**Strategy**

Utilize the social power of a platform like Instagram to create a more intimate relationship between the content creators and the audience while simultaneously using it as a vehicle for entertainment content during the limitations of the COVID-19 pandemic

REASONS:

* Instagram is a highly accessible mobile application attune to the modern device shift to smart phones
* Platform where nerve as the most interaction with audience (YouTube is almost non-existent and Facebook, twitter is barely used)
* Still has a web-based interface for the minority users
* Social community-entertainment hybrid platform that facilitates building relationships from common interests while being a space for content production/consumption
  + Allowing you to utilise the former to garner more success for the latter
* Medium levels of social media presence/richness and self-disclosure
  + EVIDENCE: Kaplan and Haenlein (2010)
    - Goal is to increase self-disclosure for **POINT 3 SUB POINT 1**
* SM ADVICE: Platform accessible to all, public
  + Can even link from Facebook account, the most used social media platform. Increasing accessibility
    - <https://ourworldindata.org/rise-of-social-media#:~:text=With%202.3%20billion%20users%2C%20Facebook,media%20platforms%2C%20year%20by%20year.>
  + Instagram is popular in its own right
* SM ADVICE: pick the right platform
  + While Facebook is more used, Instagram hosts more of the target audience, young people. (show Instagram and nerve analytics of audience age)
    - <https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/>

**Implementations**

Individual member profiles (updates).

* REASON:
  + get to know the creators, closer emotional based attachment
  + Mirrors the desire to get to know idols which Kpop dance crews emulate
* VALUE:
  + Builds member/content creator identity
  + Forms stronger relationship between content creator and audience
  + Smith and Colgate (2007) Emotional/experimental/hedonic value:
    - Emotional
    - Social/relational
  + ALSO, instrumental value: if audiences are looking for dance crews to follow an emulation of real Kpop groups, getting to know the members on less superficial level than just “dancer you watch” is paramount
* EVIDENCE:
  + Tackles Heinonen (2011) identification of social media usage motive (Emotional)
* IMPL EVIDENCE:
  + Mock implementation of pre-existing member profiles, showing basic information and participating covers
  + Initially done for just the founding members however I believe its beneficial if the audience knows all the members with the most up to date content on their profiles as well as latest work/covers

Short covers

* REASONS:
  + continuous engagement of the audience to make them feel their investment was worth while
  + allows content during COVID-19 restrictions
* VALUE:
  + Further facilitates the relationship between creator and audience allowing us to stay active
  + Smith and Colgate (2007) Instrumental value: appropriate performance/expectations from a dance crew. Dance covers, short covers take place of full YouTube covers that cannot happen due to COVID-19
  + TO A CERTAIN EXTENT: hedonic value with the emotions of watching an enjoyable dance cover
* EVIDENCE:
  + SM ADVICE: BE ACTIVE: with the absence of YouTube content, this allows us to create content still actively
  + Would not be possible with the resource heavy activity of pre-COVID-19 but with the inability to devote resources into primary content production, more can be put into the short covers with double as member (identity)-audience relationship builders
  + Tackles Heinonen (2011) identification of social media usage motive (Emotional and rational - entertainment)
* IMPL EVIDENCE:
  + Google drive of files, show edited version as a mock implementation of the cover

Other ideas not implemented

Reposting tiktoks

* REASON:
  + Increases intimacy of the relationship between audience and creator
* VALUE:
* EVIDENCE:
  + SM ADVICE: Being unprofessional: casual and fun
    - Helps build more meaningful relationships between creator and audience if they can view them more a people than the content creating entity
* REASON TO NOT IMPLIMENT: