



## **BELGIAN WORLD MUSIC NETWORK MEETING - 19 MAY 202**

### **SOCIAL MEDIA Tips & Tricks, by Fien Deman**

+40 attendees

Contact : Fien Deman (Tap Tap Club, Musickness, Ivy Falls)

[fien@taptapclub.com](mailto:fien@taptapclub.com)

#### INTRODUCTION

##### A. DEFINE YOURSELF

what is your current audience ? Make a report to learn. Then you can start thinking what audiences you want.

Make your target audience ! Persona ! Genre, age, interests, location, extra

Why ? Because they have a specific person in mind when they speak, write copy... what would Louise be interested in ? What would her say ?

Check your statistics. If you see irregularities, there's something to learn

Google Search Console => how people do search you !

Spotify For Artists => check your statistics to learn who is your audience

Use facebook/Instagram Insights (likes, posts that worked, people following)

Many tool your can use to analyse that !

What type of band/artist are you ?

- Structural : band/solo/big band/band with focus figure
- Style/genre : be specific
- experience : studio or live ?
- Your level (emerging, confirmed)

Define your GOALS ! Write it down, what are you aiming ?

Determine your tone of voice : Write formal/informal ? Use emojis ? Don't switch all the time !

As a promoter, label, organiser, music hall, festival :

- do your persona,
- use your statistics and ask your line-up to receive an advertiser acces on their page and you can check their statistics !
- Engage your graphic Designer & determine your aesthetics !

## B. MOST IMPORTANT PLATFORMS

Instagram, Facebook, twitter, tiktok, youtube, spotify, apple music, bandsintown, songkick, musixmatch, genius, bandcamp

Facebook is different than Instagram ! Post according to the platform you're in

**Facebook**= new website, up to date, call to action, say more, events

**Instagram** = picture perfect, aesthetic, style, story, behind the scenes, different, not selling directly, more informal, connecting. Create a good mix of posts about yourself, post about others & call to actions. IGTV =videos longer than 1min. Use # to get discovered, be specific !

**Twitter**= repost your facebook feed, update less often, retweet, #, journalists/politics use it a lot

**TikTok**= becoming big, for fun, dance, jokes, doesn't fit with a lot of artists

Youtube = keep it up to date, build your YT community,

**Streaming** : How to put your music online without a label ? Use a service like TuneCore or Distrokid (+ many others).

**Spotify**= interesting playlists, update your profile : bio, picture, banner. Pitch your music through Spotify for Artist !

**Bandsintown**= your concert dates, keep up to date, add ticketlinks, embed on your website

Songkick= same, implemented in Spotify

**MusixMATCH & Genius** = your lyrics are implemented in spotify, instagram etc.

## C. CREATIVE MARKETING STRATEGIES

Reach = More than likes !

Stimulate with engagement, relevance, relationships, timeline/explore feed, profile searches, direct shares, time spent on profile...

Frequency = important ! 3 or 4 times a week is advised. If less, make sure it stays relevant !  
Quality over quantity !

Create content ! Quality content !

Hi-end content=your artwork, your music, your videos. Ex : official photos, videoclip, graphics design...

Low-end content= posts in between your official announcements. Ex : smartphone pictures, rehearsal mood, quick video homemade,

## D. PROMOTION : organic & paid (Facebook & Instagram)

organic= for free / paid = advertising

Start with organic, and then, when the posts worked a little, pay a little

Target audience ! Use location, demography, age, gender, interests, languages, connections...

Tips : it's normal to get lost with advertising. Google things to find answers ! Listen to podcast The Science of Social Media.

Work with people who can help you

There's no magic, what works vary from one artist to another. Do Trial & Error !

## E. DO IT YOURSELF : APPS

Unfold, Inshot : make your stories look good

Afterlight, VSCO cam, HUI : edit picture

Gridpost : split pictures for Instagram

Splice, Imovie : edit videos

Preview : preview of how your grid will look

Instagram HACKS (with iphone) : Copy a picture from your photo library and paste them in a story by using the 'type tool'. Choose a better background color by clicking the paint tool & clicking on the background (hold for 3 seconds).

Share posts in your story by clicking on the 'paper kite' icon.

Facebook HACKS : Crosspost to collect more views. Try to use as little YT links as possible (facebook and youtube hate each other). Use different fonts or symbols to structure your post. (using LingoJam : <https://lingojam.com/FancyTextGenerator>)

## F. INSPIRATION

Follow bands your like and suit your identity, learn from others !

## Q&A

**Question : is it better to have different/multiple accounts for each project/band OR main general accounts as an artist?**

Probably multiple account, because the message is different, what does it offer ? You need to exist ! And if the content is different, you should do it ! + your artist page with your name

**Should the language be consistent for all the social media pages? For example Dutch for FB-page and English for Instagram? Is it better to have it all in one language?**