Sne

* Is releasing an album in September so we need to create content to hype it up.
  + What is happening in the digital space? What is working?
    - Videos? What kinds? What are people doing? How long are the videos that people are watching?
    - Pictures. Instagram?
    - Which platforms should we use?
    - What would be the best way to get the message out there?
    - What kinds of conversations should we be having online?
  + Armand will draft a timeline so that we know what’s happening and when
  + We will start posting content from the 1st of August