

Hey, Nothing - One-Page Highlights

High Water Music Festival | 0026-04-18 to 0026-04-19 | North Charleston, SC

Tier C | Billing 19 | Priority 37% | Viral 27% | Hype 80%

Primary Capture Moments

- TikTok: Use "Sick Dogs" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Waiting Room" for a high-payoff ending.
- Prioritize the first 90 seconds: "Sick Dogs" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Waiting Room / Hitchhiking".
- Setlist flow is stable, so pre-block camera positions around recurring transitions.

Likely Song Triggers

- Maine: in-set 72% | opener 8% | closer+encore 23%
- Black Bear: in-set 71% | opener 19% | closer+encore 0%
- The Sink: in-set 70% | opener 0% | closer+encore 23%
- Too Drunk to Drive: in-set 67% | opener 8% | closer+encore 0%
- Sick Dogs: in-set 51% | opener 100% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Sick Dogs" to maximize first-scroll retention.
- Save a hard cut reveal for "Waiting Room" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T14:53:19.709Z
- Poster day hint: unavailable