

RADIO CITY ROCKETTES

SOCIAL MEDIA ANALYSIS

Executive Summary

The Rockettes, an iconic precision dance company based in New York City, have a substantial presence on various social media platforms, including Instagram, Facebook, X, and TikTok. Over the course of 30 days, I conducted a comprehensive analysis of their social media activities. This report aims to provide insights into their current social media strategy and recommendations for improvement.

CONTENT ANALYSIS

Instagram (@therockettes): The Rockettes' Instagram account features a mix of promotional content, behind-the-scenes glimpses, and engagement posts. The Rockettes' Instagram account has 872K followers, making Instagram their third-highest follower count of all verified social media accounts the company uses. The use of high-quality visuals is commendable. The Rockettes post very frequently during the holiday season, highlighting performances such as The Macy's Thanksgiving Day Parade and The Christmas Spectacular, inviting audiences to see the dancers and enjoy the magic of the holiday season. The Rockettes also post "Things You Didn't Know About the Rockettes" via Reels to engage audiences on behind-the-scenes secrets. However, the frequency of posts and consistency could be improved during the company's off-season, which runs from January to March.

Facebook (Rockettes): The Rockettes' Facebook is linked to their company's Instagram account, creating duplicates of posts across both platforms. Facebook is The Rockettes' most followed and liked social media account, boasting 2M followers and 1.4M likes. One unique asset of The Rockettes' Facebook is their ability to partner with different companies for advertising. Most recently, The Rockettes collaborated with Made by Google to promote the Google Pixel 8's Magic Editor via an advertisement video including their dancers at the Macy's Thanksgiving Day Parade.

TikTok (@rockettes): The Rockettes' TikTok account is their second most followed social media platform with 1.2M followers, also boasting the highest level of engagement of their other social media accounts. The Rockettes excel in knowing their audience, making it particularly easy for them to go viral on TikTok's algorithm - by making content that they know their audience will enjoy. They grace feeds with videos of dance trends, fun facts, and behind-the-scenes videos, as well as "Get Ready with Me" videos, which have become increasingly popular over the last six months. The company utilizes hashtags, playlists, and popular trends and has made TikTok their most successful social media platform by far.

X, Formerly Known as Twitter (@Rockettes): Just as duplicate posts are utilized by The Rockettes on Instagram and Facebook, the company includes X in this strategy as well. The Rockettes' X account is their smallest social media account, with 40K followers. By tweeting regarding different promotions, performances, and sales, the Rockettes create engagement with their content as well as increasing the number of clicks on each post. The Rockettes also reply frequently to followers, creating greater brand awareness and morale for their company.

Potential Weaknesses & Alternatives

Implementing an effective hashtag strategy is crucial for optimizing social media content. Generic hashtags like #NewYorkCity, #Dance, or #Rockettes may result in limited search engine optimization and audience engagement. To enhance discoverability, it is essential to use unique, searchable keywords such as #RockettesAuditionTips and other relevant tags that encourage audience interaction. Incorporating these keywords strategically maximizes content discoverability, aligns with user interests, and contributes to overall social media success. A balanced approach involves using a mix of niche and broader hashtags. While specific dance-related hashtags target a core audience, incorporating broader ones related to entertainment, performance arts, and cultural events attracts a wider demographic. To broaden appeal, create content that resonates with both dancers and a general audience, ensuring relatability and shareability. Additionally, storytelling campaigns can humanize The Rockettes' brand by highlighting the personal journeys of its dancers. Sharing stories of overcoming challenges, personal growth, and the diversity within the dance community makes content more relatable. While The Rockettes seldom collaborate with influencers, leveraging influencers from various entertainment and arts sectors can introduce the group to new audiences. Influencers bring a fresh perspective, bridging the gap between niche and mainstream interests. Furthermore, cross-promotions

with other entertainment or cultural institutions can be highly effective. Joint events, shared content, or mutual promotions with collaborators provide an opportunity to tap into each other's audiences, fostering a broader reach and increasing visibility. By adopting these strategies, The Rockettes can enhance their social media presence, engage diverse audiences, and contribute to the overall success of their brand.

Customer Engagement

While The Rockettes' social media comments are mostly from fans, friends, family, or the dancers themselves, their reply rates are fairly low for the amount of influence they carry on social media. Interestingly enough, the Rockettes respond to more comments and replies on TikTok than on any other platform, perhaps due to its easy-to-navigate algorithm and software. In 2018, the Rockettes were criticized for a lack of diversity in their company, with only two out of 36 cast members in the Macy's Thanksgiving Day Parade appearing to be of a different ethnicity than white. Viewers were unimpressed with the lack of diversity and expected more from the Rockettes. An interviewer from the New York Times explained in their article, "When I questioned the Madison Square Garden Company about the racial configuration of the Rockettes, a spokeswoman responded in a statement that the company recognized that it had "work to do" and that it was "taking a number of steps to showcase greater diversity." (One of those steps includes "building a strong and diverse dance education program to help grow an inclusive pipeline of future Rockettes.") Though a response was not officially given by the Rockettes themselves, diversity has continued to increase within the company. However, their customer response both on social media and other channels could be improved.

Strengths:

Instagram Presence: The Rockettes leverage Instagram effectively, particularly during the holiday season, showcasing performances like The Macy's Thanksgiving Day Parade. The account's visual quality and content variety contribute to its commendable engagement.

Successful TikTok Strategy: The TikTok account stands out as the most engaging platform, reflecting a deep understanding of the audience. The use of dance trends, fun facts, and behind-the-scenes content resonates well, contributing to high follower numbers.

Effective Partnerships: Collaborations with companies like Made by Google demonstrate strategic partnerships, expanding The Rockettes' reach and contributing to diverse content.

Areas for Improvement:

Hashtag Strategy: The use of basic hashtags limits search engine optimization and discoverability. Implementing a hashtag strategy with unique, searchable keywords and a combination of niche and broader hashtags can enhance engagement and visibility.

Diversifying Content Themes: While catering to specific audiences is essential, diversifying content to appeal to a broader audience during the off-season could maintain engagement levels and attract new followers.

Influencer Collaborations: The Rockettes could benefit from collaborating with influencers to introduce their brand to new audiences. Cross-promotions with entertainment and cultural institutions could further expand their reach.

Customer Engagement Challenges:

Response Rates: Despite their influence, The Rockettes exhibit lower reply rates to social media comments. Improving response rates, especially on platforms like Instagram and Facebook, can enhance customer engagement.

Diversity Response: The company's historical lack of diversity, as criticized in 2018, is noted. While steps have been taken to address this, there's room for improvement in communicating initiatives and fostering diversity both on social media and other channels. In conclusion, refining their hashtag strategy, diversifying content, exploring influencer collaborations, and improving response rates can elevate The Rockettes' social media presence. Addressing historical diversity concerns with proactive communication will contribute to a more inclusive and engaged community. As The Rockettes continue to evolve, these recommendations aim to enhance their social media impact, engagement, and audience connection.

Conclusion

In conclusion, the analysis of The Rockettes' social media presence reveals a mix of strengths and areas for improvement across different platforms. The precision dance company's engagement on Instagram, Facebook, TikTok, and Twitter presents an opportunity to refine its strategies for enhanced reach and interaction.

Works Cited

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Social Media Posts

Post 1: Focused on diversifying the content and themes of the Rockettes' Instagram feed.

- Content:



- Caption: "Beyond precision dance, our journey unfolds! ⭐ Swipe left to discover the magic behind the scenes, fun facts, and get ready for surprises! Because with The Rockettes, every moment is a performance. 💚🌟⭐ #RockettesDoltAll #BehindTheScenes #DanceJourney"

Post 2: Focused on completing TikTok dance trends and challenges with a reward to incentivize engagement for users.

- Content: Tiktok video portraying the "#MagicMovesChallenge," with an original sound attached to promote organic growth and sound saves on the Rockettes' profile.

Link to video: <https://player.hourone.ai/1908cd481d05477eb17ab08eb22f940a> (Made with HourOne AI)

- Caption: "Challenge Alert! 🎉 Join The Rockettes' #MagicMovesChallenge! Show us your dance moves, tag @rockettes, and let's spread the joy together. The most magical entries might just get a special shoutout! Are you ready to dance with us? 🚀✨ #RockettesChallenge #DanceMagic"

Post 3: Focusing on influencer collaborations across all platforms. This post would be compatible with Instagram, Facebook, and Twitter as an image.

- Content:



- Caption: "Thrilled to join forces with Alix Earle for an unforgettable moment! 🌟 Stay tuned as we explore the magic of precision dance, share behind-the-scenes laughs, and celebrate the joy of performance arts together. Let the collaboration begin! 🎉 #RockettesXAlix #DanceTogether #DanceTutorials"

Post 4: Focusing on promoting diversity on Facebook and Instagram to keep brand morale and to humanize the brand.

- Content:



- Caption: "Diversity is our strength, and we're proud of every unique dancer who graces our stage. Meet our incredible team, a tapestry of talent that makes The Rockettes shine brighter than ever. 🌟❤️ Embracing differences, we dance as one. #RockettesDiversity #CelebrateUnityAtRadioCity #WeShineTogether"

Post 5: Focusing on building a following and engagement on X (formerly Twitter) using an interactive Q&A catered towards a broad audience.

- Content:



- Caption: 🌟 Curious about life behind the curtain? It's Q&A time with The Rockettes! Reply to this post with your burning questions, and our dancers will spill the secrets, share anecdotes, and make your day a little more magical. Ask away! #AskTheRockettes #BehindTheMagic #RockettesQandA"

