

Case Study: Social Media Management for Sons & Critics Podcast

Grow Your Brand, Day By Day

At a glance

Sons & Critics is a music discussion podcast that explores various genres, artists, and trends in the music industry. I joined the project early in its development as the social media manager, tasked with building the podcast's online presence and fostering community engagement across multiple platforms.

Key metrics

Increased overall reach by 40%, significantly boosting potential listeners. Maintained a 70% average video completion rate, demonstrating strong viewer interest and effective content delivery.



40%↑

Content Reach



70%↑

Video Completion Rate



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CHALLENGES



With the podcast launching in a competitive market, the primary challenge was to quickly establish a strong social media presence that would attract listeners and encourage interaction.

SOLUTIONS



I developed a strategic approach to manage the podcast's social media platforms—Instagram, TikTok, and YouTube—by creating engaging content for reels and shorts that highlighted key moments and insights. I also managed a content calendar for consistent posting and actively engaged with followers through comments and messages to foster community interaction.



**Increased
Views**



**Boosted
Engagement**



**Follower
Growth**

RESULTS



Increased Views

1

Monitored the increase in views on all 3 social media platforms, resulting in a 150% growth in total views across platforms within three months due to engaging content.

Boosted Engagement

2

Tracked likes, comments, and shares on posts and videos. This led to an increased engagement by 30%, with a notable rise in comments and shares from the audience.

Follower Growth

3

Measured the increase in followers on all platforms, which led to over 50 new followers within the first three months by implementing targeted content strategies.