

Social Media Promotion

for **Musicians and Engineers** with **Bobby Owsinski**

Workshop 1

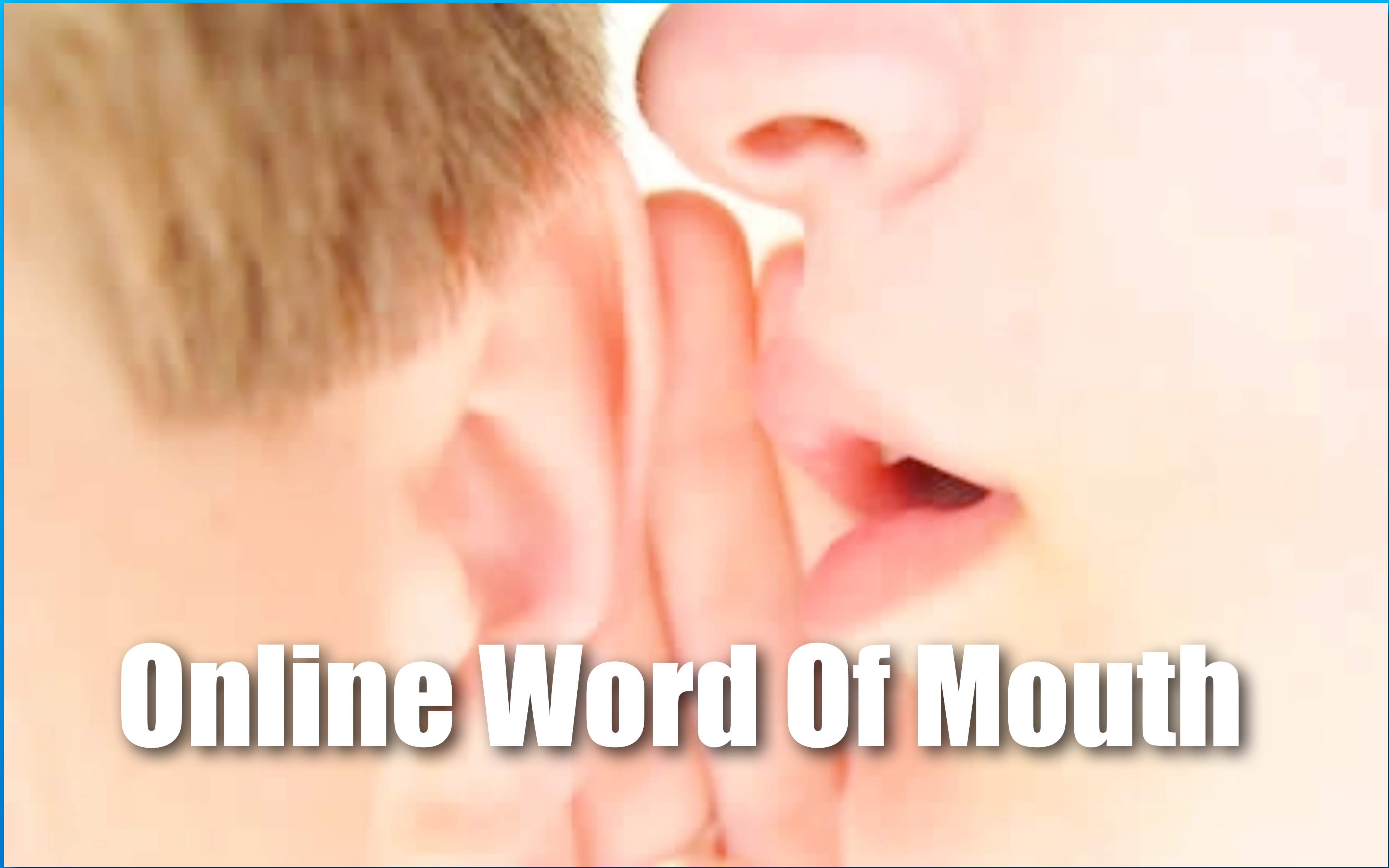
How To Promote Your Music On Social Media

Tips You Can Use Now!

Social Media Promotion
for **Musicians** and **Engineers**

Why Use Social Media?

Social Media Promotion
for **Musicians** and **Engineers**



Online Word Of Mouth

A large grid of 36,000 black circles arranged in a 20x180 pattern. A central cluster of 190 pink circles is highlighted, arranged in a 10x19 grid. A white box with a drop shadow is overlaid on the pink cluster, containing the text "190 Friends".

190 Friends

36,000 Friends



190 Friends

6.8 Million Friends

36,000 Friends

**Your Posts Provide
“Social Authority”**

facebook®



Instagram

twitter

Social Media Promotion
for **Musicians** and **Engineers**

Inform - Don't Sell

What you just did

What you're doing

What you're going to do

For Greater Post Engagement

1. The content must be great

What Should I Say?

- **Behind the scenes**
- **Where the idea came from**
- **Who you're working with**
- **Interview someone**
- **Artist trivia (studio, DAW, mic setup, etc)**

For Greater Post Engagement

- 1. The content must be great**
- 2. Keep it short - 120 characters or less**
- 3. Always post a graphic**
- 4. Always post a link**

“Having breakfast after the gig. Just had bacon and eggs and potatoes. The bacon was greasy and the potatoes were burnt. The coffee was good though.”

Too Personal

“Great gig at the Lone Star tonite.
You people ROK! 2 girls jumped on
stage and Joey boogied with them.”

Better



“Great gig at the Lone Star tonite.
You people ROK! 2 girls jumped on
stage and Joey boogied with them.
Pictures and video [http://
emerald.com/pix](http://emerald.com/pix).”

Best

“Back in the studio today. Feeling tired
after a long weekend of partying.
Catching a cold”

Too Personal

“In the studio today with Johnny Rox for some hi-energy rockabilly.”

Better



“Back in AIR studios today with Johnny Rox for some hi-energy rockabilly. Excellent rhythm section of Jack X and Ronaldo. Pictures at <http://emerald.com/airpix>.”

Best

For Greater Post Engagement

1. The content must be great

2. Keep it short

3. Always post a graphic

4. Always post a link

5. Use live video

To Summarize...

- **The better your post, the more people will see it**
- **What you worked on, working on now, will work on**
- **Shorter posts get more views**
- **A graphic and link are essential**
- **Short live video posts get more organic views**



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Thanks For Watching!

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