

Hannah McFarland - One-Page Highlights

CMA Fest 2026 | 2026-06-04 to 2026-06-08 | Nashville, TN

Tier C | Billing 135 | Priority 34% | Viral 0% | Hype 34%

Primary Capture Moments

- TikTok: Use "Broken Hearts Break" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Missin' Me" for a high-payoff ending.
- Prioritize the first 90 seconds: "Broken Hearts Break" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Missin' Me / Hey Highway".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Broken Hearts Break: in-set 0% | opener 80% | closer+encore 0%
- The Mountains: in-set 16% | opener 0% | closer+encore 0%
- Neon Moon / Dancing On My Own / Our Song: in-set 16% | opener 0% | closer+encore 0%
- The Bed I Made: in-set 0% | opener 0% | closer+encore 0%
- Missin' Me: in-set 0% | opener 0% | closer+encore 50%

Viral Clip Strategy

- Open with a 6-10s hook from "Broken Hearts Break" to maximize first-scroll retention.
- Save a hard cut reveal for "Missin' Me" 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 69%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-09T05:27:45.161Z
- Poster day hint: Jun 6, 2026