

Fan Engagement During a Pandemic: An Analysis of Artist Metrics, Creative Behaviors, and Fan Engagement Between March 2020 and August 2020 Across the Minnesota Music Community

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Abstract

COVID-19 had an undeniable impact on the music and entertainment industry throughout much of 2020 and beyond. With venues closed and festivals canceled, many artists lost critical revenue streams and other associated opportunities. However, as the pandemic continued into the Summer of 2020, some artists began to leverage live streaming opportunities and other initiatives to help make up for lost revenue and maintain their relationships with fans. Using [Chartmetric](#), this study compared 284 Minnesota-based artists over the six-month period between March 1, 2020 and August 31, 2020. Any group or individual exhibiting surprisingly high increases or decreases across their relative engagement data, including follows, streams, likes, and video views, were then studied to determine what artist behaviors had positively or negatively impacted fan engagement. Overall, this study found a surprisingly broad mix of content sharing and engagement strategies that can be used to maintain and build fan connections, even during periods of tremendous uncertainty.

Keywords: COVID-19, music industry, fan engagement, Chartmetric, Minnesota music



Over the past twenty years, **Scott LeGere** has played key roles in the ownership and operation of audio recording facilities, independent record labels, media schools, and commercial music production companies. During this time, he has engineered Grammy-nominated albums, produced critically acclaimed independent projects, lectured nationally at conferences and events, and foolishly hauled both Yamaha CP-70s and Hammond B3s (concurrently) to gigs. In 2010, he co-founded NoWare Media, a composition-focused sound agency, and has helped produce Clio, Emmy, and Cannes Lion award-winning commercial spots for clients such as Target, Walmart, The Minnesota Wild, PepsiCo, Bauer Hockey, BluDot, and others. More recently, LeGere has concentrated much of his efforts into higher education, teaching at a variety of Minnesota colleges and universities. He is currently an Assistant Professor of Music Industry at Minnesota State University Mankato.



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