



SNYCO

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Our Angle

Overall angle: Raising awareness on and educating the youths on the Chinese Orchestra Culture and heritage and SNYCO and to show how it is a wonderful culture that we should all embrace and learn about.

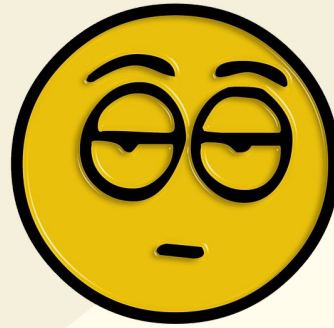
Our podcast angle: To give more insight about Gavin where we can get him to share more insights about CO as well as his experience working with SNYCO.

Our blog angle: To encourage the youths to listen to Chinese Orchestra

Our social media posts: Not only does it engage and entertain but we inform the audiences of our upcoming events and the different instruments.

Our video angle: To create hype and at the same time teach people the basics of Chinese Orchestra

Target audience



- 17-25 (Gen z/youths)
- Public that generally have no knowledge about Chinese orchestra AND/or Non-chinese people who do not know anything about Chinese Orchestra
- Target Audience does not BORING STUFF!
- They like trendy challenges
- They like content with celebrities or their idols.
- Social experiments is one of their interests.
- Social media savvy (Tiktok, Instagram)
- TA do not like Things that make you think (NO!) They like content that are Easy to consume (YES!)
- Fun! Entertaining, trendy, fun and friendly voice
-



Blog Headline

Angle:

5 reasons why you should listen to Chinese Orchestra music

Link:

<https://diniqistina18.wixsite.com/m312-snyco-blog/post/5-reasons-why-you-should-listen-to-chinese-orchestra-music>

5 REASONS WHY YOU SHOULD LISTEN TO CHINESE ORCHESTRA MUSIC

How often do you hear Chinese orchestra music on the radio?

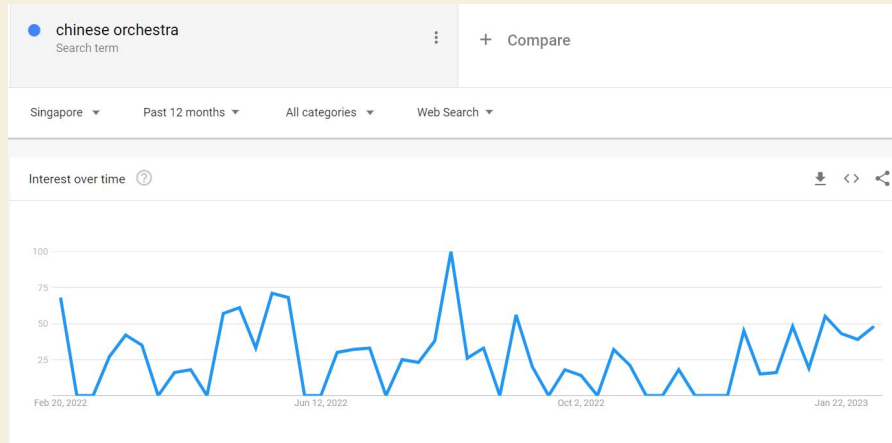
Chances are: not often or not at all.

What is Chinese Orchestra Music?

Chinese music is the art form of organized vocal and instrumental sounds that developed in China. It is one of the oldest and most highly developed of all known musical systems.

The modern large Chinese orchestra is a 20th-century development and is based on the Western symphony orchestra but uses Chinese instruments in place of Western instruments.

Blog- Research



- Used keyword Analytics
- Not much content about CO
- Keywords: Chinese Orchestra, Singapore, Music, Chinese, Instruments

Blog-SEO

Headline	Simple, attractive, attention grabbing, related to Chinese Orchestra, good for SEO too
Subhead	Included subheads for an easier read
Hyperlinks	It helps readers to get to know the content and show that we are trustworthy and/or credible.
Images	To provide visual aid for the instruments
Audio	The links bring the readers to Youtube videos that immerse the readers into what the instruments actually sound like.
Alt text	Helps search engines scan images in the form of words, making it more SEO.

Podcast Angle

Overview:

Invite Gavin Teo as our guest speaker (83k followers) since our target audience likes to see Idols or influencers. He is also experienced and played SNYCO as he played an event with them before.

Angle:

Talked more about his experience (collaboration with SNYCO) which gives

- Insight into more of his life.
- Stories which are engaging to the audiences.
- Reasons for the audience to give Chinese Orchestra a listen (soft sell)

Script:

<https://docs.google.com/document/d/11LCRFARcVOg2TXyU2dTZ5n1coZhOCIBp/edit?usp=sharing&ouid=109090567810784188004&rtpof=true&sd=true> (1 hr long)

IN SYNC WITH SNYCO



Youtube Video

Youtube Video: Kids ask Chinese Orchestra experts

Location of recording: Well lit bright indoor area

Time: 5-10 minutes

1. Snyco experts sitting down face to face with the camera.
2. Bring in the surprise guests: Kids.
3. Start interacting together.
4. Have solo interviews starting with the kids on what they learnt.
5. End off with Snyco experts solo interviews on their reflections. (Same angle as start)

Video Reference:

<https://www.youtube.com/watch?v=dwlqHt1oJ9E>

Examples



Describing Pokemon to Visually Impaired Kid :

1.4M views • 1 year ago

<https://youtu.be/iSToKCEYnME>



Kid Asks Education Minister :

94K views • 1 year ago

<https://youtu.be/HKBpq4rib8U>

Instagram Video

Instagram: Sneak peak montage

Time: 1-3 Minutes.

- Combine short snippets of the rehearsal with each other to tease the audiences.
- Show the making of song, behind the scenes practices with some short snippets of rehearsal to intrigue the audiences.

Video Reference:

https://www.youtube.com/watch?v=DdKb_ZsZSdA

Montage of the rehearsal + backstory interweaved in.

Instagram post



Caption: Of course we had to know what the hype was all about, so for today I'm twinning with my Bondee character.

Catch our insta stories on how we made these Bondee characters based on our members!

Hashtags:

#Bondee #Singapore #SNYCO
#ChineseOrchestra #Guzheng
#ChineseInstruments #Music #Melody
#MusicChallenge #Music #Orchestra
#SNYCO #MusicCulture #WinTickets
#SingaporeNationalYouthChineseOrchestra
#SingaporeChineseOrchestra
#FriendshipConcert2023

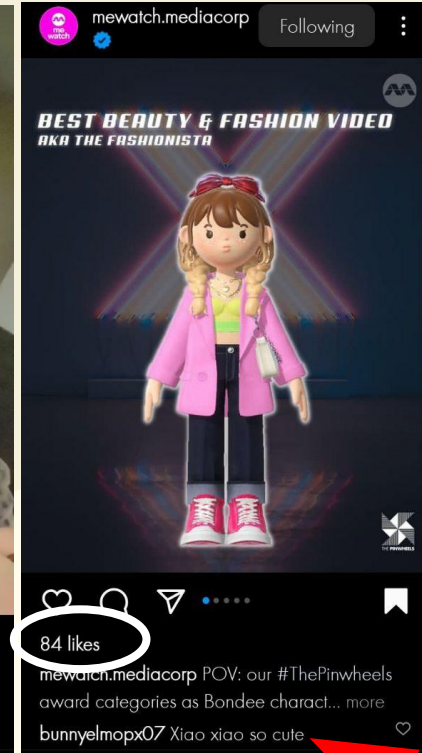
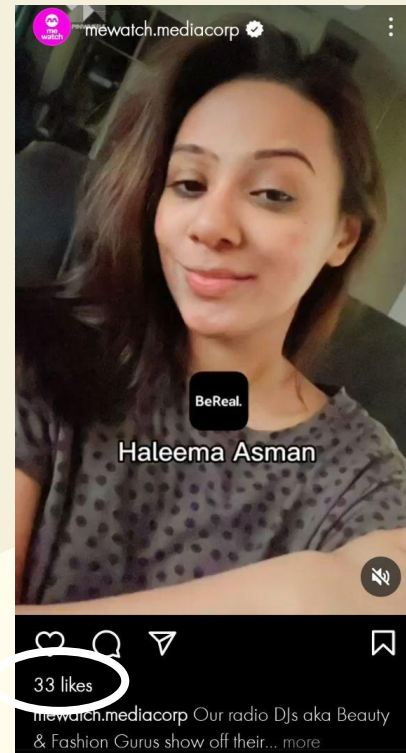
Caption:

We will have a live both on FACEBOOK and INSTAGRAM for a mass kahoot game. Top 5 winners will each win a pair of tickets to the upcoming "Friendship" Concert! Follow to find out more about what the kahoot questions might be!



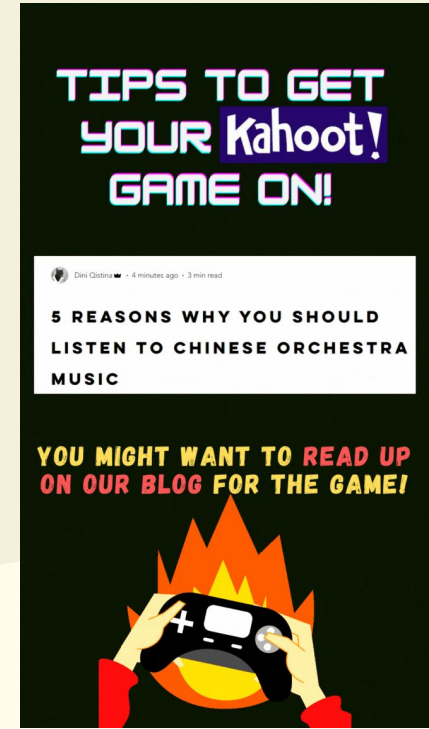
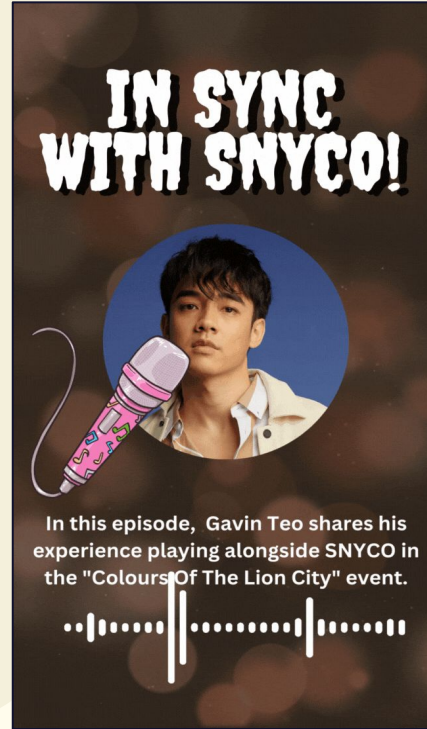
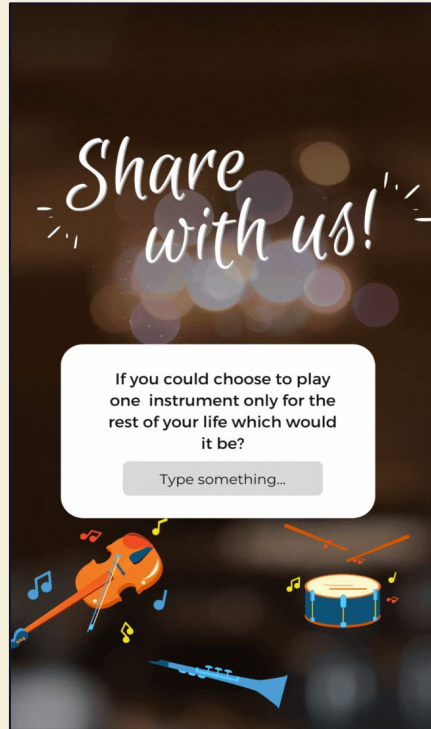
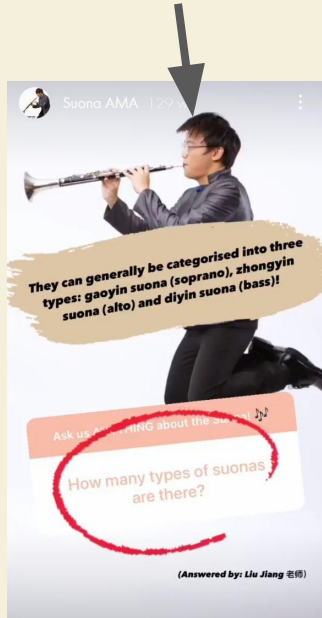
Rationale: Target audience are interested in these unique and interesting content and it is relevant to them.

Research For Social Media



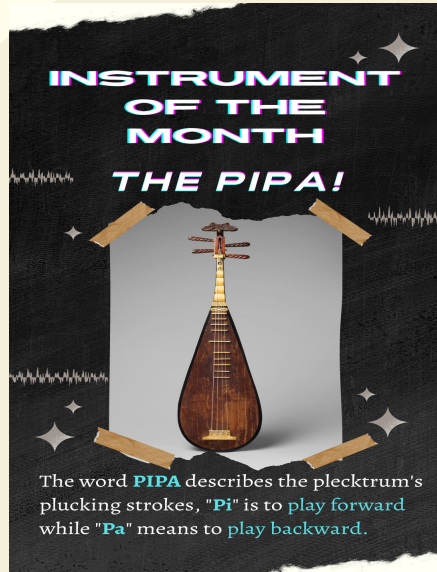
Instagram (Stories)

EXAMPLE:



Rationale: Interactive content that engages the audience and allows them to easily communicate with the organisation.

Facebook Post



Caption: Did you know? Pipa is an ancient instrument that can adapt to modern and traditional sounds. Its origins go all the way back to the Han Dynasty 2,000 years ago!

Rationale: Target audience are interested in these unique and interesting content and it is relevant to them.

Hashtags:
#Singapore #SNYCO #ChineseOrchestra
#Guzheng #ChineseInstruments #Music
#Melody #MusicChallenge #Music
#Orchestra #Pipa #Instruments
#HanDynasty #MusicCulture #WinTickets
#SingaporeNationalYouthChineseOrchestra
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#FriendshipConcert2023

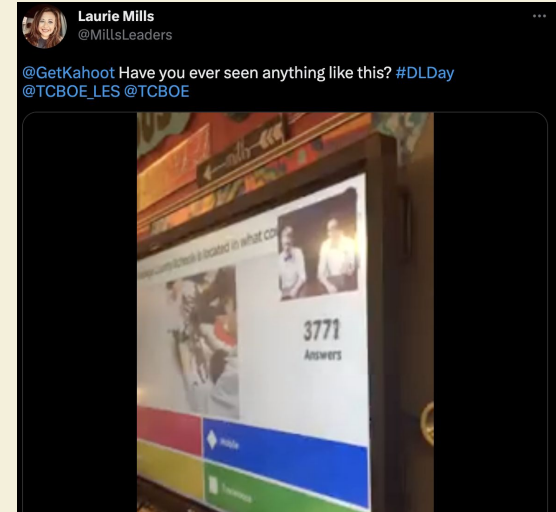


Caption: We will have an upcoming Kahoot live stream on both FACEBOOK and INSTAGRAM. Top 5 winners will each win a pair of tickets to the upcoming "Friendship" Concert! Follow us to find out more about what the kahoot questions might be!

Research For Social Media



Caption: This is taken from Instagram's #facts. This post has garnered 9,491 likes from the time it was taken from.



Video: A short clip posted on twitter showing over 3000 people answering a question on Kahoot.

Caption: Kahoot's tend to gather a lot of people.

Timeline

BLOG POST	20th February
Podcasts	25th February
Kahoot	5th March
Podcasts	22nd March
Variety Social Media posts	Feb - March

Conclusion

EXTRA RECOMMENDATIONS:

- SNYCO needs to include more hashtags on Facebook and Instagram (Increase reach)
- Website can be better organized to be aligned in the middle. (I.e. about us page)

Evaluating the progress:

- Clicks and visits to website and blog post.
- More interactions in stories, replying to comments.
- Views on Youtube and Podcast to hit 1000 views.
- More than 60 people joining the mass kahoot live.
- Increase in ticket purchases BY YOUTHS.