

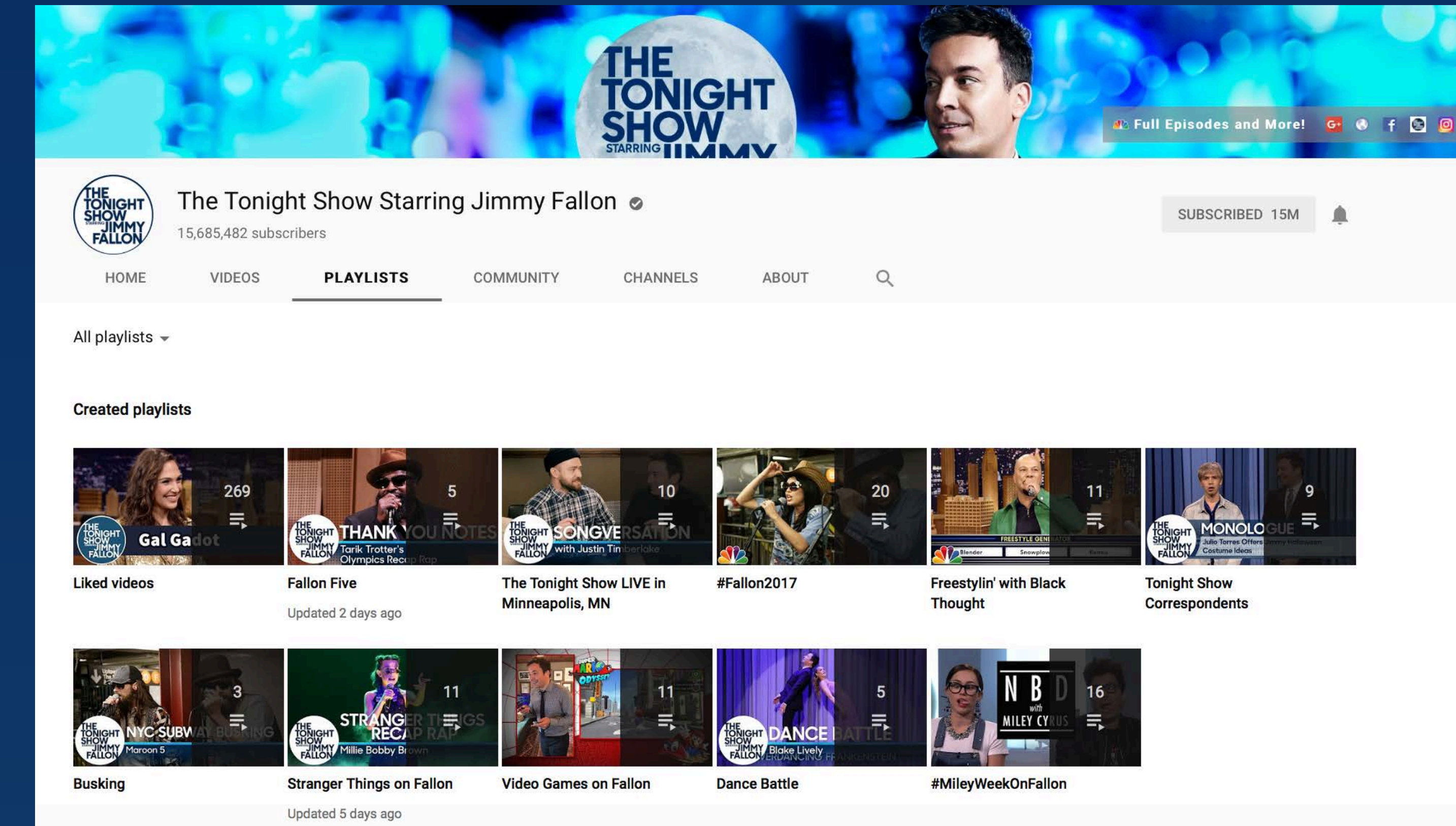
THE TONIGHT SHOW STARRING JIMMY FALLON

A Social Media Analysis of The Tonight Show

Starring Jimmy Fallon

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Abstract

The Tonight Show has been on TV since 1954 and Jimmy Fallon, new to the hosting position in 2014, needed a way to grab the attention of both the old hosts' audience and also new millennial viewers. Turning to social media, which is vital to any contemporary business, Fallon has Facebook, Twitter, Instagram, and YouTube to help set himself apart. With only a year in the spotlight, Fallon's likes, retweets, favorites, shares, views, subscribers, and followers are higher than those of his competitors. With the many successes of *The Tonight Show's* social media accounts, there are still opportunities to expand, nevertheless it is an excellent example of an effectively run social media campaign.

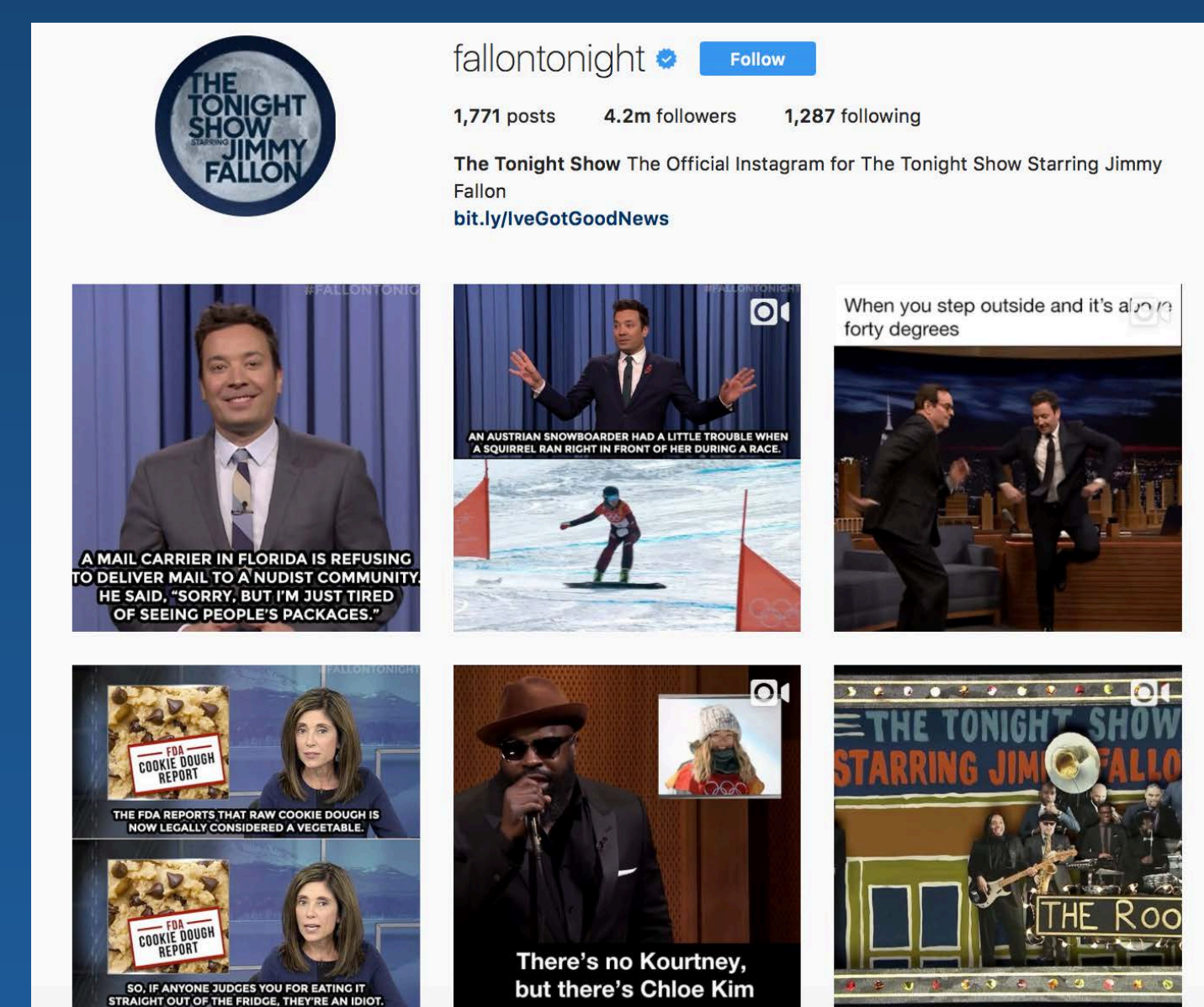
Strengths

- Well organized YouTube channel
- Many fan pages across all platforms
- Personal/ professional Twitter pages very effective
- Twitter #Hashtag game
- Tonight Show Instagram page (good with updating content)
- Engaging Facebook Page (entertaining header video)



Opportunities

- More Twitter games
- Continuing to post videos from the show
- Continue to make memes and share them



Threats

- Drastically changing image via social media
- Being too repetitive on all platforms

Weaknesses

- Fallon's personal Instagram page (needs more posts)