# Personal Branding Audit

-Abigail George-

A Personal Brand Audit for my Gaming-Related SM Accounts

Disclaimer:

This personal brand audit will focus on my Twitch account and its related social media platforms, including TikTok and YouTube. On these accounts, I use an alias (Mack) rather than my real name, and my content often includes profanity.
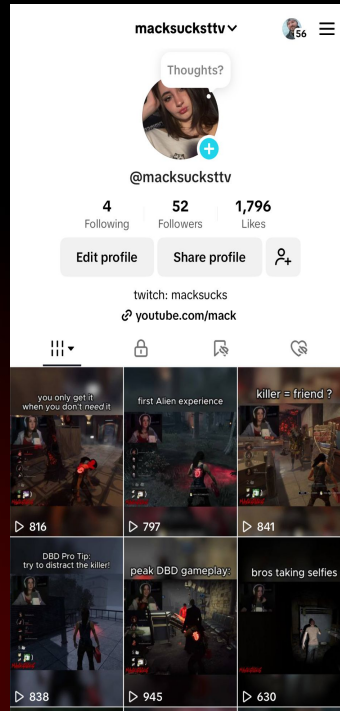
This reflects the branding and personality I have cultivated for my online presence within the gaming community. The analysis will examine my brand identity, audience engagement, and areas for growth while maintaining the authenticity of my chosen content style!
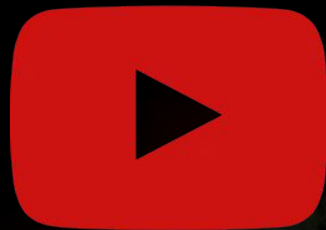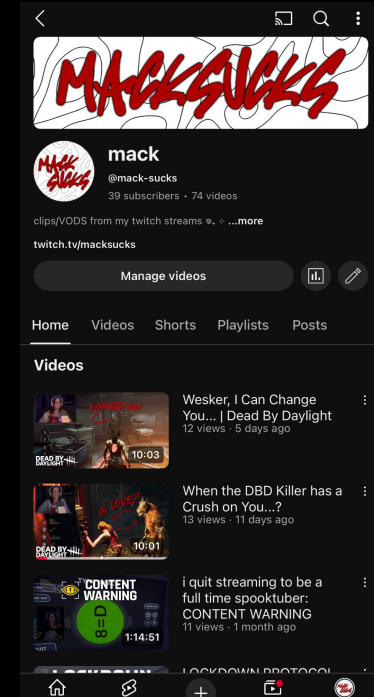
Social Media Accounts to be Evaluated
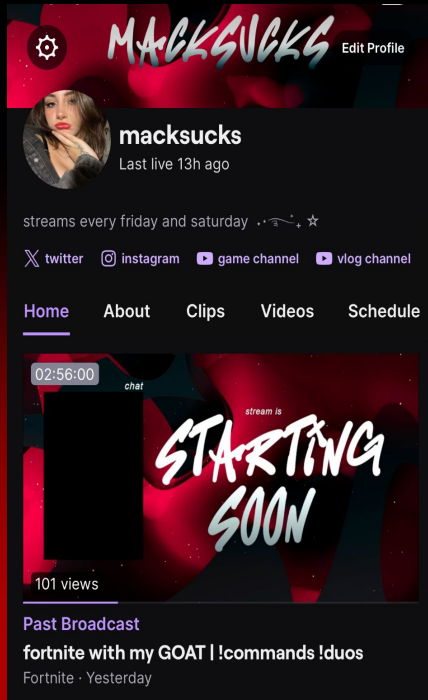
Twitch

TikTok

YouTube

Some Content of Mine

peak DBD gameplay:

A CHANGED MAN

DEAD BY DAYLIGHT

4 Attainable Goals

1. TikTok/Shorts Twice a Day

I want to post twice daily on TikTok and YouTube Shorts instead of a few times a week to boost engagement and algorithm reach. I'll focus on high-energy clips, trending sounds, and engaging captions to maximize views.

2. Consistent Stream Schedule

My streaming is currently inconsistent due to school, making it harder to build a loyal audience. I aim to set a realistic, repeatable schedule so viewers know when to expect me live.

3. One YT Video Per Week

I want to post one long-form video per week to grow my YouTube channel. This will help increase watch time, attract subscribers, and diversify my content beyond short clips.

4. Improve Editing Skills

I plan to move my facecam to the top in TikToks for better visibility and enhance my YouTube edits with better cuts, captions, and transitions to make my content more dynamic.

Unfortunately, school is very busy this semester, so my goals have to be realistic to what I can actually accomplish during the semester. There is a lot more I want to do in the future, like brand deals/collabs/etc

10,000-Foot View:
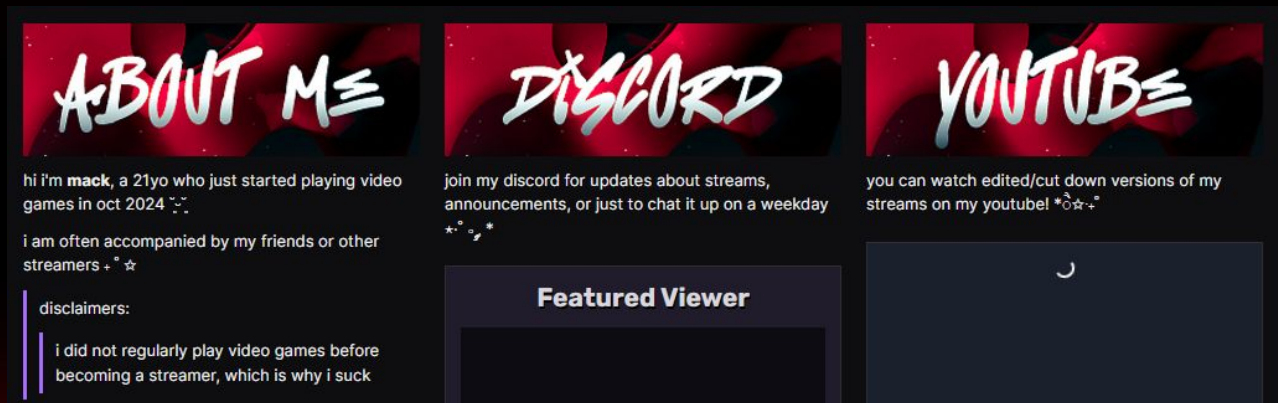# Personal Brand Consistency Across Platforms

Main Objectives:

- **Ensure Brand Consistency** – I need to align my profile pictures, bios, and overall visual identity across Twitch, TikTok, and YouTube so that my audience can easily recognize me no matter which platform they're on.

- **Strengthen Visual Identity** – I want to maintain a cohesive aesthetic by using similar profile pictures, color schemes, and design elements across platforms, making my brand more recognizable and professional.

- **Create a Unified Experience** – When someone finds me on TikTok, YouTube, or Twitch, they should immediately understand who I am, what I do, and why they should follow me.

10,000-Foot View:
Personal Brand Consistency Across Platforms

On Twitch, my style is all about keeping things casual and welcoming, often with a touch of cute symbols to give everything a cozy vibe. I use soft, playful language to create a chill environment. I plan to adjust my tone of voice on my other socials to better align with my brand personality, using a consistent style across platforms that reflects the energy and vibe I have on Twitch. I'll also make sure my visual identity— like profile pictures, color schemes, and design elements— are consistent across my accounts to match the look and feel of my Twitch channel.

Ex:

Adjustments to YouTube

I made a few updates to my YouTube channel to improve consistency and accessibility. I changed my username from **mack-sucks to macksucksttv**, which matches my TikTok username, creating a unified brand across platforms.

I also **added my Linktree link** to my bio, making it easier for viewers to access all of my social media accounts and links in one place. These changes help streamline my online presence and make it easier for my audience to connect with me across different platforms.

Before:
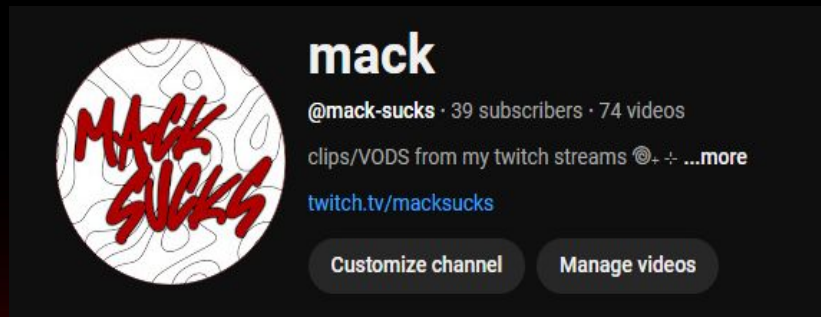
After:
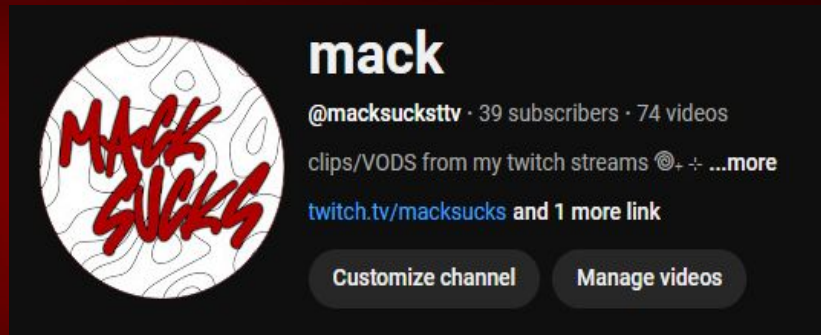
Before:
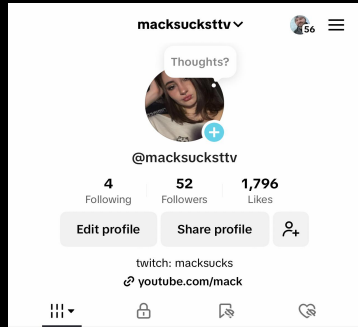
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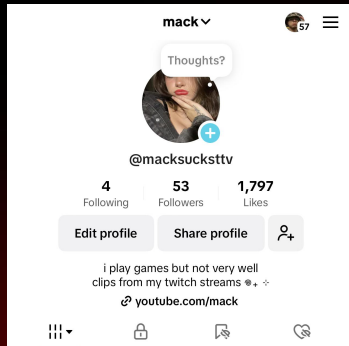
Adjustments to TikTok

I made some updates to my TikTok account to create more consistency across my platforms. I **changed my profile picture** to match the one on my Twitch, making my visual identity more cohesive. I also **updated my bio** to be similar to the one on my YouTube, reinforcing my brand messaging across platforms.

Lastly, I switched to a **Business Account** so that I could have more useful insights on my content performance and audience.
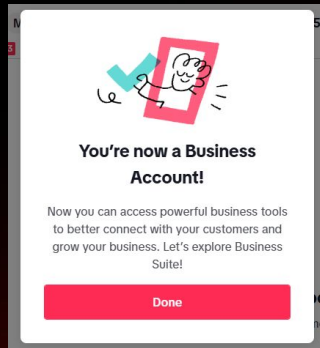
Content Analysis: Content Quality

- **Twitch:** I'm currently sharing live stream content, mainly focused on gaming. I am a variety streamer, so I play a lot of different games (FPS, Horror, ETC.).

- **TikTok:** I'm sharing short gaming clips, funny moments, and reactions. The content is generally high-energy and entertaining, but I could make it more engaging by incorporating trending sounds.

- **YouTube:** My content on YouTube includes long-form gameplay videos and stream highlights, as well as Shorts with similar content as TikTok. I could improve editing, adding more cuts, dynamic transitions, and creative titles to increase watch time and engagement.

*Content hyperlinked***

Content Analysis: Posting Frequency

- **Twitch:** I stream infrequently due to school commitments, with no consistent schedule (except on weekends). I want to stream more regularly in the future, ideally on a set schedule so viewers know when to expect me.

- **TikTok:** I post very inconsistently– sometimes 2-3 times per day, sometimes 2-3 times per week. I'd like to increase this to twice a day to boost engagement and visibility on the FYP.

- **YouTube:** I currently post a video whenever I can, on average once a month, but I want to make it a goal to post 1 long-form video per week consistently to help grow my channel and reach new subscribers.

Content Analysis: Content Themes

Current Content:

I mostly stream games and engage with my community. I sometimes share behind-the-scenes content or personal stories in my stream chat. My YouTube and TikTok content include funny gaming moments, reactions, and sometimes gameplay snippets from my Twitch streams.

Future Content:

I'd like to expand on community engagement, possibly through challenges, giveaways, or more interactive content like Q&As. I also plan to collaborate with other creators more in the future to diversify my content and build a broader community.

Audience Analysis

Who Are My Followers?

- Twitch, TikTok, and YouTube: My current audience is primarily men aged 18-34, who enjoy gaming, humor, and entertainment-focused content.

Who Am I Trying to Reach?

- Ideal Audience: I aim to maintain my core audience of young adult gamers (18-34) but work toward achieving a **more balanced gender ratio**. I am slightly uncomfortable now that I know mostly men watch me.

Ideal Follower:

- My ideal follower would be someone who enjoys interactive gaming content, loves humor-based content, and appreciates a welcoming, diverse community. They may also be new to gaming, like me. I'd like my audience to feel equally comfortable engaging, chatting, and participating in content, **whether they are male, female, or non-binary**.

Age and gender
Views · Last 28 days

Female	12.6%
Male	87.4%
User-specified	0%

13–17 years	2.3%
18–24 years	39.0%
25–34 years	42.0%
35–44 years	12.9%
45–54 years	3.9%
55–64 years	0%
65+ years	0%

See more

Gender ⓘ

92% Male   8% Female

Age ⓘ

18-24	48.9%
25-34	31.2%
35-44	13.3%
45-54	4.4%
55+	2.2%
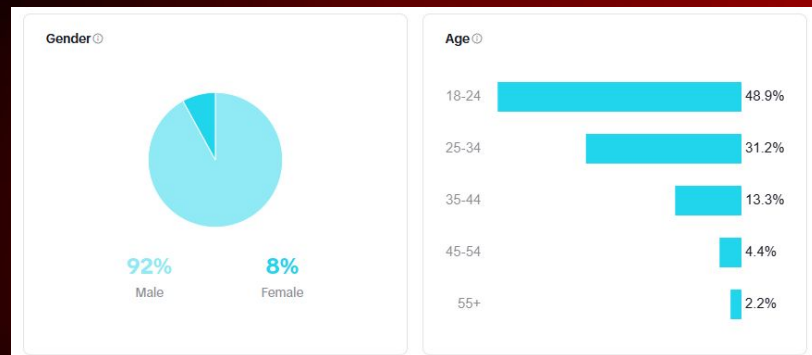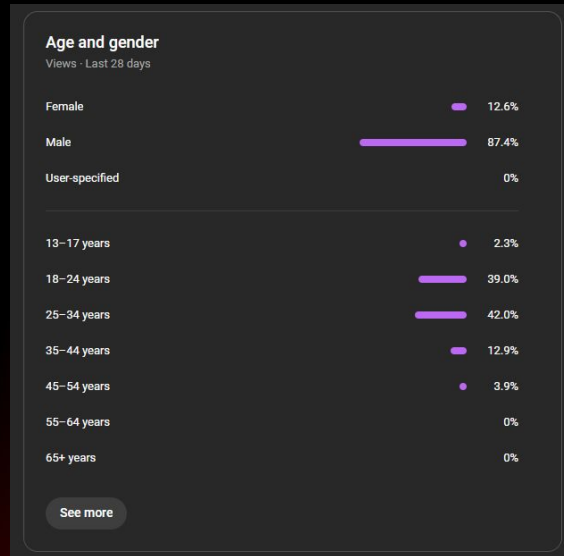
Perfect Brand/Collaboration Opportunities

Ideal Brand:

For collaborations, I'd love to work with computer tech companies (like Razer), and clothing brands that have an aesthetic similar to my branding—edgy, gaming-focused, and cool but also inclusive. I want to collaborate with brands that prioritize gaming culture, tech innovation, and cool, comfortable, and stylish fashion that appeals to gamers and streamers alike.

Collaboration with Other Streamers:

I also want to collaborate with female streamers who have similar or larger followings. The goal is to build my community and expand my female audience by working with creators who share similar interests or aesthetics.

RAZER CREATOR TIERS & PERKS

Inclusivity is the name of the game. We recognize that every creator's journey is different, which is why we've got perks at every step of the way. Whether you're just starting out or a seasoned vet, your drive and hard work will always be rewarded.

The *Razer Creator Program* gives content creators access to great gaming gear, special deals, and chances to work with Razer and other creators to help grow their content and audience.

Competitor Analysis

Valkyrae ✓
1.3M followers

pokimane ✓
9.4M followers

Valkyrae

Content: gaming, challenge videos, vlogs

Posting Frequency: streams 3-4 times a week, posts 1-2 YouTube videos a week, posts daily TikTok videos

Engagement Tactics: often collaborates with big-name streamers or brands, active in building her community by celebrating milestones, responding to her audience's reactions, and showcasing fan art

Pokimane

Content: gaming, reacts, and personal life

Posting Frequency: streams 3-4 times per week, posts 2-3 times per week on YouTube

Engagement Tactics: frequently collaborates with other streamers and content creators, occasionally does giveaways on her social media channels, often engages with her audience through interactive streams

Competitor Analysis: Key Takeaways

Consistency: Both Pokimane and Valkyrae post regularly across platforms, which keeps their audience engaged and gives them something to look forward to. Considering this, I aim to implement a more consistent schedule for my content.
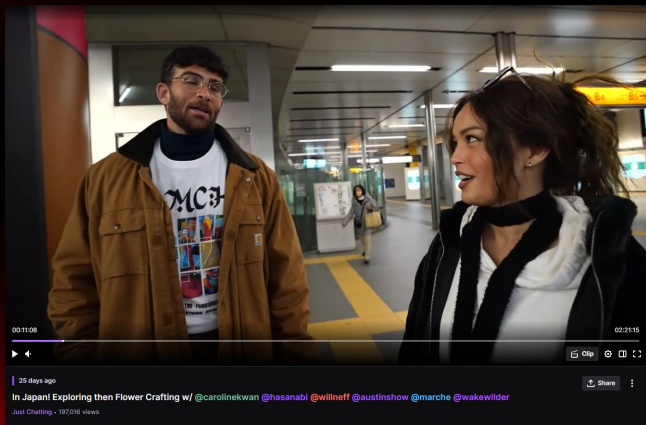
Collaborations: Both Pokimane and Valkyrae thrive on collaborations with other creators. I aim to incorporate more collabs into my content strategy, especially with female streamers who share my same goals of growing the community and gaining a more balanced audience.

Areas for Improvement

- **Content Gaps:** I mostly focus on gaming content, but could also explore more lifestyle or personal vlogs. However, I have to be careful with how personal my content gets due to safety reasons.

- **Platform Optimization:** I need to be posting more consistently on TikTok and Youtube Shorts, but also could optimize engagement by experimenting with different video formats (e.g., duets, stitches, or reacting to trending TikToks).

- **Audience Engagement:** I'd say I am pretty good with audience engagement currently. I have a discord server where I interact with my community every day, and I respond to most comments on my videos. However, across all platforms, I should follow more accounts of creators who share similar interests, especially female streamers who could help with reaching a more balanced audience.
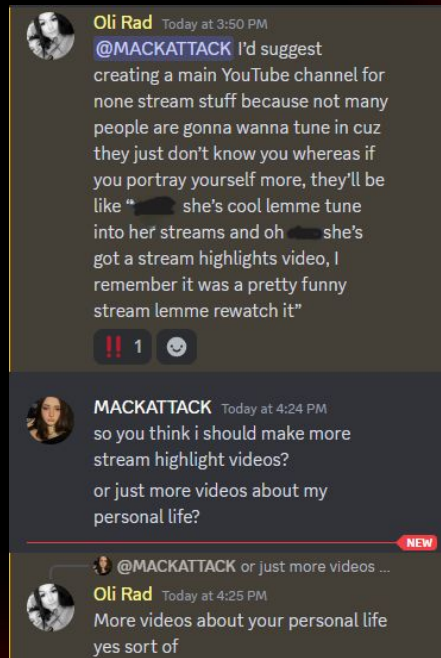
*Viewer Input, profanity scribbled***

Internet Searches: "Macksucks"
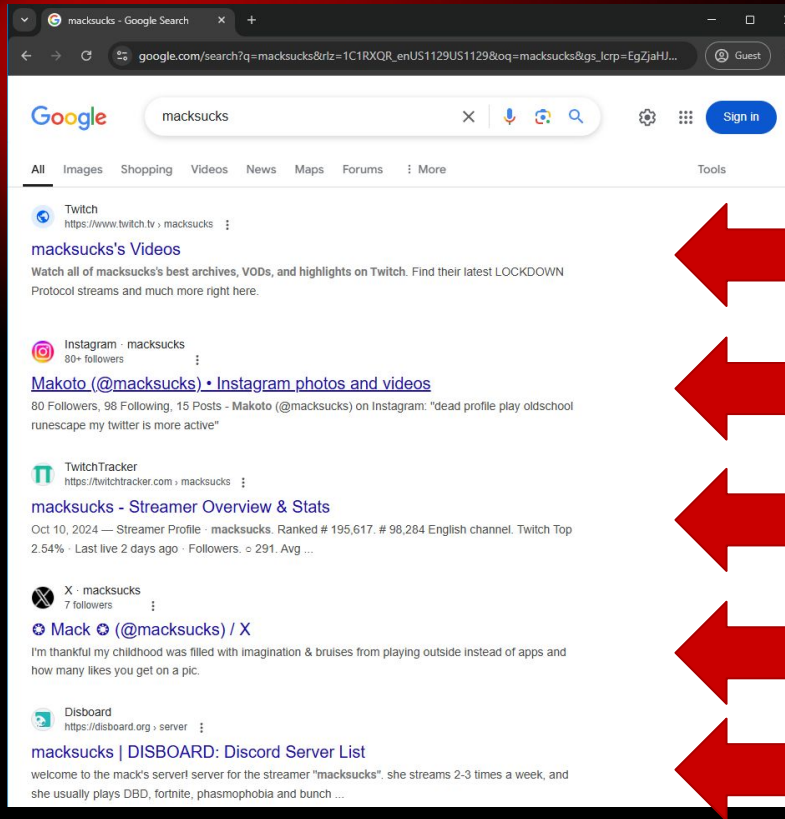
Me!

Not me.

Me!

Not me.

Me!

Takeaway:
Other people have this username on social media.
Possibly an issue.
I can't really do anything about this right now.

Internet Searches: "Expiationist"

**my alt username

Takeaway:
I need to change my name
on Pinterest.

My twitter!

My tumblr!

My instagram!

My pinterest, which has my real name.
Not good.

Me, again.

Internet Searches: "Mack Twitch"

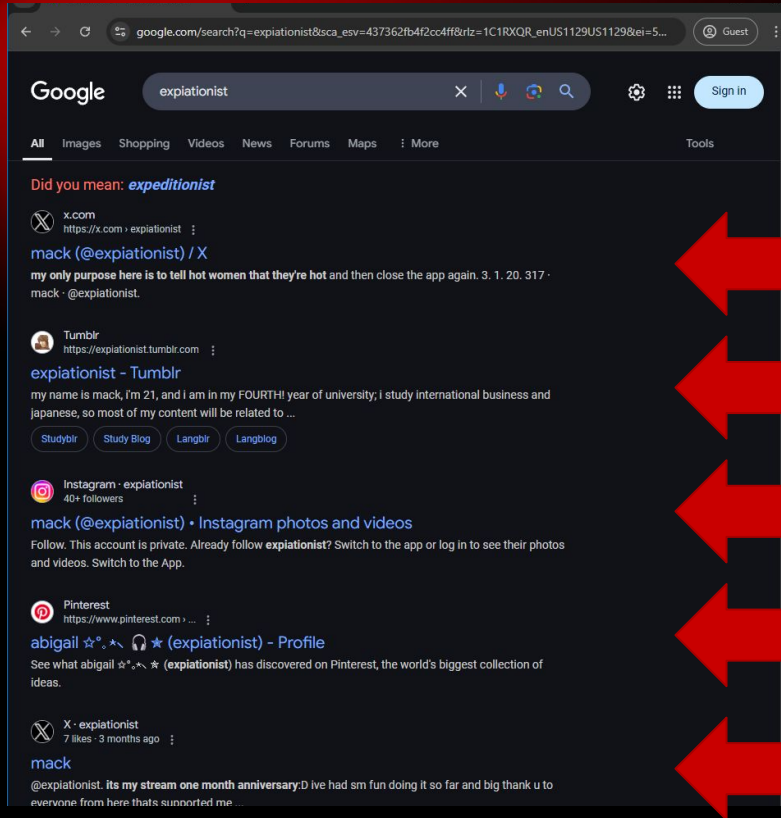Twitch · mack
8.3K+ followers

mack
mack. Last live 10 days ago. I'm Mack! I'm just here trying to have a good time. 8.3K followers. Twitter! Discord! Follow. Subscribe.

← Not me.

Twitch · mackgonebald
1.7K+ followers

mackgonebald
Hey, Whatsup gamers. I am **Mackgonebald** and i play hardcore classic wow on Doomhowl. Come join me!!! 1.7K followers

← Not me.

Twitch · ItsMack
1.1K+ followers

ItsMack
Hi my names **Mack**, I'm 22 and I stream a variety of games, if you have any suggestions for what our emotes should be let me know. Also if you like the stream ...

← Not me.

Twitch · harrymackofficial
108.4K+ followers

harrymackofficial
Multi-talented artist and rapper Harry Mack is best known for his unique, jaw-dropping visual freestyle rapping. He first came to fame when his Venice Beach ...

← Not me.

Twitch · ItsMeMack
6K+ followers

ItsMeMack
Streamer chileno enfocado principalmente en Lost Ark y otros titulos en tendencia.Contacto: contactoitsmemack@gmail.comVisita mis otras redes sociales: ...

← Not me.

Twitch · MackOfAllGames

Takeaway:
I have a lot of room for growth in terms of brand recognition. Hopefully in the future, my Twitch will rank higher based on name recognition.

Goal Timeline: 3 Months

01
March

Start posting TikToks/Shorts consistently. Edit short-form content on weekends and schedule to be uploaded throughout the week.

Have a consistent stream schedule of 3 days a week.

02
April

Continue posting consistently, as well as streaming 3 days a week.

Aim to upload one long-form piece of content every week or two weeks (dependent on academic schedule).

Experiment with new editing styles and use A/B testing to see which style performs best.

03
May

After graduating, increase stream frequency to 4-5 days a week, with consistent start and end times.

Stick with one editing style, based on performance of videos in April.

Upload one long-form piece of content every week.