

Influencer Account Analysis

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1.

If I was going to try to curate social media success, I would try to build a platform based on music. Basing my account on uploading guitar and piano covers, as well as some gear review videos. If I were to do this I would most likely choose to upload mainly on YouTube and possibly post some content on other platforms like TikTok. The aesthetic of my channel would be kind of relaxed and chill with a sort of vintage vibe. I'd try to make money off of paid reviews of music gear and "AdSense". I'd also probably upload some original music to Spotify and other streaming platforms and try to generate some alternate revenue. To start this kind of career I think I'd just need enough confidence to put myself out there as a creator and be proud in the content I make. The things I think are necessary to create this type of content ranges from an instrument and a phone to an entire studio of gear and people to help you.

2.

The influencer I chose is @kennybeats a 29 year old music producer who graduated from Berklee College of Music. He posts a lot of pictures of him in his studio normally with other artists he's collaborating with. He also posts his brand "Don't Over Think Shit", where he highlights a series he does on YouTube called "The Cave" where famous artists come in and he creates a beat for them to freestyle or sing over. His profile is a wonderful

combination of relaxed pictures of him and his colleagues and links to music and videos he had a part in making. He gets a very positive response from community because he comes across as a very warm nice guy. Some examples of comments he receives on his posts are “Salute bro, dope productions” and “Wow I’ve clearly been missing out”. He relates to his audience by sharing tools and tips of how he does what he does, as well as pretending like he struggles with things even though it’s fairly visible that he’s extremely gifted at what he does.

3.

For my traditional celebrity I chose @willsmith, the superstar actor, rapper, comedian and influencer. His profile was immediately more visually appealing and seems a little more engineered. He posts things and creators that he supports and a bunch of flattering pictures of himself. Another aspect that is very visible is the presence of his family on his page. Just like the account I previously review Will Smith is a generally admired person who doesn’t seem to attract a lot of hate. He receives comments like “She is a very nice and beautiful mother” on a picture he posted of his Mother for her birthday and “This is beautiful, and you have a beautiful smile” on a video he posted messing around rapping. He relates to his users by speaking about his life experiences and his past coming up in Philadelphia as his life nowadays is far from normal.