


## Social Media Audit of Lil Nas X

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Note: Be sure to refer to the instructions as you complete this template.  
Click into a field to enter your answer.

### Overview

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Dates assessed: August 23rd to September 23rd

Platforms you audited: Twitter and TikTok

Twitter handle: @LilNasX

Username ("handle") on second platform: @lilnasx

### Core data

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Number of followers on Twitter: 7.1 million, according to Fanpage Karma

Twitter audit score (as a percent): 96%, according to Twitter Audit

Most active day of the week on Twitter: Thursday, according to Fanpage Karma

Total number of likes for the period: 22.4 million, according to Fanpage Karma

Number of followers on TikTok (the second platform): 24.2 million, according to Fanpage Karma

Second platform's audit score (as a percent): 70%, according to Hype Auditor

Most active day of the week on second platform: Thursday, according to Fanpage Karma

Total number of likes for the period: 2.0 million, according to Fanpage Karma

Are the accounts gaining or losing followers? Both Lil Nas X's accounts are gaining followers according to social blade.

Tell me about the type of content they're posting on Twitter. For example, if you're following BTS, summarize the type of content that BTS has been posting recently:

For Twitter a little over half is reshared content (51%), new content (27.4%), and replies to others (21.6%). When the post are made what is usually attached to it is pure text which makes a little over half of the posts (54.1%), the second most popular is pictures (28.9%), then links (13.7%), and links/pictures (3.3%) make up the rest (All this is according to Fanpage Karma).

What best describes the quality of the content on their Twitter?

☒ High quality      ☐ Average quality      ☐ Low quality

What makes it high, average or low quality? (Explain your rating.)

I believe Lil Nas X has high quality content on their Twitter because he post different types of content which makes the audience stay more engaged with him. This makes the viewer see different portions of his life wether that will be his own opinion, pictures of what he's doing, and any huge annoucements that might be coming up.

How often do they post on Twitter during the time you assessed (in terms of posts per day)? In the time period selected the average post per day is a little over 30 posts per day (30.1) according to Fanpage Karma.

Tell me about the type of content they're posting on TikTok (the second platform):

The type of content posted on TikTok is new content which is 100% according to Fanpage Karma.

What best describes the quality of the content on the second platform?

☐ High quality      ☒ Average quality      ☐ Low quality

What makes it high, average or low quality? (Explain your rating.)

The type of content is average because Lil Nas X does post during the week but the amount of content could go up. If he were to do that, he can improve his engagement, views, and followers. I also believe his TikTok is a bit more random so it can lose the audiences attention once in a while.

How often do they post on the second platform during the time you assessed (in terms of posts per day)? During the time assessed, Lil Nas X posts on TikTok less than one post (0.19) per day.

Compare and contrast their style or tone on the two platforms. Also address whether they have a consistent voice — the same “personality” — on the two platforms.

A huge comparison that I noticed between the two platforms (TikTok and Twitter) is that Lil Nas X takes a very playful and comedic approach to his social medias. I think that's something very different compared to other artist because usually they keep it more professional and mainly update about any projects they are working on. Lil Nas X still promotes his projects but in a looser funny way. A difference that I noticed between styles is that on Twitter Lil Nas X's repost/retweets a lot more and on TikTok he does repost what others say but a lot less frequent. On TikTok it's more loose content and more of a background referring to what he posts on Twitter. For the most part, I would say Lil Nas X has a consistent voice and personality because he promotes on both platforms, is comedic, is informal about how he posts, uses his skill set to interact with people (memes, his music, etc), and keeps it lighthearted.

Insert one post from each platform that illustrates or that epitomizes their tone.



Spark Score for Twitter: 98 out of 100

ANALYSIS WRITTEN HERE! Not letting me type in my answers in the section for "Analysis of the conversations"

Twitter: I identified this post as the one that received the most engagement in the one month I viewed by looking at Keyhole's section on, "Top Posts by Engagements" and compared the numbers between each post. It was fairly easy to determine for this time period since the post with most engagement was at the very top, making it easily accessible.

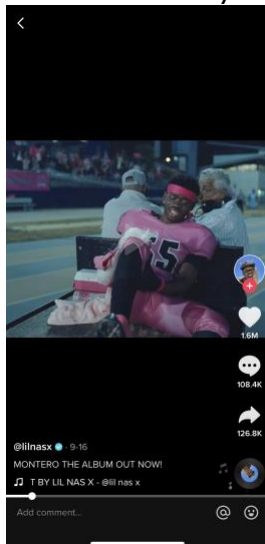
TikTok Engagement Post: I identified this post as the one that received the most engagement by looking through his TikTok profile and seeing which post got the most views, comments, and shares. I tried to use Fanpage Karma for this but I found that the data wasn't too accurate for this and only gave me the post recent posts for it.

## Analysis of the conversation

Insert the post that received the engagement on Twitter in the **one month** you analyzed and tell me how you identified this as the post that received the most engagement::



Insert the post that received the most engagement on the *other* platform in **month** you analyzed and tell me how you identified this as the post that received the most engagement:



In general, what are people saying? Are they complaining? Praising?

In general, for the twitter post that had the most engagement, it was a mixture of support and hate coming from it. For some context, Lil Nas X dropped a collbaration with Nike on a shoe that contained actualy human blood and when it first released everyone gave him hate and called him out for being "satanic." Meanwhile Tony Hawk dropped a limited amount of skatebaords that were painted with human blood and received support for it. Lil Nas X saw this and spoke out about it being unfair and insinuating it was due to other reasons. Some comments supported him on it and others didn't like the fact that Lil Nas X brought religion into fashion. For the TikTok engagement post which was a snippet of his music video for his album "Montero," I saw more praise under his social media. Many were congratulating him on the release and were eager to hear it.

What's a representative comment by a follower?

A representative comment by a follower for the top Twitter engagement post would be from a user named @RuslanKD stating , "Sir, you're very talented and smart. Please don't continue to miss

the point. Folks didn't like your shoe because it was a Satan shoe. And the vast majority of people, regardless of their view towards your sexuality, don't play with satanic imagery. No one's out to get you." Meanwhile another user under @sijadraws states, "Satan is a christian based concept, but no one cares when a scary movie which is a work of art does it but Lil Nas X does it as a form of expression it's wrong? Maybe because they already BELIEVE that being Gay is sin and being black isn't much better. Try again."

For the top TikTok post a follower under @weareallbatpeople states, "The album slaps guys."

## Overall assessment and recommendations

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What letter grade would you assign their use of social media? In combination with the use of Twitter and TikTok, I would grade Lil Nas X an A-.

Explain your grade and include recommendations for their future use. I believe that Lil Nas X is a great example of a celebrity who knows how to use social media to his advantage and work it in his favor regardless if he gets hate or not. He tries to engage with the the audience with his TikTok/Twitter post, post consistently throughout the week, replies a lot on Twitter, uses the apps features (Retweets, likes, repost, etc.), and knows when to switch up the type of conten he posts. A recommendation I have for Lil Nas X is on his TikTok use is to be more engaged with his audience and/or followers. I think that's an area that can boost his following if he does continue his social media use.

What did you learn through this assignment? I learned how much every little thing counts on social media whether that is likes, comments, retweets, reposts, how often someone posts, and how it can affect everything. To add on, I see a trend of the more that you can engage the better that a social media account boosts you. It's crazy to see the timeline on how some things can drop in likes/followers and how much it can increase in such little time. As a celebrity, influencer, or content creator it's also important to watch what you say because it's so easy to get hate and have people flip it on you.

## Appendix (optional)

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Place anything that you'd like me to see.

