

Social Media for Musicians

Why is social media important for musicians?

- It can help raise your artistic profile and be useful to promote performances.
- It serves as a “resume in real time” and can help you look more “legit”.
- It provides the opportunity to network and form relationships with companies, colleagues and mentors.

Tips for gaining followers:

- Post on a regular basis
- Use hashtags related to your content to expand reach
- Post native content as much as possible
- Understand your brand and post content that is in keeping with it.

Tips for managing the algorithm:

- Engage with other accounts (like/comment/share) in a positive way
- Figure out what posting time works best for your audience
- Use relevant tags/hashtags

Cardinal Rules of Social Media:

- Be authentic
- Use a critical eye to make sure your feed looks polished.
- Always include photo credits
- DON'T BE A TROLL/Do not FEED the trolls! (Never engage. Block and report)

Resources for upping your social media game:

- Graphic apps: (Canva, Instasize, etc)
- Look at accounts that are similar to yours and identify what it is that you like or dislike about the content they post
- Consult with a social media manager
- Google