Digital Media Strategy

PORTSMOUTH MUSIC HUB

Create, Achieve, Inspire

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1. Introduction

The digital media strategy includes a wide variety of digital media techniques and methods to create content that appeals to children and young people (CYP), schools and parents. The strategy incorporates Portsmouth Music Hub's approach to equality, diversity, and inclusion in an ever-growing digital age.

This strategy focusses on:
- Social Media Profiles
- Website
- Song Source Song Bank
- Images and Video Content

The value of social media
- Social media enables the sharing, celebration and promotion of events and resources, organically to Portsmouth Music Hub's followers.
- Using social media enables Portsmouth Music Hub to engage with parents, schools, partners, the wider local community, national and international communities.
- There is a strong correlation between some of the consumers that follow Portsmouth Music Hub's social media accounts, and those who have children and young people who engaged in Portsmouth schools or one of Portsmouth Music Hub's ensembles.
- Social media provides an additional channel of communication for answering customer service-oriented questions, responding proactively to feedback and ensuring continued engagement with Portsmouth Music Hub.
- Developing customer loyalty though social media-based interactions is key to communicating with the wider community and further afield.
- Adopting a reciprocal approach and engaging with other consumers and organisations ensures that Portsmouth Music Hub can nurture and develop effective partnerships and digital relationships, which Prosper and enhance the opportunities for the city's children and young people.
- In the current climate, many of Portsmouth Music Hub's consumers are highly reliant on social media platforms, such as YouTube, Instagram, Twitter, Facebook, Tik Tok and LinkedIn. Therefore, it is essential that Portsmouth Music Hub's brand is active across multiple social media accounts to be as inclusive as possible.

- ## Comparative Statistics

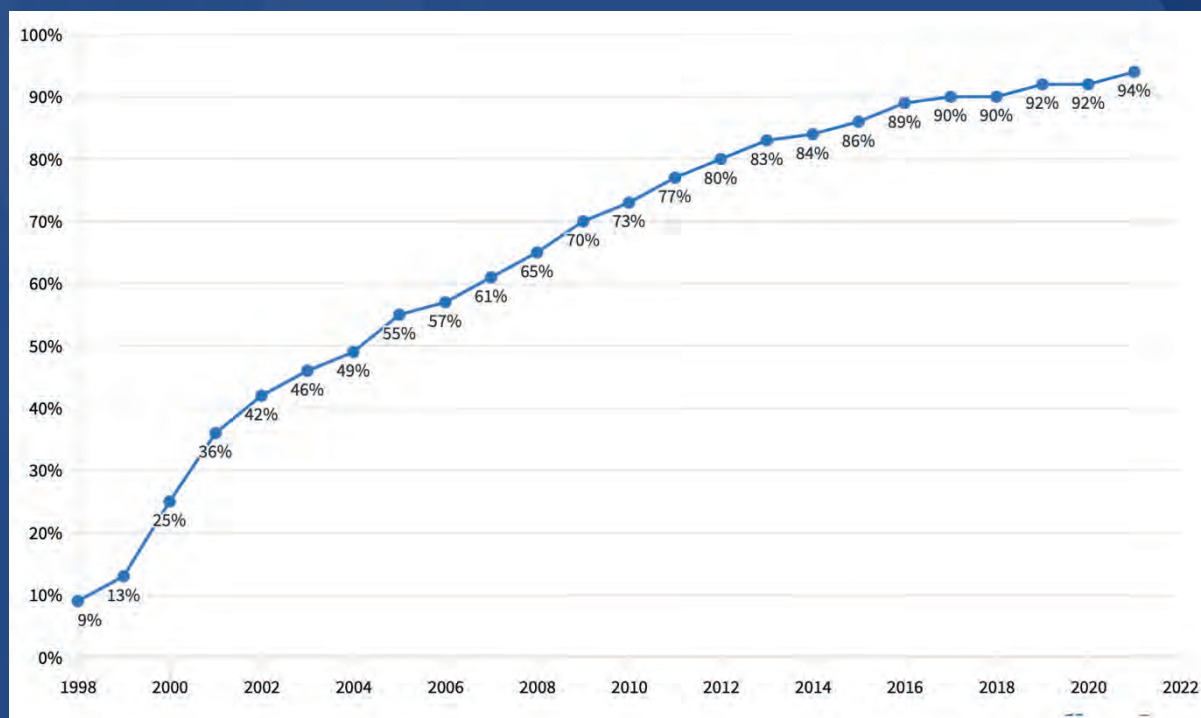### Top five daily smartphone apps by UK adults reach
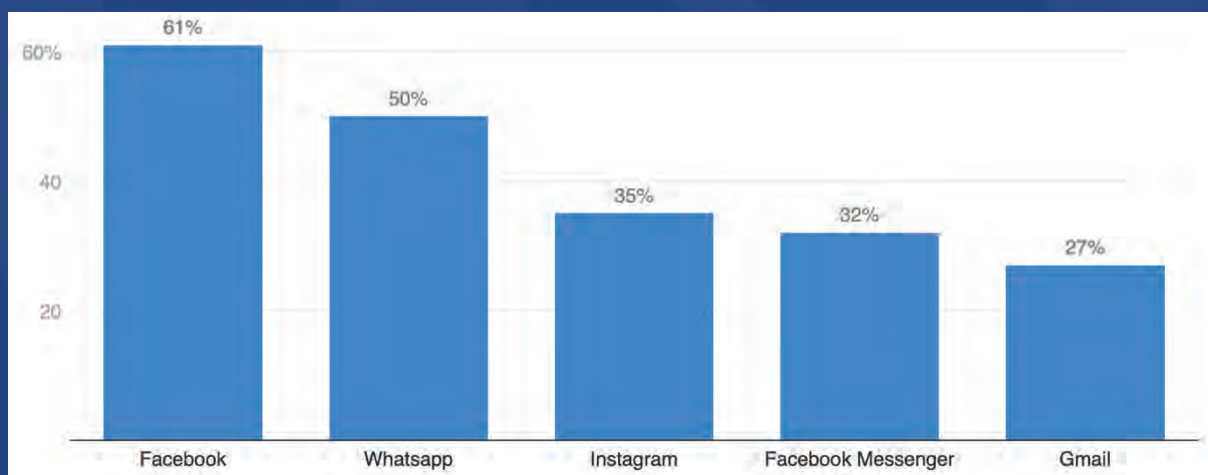
Facebook remains the most popular app in the UK, with 61% (28.3 million) of adults in Britain using the app each day. Followed by WhatsApp, where 50% (23 million) of the UK adult population use the messaging service daily. Instagram (35%),
Facebook Messenger (32%) and Gmail (27%) make up the top 5 most popular mobile applications for adults in the UK.

UK households with access to the internet

The latest figures state that 94% of all UK households have internet access, which means there has been an increase of 14% of UK households who now have access to the internet compared to ten years ago in 2012 (80%).

In Portsmouth, there is very good support for families without home-access to the internet through public libraries and schools.

From analysis conducted by Data Reportal and Finder.com found the following statistics to be true:

https://datareportal.com/reports/digital-2019-global-digital-overview
https://www.finder.com/uk/mobile-internet-statistics

- On average, consumers have about 5 social media accounts
- On average in 2021, Brits spent 3 hours and 59 minutes a day online. With 18 to 24-year-olds spending the most time online at an average of 5 hours and 6 minutes a day. They are followed by 25-34 years olds spending 4 hours 36 minutes online a day, 35 to 44-year-olds (4 hours 32 minutes), and 45 to 54-year-olds spending 3 hours and 51 minutes online. The over 55s spend significantly less time online, with on average they spend 2 hours 58 minutes online each day

Age	Time spent online
18-24 year olds	5 hours 6 minutes
25-34 year olds	4 hours 36 minutes
35-44 year olds	4 hours 32 minutes
45-54 year olds	3 hours 51 minutes
55 and over	2 hours 58 minutes

- Globally, out of the 5.11 billion people who have a phone, 3.26 billion access social media
- People spend about 1/7th of their waking time on social platforms
- 64% of consumers want brands to connect with them on social media, which is an opportunity for Portsmouth Music Hub to engage, interact, inform, and inspire.

2. Branding

Branding plays a pivotal role for Portsmouth Music Hub as it not only leaves a lasting impact on consumers, but also provides customers and clients with a clear understanding of what to anticipate and what can be achieved.

The branding serves as a powerful tool to set Portsmouth Music Hub apart from its competitors, effectively communicating the unique value and proposition that the Hub brings to the table.

Aspects contributing to the development of the brand encompass advertising, customer service, social responsibility, reputation, as well as visually appealing elements. By strategically harnessing these elements, Portsmouth Music Hub establishes a cohesive and compelling brand identity that resonates with its target audience, fostering trust, loyalty, and differentiation in the marketplace.

Aims
- To use a recognisable and well-established brand
- To provide consistency across all media platforms with font and colour palette
- To Build-a brand loyalty with schools, partners, and the local community
- To give children and young people, staff, ensemble members and partners a sense of belonging and identity within the Hub
- To promote a brand that schools can trust

Benefits of Building a Strong Brand

Enhanced Recognition and Reputation:
- A strong brand for Portsmouth Music Hub increases its recognition and reputation within the community.
- The music Hub is regarded as a trusted and reliable source for music education and services, which establishes credibility and attracts more customers and partners.

Increased Community Engagement:
- A strong brand enables Portsmouth Music Hub to engage effectively with the local community. By establishing a clear and compelling brand identity, the Hub can create meaningful connections, foster support, and encourage participation in its programs and initiatives.

Competitive Advantage:
- Building a strong brand provides Portsmouth Music Hub with a competitive edge in the music education industry. A well-known and respected brand will differentiate the Hub from other providers, attracting students, parents, and schools, encouraging them, to choose Portsmouth Music Hub for their musical needs.

Expanded Partnerships and Funding Opportunities:
- A strong brand can open doors to valuable partnerships and funding opportunities - Businesses, educational institutions, and community organisations may be more inclined to collaborate with a reputable brand like Portsmouth Music Hub, leading to mutually beneficial relationships and increased resources.

Increased Student Enrolment:
- A strong brand will help attract more students to Portsmouth Music Hub's music programmes.
- Parents and students will be more confident in choosing the Hub for their music education, knowing that it has a strong brand that signifies quality, expertise, and a positive and inclusive learning environment.

Retention and Loyalty:

- Building a strong brand fosters student and parent loyalty; When students and parents have a positive experience with Portsmouth Music Hub, they are more likely to remain engaged and loyal to the Hub for the long term. - Loyalty contributes to a stable student base and positive social media and word-of-mouth referrals.

Positive Staff Morale and Recruitment:

- A strong brand will boost staff morale and attract top talent.
- Music Hub staff and partners are proud to be associated with a reputable brand like Portsmouth Music Hub as it creates a positive work environment and attracts skilled professionals who are passionate about music education.

Increased Community Support and Sponsorship:

- A strong brand will attract community support and sponsorship opportunities for Portsmouth Music Hub
- Local businesses, organisations and individuals may be more inclined to support and sponsor a well-known and respected brand, providing additional resources and funding for music in the city.

Sustainability:

- Building a strong brand supports the long-term sustainability of Portsmouth Music Hub.
- A strong brand foundation creates a solid reputation and loyal customer base making a lasting impact on the musical landscape of Portsmouth's community.

Future Developments

- Continue to build Portsmouth Music Hub as a recognisable brand, recognising the impending changes to the Hub landscape and the impact on the Hub's branding
- Maintain product quality
- Create a branding document listing colours code, fonts, and logos for consistency across all platforms
- Design selected logos for key events to increase engagement, linked to the core branding

3. Website

One of the key advantages of having a website is its unparalleled accessibility, ensuring that it can be accessed by anyone, anywhere, and at any time.

Regardless of business hours, the website serves as an invaluable resource, offering a wealth of information and digital content round the clock.

Aims

- To provide a direct link to Portsmouth Music Hub's song bank, Song Source
- To provide a place for schools and parents with direct access to information and recourses for upcoming events and musical programmes
- To provide an events calendar linking partners and events city-wide
- To present a gallery of photos, with full parental media consent, from past events for parents and schools to freely access
- To provide information for parents and the community about the latest Hub news, rehearsals, and events
- To provide a means of engaging and recruiting musicians into
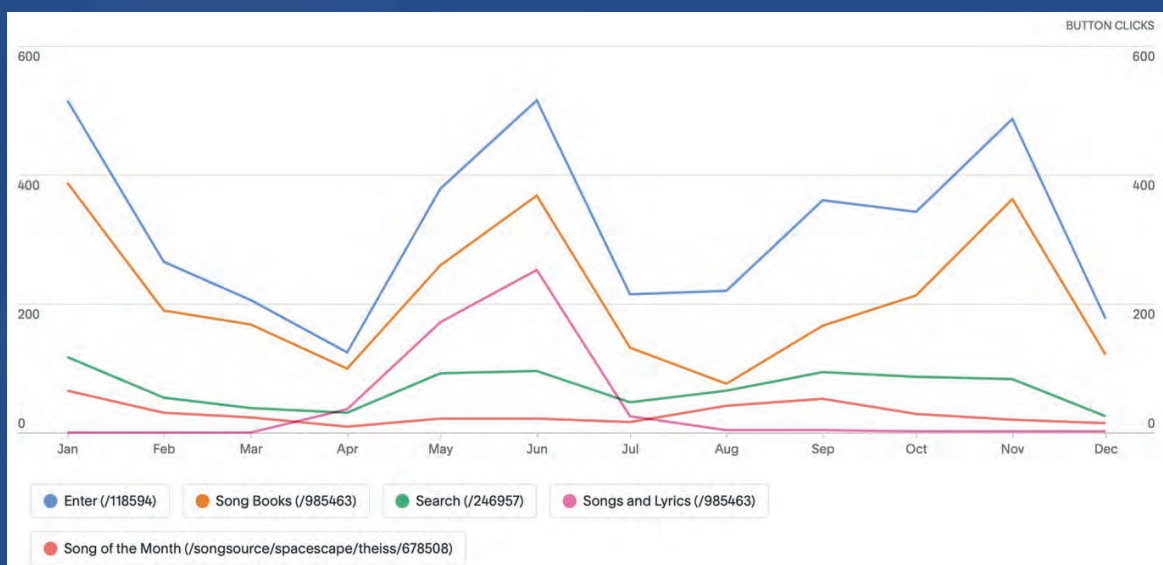- To ensure the site is user friendly and easy to navigate

Portsmouth Music Hub's website has a global reach. In 2022 the global reach was as follows, with the top three countries as follows:

- UK: 14,636 hits (85.6%)
- USA: 746 hits (4.3%)
- Germany: 650 hits (1.16%)

Top Pageviews ?

Jan 1–Dec 31, 2021 • 51% of 67,015 Pageviews +52% yr/yr

PAGEVIEWS

Page	Pageviews
Song Source...	13,796
Welcome	5,984
Song Source Home	5,322
Song Source	4,565
Search	1,650
About our ensembles	1,027
The Tasks of Hercules	927
Twelve Heroic Tasks	853

Last year, the online digital song bank Song Source was the most used resource within the website, with 13,796 hits.

BUTTON CLICKS

- Enter (/118594)
- Song Books (/985463)
- Search (/246957)
- Songs and Lyrics (/985463)
- Song of the Month (/songsource/spacescape/theiss/678508)

This graph shows the 5 top used links on the website across last year, with the most traffic in January, June and November.

Future Developments
- Continue to update the events calendar to provide a point of reference for schools, parents, partners and the community
- Continue to update Song Source as new songs are composed in response to identified needs
- Continue to develop the gallery of photos from events, documenting Portsmouth Music Hub's achievements and increasing engagement from parents and the community

4. Images and Video Content

In today's visually-oriented world, the power of video and images in capturing audience attention cannot be overstated. These dynamic forms of media possess an innate ability to captivate viewers and convey messages in ways that written words alone often struggle to achieve. As the saying goes, "a picture is worth a thousand words," and in many instances, this rings true.

The accessibility and versatility of modern technology have revolutionised the production, editing, and sharing of visual content.

By leveraging the power of visuals, Portsmouth Music Hub can create engaging content that cuts through the noise, captures attention, and leaves a lasting impact on their audience. Whether it is in marketing campaigns, educational materials, or social media posts, the strategic use of video and images can enhance the Hub's Hub communication, foster deeper connections and ultimately drive the desired outcomes. In an increasingly fast-paced and visually-driven world, understanding and harnessing the power of visuals is crucial for effectively engaging and resonating with audiences.

As Fred R. Barnard says, "*A picture is worth a thousand words*"

Facebook post analytics comparing posts containing images and videos (left) and posts containing just text and links (right).

Facebook analytics reveal compelling insights about the impact of incorporating images and videos into posts, showcasing their ability to captivate and resonate with a larger audience. Not only do posts enriched with visual content garner a significantly higher level of engagement and reactions, but they also possess a unique power to stimulate followers to share the content further, effectively amplifying the reach and visibility of Portsmouth Music Hub.

By leveraging the captivating nature of images and videos, Portsmouth Music Hub can harness the inherent storytelling capabilities of visual media to leave a lasting impression on its audience. Whether it is a captivating performance snippet, a behind-the-scenes glimpse into rehearsals, or a visually stunning representation of the Hub's initiatives, integrating visual elements into Facebook posts creates an immersive and engaging experience for followers.

The act of sharing posts featuring compelling visual content creates a ripple effect, extending the reach of Portsmouth Music Hub's message far beyond its immediate follower base. As followers share these visually captivating posts, they introduce the Hub's mission and offerings to their own networks, effectively raising awareness and generating valuable word-of-mouth promotion.

5. Social Media
5.1 YouTube

YouTube, as the second-largest platform globally, serves as a prime destination for users seeking daily information, aided by the advantage that YouTube videos also surface in search results on both YouTube itself and the dominant search engine, Google.

By leveraging this platform, Portsmouth Music Hub gains the ability to share and embed its videos onto websites, providing schools and parents with a secure and dependable space to access Portsmouth Music Hub's diverse digital content. From captivating live performances to practical Song Source karaoke and action videos, YouTube presents a reliable and accessible platform for showcasing Portsmouth Music Hub's artistic endeavours.

Benefits
- Free of cost service
- User friendly
- Potential source to earn revenue
- Possibility for connecting with a wide audience
- Easy way to share information
- Accessible by students for educational videos
- Flexibility for sharing resources on other platforms
- Post scheduling

Disadvantages
- To access earning potential
- Platform can be misused for trolling
- Everything is public (unless a private link is shared)
- Any advertiser can put an advert on content

Aims
- To reach 1000 subscribers and 4000 public watch hours to enable monetisation on video content
- To provide a platform to upload and share CPD sessions
- To archive past Hub events
- To provide a platform to share performances and live shows with schools and parents
- A provide a platform to upload videos to promote forthcoming events
- To showcase the musical talent of Portsmouth's children and young people
- To reach a broader audience outside of the Portsmouth area with diverse and engaging content

63.4% of Portsmouth Music Hub's YouTube subscribers identify as female and the remaining 36.6% identify as Male.

Viewer gender	Views	Average view duration	Average percentage viewed	Watch time (hours)
Female	63.4%	1:32	35.1%	66.3%
Male	36.6%	1:20	32.3%	33.7%
User specified	—	—	—	—

38.5% of Portsmouth Music Hub's subscribers are between the age of 35 – 44 years and 30.1% of subscribers are between the age of 25 – 34.

Viewer age ↓ ⚠		Views ⚠	Average view duration ⚠	Average per-centage viewed ⚠	Watch time (hours) ⚠
☐	13–17 years	1.9%	1:02	35.1%	1.3%
☐	18–24 years	13.0%	1:05	34.2%	9.2%
☐	25–34 years	30.1%	1:26	34.1%	28.0%
☐	35–44 years	38.5%	1:48	37.2%	44.8%
☐	45–54 years	11.7%	1:37	37.9%	12.3%
☐	55–64 years	3.4%	1:18	33.0%	2.9%
☐	65+ years	1.4%	1:46	58.6%	1.6%
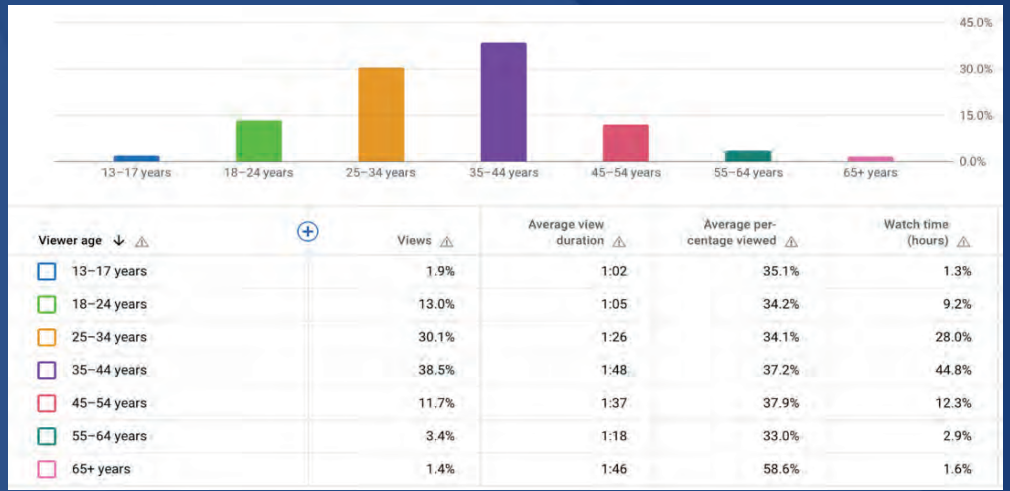
Traffic source ⚠		Views ↓ ⚠		Watch time (hours) ⚠		Average view duration ⚠		Impressions ⚠
☐	Total	286,759		8,375.5		1:45		1,611,613
☐	YouTube search	117,542	41.0%	3,115.4	37.2%	1:35		1,063,069
☐	External	81,778	28.5%	2,584.0	30.9%	1:53		–
☐	Suggested videos	24,136	8.4%	562.9	6.7%	1:24		192,574
☐	Direct or unknown	22,540	7.9%	1,010.5	12.1%	2:46		–
☐	Channel pages	11,681	4.1%	264.4	3.2%	1:22		198,180
☐	Browse features	11,023	3.8%	333.7	4.0%	1:49		84,591
☐	Other YouTube features	7,217	2.5%	239.3	2.9%	2:00		–
☐	Playlists	6,250	2.2%	162.5	1.9%	1:33		48,982
☐	Playlist page	2,387	0.8%	61.7	0.7%	1:33		24,217
☐	Unknown – embedded player	1,499	0.5%	28.2	0.3%	1:40		–
☐	Notifications	371	0.1%	8.8	0.1%	1:25		–
☐	Google search	157	0.1%	0.6	0.0%	1:04		–
☐	External app	110	0.0%	2.4	0.0%	1:19		–
☐	Video cards and annotations	34	0.0%	0.3	0.0%	0:30		–
☐	End screens	19	0.0%	0.3	0.0%	0:59		–
☐	Shorts feed	15	0.0%	0.1	0.0%	0:15		–

41% of Portsmouth Music Hub's video content is found via YouTube's search engine, whereas 28.5% is viewed through an external social media link. This includes Facebook, Twitter, and Portsmouth Music Hub's website.

Portsmouth Music Hub's most viewed videos as of the end of 2022

Content		Views ↓ ⚠		Watch time (hours) ⚠		Subscribers ⚠		Impressions ⚠
☐	Total	286,759		8,375.4		887		1,611,613
☐	Children in Need 2022	68,964	24.1%	1,882.4	22.5%	114	12.9%	435,937
☐	Clean Air Day Song	28,954	10.1%	604.1	7.2%	90	10.2%	137,720
☐	BBC Music Day 2018 - One World M...	16,323	5.7%	558.5	6.7%	41	4.6%	106,046
☐	Fairtrade Chocolate	11,051	3.9%	359.0	4.3%	25	2.8%	58,584
☐	Hub musicians marching with the B...	10,809	3.8%	271.2	3.2%	11	1.2%	53,758
☐	The Bee Song - World Bee Day	9,151	3.2%	155.0	1.9%	10	1.1%	30,595
☐	This Is Your Jubilee 2022	4,732	1.7%	92.5	1.1%	12	1.4%	23,266
☐	Sign2Sing - 'Friends Forever' - Ports...	3,858	1.4%	107.3	1.3%	7	0.8%	20,013
☐	D-Day 75 song - 6 June 1944	3,812	1.3%	64.1	0.8%	4	0.5%	7,720
☐	Put It In A Bin	3,433	1.2%	62.5	0.8%	8	0.9%	13,715
☐	The Twelve Tasks of Hercules	3,000	1.1%	313.8	3.8%	31	3.5%	14,892
☐	Mannequin Challenge at Isambard B...	2,927	1.0%	37.9	0.5%	5	0.6%	20,996
☐	What The Dickens! the Musical - A C...	2,891	1.0%	256.3	3.1%	17	1.9%	37,932
☐	When Life Gives You Lemons	2,451	0.9%	36.6	0.4%	6	0.7%	9,999
☐	Meon Junior School's Beware of Lur...	2,439	0.9%	20.5	0.2%	5	0.6%	9,727
☐	Special Christmas 2019 - Noisy Nati...	2,200	0.8%	25.7	0.3%	4	0.5%	18,433
☐	Pollution Revolution Lyric Video	1,937	0.7%	41.0	0.5%	9	1.0%	7,540
☐	Portsmouth Music Hub	1,911	0.7%	19.2	0.2%	9	1.0%	13,600
☐	Starshine! - An Inclusive Christmas ...	1,769	0.6%	176.5	2.1%	11	1.2%	8,968
☐	One World Poetry Winner - 'Deforest...	1,721	0.6%	22.5	0.3%	5	0.6%	7,980

Crafting a compelling YouTube description holds immense potential in piquing the interest of Portsmouth Music Hub's audience and yielding valuable outcomes such as extended watch times, increased view counts, and garnering new subscribers. Furthermore, a well-optimised YouTube description plays a crucial role in enhancing Portsmouth Music Hub's presence in YouTube's search results, as it aids the platform's algorithm in comprehending and recommending Portsmouth Music Hub's content to a wider audience. This impact is clearly evident when comparing the most viewed and least viewed videos, where the strength of the description becomes apparent in influencing user engagement and overall YouTube statistics.

Future Developments

- To reach monetisation on Portsmouth Music Hub's video content by increasing engagement through social media
- Continue to create entertaining content through showcasing the musical talents of children and young people in Portsmouth
- Continue to use YouTube as a way of archiving Portsmouth Music Hub's events
- Ensure that all suitable video content is set to 'Made for Kids' to prevent inappropriate comments
- Ensure every video is correctly tagged and has a focussed video description to increase engagement
- Ensure every video has a description containing links to Portsmouth Music Hub's other social media accounts and links to other organisations that are related to the video
- Review Portsmouth Music Hub's channel analytics each week to evaluate what is trending and plan accordingly
- Create and design a new banner for the front page
- Create a new welcome video highlighting what Portsmouth Music Hub has to offer children and young people and the city of Portsmouth
- Create highlighted video content on Portsmouth Music Hub's homepage
- Experiment with YouTube Live with Portsmouth Music Hub's live showcases and events
- Ensure every video has an eye-catching thumbnail

5.2 Twitter

Twitter, with its text-focused nature, provides a platform where concise communication is key, as posts are limited to a maximum of 280 characters. This limitation fosters precision and encourages users to deliver succinct messages. Video length is typically restricted to 2 minutes 20 seconds and users with special permissions can post videos up to 10 minutes long and linked videos to play seamlessly within the app.

Twitter supports the inclusion of alt-text for images, promoting accessibility. Notably, unlike Instagram, Twitter permits anyone to post clickable links, providing a valuable avenue for Portsmouth Music Hub to share external content.

One of the primary advantages of utilising Twitter is its ability to facilitate rapid information sharing and spark meaningful conversations with target audiences. By leveraging this platform, the Music Hub can promptly disseminate updates, news, and engaging content, fostering engagement and connection with its intended audience. Moreover, when audiences find value in the tweets and content, they are more likely to share it with their own followers, amplifying the Hub's brand awareness and extending the reach of the content.

It is crucial to stay informed about the latest real-time trends on Twitter and engage in social listening to gain insights into audience interests and preferences.

It is important to note that Twitter also has a reputation for fostering trolling and can be a platform where negative discourse occurs. While it presents opportunities for brand building and engagement, it is essential to monitor and manage interactions carefully, ensuring a safe and positive environment for all participants.

Benefits
- Direct engagement with audience
- Rapid information sharing
- Free to use
- Mechanism to promote events and performances
- Means of showcasing student achievements
- Networking and collaborative opportunities
- Real-time feedback and insights
- User friendly
- A means of staying informed about industry trends
- Community building
- Able to schedule tweets

Disadvantages
- 280 character limit on tweets
- Time sensitive – tweets can be easily missed
- 2 minutes 20 seconds limit on video posts
- Reputation for trolling
- Noise and information overload
- Difficulty in building meaningful connections
- Potential for misinterpretation
- Time and resource demands
- Analytics only show the past 91 days
- Short lifespan of tweets
- Platform dependency

Aims
- To connect with users by following and sharing tweets
- To raise awareness of PMH
- To build a following
- To stay in touch with Portsmouth community by using hashtags
- To discover content inspiration
- To promote forthcoming events

Portsmouth Music Hub

@portsmouthmusic

The multi-award winning Portsmouth Music Hub is a dynamic network of partners committed to providing high quality music education for young people in Portsmouth

⊙ Portsmouth   ⊘ portsmouthmusichub.org   🗓 Joined November 2009

1,386 Following   **3,181** Followers

Future Developments

- Continue to connect with other users and organisations through retweeting and subscribing
- Continue to follow trends and tweet content in conjunction with national holidays
- Continue to tag other users and use hashtags in tweets thus growing brand awareness
- Continue to promote up and coming events using eye catching imagery and graphics
- Design a new banner
- Create a document listing all schools' and Hub partners' twitter handles

5.3 Facebook

Facebook is an invaluable platform for businesses, providing. free and user-friendly access to a wide array of features. With the ability to post text, images, videos, and even livestreams, Facebook empowers Portsmouth Music Hub to express itself in diverse and engaging ways. And offers substantial flexibility for sharing multimedia content.

The Facebook page presents a cost-effective means of gaining exposure, benefiting from Facebooks' staggering user base of over 2.9 billion individuals. Through the platform's targeted advertising capabilities, Portsmouth Music Hub can strategically boost posts, ensuring their content reaches specific audiences based on factors such as geographic location, age, and interests. providing unparalleled reach and the opportunity to connect with precisely the right audience.

Furthermore, Facebook's integration with Instagram offers added convenience, saving time and energy for content publishers. By linking Instagram and Facebook accounts, Portsmouth Music Hub can effortlessly share content across both platforms, enhancing visibility and engaging with a broader audience.

Overall, Facebook's combination of user-friendly features, extensive reach, targeted advertising options, and seamless integration with Instagram renders it an indispensable tool for the Hub. Harnessing the power of Facebook allows the Hub to maximise its potential exposure, connect with the right audience, and streamline content publishing processes.

Benefits

- Extensive user base
- Cost-effective exposure
- User friendly
- Engaging multimedia content
- Community building
- Insights and analytics
- Partnerships and collaborations
- Ability to schedule posts
- Integration with Instagram
- Posts can be easily shared
- Support and engagement tools

Disadvantages

- Time investment
- Increasing competition
- Rapid responses expected
- Potential for followers to leave negative feedback
- Reduction of image resolution
- Limited control over platform changes
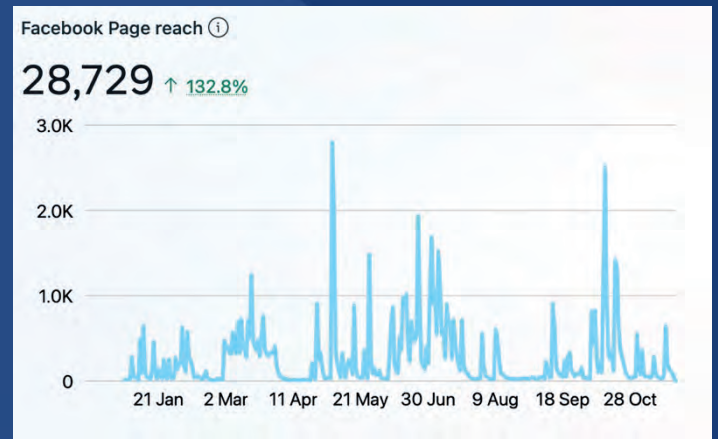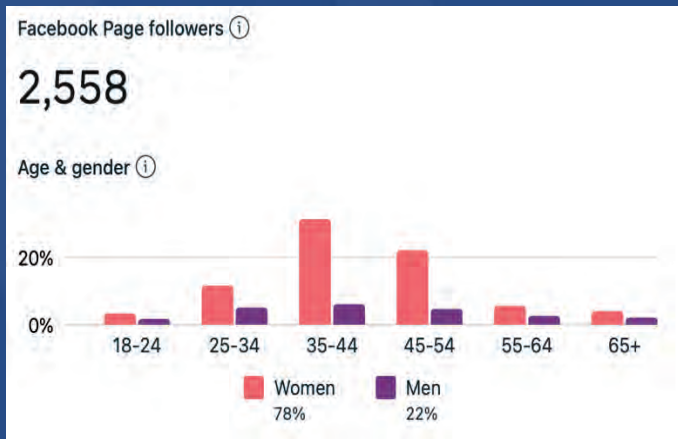- Ad costs and budgeting

Aims

- To promote Portsmouth Music Hub through posts of digital content
- Encourage more young musicians to join ensembles groups
- To build a wider following
- To Discover and share inspiring music related content
- To share the musical talent and achievements of children and young people in Portsmouth
- To promote forthcoming events and opportunities
- To advertise job vacancies
- To bring traffic to Portsmouth Music Hub's website and other social media accounts
- To highlight the free digital resources Portsmouth Music Hub has to offer

Portsmouth Music Hub's Facebook page has 2,558 followers with 78% of them identifying as female and 22% identifying as male with a majority of followers between the ages of 35 – 44.

So far this year (2022), Portsmouth Music Hub has reached 28,729 users, that is a 132.8% increase from the previous year.
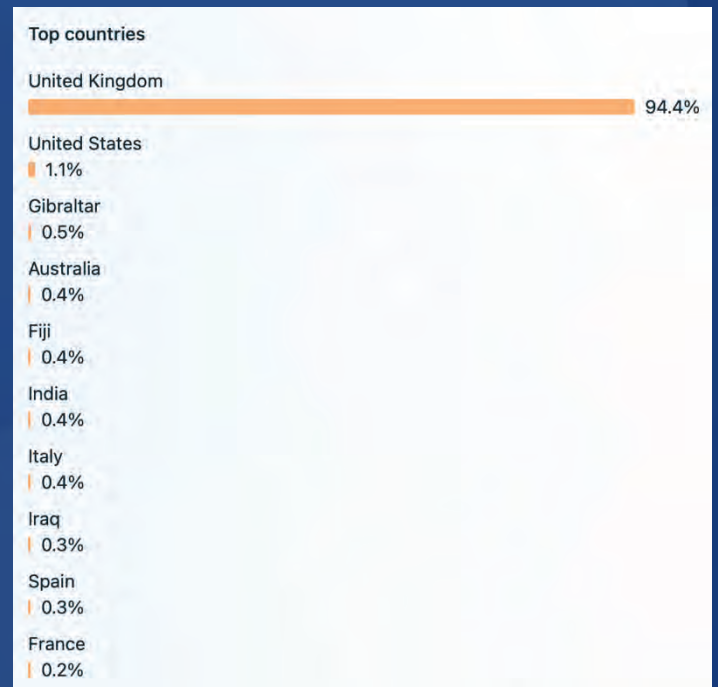
94.4% of followers are from the United Kingdom with 9 of the top 10 percent being from the surrounding Portsmouth area.

Future Developments

- To continue to connect with other users and organisations through reposting and subscribing
- To place a monthly post promoting Portsmouth Music Hub's ensembles
- To continue to promote forthcoming events using eye-catching imagery and graphics
- To continue to build traffic towards Portsmouth Music Hub's website through gallery and Song Source links
- To continue to tag Portsmouth schools in posts to bring awareness of PMH's social media presence
- To continue to promote Portsmouth Music Hub's free online digital song bank 'Song Source' through national holidays that correspond with one of the Hub's songs
- To create a document listing all schools' and Hub partners' Facebook handles

5.4 LinkedIn

In response to evolving consultation and developmental requirements, Portsmouth Music Hub has just taken the initiative to establish a prominent presence on LinkedIn.
As the largest business-oriented networking website, LinkedIn caters specifically to professionals, making it an ideal platform for the hub to connect with relevant stakeholders.

By leveraging LinkedIn, Portsmouth Music Hub can craft a compelling online personal brand, enabling key decision-makers and recruiters to easily discover and engage with its profile. This heightened visibility opens doors to targeted networking opportunities, allowing the Hub to connect with individuals within its network who hold positions in organisations that align with its aspirations and objectives.

Moreover, LinkedIn's professional focus provides a unique platform for showcasing the expertise and accomplishments of Portsmouth Music Hub's team members. By highlighting their skills, experience, and achievements, the Hub can position itself as a reputable authority within the music education industry, forging valuable connections and partnerships.

Furthermore, LinkedIn offers a myriad of features that support professional growth and development. From industry-specific groups and discussions to informative articles and thought leadership content, the platform empowers Portsmouth Music Hub to stay abreast of industry trends, exchange insights with peers, and access valuable resources that contribute to continuous improvement and innovation.

By embracing LinkedIn, Portsmouth Music Hub can seize the opportunity to engage with a professional community, establish its credibility, and foster connections that can lead to meaningful collaborations, partnerships, and future opportunities for growth and success.

Benefits
- Reach a wide audience
- Free to use
- User-friendly
- Enhances visibility
- Professional environment
- Learn new skills and find jobs
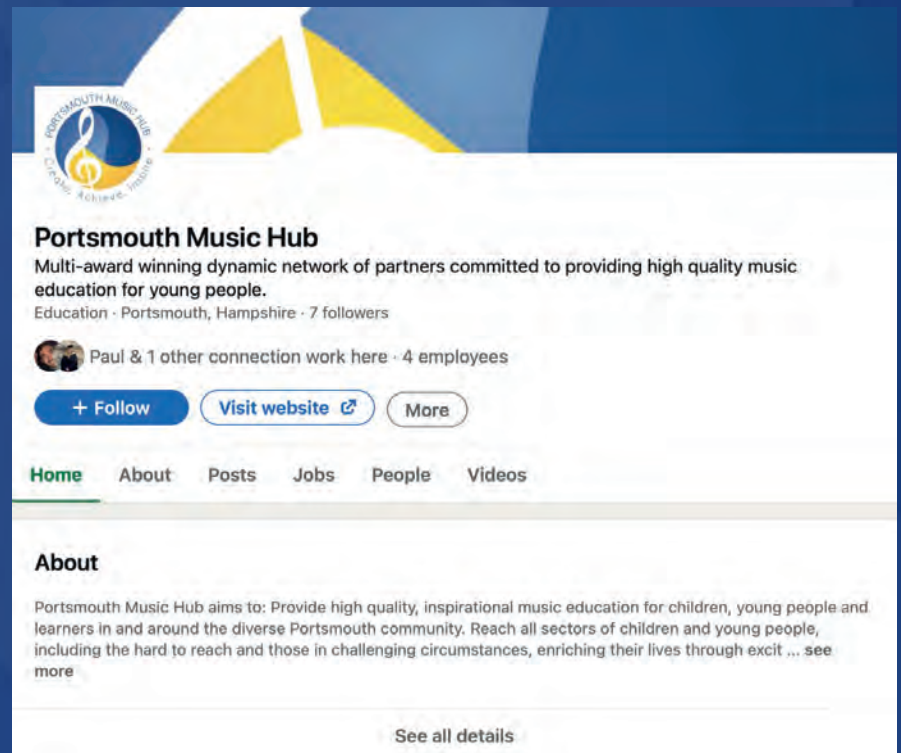- Link with common industry professionals

Aims
- To enhance networking potential
- To advertise job vacancies
- To build Portsmouth Music Hub's brand
- To attain higher rankings on other search engines
- To connect with other organisations/partners in Portsmouth and beyond

Future Developments
- To build a larger following by connecting with other organisations
- To advertise and promote job vacancies
- To promote forthcoming Portsmouth Music Hub events

Disadvantages
- Limited compared to other social platforms
- Difficult to get your messages noticed

Portsmouth Music Hub
Multi-award winning dynamic network of partners committed to providing high quality music education for young people.
Education · Portsmouth, Hampshire · 7 followers

Paul & 1 other connection work here · 4 employees

[+ Follow] [Visit website ⧉] [More]

Home   About   Posts   Jobs   People   Videos

About

Portsmouth Music Hub aims to: Provide high quality, inspirational music education for children, young people and learners in and around the diverse Portsmouth community. Reach all sectors of children and young people, including the hard to reach and those in challenging circumstances, enriching their lives through excit ... see more

See all details

5.5. Instagram

Portsmouth Music Hub uses Instagram as it is renowned as one of the leading mobile photo and video sharing applications. Its intuitive interface allows for seamless media uploads that can be enhanced with filters and categorised through the use of hashtags and geographical tagging. Additionally, Instagram supports live streaming, enabling real-time engagement with followers, which is a strategic means of increasing the Hub's networking potential and communication with users.

Instagram provides ample space for creativity and expression, allowing up to 220 characters, including spaces. The platform also offers an auto-captioning feature for videos, enhancing accessibility for individuals with hearing impairments. Furthermore, the option to overlay text on top of posts enables Portsmouth Music Hub to convey additional information or messages effectively.

Incorporating a comment section beneath each post on the main feed opens doors for valuable interactions, fostering conversations, addressing questions, and tagging relevant individuals to bring their attention to specific posts. This feature creates opportunities for feedback and engagement, further enhancing the Hub's relationship with its audience.

Additionally, Instagram's Stories feature boasts interactive elements such as Q&A functions, polls, and sliding votes, enabling Portsmouth Music Hub to actively involve its followers in various activities and gather valuable insights.

By leveraging Instagram's analytics, users gain valuable insights into peak viewing times for their content. This knowledge allows Portsmouth Music Hub to strategically schedule its posts, maximising visibility and increasing the likelihood of reaching a larger audience. Understanding these patterns enables the Hub to tailor its content distribution strategy for optimal impact.

Instagram's dynamic features and analytics empower Portsmouth Music Hub to showcase its visual content, engage with followers, and gather valuable feedback. By harnessing the platform's capabilities effectively, the Hub can elevate its online presence, expand its reach, and foster meaningful connections within the music education community.
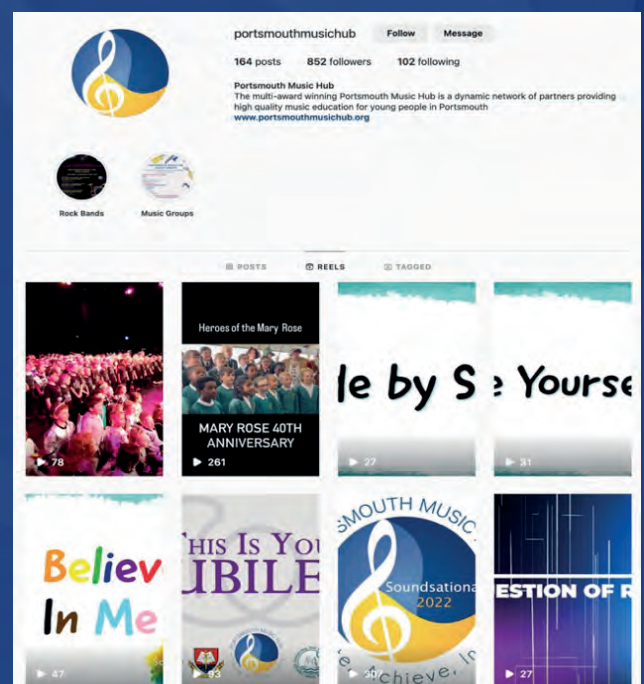
Benefits
- Reach a wide audience
- Free to use
- User friendly
- Able to schedule posts to go out
- Able to link with Instagram
- Posts can be easily shared

Disadvantages
- Running an Instagram page requires time
- It is difficult to engage with users who don't like or comment
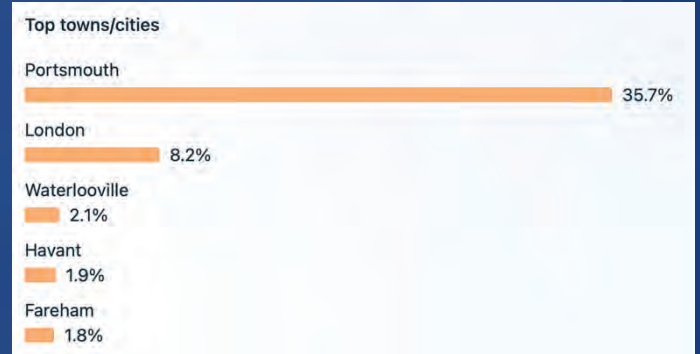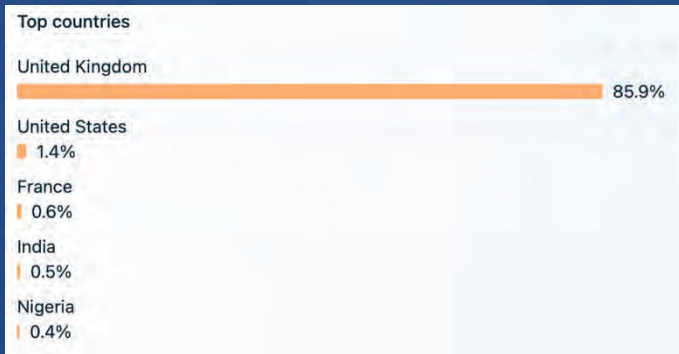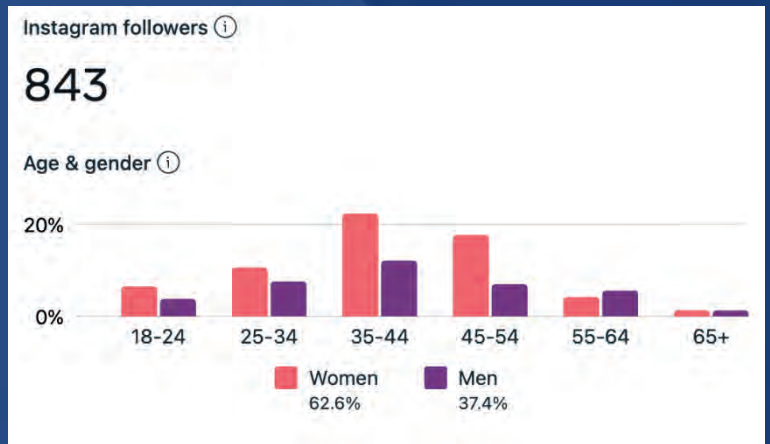- The algorithm can make it a challenge to get posts seen

Aims
- To increase networking
- To create stories using live images and videos from Portsmouth Music Hub events
- To create eye-catching videos and photos
- To raise awareness of Portsmouth Music Hub
- To discover content inspiration
- To livestream video
- To use hashtags to increase visibility
- To link followers back to Portsmouth Music Hub's website

Instagram followers ⓘ

843

Age & gender ⓘ

Women 62.6% Men 37.4%

A higher percentage of 18 — 24 year-olds follow Portsmouth Music Hub on Instagram than on Facebook and Twitter.

Top countries

United Kingdom — 85.9%
United States — 1.4%
France — 0.6%
India — 0.5%
Nigeria — 0.4%

Top towns/cities

Portsmouth — 35.7%
London — 8.2%
Waterlooville — 2.1%
Havant — 1.9%
Fareham — 1.8%

A large majority of Portsmouth Music Hub's followers are from the UK with 35.7% being from Portsmouth.

Instagram reach ⓘ

1,652 ↑ 94.4%

The peak in March was due to Portsmouth Music Hub's annual secondary schools' event Soundsational.

Future Developments
- To post consistently
- To interact with other accounts
- To more actively seek feedback
- To create a signature style on
- Portsmouth Music Hub's Instagram grid
- To use hashtags strategically
- To post behind-the-scenes videos and photos from events
- To engage in more Instagram takeovers
- To create a document listing all schools' and Hub partners' Instagram handles

5.6. TikTok

Since its release in 2016, TikTok has rapidly emerged as a favoured social media platform, captivating the attention of millions worldwide. This innovative mobile app empowers users to create captivating short videos, whether by recording their own voice or utilising the front-facing camera. With a staggering presence in 154 countries and a staggering user base exceeding 1 billion active users, TikTok has revolutionised the way people share and consume content.

TikTok enables the Hub to craft videos or stories that can reach a vast audience within mere seconds. This unprecedented speed of dissemination has created a dynamic and interactive environment, where users can share their creativity and connect with thousands of viewers instantaneously. Among its notable features, TikTok's "duet" function stands out as a creative tool, enabling users to collaborate with other content creators by overlaying their own video alongside someone else's. This innovative feature allows for engaging reactions and responses, fostering a sense of community and collaboration among users.

Recognising the immense reach and influence of TikTok, PMH has embraced the platform as part of its digital strategy. With a commitment to inclusivity and expanding its digital output, aims to actively cultivate an engaging TikTok presence. By harnessing the power of this dynamic platform, the Hub can connect with a diverse and vibrant community, share musical achievements, and forge meaningful connections with a new generation of music enthusiasts. Through strategic engagement and creative storytelling, Portsmouth Music Hub is poised to amplify its mission and make a lasting impact on TikTok's global stage.

Benefits
- Reach a wide audience
- Free to use
- Enhances visibility
- Massive commercial music library
- Analytics
- Grow brand awareness
- Educate target audience
- Increase traffic to the Hub's website
- Engage with a younger audience
- Caption length limit of 2200 characters

Disadvantages
- Content format limitations
- Video format is different to other social media platforms
- Limitations when posting on a desktop
- Cannot create images or text posts

Aims
- To increase networking potential
- To enhance brand identity
- To increase brand awareness
- To reach a younger demographic
- To create eye-catching and inclusive content

Future Developments
- To create content using songs from Portsmouth Music Hub's song bank
- To use analytics discover what is trending
- To monitor analytics to understand what is working and what is not, in terms of video content
- To Use hashtags to engage with a wider audience
- To encourage children and young people to create content for Portsmouth Music Hub's TikTok account at events
- To invest in CPD to increase knowledge and application of TikTok
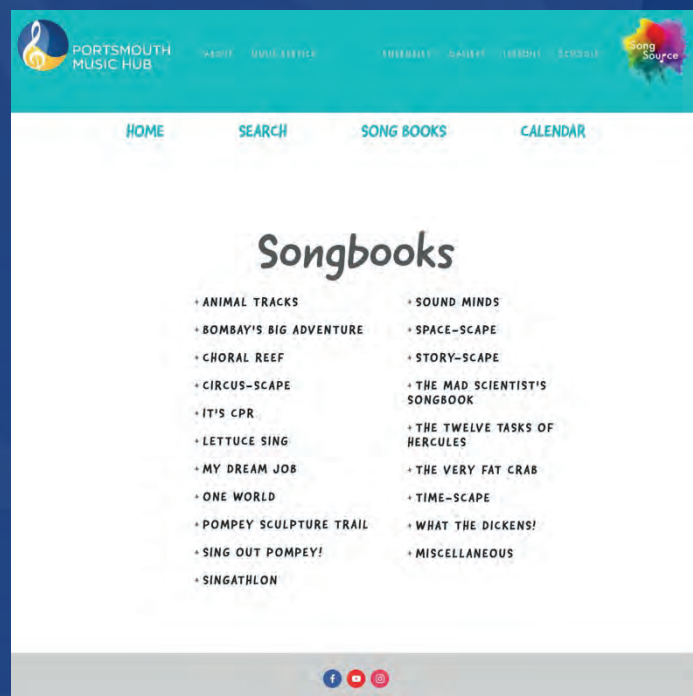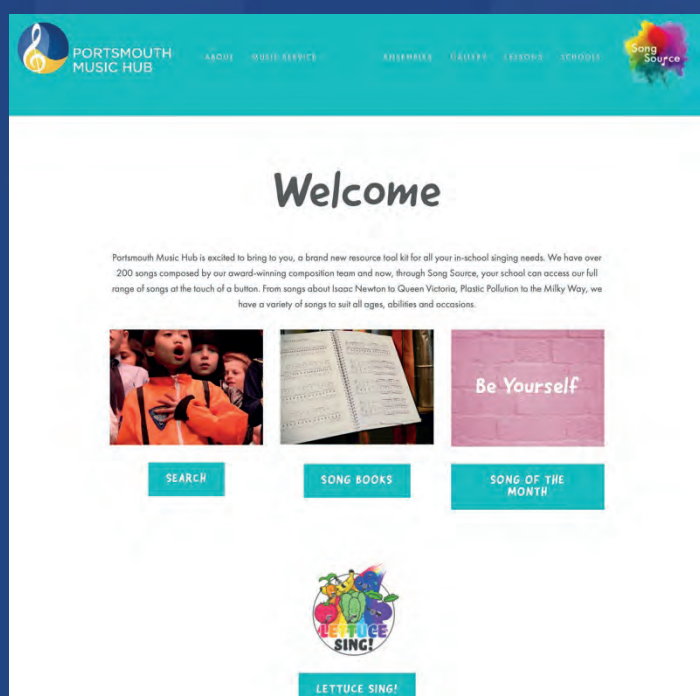
6. Song Source

Song Source, Portsmouth Music Hub 's exceptional online digital song bank, offers an extensive collection of over 250 songs, meticulously crafted and composed to enhance learning and promote awareness of vital social, environmental, and mental health issues as well as enhancing learning across and beyond the curriculum It serves as a versatile resource, catering to various educational settings such as classrooms, concerts, assemblies, and choirs.

Since its momentous launch in 2020 on the first day of lockdown, Song Source has garnered immense praise and proven to be an invaluable asset for everyone wishing to sing. To date, Song Source has been accessed by over half the countries in the world. The platform has become a key driver of views and traffic to the Hub's website, attracting users who seek access to an array of essential resources. From backing and vocal tracks to meticulously crafted lyrics, scores, and engaging karaoke videos, Song Source delivers a comprehensive and enriching experience for all users.

The resounding feedback received from users unequivocally highlights the user-friendly nature of Song Source. Its intuitive design and simplicity have made it a breeze for individuals to navigate and utilise the platform seamlessly. No specific training or technical expertise is required to harness the full potential of Song Source, empowering users to incorporate these valuable resources effortlessly into their teaching, rehearsing and performing.

With its vast array of curated songs, easy accessibility, inclusive nature and positive user experiences, Song Source has undoubtedly established itself as a go-to destination for educators, performers, and music enthusiasts seeking an exceptional collection of songs that not only entertain but also educate and inspire.

As Portsmouth Music Hub continues to expand its offerings and amplify its impact, Song Source stands as a shining testament to the Hub's commitment to providing innovative, inclusive e and accessible resources for music education and fostering a deeper understanding of important social issues.

- To provide free access to a song bank for all schools and CYP
- To provide free access to lyrics, score, backing tracks, performance tracks and karaoke videos
- To showcasing the musical talents of Portsmouth Music Hub's composition team
- To compose songs for key occasions
- To increase awareness of Portsmouth Music Hub To archive Portsmouth Music Hub's songs in one place

Future Developments

- To create a CPD resource on how to navigate Song Source, identifying the benefits of using it
- To promote Song Source more wildly with Portsmouth schools
- To carry out a quality control check of the resource ensuring all links are correct
- To continue to create new pages as and when new songs are composed
- To continue to update the song of the month at the beginning of each month
- To improve the search function by adding more key words for each song
- To develop the concept of action videos

7. Conclusion

Through a strategic approach to social media content creation, which prioritises incorporating visually appealing images and videos, Portsmouth Music Hub can harness social media's the full potential. By understanding the preferences and behaviours of its audience, Portsmouth Music Hub can tailor its content to maximise impact and cultivate a thriving community of engaged followers who champion and actively contribute to the growth of Portsmouth Music Hub.