



# SOCIAL MEDIA X-RAY SCAN

This template is a tool to scan your social media behaviour, to find out how you come accross and why, or why not, people are following you. We call this our X-RAY. This is a guideline that you have to work from top-to-bottom on every platform at a time.

## LIST ALL YOUR SOCIAL PLATFORMS

Go through all the steps below, one channel at a time. Start with the platform that you're most active on. Instagram, Soundcloud, Spotify for Artists, Facebook, Snapchat, Youtube, Twitter, all the platforms need to be scanned to make sure you come across as a professional artist, and not some kind of hobbyist.

## X-RAY CHECK 1: BASICS

Do you make use of all the basic features this platform offers you?

Instagram, Facebook, Youtube, Twitter, Snapchat: they all offer so much (free) space for information. You can upload headers, a bio, add links to your music etc. Make sure you're using everything that's given to you. Let's check if you filled in all the blanks? Most important question, is everything up to date?

<b>Instagram basics checklist: Is this up to date?</b>	<b>YES</b>	<b>NOT YET, BECAUSE:</b>
Bio		
Link to music		
Contact information		
Highlights		
Avatar		

  

<b>Soundcloud basics checklist: Is this up to date?</b>	<b>YES</b>	<b>NOT YET, BECAUSE:</b>
Bio		
Link to other music platforms (Spotify, Beatport, AppleMusic etc.)		
Contact information		
Links to other social media channels		
Avatar		
Header		

  

<b>Facebook basics checklist: Is this up to date?</b>	<b>YES</b>	<b>NOT YET, BECAUSE:</b>
Bio (short version + long version)		
Link to music		
Links to other social media channels		
Contact information		
Avatar + description		
Header + description		



<b>Twitter basics checklist: Is this up to date?</b>	<b>YES</b>	<b>NOT YET, BECAUSE:</b>
Bio		
Link to music		
Contact information		
Avatar		
Header		

<b>Youtube basics checklist: Is this up to date?</b>	<b>YES</b>	<b>NOT YET, BECAUSE:</b>
About section (bio)		
Welcome/highlight video		
Link to music		
Links to other social media <a href="#">channels</a>		
Contact information		
Avatar		
Header		

## X-RAY CHECK

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### X-RAY CHECK 2: LOOK & FEEL

Your identity is more than just a bio and some links. The shaping of your identity takes place in the mind of your profile visitors. What kind of vibe does your profile show? Is it dark or is it light, is it colorful or is it grey, it can be anything, but most important: is your profile a visual translation and/or a visual extension of your music? It has to add value to your tracks.

Plus, if anyone doubts your music, the visual aspect might just push them over the edge, convincing them of your coolness. The visual aspect has to convince them to check out your music and hit that follow-button.

- Scrolling through all of your platforms, are you "the same artist" on all of them?
- Scrolling through all of your platforms, do you see a hobbyist or a professional?

### X-RAY CHECK 3: COMMUNICATION

The actual communication part of every channel. What story are you spreading on your channels? How do you engage with your followers? Are you just updating your followers about releases, or do you give them more to make an actual connection? It's 2018, it has to be more than just music. Be careful, don't become a 'spammer', stay human!

### X-RAY CHECK 4: ANALYSIS

Again, do this for all of your profiles. If you Where do your followers come from? If you bought your followers, screw you. This ain't gonna work.

**Go through every channel with this list:**

<b>Does this artist:</b>	Instagram	Soundcloud	Facebook	Twitter	Youtube
Post on a regular base? (Yes/No)					
Posts just spammy updates or real 'human' posts? (Yes/No)					
Use hashtacs? (Yes/No)					

**TIPS:**

**Regular base postings: regular does not mean 1 time a week. We recommend, in the beginning of your career, to post 5 times a week. You really have to break the door here. On Instagram 10 posts a week in your first month, is also fine. On Soundcloud it's different, we recommend you to connect with other producers by commenting on their tracks, repost eachother, really: take part and put the SOCIAL back into SOCIAL MEDIA.**

**Spammy updates: you know what we're talking about. If all you post is about your music, it's spam. Telling a story means that you have to open up, instead of just screaming "out now" in everyone's face. Nothing looks more horrible than a timeline full of artwork-posts, because it looks like you're a spammer. Why would people follow a spam-channel?**

**Hashtags: use specific hashtags instead of mass-hashtags. A hashtag like #newmusic will get you into a big pile of people that use the same hashtag, but #newhousemusic is already way more specific.**

**X-RAY CHECK 4: ANALYSIS**

**Again, do this for all of your profiles. If you bought your followers, leave it. This ain't gonna work.**

**Make a list of your best and worst posts. A good post is the one with the most likes, the most comments or the most shares. And ofcourse a bad post is the one with the least traction. Scroll through your timeline and find them. Also try to find out why these posts performed so good or bad.**

TOP 5 BEST POSTS:	TOP 5 WORST POSTS:
1)	1)
2)	2)
3)	3)
4)	4)
5)	5)

**Where do your followers come from? If you bought your followers, screw you. This ain't gonna work.**

TOP 3 COUNTRIES:
1)
2)
3)

It's good to know where your followers come from. You can decide to do a shout-out to a specific country, or perhaps you want to boost a post directed to them in their own language? Or if it's really blowing up, find a way to do a show in your #1 country. Some DJ's are really big in one country, and start their career focussing on one country at a time.

#### **X-RAY CHECK 5: INTERACTION**

Here's a situation: if you're at a bar, and someone taps you on the shoulder saying "I like your music mate!", what do you do?

- A) You turn your back and continue drinking your beer
- B) You kindly reply: "Thank you"
- C) You kindly reply and get in depth with:

"Thanks mate, and what do you actually like the most about it?"

See your social media channels as that bar. Make contact! Interact! Don't turn your back if someone gives you a compliment. Don't be cocky. Be friendly, be human, have a heart.

To turn your followers into fans, they will have to grant it to you. If you are their friend, they will. If you are a spammy salesman, they won't. Reply to your followers, or at least like their comments to let them know you're in touch with them. Ask them questions too, get to know them. Now, go through each channel you have and check if you're actually "in touch" with your followers.