

REPORT

SOCIAL MEDIA ANALYTICS

HARRY'S HOUSE

PRESENTED BY KENNEDY MCKINNEY

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Overview

HARRY'S HOUSE

This report analyzes the Harry's House social media campaign, assessing engagement, reach, and audience response. The campaign focused on immersive visuals, storytelling, and exclusive fan interactions to build anticipation and drive album sales.

Key Metrics

TOTAL IMPRESSIONS

20M+ Across
Platforms

TOP PERFORMING CONTENT

Album announcement
video (5M+ views,
1M+ interactions)

FOLLOWER GROWTH

+400K New
Followers

ENAGAGEMENT RATE

10%

ENGAGEMENT REACH

9.2% (Exceeding
industry average)

HASHTAG PERFORMANCE

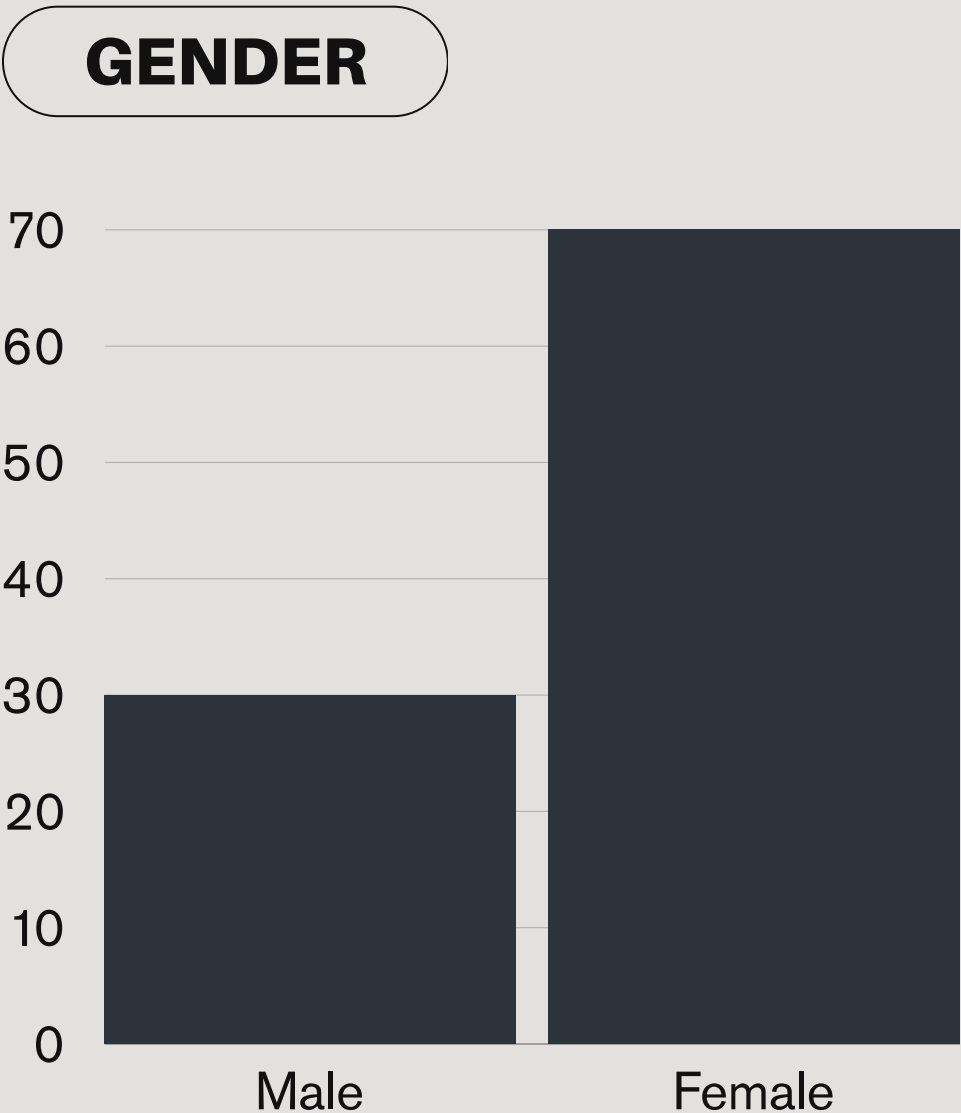
#HarrysHouse trended
globally for 48+ hours



Audience Insights

PEAK ENGAGEMENT TIME: 6 PM - 11 PM EST (HIGHEST FAN ACTIVITY)

AGE		PLATFORM	
18-22 years old		Instagram	10M+ interactions (Most engaging platform)
22-26 years old		Twitter	8M+ mentions (Real-time conversation hub)
30-35 years old		TikTok	15M+ video views (Major driver of album buzz)



Content Performance Breakdown



MOST ENGAGING POST

Album cover reveal on Instagram

2M+ likes, 500K+ shares

BEST VIDEO FORMAT

Aesthetic home-style clips on TikTok

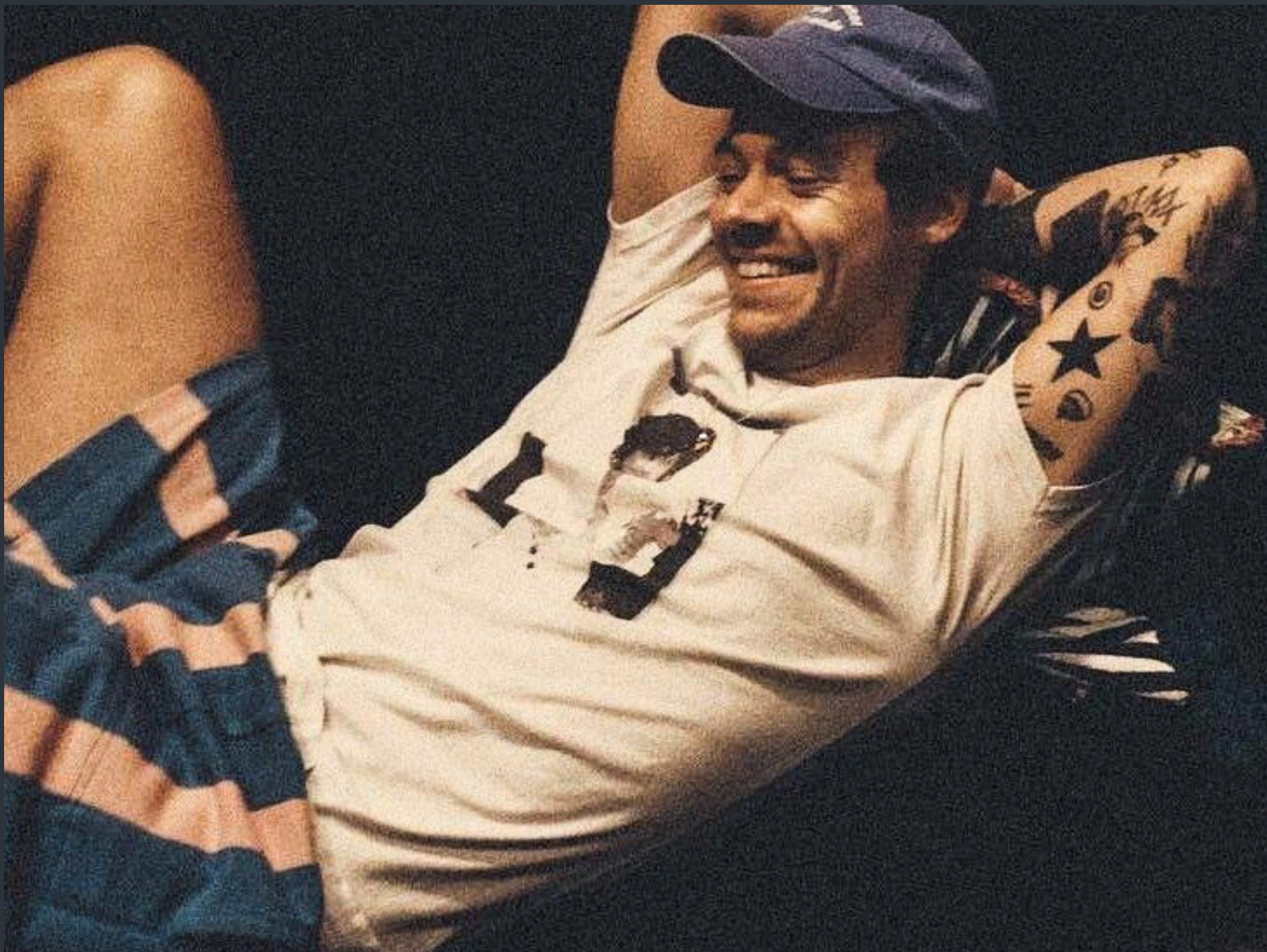
8M+ views

TOP UGC MOMENT

#AsItWasChallenge

100K+ fan videos

Campaign Successes



01

#HARRYSHOUSE TOOK OVER SPOTIFY
BILLBOARDS WORLDWIDE, BOOSTING
PRE-SAVES BY 40%

02

"AS IT WAS" TIKTOK TREND DROVE
MILLIONS OF USER-GENERATED VIDEOS

03

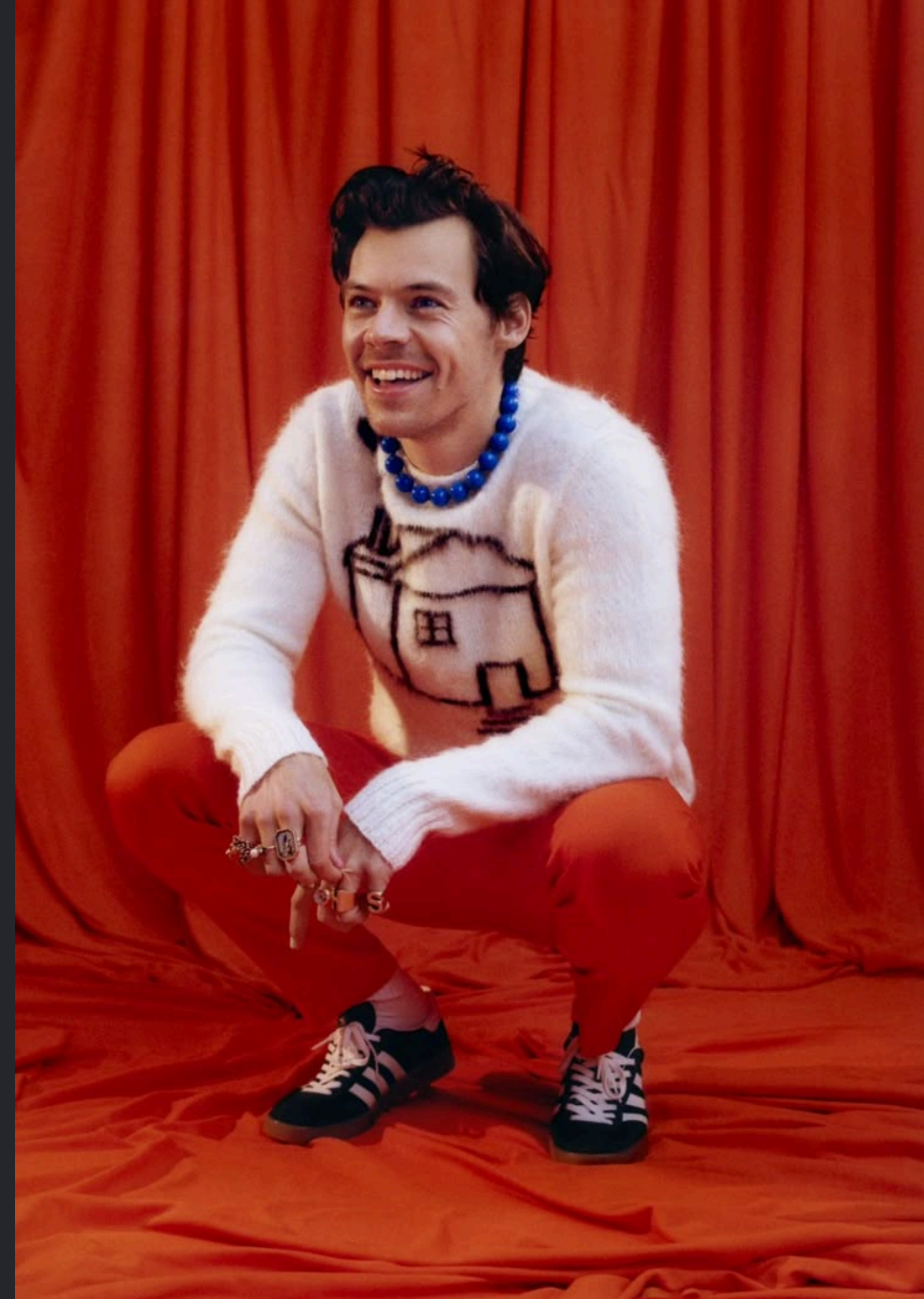
POP-UP LISTENING EVENTS CREATED
MASSIVE FAN ENGAGEMENT & MEDIA
COVERAGE

Areas for Improvement

INCREASE REAL-TIME
ENGAGEMENT ON
TWITTER WITH MORE
ARTIST Q&A SESSIONS

LEVERAGE FACEBOOK
GROUPS FOR DEEPER
FAN DISCUSSIONS AND
EXCLUSIVE CONTENT

OPTIMIZE YOUTUBE
SHORTS FOR ADDITIONAL
BEHIND-THE-SCENES
CONTENT



Upcoming Plan

EXCLUSIVE VINYL PREVIEWS

Introduce exclusive vinyl previews for superfans through social media contests

BTS FOOTAGE

Expand behind-the-scenes footage of Harry's creative process for deeper storytelling

DIGITAL EXPERIENCES

Utilize immersive digital experiences (AR filters, interactive stories) to enhance engagement





KENNEDY MCKINNEY



THANK YOU

@kennedylmckinney

www.kennedymckinney.com

904-415-6867