

# 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

## 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.



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