

## Social Media Analysis

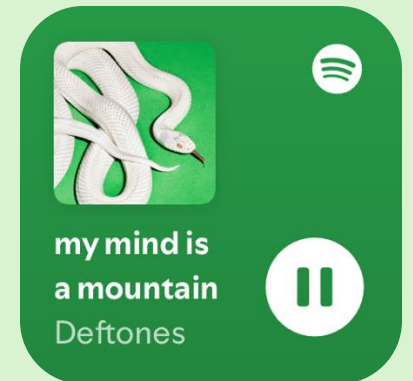
Hannah Wilkinson

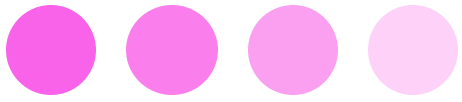
IMC – 541 – 900

Week 3 Writing Assignment

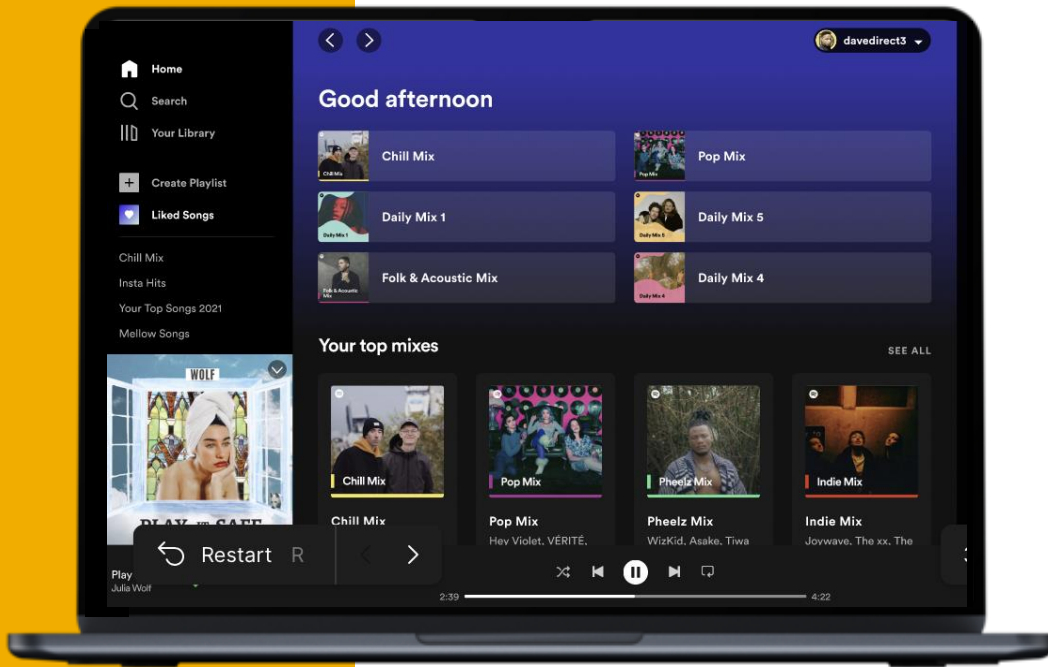
Professor Neal Stewart

September 8, 2025





# Introduction



Although Spotify continually takes the lead in the music streaming industry, it is also just as important that Spotify adapts and develops a strong social media presence to hold that place. Spotify lacks in some areas of engagement and innovation which can help create a bigger presence.

By incorporating strategic keywords, measuring campaign analytics, and adding new ideas, Spotify can keep working to take the lead in the social media realm.



# Competitors



## Apple Music

Created in 2015, Apple Music began as a popular music streaming service with purchasing individual songs. This is the largest relevant competitor to Spotify.



## Amazon Music

Originating in 2008, Amazon Music began selling MP3 music online. Amazon offers lower-tiered membership of Amazon Music with an Amazon Prime subscription.

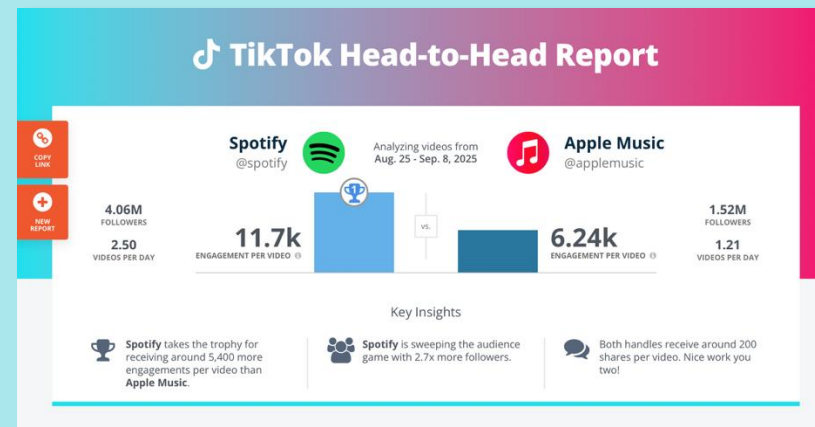
Streaming Platform	Proportion of Subscribers
Spotify	31.7%
Tencent Music	14.4%
Apple Music	12.6%
Amazon	11.1%
YouTube Music	9.7%

Both Apple Music and Amazon Music have an advantage with established customer bases and credibility with customers.

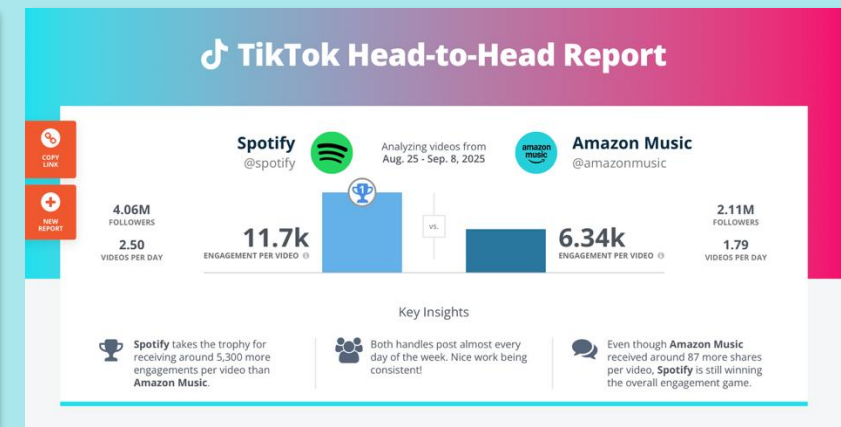
# Social Media Audit

**Analysis Range:**  
August 20 –  
September 8, 2025

## TikTok

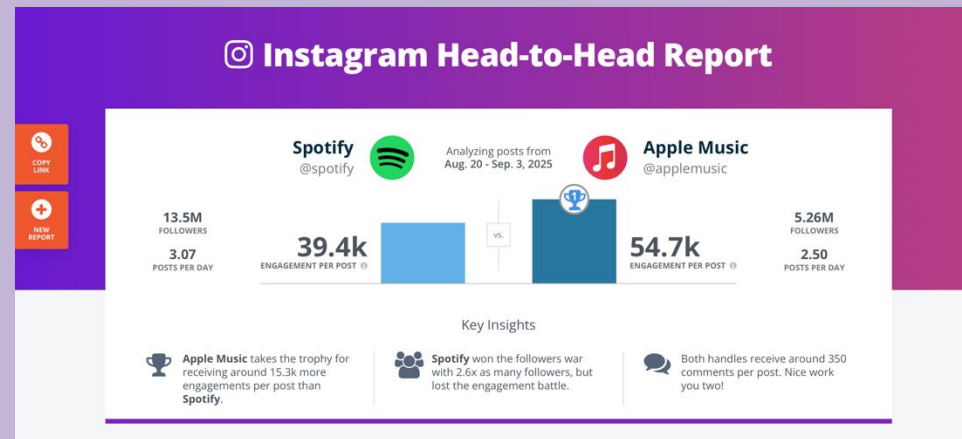


*Report 1. Rival IQ. (2022, May 3).  
<https://www.rivaliq.com/free-social-media-analytics/report/#reports-tiktok-g0a3E7cAFc22>*

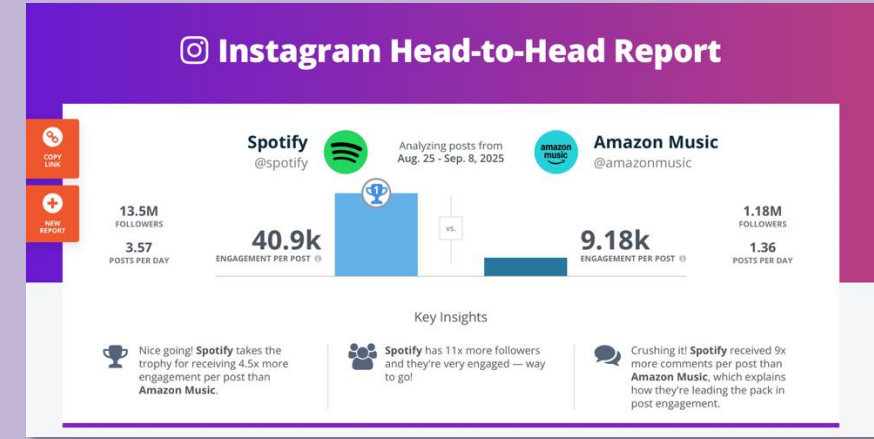


*Report 2. Rival IQ. (2022a, May 3).  
<https://www.rivaliq.com/free-social-media-analytics/report/#reports-tiktok-gfB2803c3D9D>*

## Instagram



*Report 3. Rival IQ. (2022a, May 3).  
<https://www.rivaliq.com/free-social-media-analytics/report/#reports-instagram-gbc7A2372493>*



*Report 4. Rival IQ. (2022a, May 3).  
<https://www.rivaliq.com/free-social-media-analytics/report/#reports-instagram-gBE8c22cDFF4>*

# Spotify's Social Media Statistics



**23M**  
Facebook  
Followers



**19.2M**  
X (Formerly  
Twitter)  
Followers



**13.4M**  
Instagram  
Followers



**4.1M**  
TikTok  
Followers

# Keyword List

These keywords and hashtags will help reach the desired target audience and help to track campaign performance.

Trends (Updated Sep 8, 2:52 PM)				
	Search volume	Started ⓘ	Trend breakdown ⓘ	Past 24 hours
<input type="checkbox"/> vmas 2025 winners	500K+ ↑ 800%	19 hours ago ↗ Active	sombr vma awards 2025 vma winners 2025 <a href="#">+ 122 more</a>	
<input type="checkbox"/> yungblud	200K+ ↑ 1,000%	19 hours ago ↗ Active	steven tyler ozzy osbourne nuno bettencourt <a href="#">+ 15 more</a>	
<input type="checkbox"/> ricky martin	100K+ ↑ 1,000%	19 hours ago ↗ Active		
<input type="checkbox"/> debby ryan	50K+ ↑ 1,000%	17 hours ago ↗ Active	debby ryan pregnant debbie ryan	
<input type="checkbox"/> rick davies	50K+ ↑ 600%	18 hours ago ↗ Active	supertramp band rick davies supertramp	
<input type="checkbox"/> tate mcrae	50K+ ↑ 500%	19 hours ago ↗ Active	tate mcrae vmas 2025 tate mcrae vmas	

Google. (n.d.). *Trending now*. Google Trends.

<https://trends.google.com/trending?geo=US&hl=en-US&category=4>

## Brand Keywords

### Relevant Trending Keywords:

- VMAs 2025 Winners
- Ricky Martin
- Yungblud
- Tate McRae

## Hashtags

- **Event-Related:** #VMAs (MTV Video Music Awards), #Coachella, #Lollapalooza, #AMAs (American Music Awards)
- **Campaigns:** #SpotifyWrapped

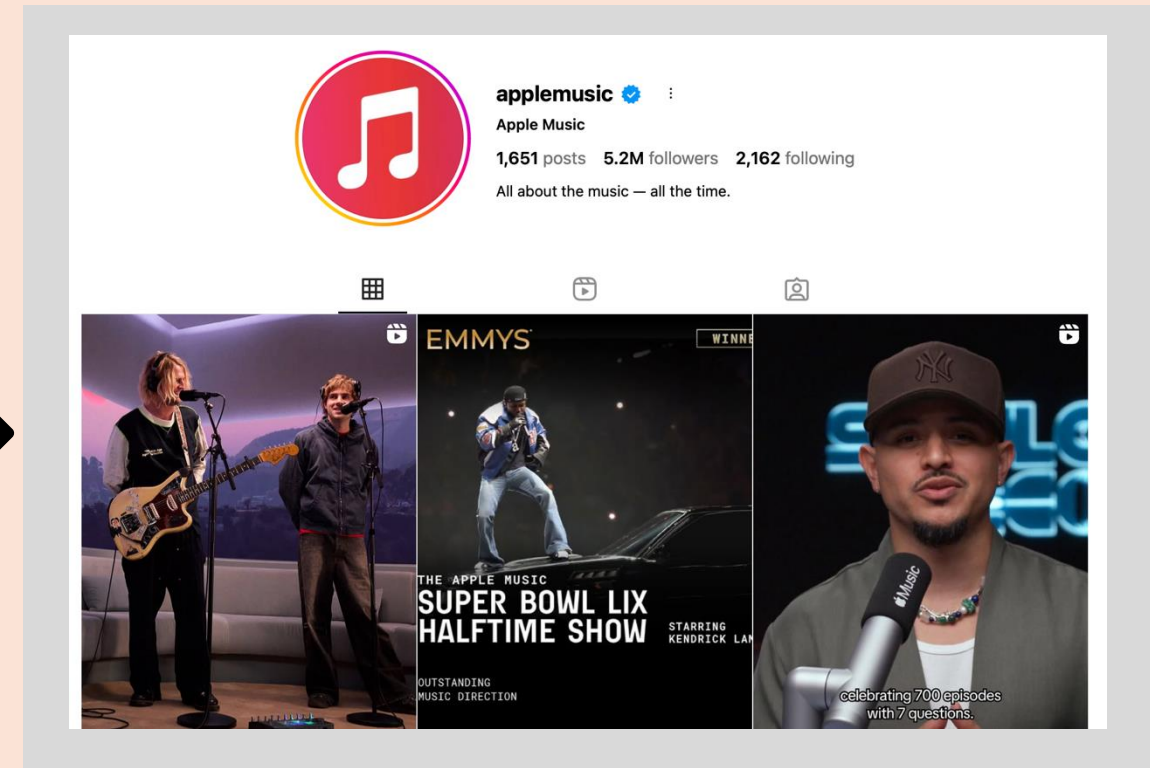
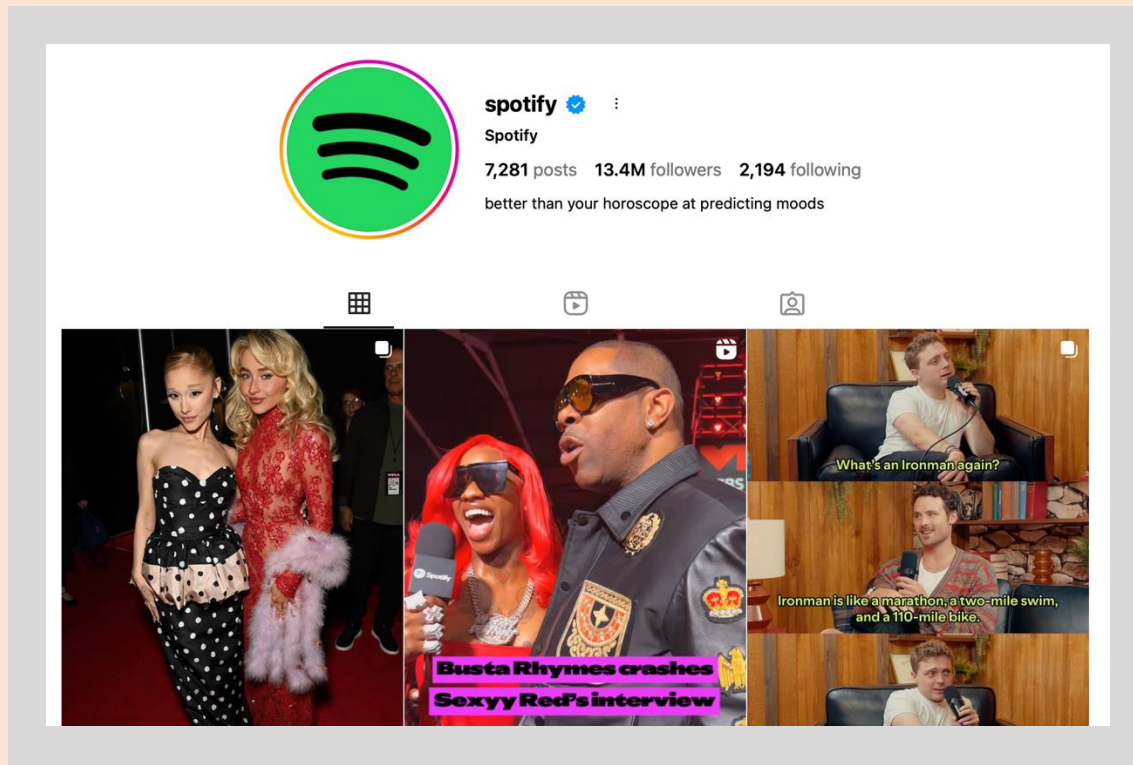
# Key Insights

- Spotify has a higher following on Instagram than Apple Music but still receives a lower engagement rate per post. Apple Music receives about 15.3k more in engagement per post.
- Surprisingly enough, Amazon Music receives a higher engagement rate than Apple Music on TikTok, despite more followers.



# Key Insights – Ideas for Social Strategies

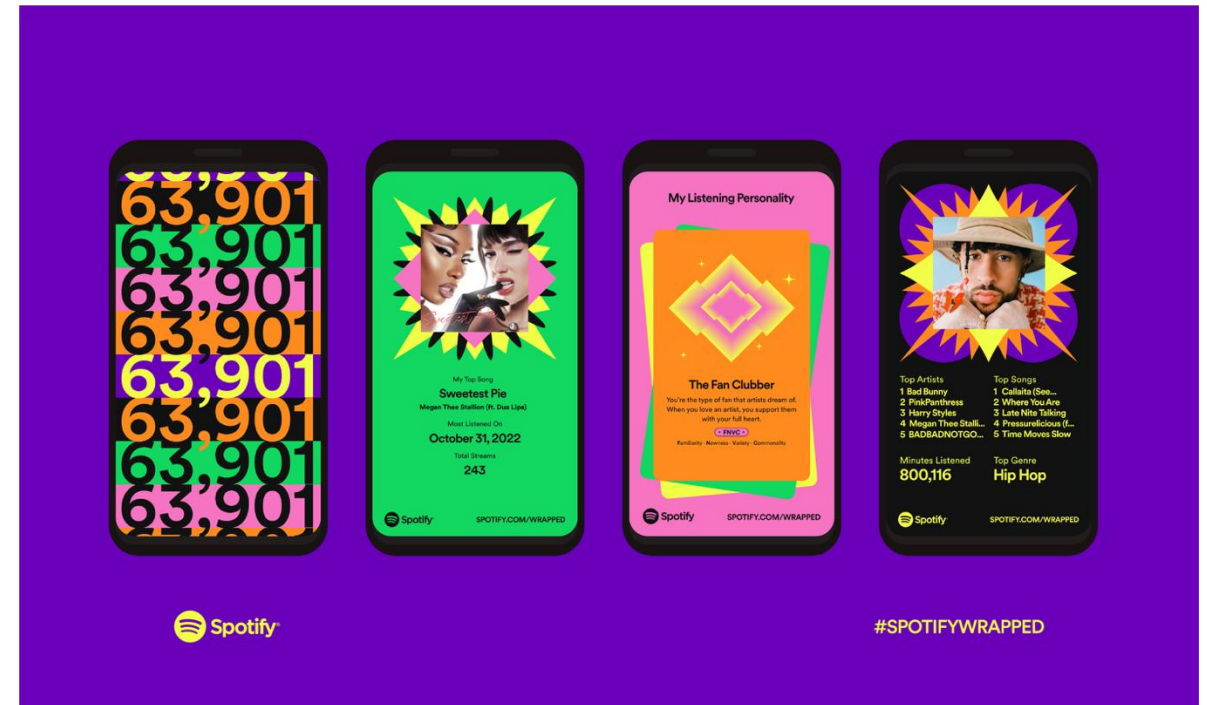
- Migrate away from graphics and turn towards more video content, like what Apple Music is doing





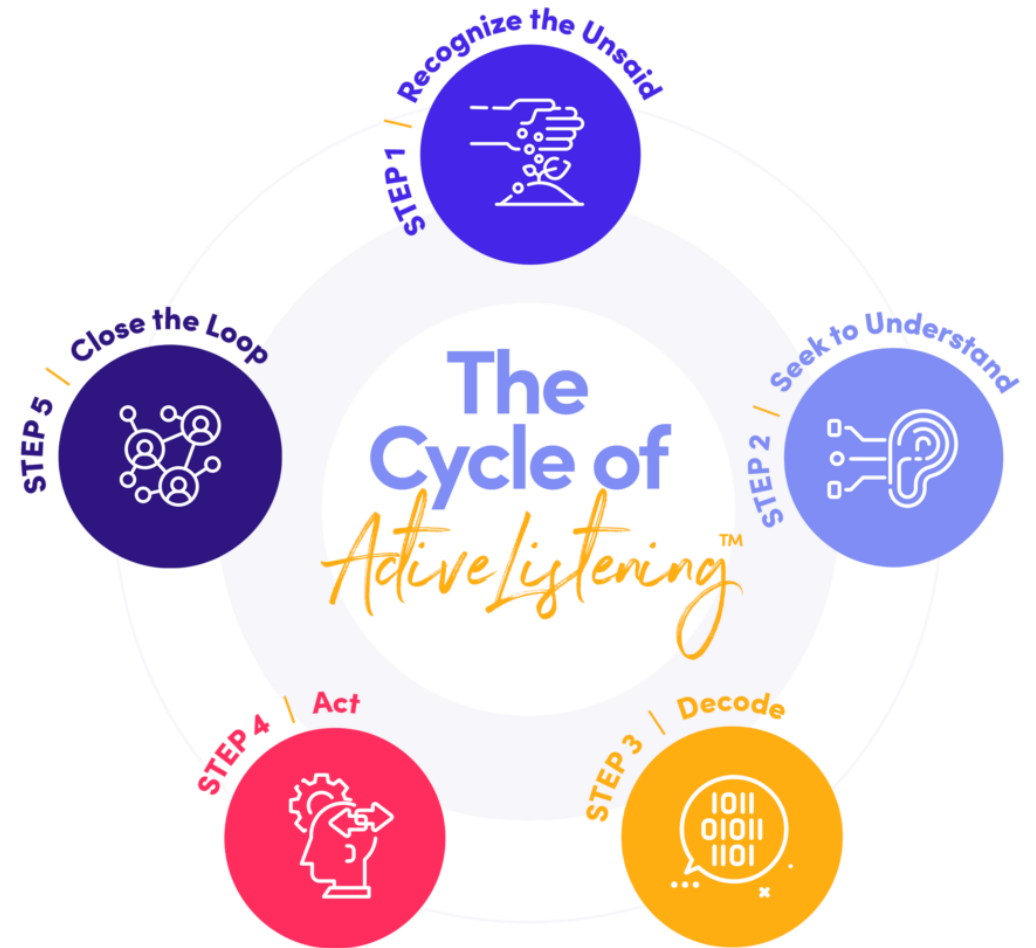
# Key Insights – Ideas for Social Strategies

- Launch a campaign "Who's Your Favorite Artist's Favorite Artist?"
  - This alludes to the already popular Spotify Wrapped campaign
  - This can also be in video content form
  - This will engage with popular artists
  - This will showcase how artists are using Spotify



# Listening → Action Loop

The content created will be tracked using keywords and analytics. It will then be easier to track which campaigns and content is performing best. Once determined, adapting the content will be done.

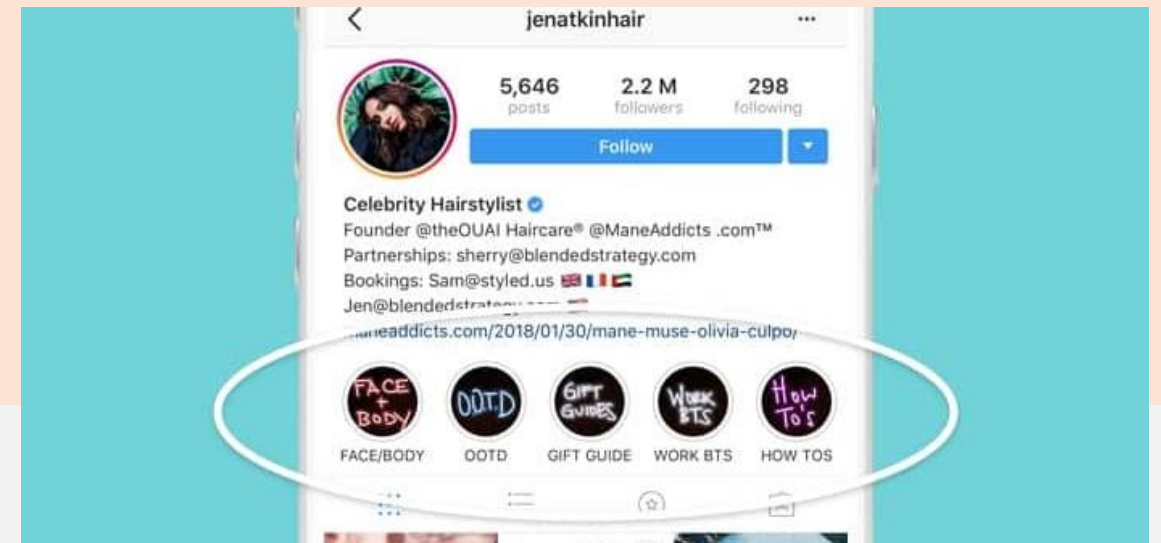
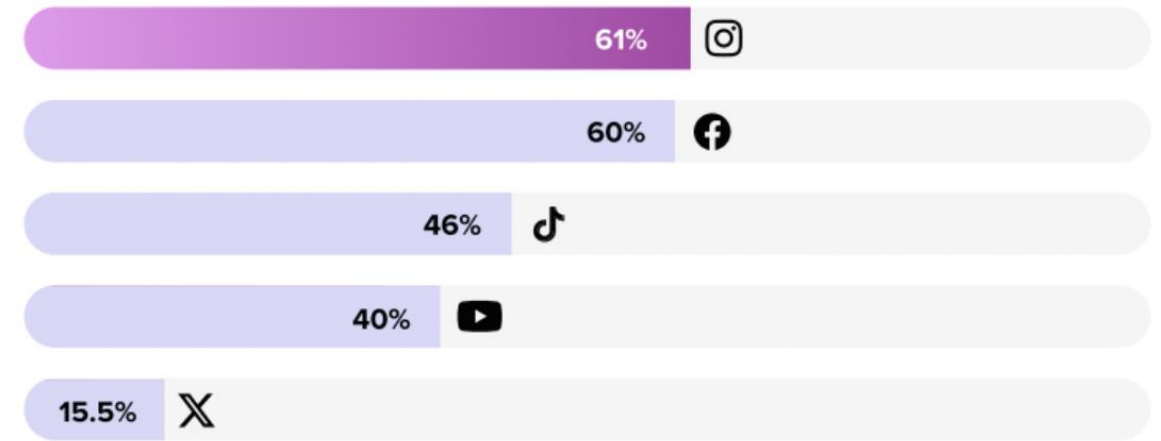


# Business Objectives

Given that Instagram is the top social media channel for product discovery, at 61%, it is important to maximize reach here (SproutSocial, 2025).

- Increase Instagram engagement rate per post from 39.4k to 43.k by September 30<sup>th</sup> by posting more video content.
- Increase Instagram engagement for specific campaigns by utilizing Instagram Story highlights.

## Top social media channels for product discovery

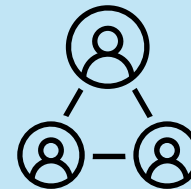


Zote, J. (2025, June 20). 26 Instagram stats you need to know for 2025. Sprout Social.

<https://sproutsocial.com/insights/instagram-stats/>

# Conclusion

By implementing new ideas, strategic keywords, and monitoring social media and competitors, Spotify can ensure a compelling social media presence. Measuring performance of content and adapting will continually strengthen the efforts.



# References

*Report 1.* Rival IQ. (2022, May 3). <https://www.rivaliq.com/free-social-media-analytics/report/#reports-tiktok-g0a3E7cAFc22>

*Report 2.* Rival IQ. (2022a, May 3). <https://www.rivaliq.com/free-social-media-analytics/report/#reports-tiktok-gfB2803c3D9D>

*Report 3.* Rival IQ. (2022a, May 3). <https://www.rivaliq.com/free-social-media-analytics/report/#reports-instagram-gbc7A2372493>

*Report 4.* Rival IQ. (2022a, May 3). <https://www.rivaliq.com/free-social-media-analytics/report/#reports-instagram-gBE8c22cDFF4>

Quesenberry, K. (2024, January 22). *Social media not giving what you want? you need a social media audit.* Post Control Marketing. <https://www.postcontrolmarketing.com/social-media-audit/>

Zote, J. (2025, June 20). *26 Instagram stats you need to know for 2025.* Sprout Social. <https://sproutsocial.com/insights/instagram-stats/>