

## RRHOF Mission

Engage, Teach, and Inspire through the power of rock & roll. The RRHOF celebrates the sound of youth culture and honors the artists whose music connects us all.

## Content Marketing Objective

Tailor communications to each digital channel in order to increase followers, drive engagement, boost sales, and ultimately, **translate the in-person Rock Hall experience into an engaging digital experience.**

## Keys to Great Content

- **Clarity** - Streamline UX and use clear language to lower bounce rate, increase membership, and reduce fan frustration.
  - Shorten linktree
  - Clean up YouTube home page
- **Relevance** - Connect content to current events, pop culture, trends, and modern artists (E.g., Smithsonian's Pride posts).
- **Service over Sales** - "Content that serves is content that sells." Use social to sell the experience, not just sell tickets.
- **Fun** - RRHOF isn't as buttoned up as its social media portrays it to be. Today's youth culture is about showing your personality and having fun with trends, even as a business.

## YouTube - 1.2M Followers

Purpose: **long-form deep dives and full performances for music enthusiasts**

Goal: Increase video views by 10% over the next 3 months

Platform Conventions: Shorts, live sessions (e.g., Tiny Desk Concerts), video essays, tutorials, booktube, beauty, roundtables/interviews, social experiments (Jubilee, The And, etc.)

What's Working (highest viewed videos): **Shorts, Inductees React, Interviews,**

## Influences + Legacy, Performances

### Room for Improvement

- **Drive engagement** - We have 1.2M subscribers but only a few hundred views on most videos. People are subscribing but not engaging consistently. We need to highlight and emulate the most-watched videos.
- **Show the full Rock Hall experience** - YouTube is focused on the induction and lacks content about the rest of RRHOF.
- **Shorten bio** - It gets cut off and could be more impactful. Change to "Music's Highest Honor," or another short tagline.
- **Cut down the homepage** for easier navigation and a cleaner landing page. Key categories:
  - #RockHall2023 Inductees
  - Top Moments (add Prince and Etta James)
  - Induction Ceremony by Year
  - Shorts
- **Inductees React Thumbnails** - add big reaction photos to grab attn

### Ideas

- **Instrument Tutorials** - Garage staff teaches you how to do iconic riffs, beginner lessons
- **Rockology** - musicology series that breaks down iconic music. Cultural context, inspiration, influence, how it connects to today.
- **Live from the Garage** - live sessions featuring artists in residence and maybe famous guests
- **PR kits** - capitalizing on booktube and beauty unboxing trends by sending PR kits to local influencers and inductees = user generated content.
- **TEDxRockHall** - expands our reach, highlights edu mission

### Facebook - 762K Followers

Purpose: Communicate the latest updates, history, and build community

Goal: Increase engagement on promo posts by 10% over the next 3 months

Platform Conventions: Longer captions, groups, events, older audience, quotes

What's Working: Longer captions, sales promo, events, links to other content, fan space

## Room for Improvement

- **Banner Photo** - needs a more impactful image or graphic. It's not obvious that it's the hall of fame wall. Replace with the building, guitar sculptures, or a graphic.
- **Newsletter signup link** - It looks like you landed on the wrong page b/c the actual signup is at the bottom of the page in gray.
- **Know before you go** - move this to the Visit page to condense it and move it to Contact page
- **Promo Posts** - Although they receive more engagement on FB than other platforms, posts of sales and events receive way less engagement than our other FB posts.

## Ideas

- Increase engagement on promo posts by doing **giveaways**, **performance clips**, and **get to know the artists**

## Instagram - 390K Followers

Purpose: **Capture the vibe** of the Rock Hall and its legends

Goal: Gain 4K followers in 3 months

Platform Conventions: Aesthetic photos, candid, shorter captions, photo dumps, flatlays, Reels, younger audience, food, beauty, books, giveaways, astrology

What's Working: Induction videos, photo posts, collab posts

## Room for Improvement

- **Highlights** - Use them as a gallery of each topic, rather than an archive of content that fits into each category. Cut old content. Clarify categories - "Exhibits" vs. "Museum" isn't a clear difference. Shorten Rock Hall 2022 highlight to "22 Inductees"
- **Bio** - Add category (Nonprofit or Arts & Entertainment). Add donate button?
- **Fan to Follower Conversion** - In-person signage and fan engagement team encourages visitors to continue their RRHOF experience via social media.
- **Shorten Linktree** - Rockhall.com, 2023 Inductees, Tickets & Membership, Current Exhibits, Live Music & Events, TikTok, Spotify Playlists, Stay Updated

## Ideas

- **Giveaways**
- **Artist flatlays**
- **If you like this artist/album, you may like...** (carousel post)
- **Photo Dumps** from specific artists or events (e.g. Woodstock)

## Twitter - 158.4K Followers

Purpose: Start conversations and express the voice of RRHOF

Goal: Increase engagement by 10% over the next 3 months

Platform Conventions: Text posts, threads, questions (e.g. Pigeons & Planes, Genius), Millennial - Gen X audience

What's Working: History posts, more personality in copy

### Room for Improvement

- **Change header**
- **Ask questions** to drive engagement in the comments
- **Shorten copy**

## TikTok - 9.9K Followers

Purpose: Engage with youth culture, highlight live music, and connect audience with the people of the RRHOF

Goal: Increase likes by 10% and reach 12K followers in 3 months

Platform Conventions: Candid, sounds, dances, duets, comedy, fun facts

What's Working: TikTok trends and music clips, relating TikTok sounds to RRHOF

## Room for Improvement

- Have more fun and embrace the casual tone of the platform. Do more trends and show off the cool people who work here and visit.

## Ideas

- **Duets** - Sing with artists in residence
- **Music clips** - Garage jam sessions, parking garage & stairwell singing, induction performances
- **Instrument tutorials**
- **History lessons**

## **Pinterest** - 2K followers

Purpose: ?

Goal: Define a clear purpose for our Pinterest

Platform Conventions: profiles organized in boards. Fashion, food, travel

### Room for Improvement

- It's disjointed and unclear what the purpose is. Does the Rock Hall need a Pinterest? Does the platform align with our brand and goals?
- Recording Academy/Grammys is a decent example to follow

### Ideas

- **Quotes**
- **Archives**
- **Fashion**
- **Iconic photos**