

The background features a vertical gradient from deep red at the top to dark blue at the bottom. Overlaid on this are several faint, white, circular and semi-circular patterns. Some of these patterns include tick marks and numbers, resembling a circular scale or a clock face. The numbers visible include 40, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, and 260. There are also dashed lines and arrows pointing in various directions, creating a sense of motion and complexity.

TAYLOR SWIFT SOCIAL MEDIA AUDIT

BY: ANDREA TRIGG

SOCIAL MEDIA CHANNELS: INSTAGRAM

- Basics
 - Web link: <https://www.instagram.com/taylorswift/>
 - 127,816,698 followers
 - 432 posts
 - Verified
- Content
 - Frequency
 - Posts 1-2 times a week
 - Exception is Feb 27th, where she posted 5 times thanking various cast and crew and announcing the release of her music video
 - Style
 - Posts are generally advertisements/announcements for upcoming [videos](#), [documentaries](#) and albums
 - Also tends to thank others for having her (either for [award shows](#), [magazine interviews](#), etc.)
 - Engagement
 - Averages around 1-2 million likes per post
 - No comments, as comments are disabled

SOCIAL MEDIA CHANNELS: TWITTER

- Basics
 - Web link: <https://twitter.com/taylorswift13>
 - 85,800,981 followers
 - 432 tweets
 - Verified
- Content
 - Frequency
 - Posts 2-3 times a week
 - Tweets 1-2 times a day
 - 10 posts on Feb 27th, the day her music video to her single released ([source](#))
 - Tweets are generally made between 10am-8pm
 - Style
 - Tweets are similar to Instagram post style
 - Includes many tweets [thanking various people](#), [advertisements for her videos](#)
 - Other notable tweets include one in response to the [Tennessee tornadoes](#), [International Women's Day support](#)

SOCIAL MEDIA CHANNELS: YOUTUBE

- Basics
 - Web link: <https://www.youtube.com/user/taylorswift/>
 - 37.4 million subscribers
 - 323,915,108 total views
 - Official artist channel
- Content
 - Frequency
 - Posts 2-4 times a month
 - Style
 - Mostly music videos, behind-the-scenes videos, lyric videos and live performances
 - 4 videos in the last month dedicated to her new single, The Man
 - Engagement
 - Averages 1-5 million views per video in last month
 - Exception is The Man music video, which received 25 million views ([source](#))

SOCIAL MEDIA CHANNELS: FACEBOOK

- Basics
 - Web link: <https://www.facebook.com/TaylorSwift/>
 - 71,110,075 likes
 - 68,036,192 followers
- Content
 - Frequency
 - Posts 1-3 times a week
 - Posts 1-3 times each day
 - Notable difference is on Feb 27th, when she posted 5 times
 - Style
 - Posts appear to be the same as on her other platforms ([Instagram source](#)) ([Facebook source](#))
 - Posted a YouTube link when her single released ([source](#))
 - Engagement
 - Posts receive around 1k-5k comments each
 - Each post has an average of 3.5k shares

SOCIAL MEDIA CHANNELS: PINTEREST

- Basics
 - Web link: https://www.pinterest.com/taylor_swift/
 - 36,177 followers
- Content
 - Unknown frequency, so unknown if consistent or not
 - Boards range from tour performances to Instagram posts
 - Personal board of photos of her with her cats ([source](#))
 - All pins appear to be re-posts from other social media platforms ([source](#))([source](#))
 - All pins are made by the official Taylor Swift Pinterest, no re-pins

SOCIAL MEDIA COMPETITORS: JUSTIN BIEBER

- Twitter

- 110,327,071 followers
- 30,909 tweets
- Verified
- Most notable differences includes [wholesome tweets](#), [re-tweets](#) and [direct responses](#) to his fans
- Otherwise advertises his [upcoming singles and music videos](#), [thanks people for having him](#)

- Facebook

- 79,295,506 likes
- 75,510,268 followers
- Verified
- Most notable posts include many photos of [him](#) and [his crew having fun](#), [advertisements for his newly released single](#), [photo of him with Owen Sound attacker](#)

- Instagram

- 129,638,531 followers
- 5,240 posts
- Verified
- Posts are very personal, ranging from losing his cat ([source](#)) to asking people to caption a funny moment during his time on Ellen ([source](#))
- Posts also include advertisements for his music ([source](#)), television appearances ([source](#))

- YouTube

- 52.3 million subscribers
- 942,457,115 total views
- Official Artist Channel
- Participates in YouTube Originals ([source](#)), otherwise posts live performances, music videos and other videos related to his music

SOCIAL MEDIA COMPETITORS: SELENA GOMEZ

- Twitter

- 60,134,990 followers
- 4,601 tweets
- Verified
- Tweets include videos promoting her new single ([source](#)), tour ([source](#))
- Notable tweets include a call-to-action for Kenya ([source](#)) and directly responding to fans ([source](#))

- Facebook

- 60,943,777 likes
- 64,458,086 followers
- Verified
- Posts are similar to tweets, every post has either a picture or video attached to it

- Instagram

- 170,275,566 followers
- 1,591 posts
- Verified
- Posts also similar to tweets ([source](#)), but includes some personal moments ([source](#)), recommending her friend's work ([source](#))

- YouTube

- 24.9 million subscribers
- 501,042,879 total views
- Official Artist Channel
- Videos include music videos, live performances, television appearances, lyric videos

SOCIAL MEDIA COMPETITORS: ED SHEERAN

- Twitter

- 18,743,360 followers
- 29,174 tweets
- Verified
- Does not use Twitter anymore, last tweet was made in 2017 ([source](#)) and was shared from Instagram; description says to follow on Instagram for updates

- Facebook

- 18,384,102 likes
- 18,119,325 followers
- Verified
- Every post includes either a photo or video, most videos talking about charity work he's done ([source](#)), or is videos of his music ([source](#)), most recent post back in December claiming he was taking a break ([source](#))

- Instagram

- 32,147,947 followers
- 2,034 posts
- Verified
- No recent updates due to being on break ([source](#)), but previous posts include videos of him singing ([source](#)), being down-to-earth and sharing a clip of Family Guy where they mention him ([source](#)), as well as supporting a fellow artist ([source](#))

- YouTube

- 43.8 million subscribers
- 19,399,123,139 total views
- Official Artist Channel
- Recent videos include music videos, interviews for his collaboration project ([source](#)), lyric videos and remixes of his songs

WHAT'S WORKING

- Consistent posting schedule across all social media platforms
- Posting the same thing across all platforms to ensure that her fans see it regardless of the platform ([source](#))([source](#))([source](#))([source](#))
- Taylor deleted all social media back in 2017 as a way to create buzz for her new album, and it was very effective ([source](#))

WHAT CAN BE IMPROVED

- Adding back comments to Instagram would allow her to interact with fans more easily
- For me personally, I wish she would be more personable on social media; some of her competitors appear as if they run their own social media and retweet their fans, but Taylor looks like she has a team telling her what and when to post, and she has next to no interaction with fans