

Social Media Promotion

(Up to/After a Single/Album Release)

Social Media Promotion is the single most valuable tool an artist has at their disposal. According to Billboard, nearly two out of three people are finding new music via social media. Traffic (engagement) is the name of the game on social media. Social media platforms vary and learning these platforms seems sometimes like learning a new instrument. However, all social media platforms do have many things in common:

1. Engagement wins. Your interaction via replies and likes are the thing that will KEEP your fans engaged and encourage new fans to interact.
2. Hashtags help across the board to attract parties interested in a topic. (#bluegrass, #americana)
3. Consistency is key.
4. Content should be 90% non promotional and 10% promotional. This balance allows you to be consistent in your presence without exhausting your message.
- 5.
6. WHEN you post is second in importance to WHAT.

The times which receive the most engagement are:

Tuesday 1-3 PM
Wednesday 9 AM -2 PM
Thursday 10 AM- 2 PM
Friday: 9-11 AM

6. Humor, education, and entertainment gain the most engagement. Negativity will send your fans/potential fans in the opposite direction.
7. When posting any sort of live video, interact with your viewers by name and make sure it is a clean and professional representation.
8. Follow larger acts and repost/share their content. That will allow their fans to find you.
9. Follow Trends as often as possible.

Each platform is tailored to different kinds of media and has different rules of successful use. Here is an introduction to those platforms and proven ideas for successful engagement.