# Houston Music Advisory Board Year to Date Recap

*February - October 2026*

Prepared By: BomaCurates LLC

At the beginning of the year, our goal was to use social media a a way to keep Houston's music community connected, informed and supported. We've been able to accomplish that by creating engaging and education content, developing on-going campaigns, and staying tapped into what's important to music professionals in the city.

# Followers + Audience Breakdown: INSTAGRAM

TOTAL FOLLOWERS

974

NET NEW FOLLOWERS

+285

last 90 days

VIEWS

55,145

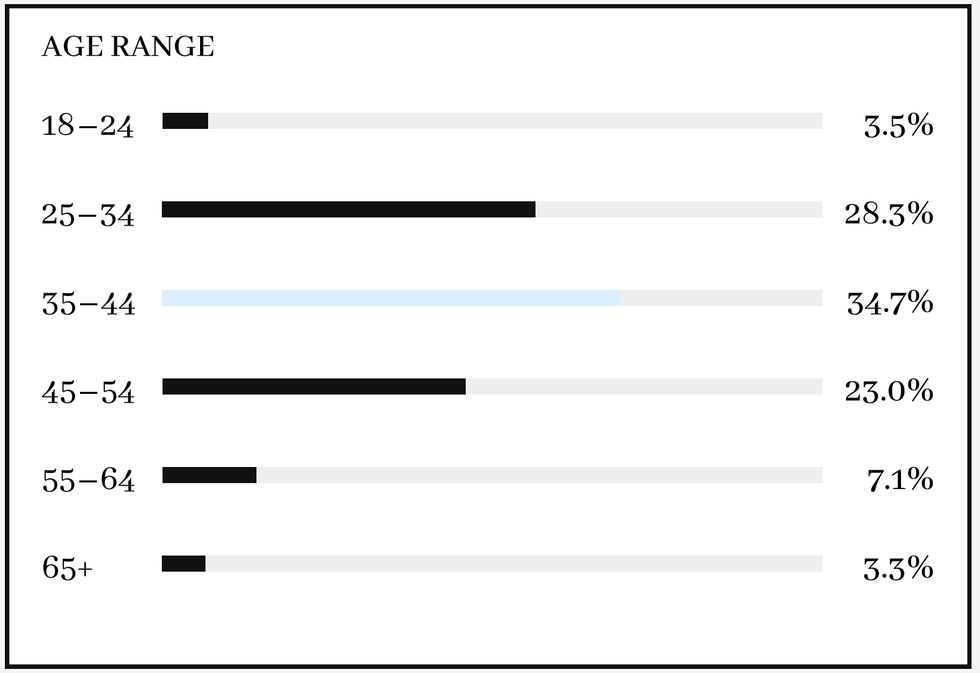
13,300 viewers · 3,352 interactions

NON-FOLLOWER VIEWS

57.1%

42.9% from followers

AGE RANGE




TOP CITY: HOUSTON



# Followers + Audience Breakdown: LINKEDIN

**TOTAL FOLLOWERS**
110

**IMPRESSIONS**
4,604
2,390 unique

**PAGE VISITS**
132
68 unique visitors

**ENGAGEMENT RATE**
22.4%
clicks + reactions + comments + reposts

**JOB FUNCTION**

| | |
|---|---|
| Business Dev. | 22% |
| Arts & Design | 15% |
| Media & Comm. | 11% |
| Operations | 11% |
| Education | 10% |
| Community | 6% |

**SENIORITY**

| | |
|---|---|
| Entry | 39% |
| Senior | 23% |
| Director | 11% |
| VP | 9% |
| Owner | 8% |
| CXO | 6% |

**TOP LOCATIONS**

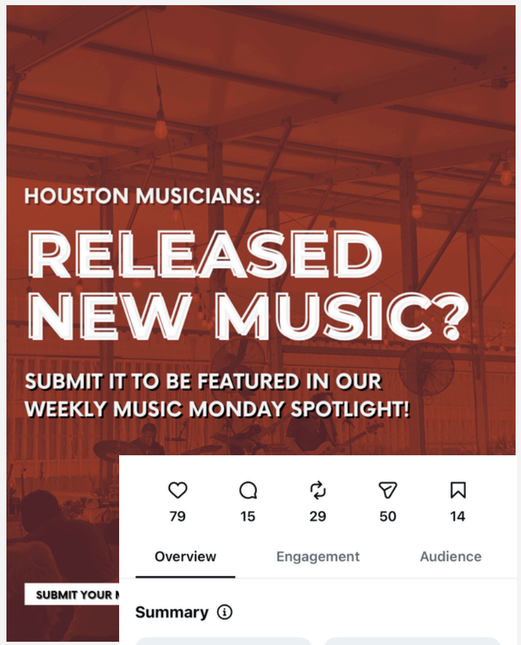
| | |
|---|---|
| Greater Houston | 78% |
| Austin area | 12% |
| Other US & intl. | 10% |

**TOP INDUSTRIES**

| | |
|---|---|
| Higher Education | 11 |
| Musicians | 10 |
| Entertainment | 7 |

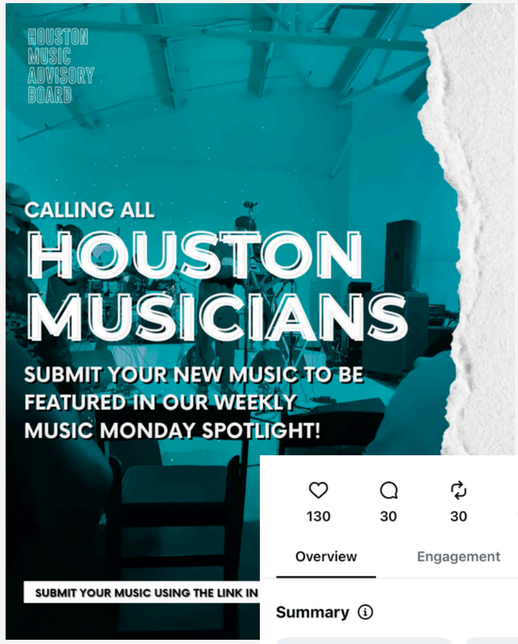
# On-Going Campaigns

## #MusicMonday New Music Submissions













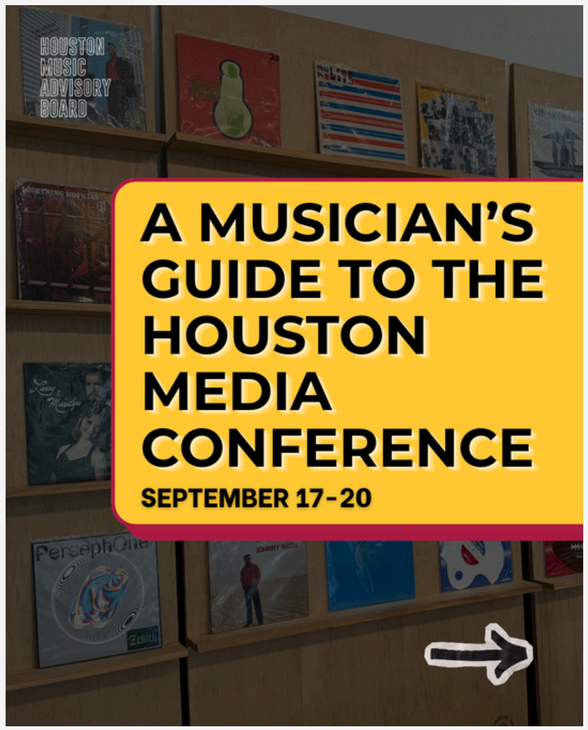
*70 music submissions as of 11/1/26*

## Houston Music History



# Content Examples










Each post gives Houston musicians something worth keeping: a resource to save, a tip to share, or an opportunity to repost; which has helped grow the page over throughout the year.

Data from Feb 9 – Nov 1, 2026

# Analytics - INSTAGRAM

**5,600**
likes

**2,032**
shares

**842**
reposts

**827**
saves

**540**
comments

Data from: March 3 - October 30

# Analytics - LINKEDIN

**764**
clicks

**235**
reactions

**15**
reposts

**18**
comments

# Community Engagement

*Examples*

