

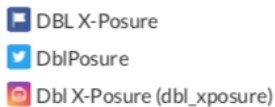
DBL X-POSURE



SOCIAL MEDIA REPORT

DBL X-Posure

Social Media Growth



Executive Summary

Entering this social media campaign with DBL X-Posure, we had a number of consultations to craft the most honest reflection of the duo's values, and create consistent communication from the various social platforms that the team, and both AJ and TJ agreed to be best involved with - Instagram, Twitter and Facebook.

For the purpose of this Social Media campaign, we had the opportunity to incorporate DBL X-Posure's multi-talented personalities as both singers and dancers, further developing their online presence while also focusing on establishing them first and foremost as an exciting music duo worthy of attention and media recognition.

The campaign ran from February 8th to March 21st for a total of 6 weeks leading to the official release day of 'You Know Where To Find Us'. Our main goal was to increase followers and promote engagement among real people and fans, and not relying on bots or fake accounts as this stands directly against our core values and damages the artist's integrity and credibility. We followed our bespoke Social Media Content Calendar, created strategically to engage with DBL X-Posure's potential target audience, and approved by them prior to commencing the campaign.

For the calendar, we relied mainly on a selection of carefully executed teasers for the 'You Know Where To Find Us' video, in addition to all multimedia content that AJ and TJ provided us with - official press photos, Behind The Scenes photos and videos, as well as additional footage from their Q&A video. The wide range of content and subjects to explore provided us with excellent opportunity to make the campaign more entertaining and engaging, which proved to be key to ultimately succeed in increasing followership and audience interaction across all relevant platforms.

Overall, the campaign achieved substantial follower increase and audience engagement metrics across all platforms, which will be very beneficial for DBL X-Posure's future goals and promotional activities. It also provided the groundwork for our subsequent Press & Radio PR campaign for 'You

Know Where To Find Us', showcasing an interesting and rising music duo, actively posting new content and engaging with their audiences.

As a result of the campaign, all platforms are surely now benefiting from better social algorithm adjustment for future social media use; letting the systems which automate these social media protocols understand that the accounts associated with DBL X-Posure are not spam, not bots, and are in fact, a real artist's account, posting high value media (photos, videos, gifs, etc), being engaged by real people, and to not be buried under the ever-saturating social media feeds of a targeted audiences.

The reports below outline all key metrics that measure the success of the campaign and used to analyse the Social Media strategy's overall performance. Moreover, we have attached an interesting demographic analysis, topics to be explored and optimal posting times, in order to inform efficient posting behaviour for the future. The original Content Calendar can be found as Appendix at the end of this report.

Future Strategic Objectives

For DBL X-Posure, the crucial thing now is to maintain this momentum with their upcoming singles. Looking from the outside, people can immediately see that DBL X-Posure are an active music duo with a real message to share, and someone who is engaged with people, engaged with the community, and primarily in creating music and music-related media. This is seen from the public touch points of DBL X-Posure's social media, and adds value to her.

Nowadays, key trendsetters and industry tastemakers look at account numbers, but also pay careful attention to the type of content and the consistency in posts and subjects, so the foundation is already laid for DBL X-Posure to obtain better results in comparison to other artists without established social presence. As social media presence is important to influence DBL X-Posure' brand representation and perception, it will be highly beneficial to keep up with the established posting behaviour and content style in the promotion of their future single.


Additionally, now that we have honed the social media accounts for DBL X-Posure' brand, they will find it easier to promote their music to key tastemakers, as they will look at the social media channels and realise the core values of the artist first hand. Following the entire content calendar curated for DBL X-Posure, they can utilise the main principles and post rotations, and employ that for their own posts going forward. This can be adapted to a wide variety of content, whether it is specifically music-related or promoting their talents as dancers, as well as using the platforms to talk about everything they are passionate about.

Another area DBL X-Posure could benefit from would be Spotify promotion. This won't directly increase the credibility of the artist, however, it will get DBL X-Posure's music in front of a target audience listening to specific Spotify playlists, and achieve visibility for music in a very general manner; allowing targeted people to discover DBL X-Posure seemingly on their own.

Social Media Insights

Instagram

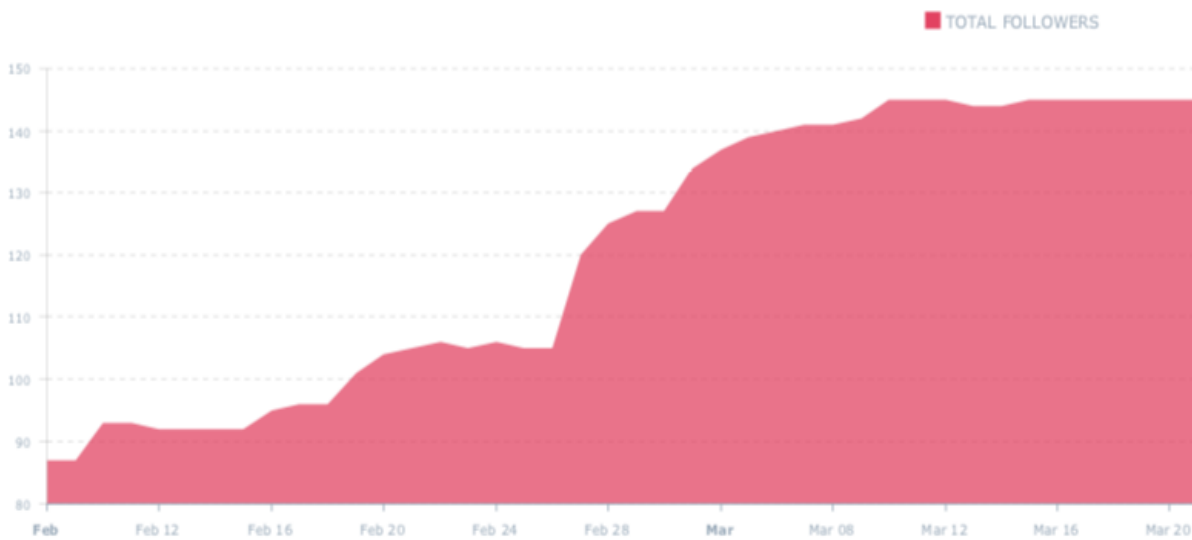
Instagram Activity Overview



FOLLOWERS 145	FOLLOWING 169	POSTS 76
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Our Audience Growth

AUDIENCE GROWTH BY DAY



FOLLOWER METRICS

Total Followers	145
Followers Gained	58
Total You Follow	169
People You Followed	107

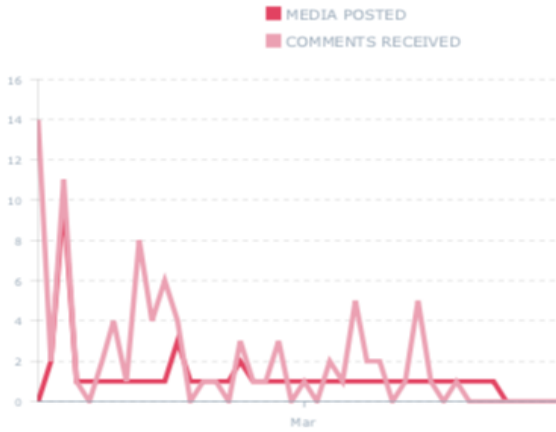
YOUR FOLLOWERS INCREASED BY

↑ 66.67%

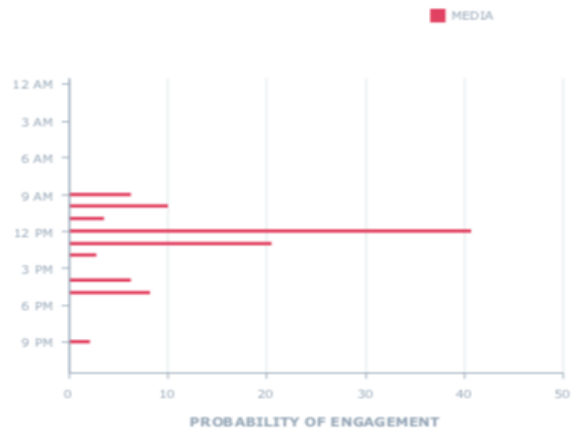
SINCE PREVIOUS PERIOD

Publishing

MESSAGES PER DAY



BEST TIME TO POST




PUBLISHING METRICS

Total Media Sent	49
Total Comments Received	88
Total Comments Received Last Period	18

NUMBER OF MEDIA YOU SENT INCREASED BY

↑ 181.48%

SINCE PREVIOUS PERIOD



Our Audience Engagement

AUDIENCE ENGAGEMENT BY DAY




ENGAGEMENT METRICS

Likes Received	905
Comments Received (All Posts)	88
Comments Received (Posts This Period)	98.0
Posts Sent	49

TOTAL ENGAGEMENTS INCREASED BY

↑ 778.76%

SINCE PREVIOUS PERIOD



Facebook

Facebook Activity Overview - Last 28 Days



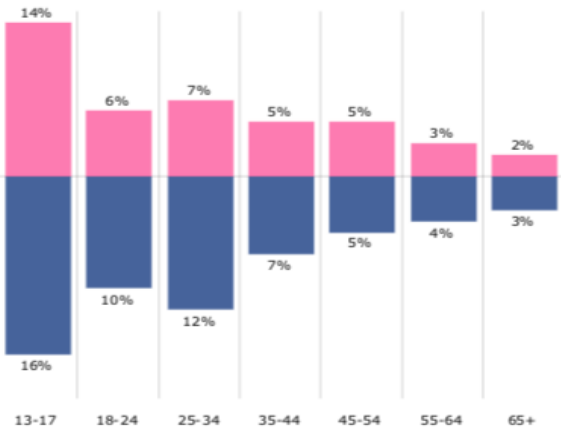
 IMPRESSIONS 23,555	 TOTAL REACH 20,958	 POST ENGAGEMENTS 896	 PAGE CONSUMPTIONS 1,220
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Demographic Analysis

PEOPLE REACHED

BY AGE



BY GENDER



Men between the ages of **13-17** appear to be a leading force among your reached users.

TOP COUNTRIES

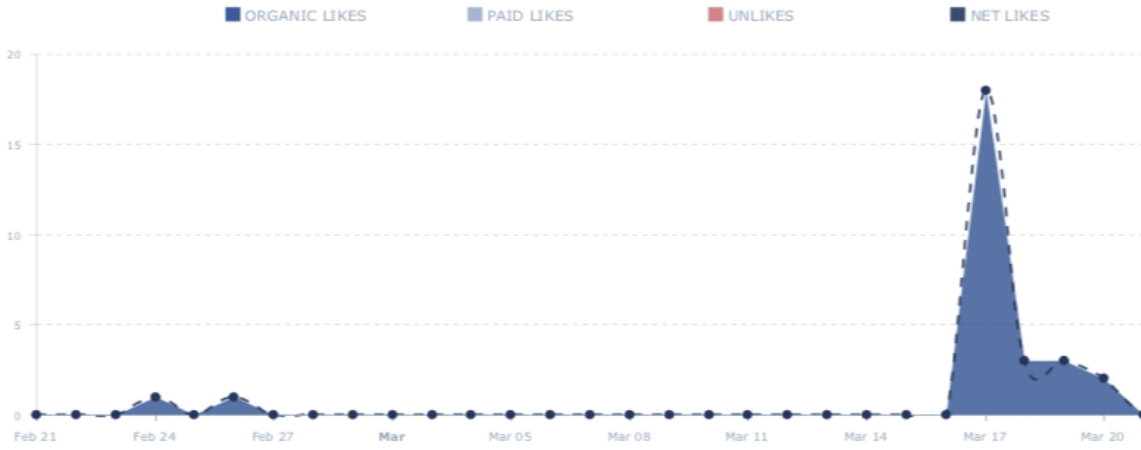
 India	1,085
 Algeria	1,018
 Tunisia	822
 Bangladesh	788
 Philippines	728
 Spain	665
 Peru	642
 Nepal	513

TOP CITIES

Dhaka, Dhaka Division, Bangladesh	266
London, UK	211
Kathmandu, Nepal	172
Algiers, Algeria	165
Tunis, Tunisia	156
Lima, Peru	154
Guatemala City, Guatemala	146
Moroni, Comoros	110
Bamako, Mali	101

Our Audience Growth

LIKES BREAKDOWN BY DAY



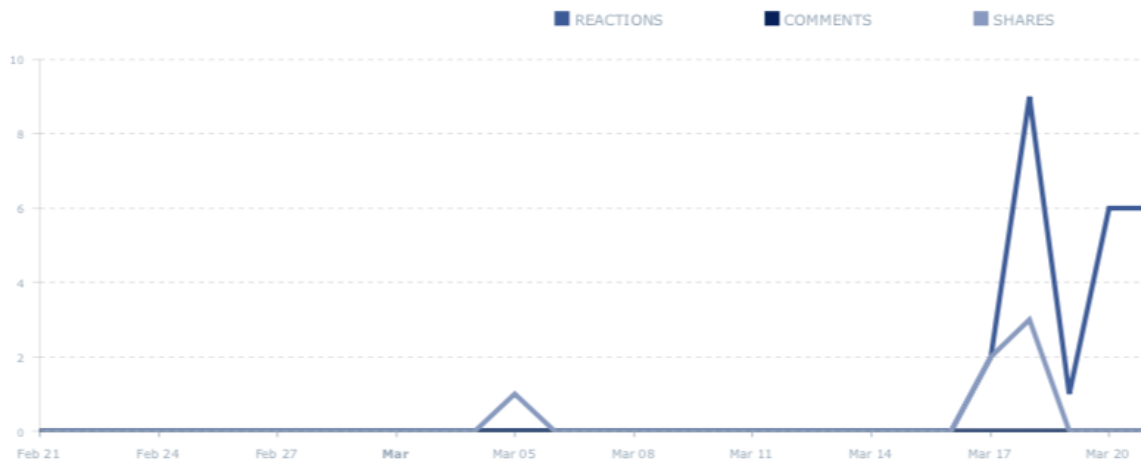
AUDIENCE GROWTH METRICS

Total Fans	30
Paid Likes	0
Organic Likes	28
Unlikes	0
Net likes	28

NUMBER OF NET LIKES INCREASED BY

↑ 1400.0%

SINCE PREVIOUS PERIOD (24 JAN - 21 FEB)


ACTION METRICS

Reactions	24
Comments	0
Shares	6
Other Engagements	866
Total Engagements	896

TOTAL ENGAGEMENTS INCREASED BY

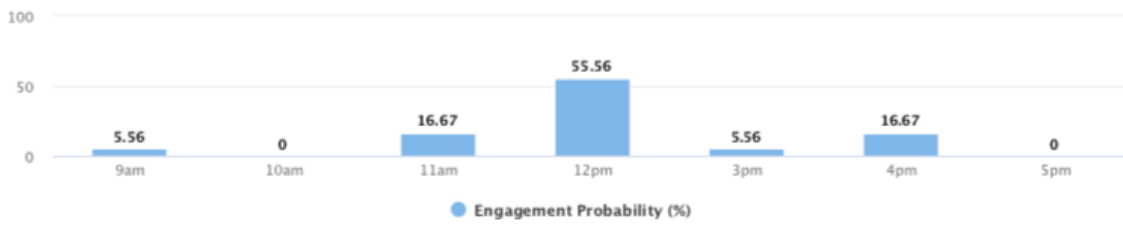
↑ 7366.67%

SINCE PREVIOUS PERIOD (24 JAN - 21 FEB)

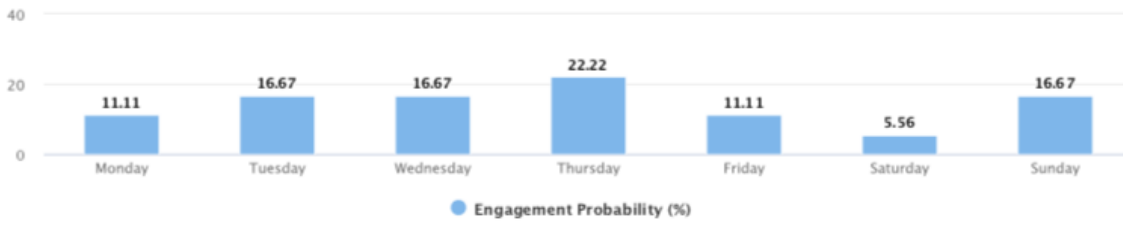


Publishing Behaviour

Best time to post - DBL X-Posure



Best day to post - DBL X-Posure



Twitter

Twitter Activity Overview



DAILY EXPOSURE
16



POST ENGAGEMENTS
7

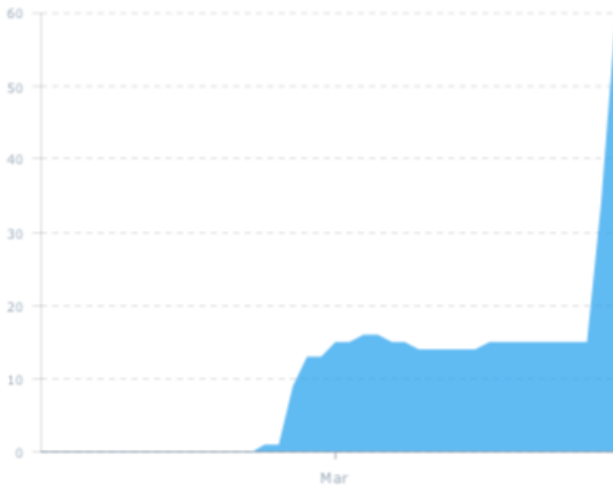


REACH
412



Our Audience Growth

TOTAL FOLLOWERS



Recent Followers

Tweets

Followers



Radio-WIGWAM 20 Mar 9:51 PM

@Radio_WIGWAM (Cardiff, United Kingdom): WIGWAM isn't about core demographics, approved playlists or hidden agendas - it's about playing good quality music & providing a platform for emerging talent. - <https://t.co/S8QsNy9aQJ>

448.2K

37.4K



niamh 21 Mar 11:21 AM

@NIAMH_SYGROVE (Leicestershire, UK): 22 She/Her | LGBT music producer + video game addict. Every Last One Of Them: A Concept Album for The Last Of Us Part II is out now! PSN: IronicSigg - <https://t.co/ztQzQPvEwZ>

313.3K

57.2K



Sam Johnson 21 Mar 6:33 AM

@samuej41944686 (California): 32 year old fan of all types of music and artists. Michael Jackson, Prince, Justin Bieber . XXXtentacion, Metallica. all sorts of HipHop and Metal. (drummer)

341.7K

10.8K

FOLLOWER METRICS

Total Followers	59
Followers Gained	59
Total You Follow	437
People You Followed	437

YOUR FOLLOWERS CHANGED BY

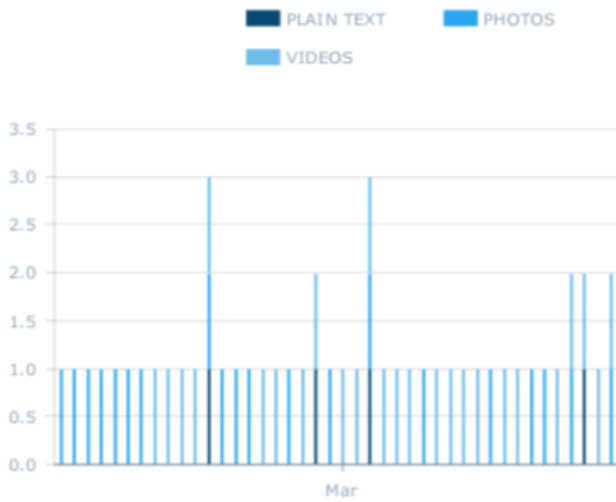
0.0%

SINCE PREVIOUS PERIOD

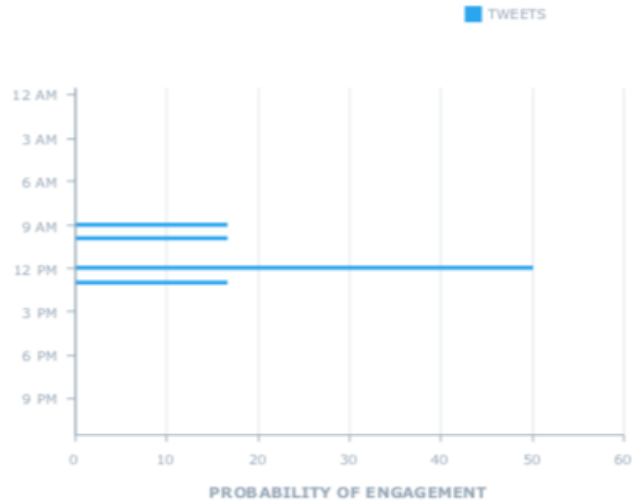


Our Content Habits

MESSAGES PER DAY



BEST TIME TO POST




CONTENT HABITS METRICS

Plain Text	4
Photos	20
Videos	26
Total Sent Tweets	50

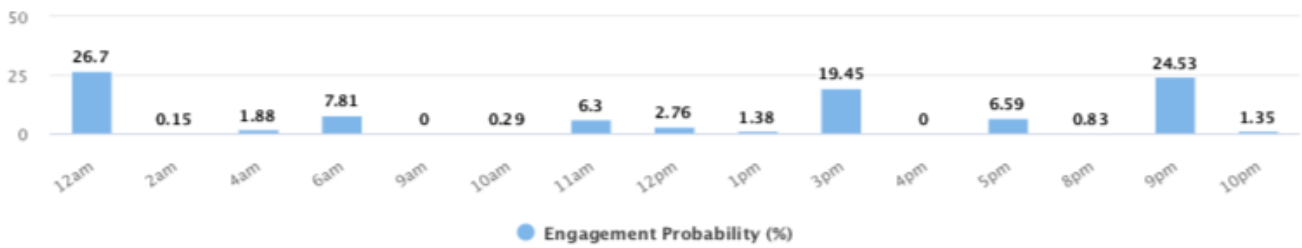
NUMBER OF TWEETS YOU SENT INCREASED BY

↑ 2750.0%

SINCE PREVIOUS PERIOD



Best time to tweet - DbIPosure



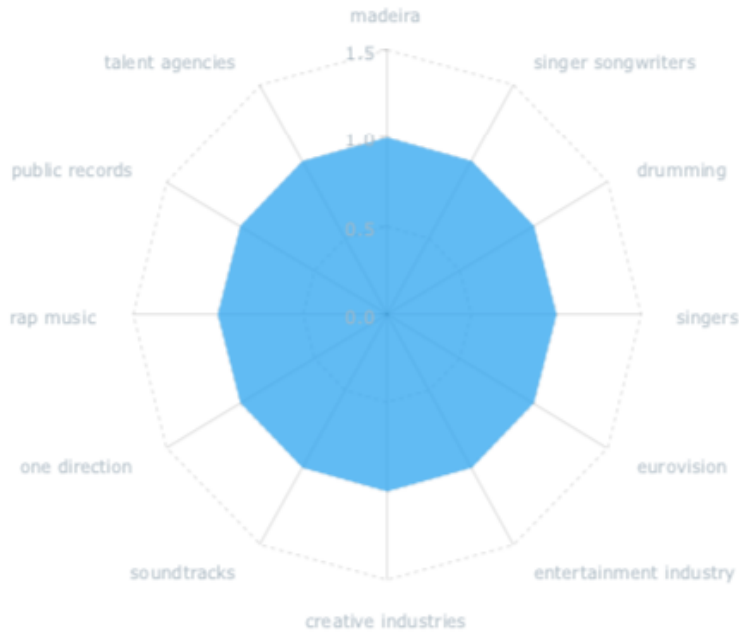
Best day to Tweet - DbIPosure



Audience Engagement

Topics & influencers - DbIPosure

FOLLOWERS' TOPIC DISTRIBUTION



RECOMMENDED TOPICS

lesbian gay bisexual transgender	dblposure
indie music	dblposure
tv film	dblposure
gays and lesbians	dblposure
video blogs	dblposure
radio shows	dblposure
internet radio	dblposure
singers	dblposure
electronic dance music	dblposure
spotify	dblposure
publicist	dblposure
rock radio	dblposure

Rap music, drumming and creative industries appear to be popular topics of interest among your followers.



Appendix



DBL X-Posure - Social Media - Content Calendar

Instagram/ Facebook / Twitter

WEEK 1

MONDAY



It's us #DBLXPosure. We are identical twins and something really special is coming soon.

TUESDAY



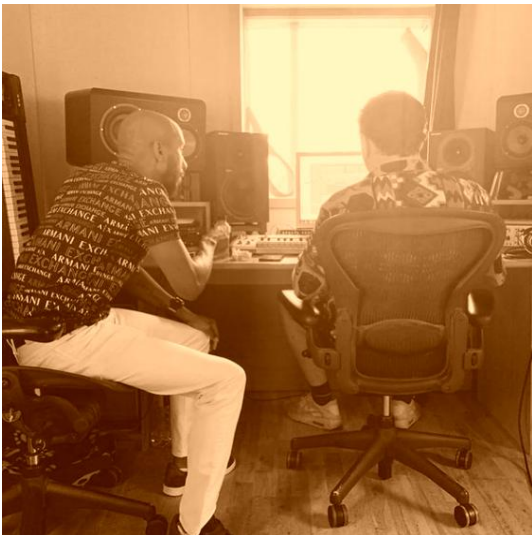
Do you know where to find us? Stay tuned... #DBLXPosure
#YouKnowWhereToFindUs #YKWTFU

WEDNESDAY



STOP WHAT YOU'RE DOING!!! 📣 Our NEW SINGLE #YouKnowWhereToFindUs OUT MARCH 19TH on all the available platforms. Get ready to dance with the twins!!! #DBLXPosure #YouKnowWhereToFindUs

THURSDAY



#Throwback to the good days in the studio last summer! New music is coming out March 19th. #DBLXPosure #ThrowbackThursday #TBT

FRIDAY



Let's introduce ourselves. AJ from #DBLXPosure here. Are you ready for what's coming up? #YouKnowWhereToFindUs

SATURDAY



Double trouble or twice as nice? TJ is the other half of #DBLXPosure How is your weekend going? #YouKnowWhereToFindUs

SUNDAY



After the busy week, it's time for a little break. What are you listening to right now?
#DBLXPosure

WEEK 2


MONDAY



Dance is the joy of movement and the heart of life...
We have some amazing moves prepared for you! What do you think? #DBLXPosure
#YouKnowWhereToFindUs

TUESDAY



 The video for 'You Know Where To Find Us' is coming this Friday, February 19th!
#YouKnowWhereToFindUs #DBLXPosure #YKWTFU

WEDNESDAY



Let's go 90's lovers! You know where to find us - on the dance floor!!! Video out this Friday! #DBLXPosure #YouKnowWhereToFindUs

More info HERE: <https://bit.ly/3tZEPBt>

THURSDAY



#ThrowbackThursday with the gang rehearsing for 'You Know Where To Find Us'. Can't wait to share the music video with you tomorrow! #tbt #BehindTheScenes

FRIDAY



#SpreadTheNews

This turned out amazing! We can't hide our excitement! Our music video is OUT NOW! 100

Watch #YouKnowWhereToFindUs HERE: <https://bit.ly/3tZEPBt>

#DBLXPosure #YKWTFU

SATURDAY



#DBLXPosure are bringing sexy back. Ready for Saturday evening?
#YouKnowWhereToFindUs #YKWTFU

Watch our new video for #YKWTFU HERE: <https://bit.ly/3tZEPBt>

SUNDAY

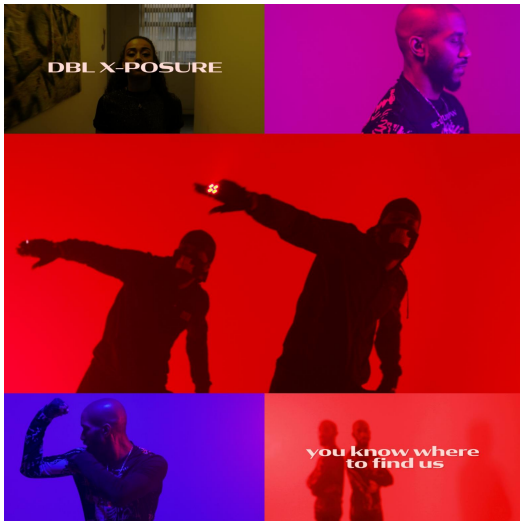


Never thought we'll say this, but need a day off from all that dancing. Super stoked for next month! #YouKnowWhereToFindUs premieres Friday, 19th March. Are you looking forward to it?

Watch our new video for #YKWTFU HERE: <https://bit.ly/3tZEPBt>

WEEK 3

MONDAY



"You've got to dance like there's nobody watching, love like you'll never be hurt, sing like there's nobody listening and live like it's heaven on earth." That's our motto for today. Are you with us? #DBLXPosure

Watch #YouKnowWhereToFindUs HERE: <https://bit.ly/200kIG9>

#YKWTFU #MondayMotivation #Inspiration

TUESDAY



How are you liking our new video for #YouKnowWhereToFindUs so far? Would you like to be a part of it? Stay tuned for something really exciting tomorrow! 🗣️
#DBLXPosure #YKWTFU

Watch the video HERE: <https://bit.ly/200kIG9>

WEDNESDAY



Are you ready to move like #DBLXPosure? This is a real challenge. Send us your videos and we'll repost our favourite ones on our stories. Let's spread the word with the hashtag #YKWTFUchallenge!

Watch the full #YouKnowWhereToFundUs video HERE: <https://bit.ly/200kIG9> 

THURSDAY

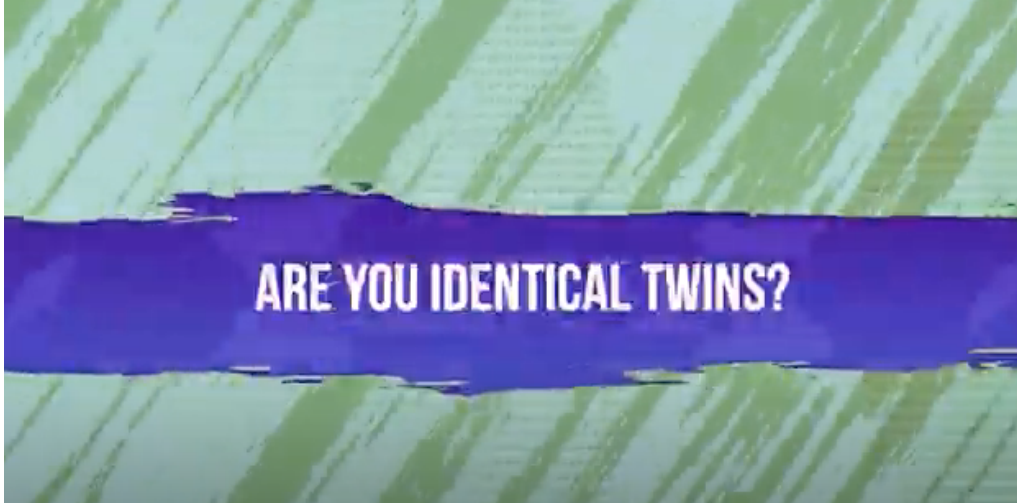


We miss those days when we were shooting the video for #YouKnowWhereToFundUs with our fantastic crew! #tb #tbt

Keep sending us your videos for the #YKWTFUchallenge

#DBLXPosure #YKWTFU #ThrowbackThursday #TBT #BehindTheScenes

FRIDAY



#YouKnowWhereToFindUs but how much do you know about us?
It's a Q&A time!!! 🌟 Stay tuned for more! #DBLXPosure

SATURDAY



*"Hold up WAIT! Now run upon it!
You can do it man, put your back into it!
Like a cosy dream, we don't wanna leave!"*

This video is pure 🔥🔥🔥... Don't you think? Have a great weekend everybody!
#DBLXPosure #YouKnowWhereToFindUs #YKWTFU

SUNDAY



Your support has been amazing so far guys! It means the world to us! Thank you!!!
🙏 Keep watching our video and #YouKnowWhereToFindUs!

Keep posting your dance moves for #YKWTFUchallenge.

#DBLXPosure #YKWTFU

WEEK 4

MONDAY



Dance even if you have nowhere to do it but your own living room. This is our lockdown routine. #DBLXPosure #YKWTFU #YKWTFUchallenge

WATCH #YouKnowWhereToFindUs! HERE: <https://bit.ly/2OOkIG9>

TUESDAY



It's Q&A time again! #DBLXPosure Let us know where you are listening from? Good to get connected with you.

WATCH #YouKnowWhereToFindUs! HERE: <https://bit.ly/200kIG9>
#YKWTFU

WEDNESDAY



Do you have any friends who love dancing? Tag your friends and get involved in our #YKWTFUchallenge! #spreadtheword

WATCH #YouKnowWhereToFindUs! HERE: <https://bit.ly/200kIG9>
#DBLXPosure #YKWTFU

THURSDAY



Look at this legend! We had a blast shooting the video for #YouKnowWhereToFindUs last year! #BehindTheScenes #tbt #throwbackthursday

Loving the submissions for the #YKWTFUchallenge so far, keep them coming!
#DBLXPosure

FRIDAY

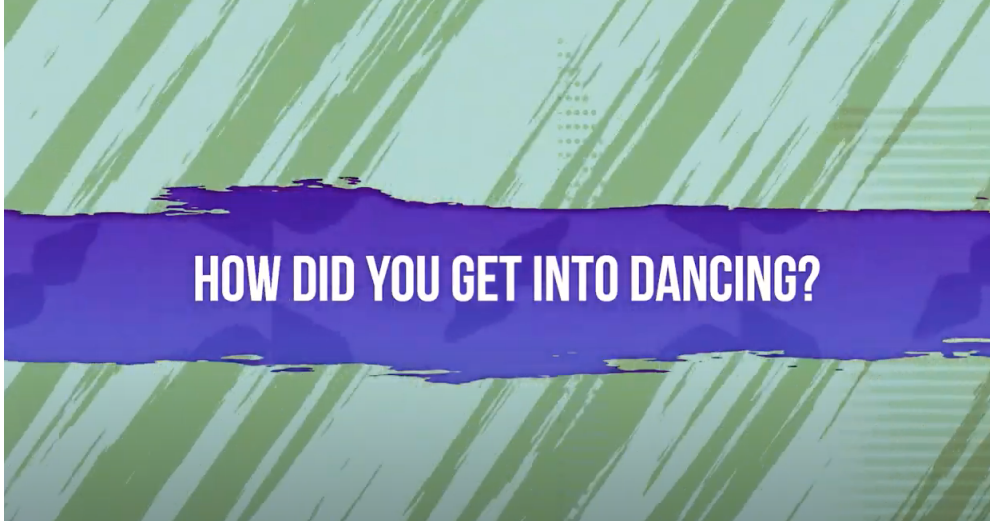


TEAM POWER. 🤝 Keep practising for our single release in 2 weeks! #DBLXPosure

#YouKnowWhereToFindUs OUT MARCH 19

More info HERE: <https://bit.ly/3tZEPB>

SATURDAY



Q&A Vol. 3! We can't wait to hear what got you all into dancing! Tell us your stories and show us what you've got for the #YKWTFUchallenge. #DBLXPosure

Watch #YouKnowWhereToFindUs HERE: <https://bit.ly/2OOkIG9>

SUNDAY



Our Sunday is full of colour. That's the spirit. Stay safe everyone. #DBLXPosure

#YouKnowWhereToFindUs OUT MARCH 19

Watch #YKWTFU HERE: <https://bit.ly/3tZEPBt>

WEEK 5

MONDAY

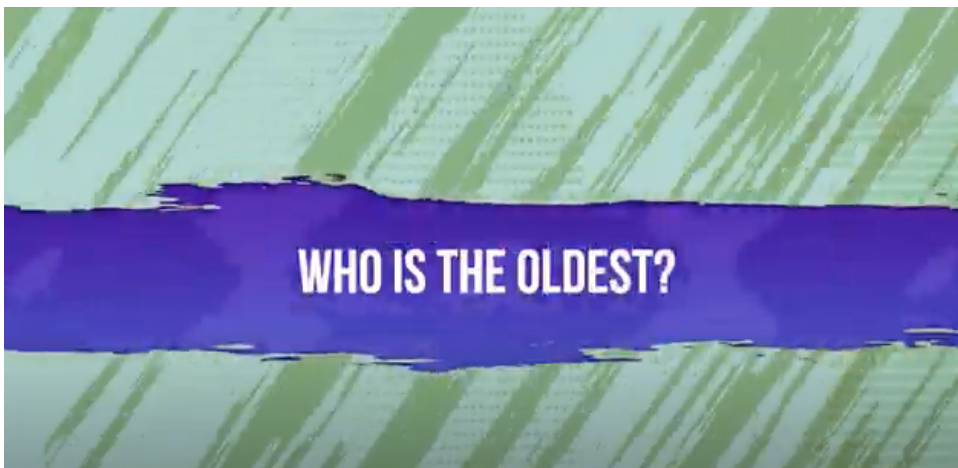


She dances to the song in her head, speaks with the rhythm of her heart, and loves from the depths of her soul... Happy International Women's Day to all of you lovely ladies!
#DBLXPosure

#YouKnowWhereToFindUs OUT MARCH 19

Watch #YKWTFU HERE: <https://bit.ly/3tZEPBt>

TUESDAY



Did you know one of us is actually 6 minutes older? #DBLXPosure
#YouKnowWhereToFindUs #YKWTFU
Watch the full Q&A HERE: <https://bit.ly/3tZEPBt>

WEDNESDAY



We can't stop watching #YouKnowWhereToFindUs! ✨ #DBLXPosure

#YKWTFU OUT MARCH 19

More info here: <https://bit.ly/3tZEPBt>

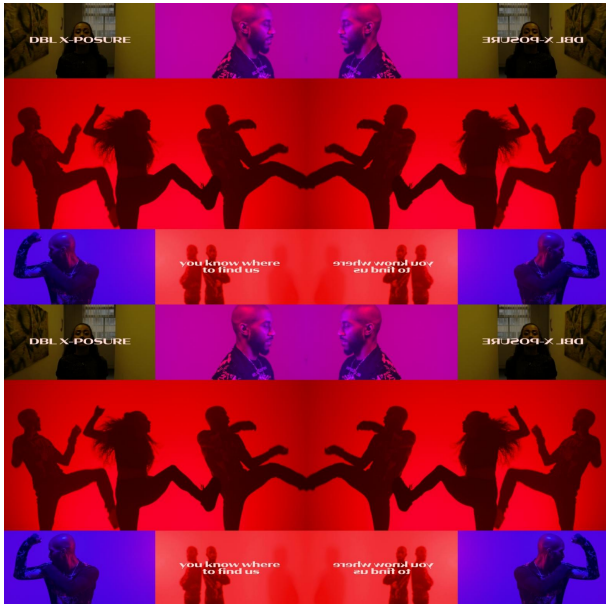
THURSDAY



We had so much fun in the preparation of #YouKnowWhereToFindUs! Shoutout to these amazing talents! #DBLXPosure #BehindTheScenes #tbt #throwbackthursday

Watch #YKWTFU HERE: <https://bit.ly/3tZEPBt>

FRIDAY



Creativity is a lot like looking at the world through a kaleidoscope. The video turned out amazing, right? 🎵 [100](#) #DBLXPosure #YouKnowWhereToFindUs

The single drops next Friday! Watch #YKWTFU HERE: <https://bit.ly/2OOkIG9>

SATURDAY



Time well spent during isolation. Don't ever let #lockdown holds you back! Get involved and sent us your moves for the #YKWTFUchallenge

Watch the original video for #YouKnowWhereToFindUs HERE:
<https://bit.ly/2OOkIG9>

SUNDAY



Sunday roast? Takeout? What are your plans for today? #DBLXPosure
#YouKnowWhereToFindUs #YKWTFU

WEEK 6

MONDAY



Both light and shadow are the dance of love! Follow our shadows and keep on dancing!
#DBLXPosure #MondayMotivation #YouKnowWhereToFindUs

#YKWTFU OUT MARCH 19

Watch #YKWTFU HERE: <https://bit.ly/2OOkIG9>

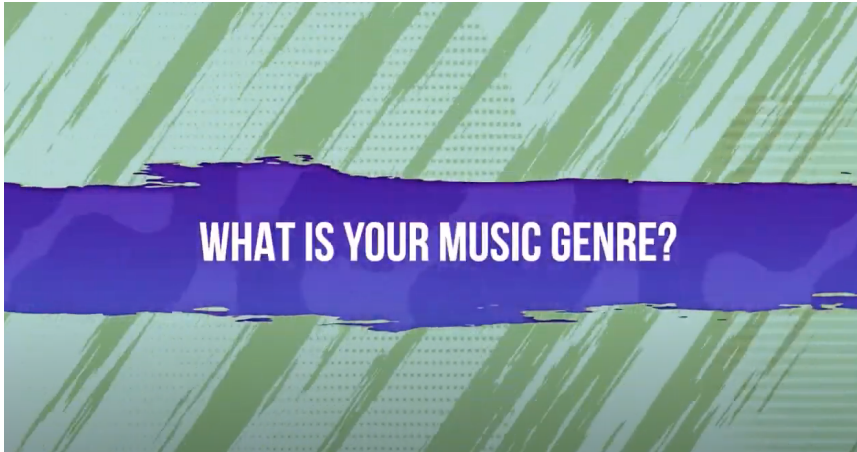
TUESDAY



It's the final countdown!!! 3 days left!!! 🌟 #DBLXPosure #YouKnowWhereToFindUs

Watch #YKWTFU HERE: <https://bit.ly/2OOkIG9>

WEDNESDAY



Last #DBLXPosure Q&A for you guys. #YouKnowWhereToFindUs guys so ask us anything you want to know! #DBLXPosure

Watch #YKWTFU HERE: <https://bit.ly/2OOkIG9>

THURSDAY



Can you spot the differences? Maybe we could do a featuring with the Weasleys for our next single.

#YouKnowWhereToFindUs OUT TOMORROW

FRIDAY



This is happening guys! #YouKnowWhereToFindUs is out NOW!!! Spread the love.
#DBLXPosure

Stream on Spotify HERE: <https://bit.ly/3tZEPBt> !!!

SATURDAY



You have all been absolutely phenomenal! 🙏 #DBLXPosure
#YouKnowWhereToFindUs

Stay tuned for more new music and keep on watching #YKWTFU HERE:
<https://bit.ly/2OOkIG9>

SUNDAY



“Sometimes miracles come in pairs” We have to agree on that one...
#DBLXPosure #DoubleTrouble

Watch #YKWTFU HERE: <https://bit.ly/2OOkIG9>