



SOCIAL MEDIA STRATEGIES WITH CHAPPELL ROAN

A Sample Lesson Plan from Mujo Learning Systems

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Lesson Overview

This package provides teachers with everything they need to teach students about in-store display design. A rough estimate of the content timing and sequencing has been provided below.

Timing Estimate	Content
30 minutes	Case Study: Chappell Roan's Social Media Strategy
60 minutes +	Activity: Touring Musician Social Media Campaign
30 minutes	Reflection: Social Media Strategies
30 minutes +	Discussion

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Case Study: Chappell Roan's Social Media Strategy¹

2024 has been a huge year for pop singer and songwriter Chappell Roan. While she spent the summer of 2023 working as a camp counselor, she has spent the summer of 2024 selling out venues across the US on her largest headlining tour to date. Roan's rising popularity is an impressive feat and can help digital marketers understand the importance of effective social media usage for building an audience both online and offline.

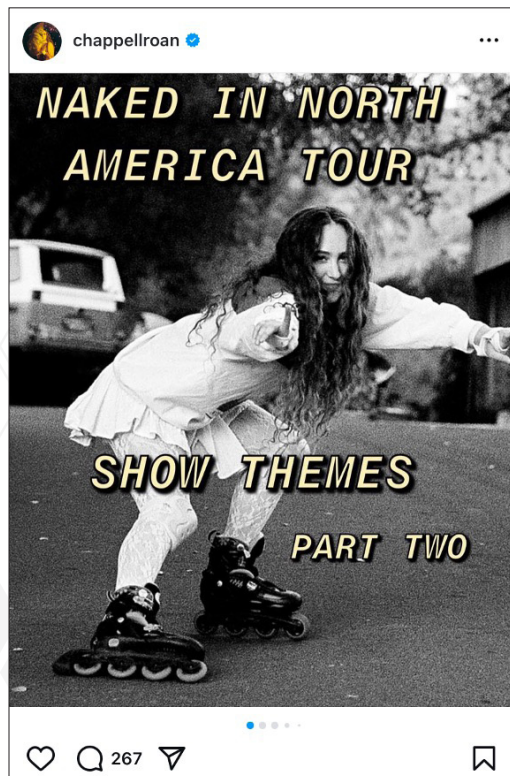
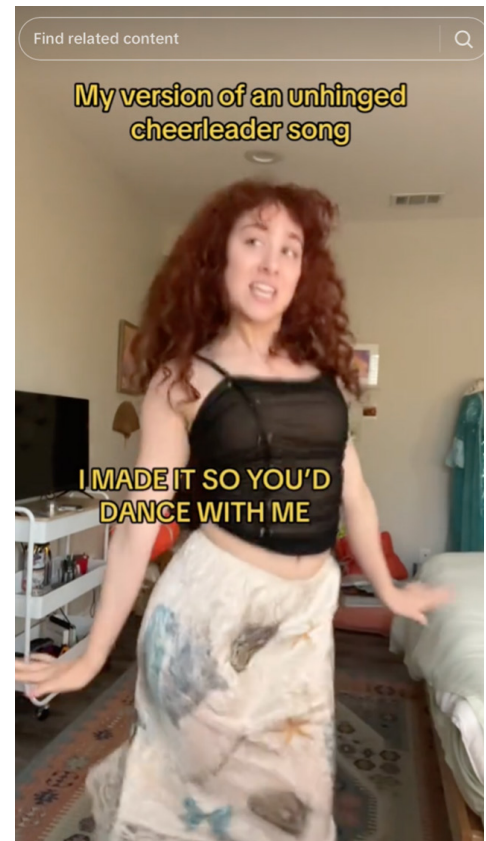
From the beginning of her career, Chappell Roan has demonstrated a strong understanding of social media. She was signed to Atlantic Records at age 17 largely on the strength of the demos she recorded and posted to her own YouTube channel. Since then, she has steadily grown her following across channels like TikTok and Instagram, where her posts regularly earn millions of views.



While many factors contribute to Chappell Roan's rise to stardom, social media has played a big role in helping her find an audience and build a strong connection with them. For digital marketers, Roan's success offers several important insights into the power of social media.

Authenticity: One key driver behind Roan's success across social media is that she appears authentic to her target audience. Through platforms like TikTok, Roan shares a wide range of conventional promotional content, such as press videos and photographs from recent concerts or other media appearances. But she also uses her social media platform to share more personal content, such as behind-the-scenes footage of her and her team rehearsing for upcoming shows, or more casual content featuring her dancing along to her own music in a hotel room or answering questions from fans. These more intimate kinds of content help build a stronger connection between Roan and her audience, and help her fans feel like they are getting to know her personally.

Community Participation: Through her social media platforms, Roan will often share content that encourages community participation. She will share videos teaching viewers choreography for her songs, making it easy for her fans to share their own videos of themselves dancing along to her music. This kind of user-generated content is a great way for any influential social media user or brand to increase their engagement and grow their brand awareness online. By making it easy for her audience to participate, Roan has found a great way to leverage her existing audience and have her music spread organically to more users.



Online and Offline Coordination: Roan's social media usage has helped her build a huge and active base of followers. But her success on social media has also contributed to a growing audience for her in-person events as well. Her live appearances at music festivals draw huge crowds, and several recent tour dates have needed to move to larger venues to accommodate the huge demand for tickets. Roan even uses her social media channels to create a more engaging live experience for her fans. Each show on her summer tour has its own theme, and she actively encourages her fans to pick an outfit that suits the theme of the show they will be attending. This kind of interactivity can make for a more memorable experience for her audience and make them feel like active participants in the shows themselves.

1. Breihan, Tom. "Chappell Roan Is a Star." Stereogum, May 2024, <https://www.stereogum.com/2264916/chappell-roan-is-a-star/reviews/concert-review/>

Activity: Touring Musician Social Media Campaign

As explored in this case study, social media can be a great way for brands and artists to build excitement for live events. In this activity, you will have an opportunity to explore different ways that artists can use social media to build a sense of community with their fans.

Choose a band or artist and imagine you have been hired to manage their social media channels for an upcoming tour. Start by writing a brief profile of your chosen band's existing social media presence. This might include the social media channels they are most active on, the kinds of content they tend to post, the frequency with which they post new content, and the kinds of engagement that they receive on their posts. What kinds of posts seem to get the most engagement from their fans?

Next, brainstorm ideas for different social media posts that your chosen artist could make to promote their upcoming tour. Be sure to consider the ideas discussed in the case study: How can the artist present themselves authentically? How can they encourage their fans to generate their own content? How can they enhance the in-person experience for their fans? Aim to come up with at least 10 campaign ideas.

Finally, choose your best three ideas and draft social media posts that the artist could use to launch their campaign. If your campaign involves any media (such as images or video) you can describe the media, sketch out storyboards, or create your own demo version of the content you plan to create. Be sure to draft the caption you would use to post any media you create.



Reflection: Social Media Strategies

1. What other ways do you think influencers and artists can use social media to build a sense of community with their followers?
2. What kinds of risks do you think are associated with artists building a more personal relationship with their audience?
3. This lesson and activity have focused on influencers and musical artists, but do you think the any of the strategies used throughout could be used by businesses? Why or why not?

Evaluation Rubric

Criteria	3 Points	2 Points	1 Point
Profile	The social media profile shows a strong understanding of the chosen artist's social media presence.	The social media profile contains some information about the artist's social media presence.	The social media profile contains little information about the artist's social media presence.
Ideation	Post ideas demonstrate a strong sense of creativity and critical thinking about community building.	Post ideas demonstrate some creativity and thought about community building.	Post ideas demonstrate little creativity or effort.
Post Drafting	Drafted posts demonstrate a clear understanding of the target audience and campaign goal.	Drafted posts demonstrate some understanding of audience and goal.	Drafted posts demonstrate little understanding of audience and goal.