

RIAA SOCIAL MEDIA & CONTENT STRATEGY

Building Awareness, Educating Audiences, And Driving Engagement

Updated Nov 2025

Current State: Where We Are At Now

Reactive Social Execution Approach

Most posts are reactive: certifications, reports, responses to external events.

Strengths: strong cultural relevance, built-in artist fandom

Gap: No overarching through-line or proactive plan to tell RIAA's story consistently

Opportunity: From reactive → balanced mix of proactive + reactive content.

The Purpose of Our Social Channels

What We Aim To Do

Brand Awareness → Reach audiences beyond music insiders

Education → Make complex industry issues accessible

Engagement → Create connection with music fans, policymakers, and professionals

How We Bring It Together

Our channels need one clear narrative that links all our content from Gold & Platinum to policy to whatever else comes down the pipeline.

Our Throughline → “Protecting music. Empowering those who make it.”

This becomes the filter for everything we share. Every post should reinforce why we protect, uplift, and celebrate artists and the industry that supports them.

Who We're Speaking To & What We Want Them To Do



Fans / General Public

Learn and share stories about music's cultural and economic impact.
+ Celebrate artists' achievements.



Policymakers / The Hill

Understand industry value, support protections to artists and copyright, and champion pro-music/artists/creatives policies



Music Professionals / Industry

Feel represented by RIAA, stay informed on key issues, and amplify the work of the recording industry



Publications / Media

Pick up data and stories, turn them into coverage, and help share the narrative around the industry

Our Content Approach

We balance two types of content to tell a complete story:

Reactive Content

Certifications, policy wins, announcements, revenue numbers.

Timely, relevant, but episodic. *This helps up stay in the conversation.*

Proactive Content

Evergreen videos, myth-busting, historical impact, artist rights.

Storytelling, consistent voice, builds brand presence. *This helps keep us top of mind.*

Why this works:

Bringing both together under one consistent narrative ensures that every post has a purpose; to reinforce why RIAA exists: to protect and celebrate music, artists, and the industry.

*cough *cough *“Protecting music. Empowering those who make it.”*

Our Content Theme/Pillars

These are the stories we tell across both proactive and reactive content:



Economic Impact

Shows how much drives growth & opportunity → Revenue numbers, 50 States, etc.



Artist Protection & Rights

Advocates for policies and protections → AI, copyright, NO FAKES etc.



Celebration of Music

Spotlights artist's achievements & cultural moments → G&P certifications, cultural campaigns, etc.



Myth-Busting & Education

Makes big, complex issues simple → Simplify complex industry issues.

Platform Roles | Overview

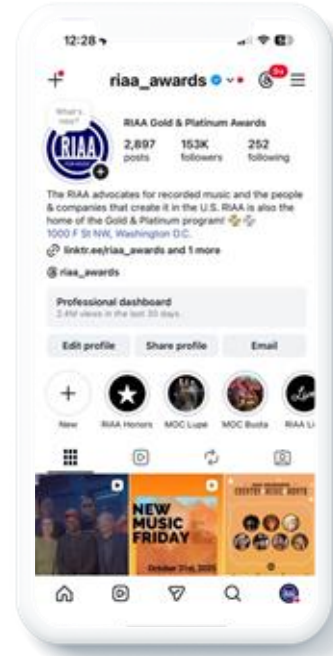
Each platform has a distinct role in supporting our goals.

Platform	Role	Audience/Purpose	Suggested Tone
Instagram	Visual storytelling for fans & awareness	Fans/general public	Fun, celebratory, authentic
X (Twitter)	Real-time advocacy, policy & press engagement	Policymakers, journalists, industry watchers/fans	Timely, conversational, responsive
Facebook	Community engagement; Duplicative of IG & X	Broader public, older demographics	Engaging, approachable, shareable
LinkedIn	Industry credibility, thought leadership, employee recognition	Professionals, labels, executives	Professional, insightful, authoritative

DEEP DIVE

→ Instagram

- Audience: Fans + general public
- Objective: Awareness & Storytelling
- Tone & Content Type
 - Visual-first: Carousels + Reels, Static Image
 - Celebratory, Fun, Authentic
- Execution:
 - Carousels that simplify data and tell stories
 - Evergreen reels on industry myths / artist rights
 - Visual-first celebration posts (certifications, events)
 - Lighter captions, broad tone



DEEP DIVE

→ X (Formerly Twitter)

- Audience: Policymakers, press, advocacy communities
- Objective: Real-time engagement, agenda-setting
- Tone & Content Type
 - Short text posts, Threads, Data visuals / infographics
 - Timely, Conversational, Responsive
- Execution:
 - Quick takes on policy wins, AI, artist rights
 - Threads breaking down reports into digestible stats
 - Reactive commentary to news / industry conversations



DEEP DIVE

→ Facebook

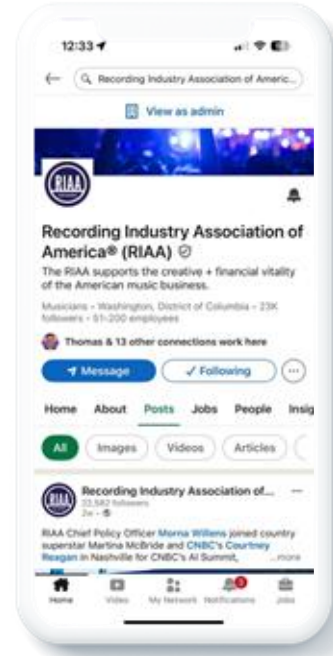
- Audience: Broader/older demographics, Casual music fans
- Objective: Celebrate music, educate in simple terms
- Tone & Content Type
 - Images, videos, link shares
 - Approachable, engaging, shareable
- Execution:
 - Share certifications with context
 - Simplified graphs or stats from reports
 - Photos from events, cultural moments



DEEP DIVE

→ LinkedIn

- Audience: Industry professionals, policymakers, media
- Objective: Establish authority, credibility, leadership
- Tone & Content Types
 - Articles, Text posts, Data-driven visuals, Leadership quotes
 - Professional, Insightful, Credible (Fewer emojis)
- Execution:
 - Long-form posts highlighting op-eds, reports, legislative wins
 - Data-rich infographics + economic impact stats
 - Thought leadership quotes / posts from RIAA leaders



How We Approach Cross-Platform Posting

While our core message remains consistent, the **execution** must be tailored. We adapt the same story to fit the unique audience and tone of each platform.

Shared Pillars

Our core content pillars (Economic Impact, Artist Protection, etc.) and major announcements can/will be communicated across all channels to ensure broad reach.

Tailored Execution

We adapt the format, tone, and visuals. A report becomes a thread on X, a data carousel on Instagram, and a professional update on LinkedIn.

This provides unique value on each channel.

The Risk of Duplication

Copying the same post everywhere gives no reason to follow us on multiple platforms.

This causes audience fatigue, leads to disengagement, and negatively impacts our performance.

Measuring What Matters

Our Social Goals → How We Measure Success

Brand Awareness: Reach | Impressions | Follower Growth (not prioritized)

Tells us if we are extending beyond music insiders

Education: Video Completion | Carousel Swipes | Shares | Saves

Tells us if audiences are learning and/or consuming our content

Engagement: Engagement Rate (Like, Shares, Comments) | Quote Tweets | Mentions | Saves

Tells us if our content is resonating with our audience; Is it connecting emotionally? Is it driving conversation?

Action (*when relevant*): Clicks

Tells us if we successfully mobilized our audience

Why This Matters

Where We Are Now

Our posts are strong individually but often live in silos. Because success is measured post by post, it's hard to see if we're truly moving the brand forward or contributing to larger company goals.

The Risk of Staying Here

As social platforms and user behavior continue to evolve, we risk missing opportunities to shape how people think about RIAA and the work we do. Without connecting the dots, our accounts might feel like a bulletin board; a place for updates rather than a brand that inspires, educates, and connects.

The Opportunity

By building on what's already working and posting with intent, we can connect each update into a larger narrative. This makes sure we're not just present everywhere, but effective in showing who we are, why we exist, and why music matters.



SOCIAL MEDIA GUIDEBOOK

Best Practices + Recommendations

Updated Nov 2025

BEST PRACTICE

→ Instagram

Frequent posting increases visibility and improves algorithmic ranking

- Best posting times: 10am between 3pm (Adobe & Sprout Social).
- Consistency improves follower retention and discoverability.

Consistent visual identity increases brand recognition and trust

- Consistent color palette and typography improve recall (Forbes, 2025).
- Logos and uniform styling reinforce authority and credibility.

Short-form video and collaborative content outperform static imagery.

- Reels earn 22% higher engagement (Adobe, 2025).
- Collaborative posts increase reach and visibility (Hootsuite).

RECOMMENDATION

Maintain a consistent presence on the platform through Stories and feed posts (mix of static and reel)

- Consistency helps RIAA stay visible and top-of-mind for audiences while building trust through regular engagement. Keep in mind quality over quantity

Apply RIAA brand colors (purple, black, grey), consistent fonts, and subtle logo placement across all posts.

- Maintaining a unified visual language strengthens the brand's professional image and helps content stand out in crowded feeds.

Prioritize Reels and collaborative posts featuring artists or partners.

- These formats maximize engagement and broaden reach through shared audiences.

RIAA CURRENT FEED

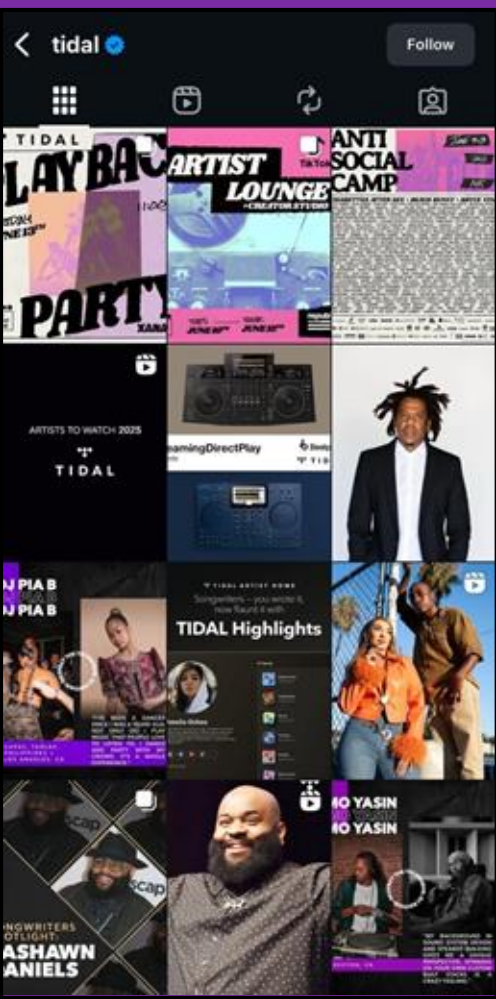


NMF posts are too close to each other

Inconsistent certification graphics

Harsh color scheme

Not enough photos between reels

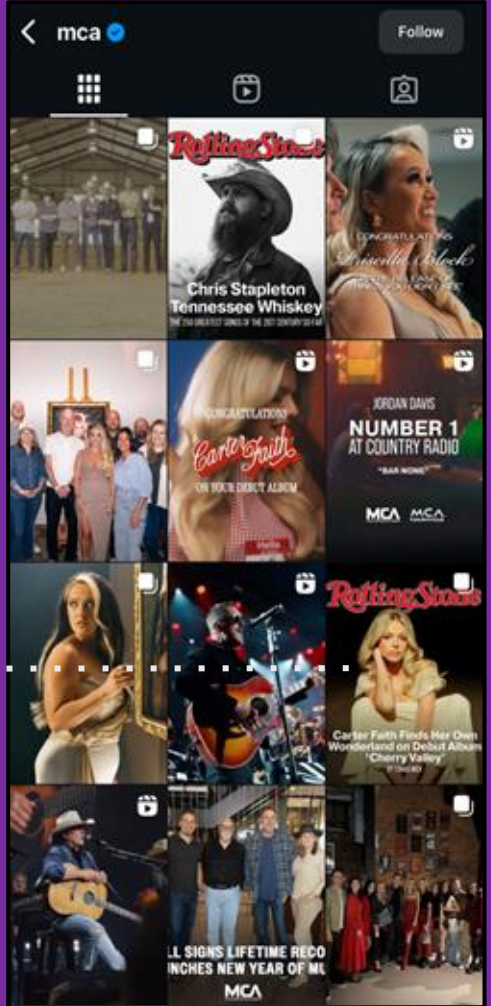


Tidal

- Cohesive variation between graphics for one promotion
- Complimentary content mix among fonts, colors and photos
- Equal artist/people and graphic cover photos
- Cohesive color/graphics theme

MCA

- Complimentary content mix among fonts, colors and photos
- Consistent fonts



BEST PRACTICE

→ Facebook

Facebook audiences respond best to steady, purposeful posting.

- Best posting times: 9 a.m.–12 p.m. (Hootsuite).
- 1–2 high-quality posts per day sustain visibility without oversaturation.

Informational and nostalgic content performs best with Facebook's older demographic.

- 52% of users aged 50–64 are active on the platform (AARP).
- Recognizable figures and trending topics drive engagement.
- Trustworthiness and credibility remain key to success.

RECOMMENDATION

Post once or twice per day with intentional, high-value content.

- Each post should have a clear goal (update, highlight, or insight) to maintain relevance without clogging the feed.

Focus on credible, story-driven posts that appeal to heritage and trust.

- Feature recognizable industry figures, highlight historical moments, and share verified legislative updates to connect with Facebook's core demographic.

BEST PRACTICE

→ X (formerly Twitter)

X is fast-moving; consistent daily activity is key to visibility.

- Best posting times: 9 a.m.–2 p.m. (Hootsuite)
- 2–3 posts per day keep content fresh in rapid-scroll feeds.

Concise, conversational tone increases authenticity and engagement

- Authentic voice improves connection with audiences (Econsultancy).
- Consistent phrasing reinforces brand personality.

Media-rich posts outperform text-only tweets.

- Tweets with video earn 5.4 % more engagement than those with images (Buffer).
- Threads extend dwell time and boost topic depth.

RECOMMENDATION

Maintain a steady flow of 2–3 posts per day that mix advocacy, culture, and real-time updates.

- Regular cadence keeps RIAA active in trending conversations and visible to core audiences.

Define key language pillars and use them consistently.

- This creates a cohesive voice that reflects RIAA's values while maintaining a conversational tone.

Include visuals (short clips, data graphics, or event recaps) with most posts.

- Where appropriate, use threads to unpack complex topics such as legislation or reports; this drives higher engagement and credibility.

BEST PRACTICE

→ LinkedIn

Frequent, data-driven posts build professional credibility and reach.

- Posting 2–5 times per week increases impressions and engagement (Buffer, 2024).
- 40% of users interact with business pages weekly (LinkedIn).
- 10 a.m.–1 p.m.

Data-driven and educational posts perform best.

Direct CTAs improve post performance and conversions.

- Users respond to explicit next steps (Learn more, Read the report, Join us).

RECOMMENDATION

Share 2–5 posts per week highlighting events, advocacy milestones, or artist achievements.

- Consistent storytelling keeps RIAA relevant and strengthens thought leadership among industry professionals.

Share advocacy achievements, artist perspectives on industry issues, and impact data.

- Position RIAA as a thought leader and reliable source of credible information.

Add a clear CTA to each post, linking back to RIAA.com or owned resources.

- Encourages deeper engagement and strengthens the loop between content and action.

BEST PRACTICE

→ Profile Optimization

Consistent bios, usernames, and link structures improve visibility and search ranking.

- Search engines prioritize consistency across platforms (Hootsuite, 2025).
- Bios and usernames directly affect discoverability.

External links drive search value when frequently shared and engaged with.

- Google ranks frequently shared, credible links higher (Sprout Social, 2025).

Instagram Highlights help extend the life of key content beyond the 24-hour Stories window.

- Organized Highlights improve profile navigation and guide users to important topics, increasing engagement and brand comprehension.

RECOMMENDATION

Standardize bios, handles, and link formats across all RIAA profiles.

- Use a concise, unified format and always link to RIAA.com or a verified Linktree. Consistency boosts brand authority and SEO.

Ensure all social bios and Linktree entries redirect to active, relevant pages (RIAA.com, reports, etc).

- Keeping links current and consistent strengthens referral traffic and digital credibility.

Restructure and maintain Highlights for core categories such as:

- Use branded, visually consistent Highlight covers to make the profile look cohesive.
- Well-organized Highlights make key content discoverable and reinforce RIAA's brand identity.

The current bios send mixed signals about who RIAA is and what people can expect from each channel.

(1) Inconsistent identity; G&P versus Advocacy and Industry Representation (2) Missed opportunity for SEO/discoverability; people typically search “music certifications,” “RIAA Gold & Platinum,” “music advocacy,” etc.



Spelling out the full name on all platforms helps maximize discoverability and clarity



The name and bio should clearly communicate the full scope of RIAA’s work and mission.



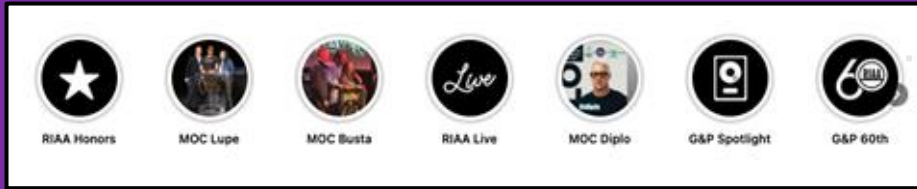
Potential Unified Bio For All Platforms

Advocating for recorded music and the people, artists, and labels who make it. Home of the RIAA Gold & Platinum Awards.

Users visiting the profile may be confused or overwhelmed and may miss important content because Highlights are not clearly organized, updated, or aligned with current priorities.

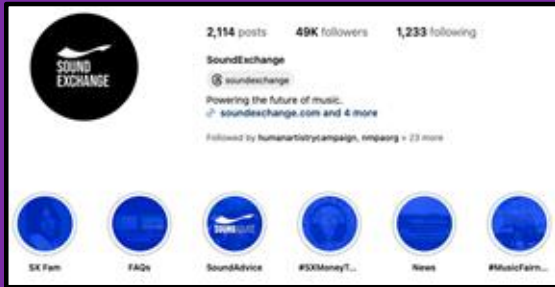
(1) Highlights are excessive and often outdated. (2) They don't provide meaningful value for users looking for resources, organizational information, or evergreen content.

RIAA

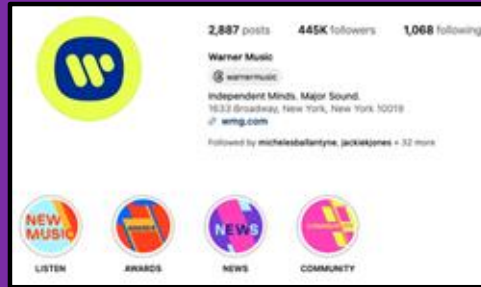


Use visually consistent covers to improve navigation and brand cohesion.

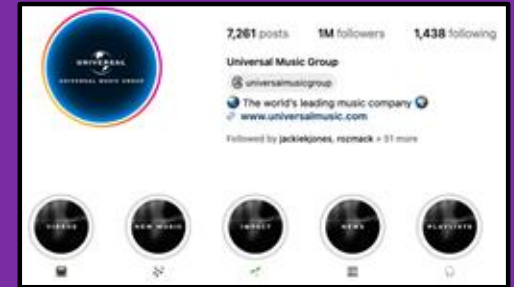
SOUNDEXCHANGE



WARNER MUSIC



UNIVERSAL MUSIC GROUP

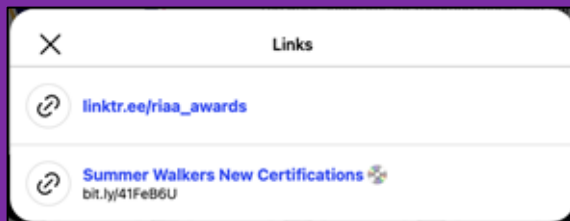


Streamline Highlights to focus on high-value categories:
RIAA Answers, Advocacy, MOC, Honors, News, RIAA Live

The current Linktree is exhaustive and difficult to navigate, with several outdated or redundant links

Instagram now allows up to five active links in the bio, reducing the need for an external link collector when used strategically.

RIAA



Simplifying links to help audiences quickly find what's most relevant while reinforcing RIAA's key priorities.

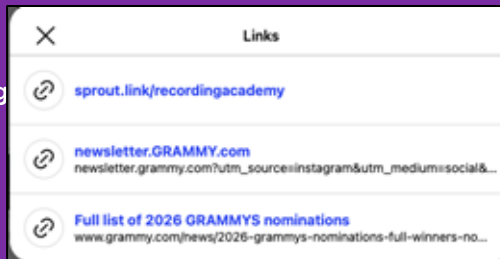
Suggestion 1:

Use two primary links in the bio: (1) Visit Our Website (2) Updated Linktree (housing secondary resources).

Regularly audit and remove outdated or low-priority links.

Curate a navigable system to increase click-throughs and keep impactful content front and center.

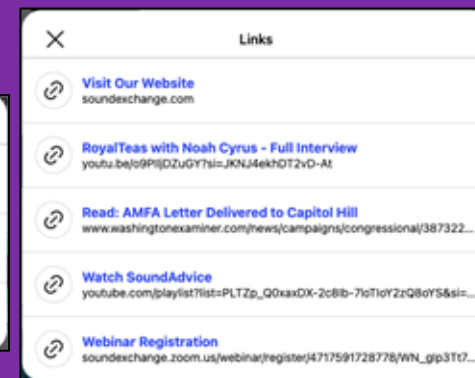
RECORDING ACADEMY



Suggestion 2:

Use all five available Instagram bio links: (1) RIAA.com (2) Latest Revenue Report (3) G&P Mid-Year or Year-End Report (4) Current Advocacy Campaign (5) NMF or Rotating Feature (e.g. Playlist or List Recognition). Use Highlights to maintain visibility without clutter.

SOUND EXCHANGE



BEST PRACTICE

→ Community Management

Active engagement boosts algorithm visibility and audience trust

- Prompt responses improve trust (Sprout Pulse, 2024).
- Engagement-based content outperforms passive posting.

A consistent, human tone builds connection and differentiates the brand.

- Original, humanized content is a key factor for standing out (Sprout Social Index, 2025).

RECOMMENDATION

Proactively comment on partner posts and respond to audience messages quickly.

- Engagement strengthens relationships, signals authenticity, and increases visibility in social algorithms.

Keep tone approachable and values-driven across all platforms.

- Be professional but personable; RIAA should sound like a trusted, passionate advocate for artists and music rights.

Proactive & Reactive Community Management Examples

Spotify 🟢 @Spotify · 20h
brb, we're finding our seat

SUMMER WALKER 🟦 @IAMSUMMERWALKER · Nov 10
Finally Over It
Feature and collaborator reveal @spotify
Please find your seat



16 15 129 87K


starbenindeed65 10/26/25
Replying to @recordingacademy
Can't wait for the amazing history breaking artists

recordingacademy 10/28/25
We can't wait, either! 🥰

YouTube 🟠 @YouTube · Nov 10
sorry for being late, needed to find the perfect calming music playlist for my dog

333 104 916 312K

Flor 🌸 @Florcita0k · Nov 8
Matriarcado by Andreina Bravo



youtube.com
Andreina Bravo - Matriarcado [VIDEO OFICIAL]
New Single! Redes Sociales:Instagram:
<https://www.instagram.com/andreinabravoo/?...>

1 2 8 505

YouTube Music 🟠 @youtubemusic · Nov 8
certified queen energy

7 11 19 720