday	6 am to 4 pm
Tuesday	7 am to 4 pm
Wednesday	7 am to 4 pm
Thursday	6 am to 4 pm
Friday	7 am to 4 pm
Saturday	8 am to 3 pm
Sunday	11 am to 4 pm

It is advised that the MCMS use the 80/20 rule when making posts on their accounts. 80% of the posts should be something of value to the user and the remaining 20% being something that can benefit MCMS. MCMS should try to make four to five posts a week, if possible, to Facebook.

Each post can and should attempt to reach a new target demographic in their user base and community. Hashtags are not as needed on Facebook and any engagement should be more relegated to shares, comments, and likes. These posts and updates should use a mix of text posts, image posts, and video posts. Try not to repeat posts and ideally have something new, fun, and interesting.

Part two: Instagram

Instagram has the benefit of being related to Facebook, so many of the same basic guidelines should be transferable and can even be automated with the right setup between the two. Even still, it would behoove MCMS to learn how Instagram operates independent from Facebook.

Spending the next two to three months learning Instagram MCMS will continue the same posting and engagement levels on Facebook. Instagram will just become integrated into the weekly routine.

- Get knowledgeable on posting, navigating, and most importantly engaging users
- Make and follow a content guide for the next two to three months
- Continue to engage users over the course of that timeframe

- Use platform analytics to form a strategy and familiarize oneself to the data set
- Use Instagram in concurrence with Facebook to the same level of expertise

Just like with Facebook, choosing the right time to post is key. MCMS has a new Instagram account and because it is fairly new, the data on it might not be reliable in learning the best times to post to Instagram. As the follower count and metrics improve over the coming months a more custom timetable can be formed. Until then an article from SocialPilot.com [“When Is the Best Time to Post on Instagram in 2024?”](#) can help.

Much like the article featuring Facebook, this one focuses on Instagram and highlights some general times in which to post to the account. Similarly, it also has instructions on where and how to look at the analytical data for future post times.

Timetable reference



MCMS should focus on making anywhere between three to four posts on Instagram at a time that best suits them based on the above graph until they can fine tune the times to fit both them and their target audience better.

When making these posts use appropriate hashtags, these should be either trending, common, local, or unique to MCMS, and most importantly related to music or learning music. For example, #musictherapy #manchester #createmusic. Try not to flood the post with too many and do experiments to see which works best for each post type and platform.

This step should take roughly two to three months' time to learn and get comfortable with, but it may take longer depending on how fast or slow the account grows.

Part Three: LinkedIn

While LinkedIn shares similarities with both Facebook and Instagram it is its own thing entirely. Some factors and ideas are transferable, the types of posts and engagement with those posts being the big ones. Text, Photo, and video all work well on LinkedIn however, this platform is less about causal user engagement and more about professional goals and networking.

LinkedIn is a fantastic tool for trying to get in touch with and working with other professional organizations and or people. The idea here is to showcase what makes MCMS unique among its competitors and potentially work with other organizations in a collaborative manner.

Spending the next two to three months learning LinkedIn MCMS will continue the same posting and engagement levels on Facebook and Instagram. LinkedIn will just become integrated into the weekly routine.

- Get knowledgeable on posting, navigating, and most importantly engaging users
- Make and follow a content guide for the next two to three months
- Continue to engage users over the course of that timeframe
- Use platform analytics to form a strategy and familiarize oneself to the data set
- Use LinkedIn in concurrence with Facebook and Instagram to the same level of expertise

Just like the previous two platforms, timing posts is everything. Luckily, LinkedIn is more business oriented and as such the timeframe for making posts and updates is considerably condensed. The article from SocialPilot.com “[Best Time to Post on LinkedIn in 2024 \[Get High Engagement\]](#)” once again has the steps they need to learn how to read the MCMS analytics on LinkedIn, as well as a timetable for when to make posts until MCMS has a better understanding of the audience.

Timetable reference

Day	Best time to post on LinkedIn (PST)
Monday	11 am
Tuesday	6 am to 8 am
Wednesday	12 pm
Thursday	2 pm
Friday	8 am
Saturday	4 am to 5 am
Sunday	6 pm

Due to the professional attunement that LinkedIn has posting times are relatively easy to get a handle on. The generalized best times are during weekdays between 10AM and 12PM. The best days are midweek, Tuesday, Wednesday, or Thursday. This is because of people who work a standard 9 – 5 in an office or other corporate setting.

It is recommended that MCMS make at least one post a week on LinkedIn. This post should focus on the big events that are upcoming or highlight past successful events. The idea of these should be to display some of the new and interesting ideas that make MCMS stand out against others in this space.

LinkedIn also uses hashtags, much like how Instagram does. To get a better understanding of how they work as they pertain to LinkedIn this article by Soumalya De from the LinkedIn article [“The Ultimate Guide To Master LinkedIn Hashtags In 2024”](#) is an excellent place to begin learning the way LinkedIn operates with hashtags. The idea is similar to Instagram, but the implantation is slightly different.

Part Four: YouTube

YouTube is yet another interesting platform that has its own rules and data to cover. Being that it is a video platform, the largest take away from it is that the audio must be of a decent quality. Ironical, but true all the same.

To utilize YouTube to the fullest extent possible, it is imperative that MCMS capture as much footage as possible of as many things as possible. This serves a few purposes, one is that they will have plenty to use for shortform videos on places like Facebook or Instagram, but they will also have a large set to use for highlight reels of major events or as a pull for others to sign up to the program.

Spending the next two to three months learning YouTube MCMS will continue the same posting and engagement levels on Facebook, Instagram, and LinkedIn. YouTube will just become integrated into the weekly routine.

- Get knowledgeable on posting, navigating, and most importantly engaging users
- Make and follow a content guide for the next two to three months
- Continue to engage users over the course of that timeframe
- Use platform analytics to form a strategy and familiarize oneself to the data set
- Use YouTube in concurrence with Facebook, Instagram, and LinkedIn to the same level of expertise

Much like all the others, being able to accurately time posts for maximum engagement are critical. The remarkable thing about YouTube, however, is that anyone can go and look at the videos they have posted at any time, and it is all easy to find on the MCMS page.

All analytical information can be found in the YouTube Studio section of the MCMS account. It will have a very robust breakdown of all key factors and demographics. It will also have a section dedicated to researching comparable videos that the audience is watching on other channels.

The article from SocialPilot.com “[What is the Best Time to Post on YouTube Videos and YouTube Shorts?](#)” has some information of best practices on generic posting times. It also shows how to access the analytics page for users and helps to breakdown how to read the time graph that can be found on the site.

Timetable reference

Day	Best time to post on YouTube (EST)
Monday	2 to 4 pm
Tuesday	2 to 4 pm
Wednesday	2 to 4 pm
Thursday	2 to 4 pm
Friday	2 to 4 pm
Saturday	9 to 11 am
Sunday	9 to 11 am

It is recommended that at least one video is posted to the account once a week. It is also recommended that MCMS should have two channels, one for long form videos of five to thirty minutes, or longer, and one dedicated to shortform videos, not to exceed one minute in length. Longform and shortform videos compete on the channel and can hinder the audience they are trying to reach if they post both types to one account.

This is a lot to cover, and as stated earlier it can be a lot. While each part has a “timeframe” it is merely a guideline and can be changed to best suit MCMS and its needs as the year moves forward.

Part Five: Build Community

Once MCMS has become comfortable with part one of this benchmarking plan they should aim to increase overall engagement with the community they are trying to build with the social media engagement idea of “the 40/40/20 rule.” This requires that the below be achievable.

- Be able to manage the four platforms: Facebook, Instagram, LinkedIn, and YouTube

The 40/40/20 Rule Breakdown

The idea behind the rule is not all that complicated, but it does differ from the 80/20 rule previously outlined in this chapter. This 40/40/20 rule serves as a way to engage the local area and drive conversation in an online capacity.

Starting out, 40% of all posts made should be about music and how music is an important part of everyone's life, in one aspect or another. This does not have to pertain to MCMS and what it provides, rather it is just a way to get conversations about music started. Starting threads about music news, if it fits the brand, is great. This can be recommendations about new songs, or artists and it can encompass every genre of music. MCMS can even link to interesting articles about music and or music therapy.

The other 40% of all posts made in a given time frame should have a focus on the local area, in this case Manchester, NH. These can be local music events or events that are a part of the local community, and an example would be the "Taco Tour" that happens yearly. It might not be about music per se, but it is something many people in Manchester take part in and some live music does get performed in certain areas of Elm Street. Other community events or festivals would also be worth talking about. Other local community content is worth mentioning as well, news, new music stores and or up and coming bands, or even some that have been around for a while are worth mentioning and striking up conversations about.

The last 20% of posts can focus on what it is that MCMS brings to the table. This is the time to promote events, classes, equipment rentals or sales and all the other unique things that can be found within MCMS. Highlight some key players in the classes or some of the talented instructors, this is the time to flaunt what makes MCMS what it is in this community.

By taking all this into account and applying it to all the other parts of the benchmarking process MCMS should see a rise in overall engagement and follower counts across all social media platforms.

Part Six: Start a Conversation

This is the last benchmark on this list, and it is a critical part of the entire process. Across all the platforms listed, MCMS will need to engage with the community.

Over the course of time spent learning each social platform and including them as they progress, MCMS should aim to make posts that drive and encourage people to engage in conversation.

These posts do not have to be large in scope, it can be as easy as asking a question or posting an interesting video or photo. Something that gets people to want to comment on the idea or visual.

Conclusion

Using this comprehensive guide, MCMS should now have the skills, knowledge, and confidence needed to successfully meet their social media goals. Over the course of implementation, MCMS should notice a significant increase in their online presence and comfortably interact with their target audience.

Following this plan gives MCMS the ability to gradually progress over the course of the utilization of this document at their own pace. While using the social platforms they are already accustomed to.

The team is confident with MCMS's following and local history in the Manchester, NH area that they should be able to create brand awareness, grow their community, and expand their reach.