

Instagram

Instagram is a smart phone based app that is based around photo and video content. Bands should sign up for a business account to promote.

Instagram “success” is measured by followers who can comment, react, and share.

Use the bio for a short description of who you are and why fans should follow you. You are allowed to post one link in the bio section, but you can use a service like Linktree to link to all of your online presence.

The content that works the best on Instagram is Fan Centric, Band Member/Band Life Centric, Contest Centric, Merch/Gear Centric, and Other Artist/Blogger/DJ Centric photos and videos.

1. Fan Centric: Post photos of fans with your merch/listening to your music. Post photos of fans at shows or any personal interactions you have with fans.
2. Member Centric: Occasional posts about band members and their families, what you love about the road/studio work etc.
3. Photos of merchandise and your gear with the hashtag #gear and the brand name of the gear posted.
4. Other Artists and bloggers. Put the spotlight on those you idolize and those who write about you.
5. Make sure to adhere to a standard of excellence with live videos.

Like and comment on similar artist’s photos to attract followers. Studies have shown that a follow results in a 14% follow back, a follow+ a like= 22%, Follow+like+comment=34% return/follow rate.

Be sure to use hashtags. Using hashtags correctly on instagram can increase visibility and engagement by 21%.