



AN ARTIST'S GUIDE

# SOCIAL MEDIA 101



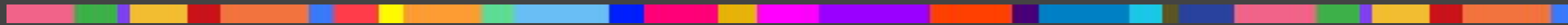
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# TABLE OF CONTENTS

1. [Social Presence](#)
2. [Branding Strategy and Optimization](#)
3. [Profile picture](#)
4. [Scheduling](#)
5. [The Basics](#)
  - 5.1 [Facebook](#)
  - 5.2 [YouTube](#)
  - 5.3 [Instagram](#)
  - 5.4 [Twitter](#)
  - 5.6 [Tik Tok](#)
6. [Storytelling](#)



# SOCIAL PRESENCE



Social platforms are a fundamental and one of the most affordable promotional resources for musicians. No matter the size of your fanbase or stage in your career, most of your audience will be digitally connected via at least one social network.

This best practices guide offers you exclusive insights on how to use social media to promote your work in different stages of your release planning: before, during, and after the release date.

We focus on some of the most popular social media platforms today: TikTok, Facebook, Instagram, Twitter and YouTube. Learn about the potential of each one to help build your fanbase and explore them in a way that feels natural and appropriate both to your branding and audience.

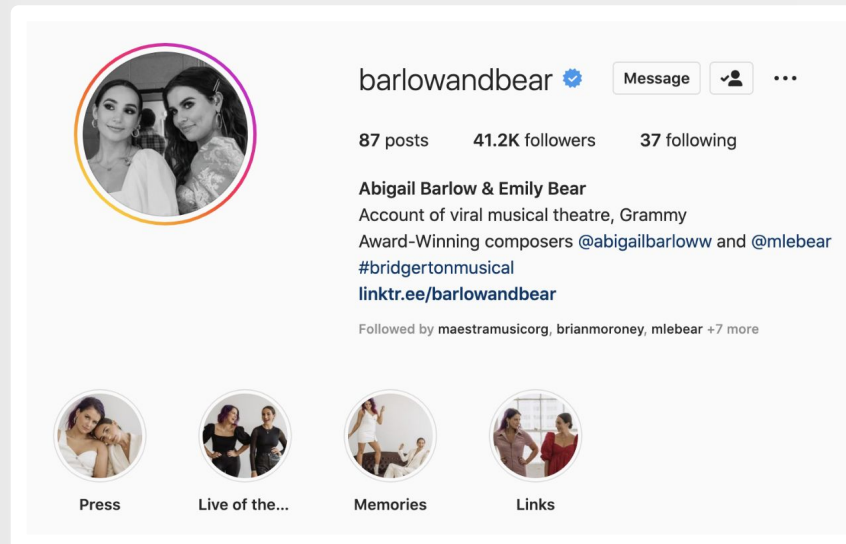
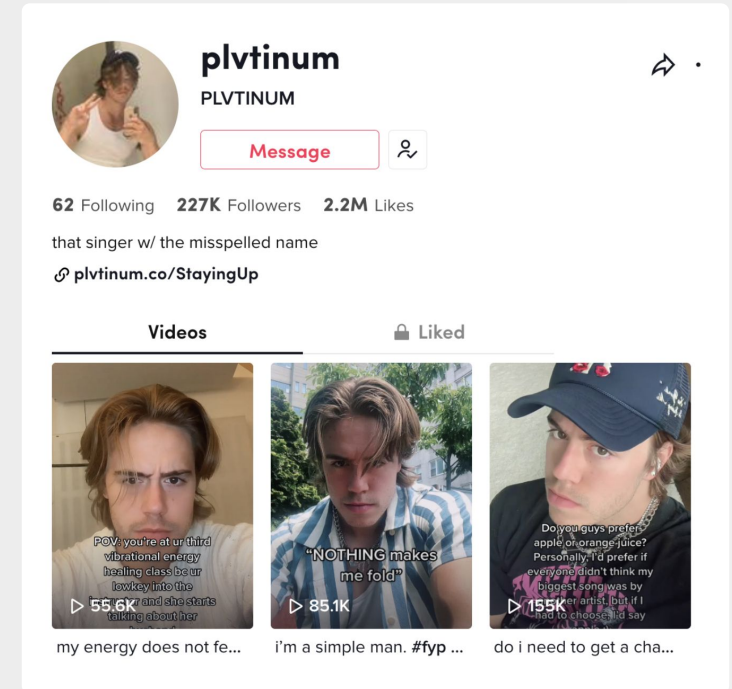
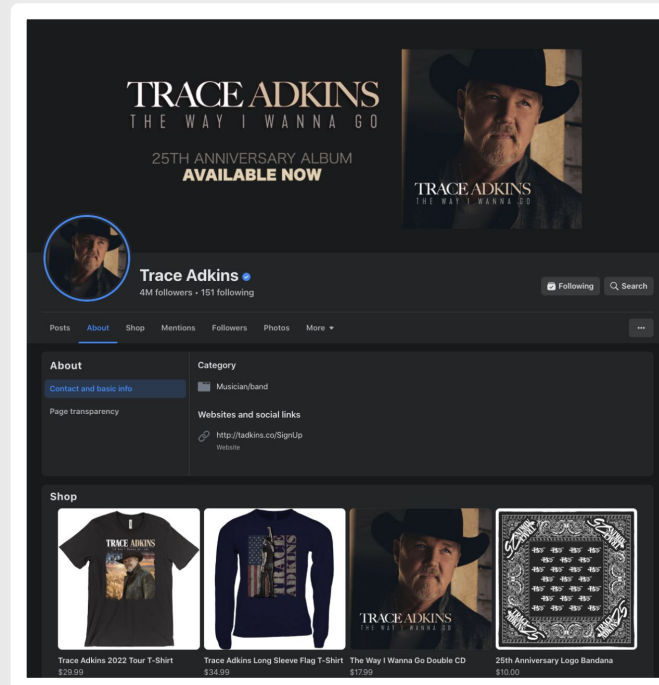


# BRANDING STRATEGY AND OPTIMIZATION



It doesn't matter how popular you think you are. Keeping a **consistent branding strategy** on your socials and streaming platforms is important to increase your discoverability.

If you can be found, it's more likely that you are going to have your songs played, right? That's why it's so important to use the same names on every single platform. If your face is a big part of your brand, you should lead with it in a clear and visible way - if your latest release is focused around a claymation or animated look, you should make that prominent.



Tool	FB	TW	IG	TIK TOK
@	Yes	Yes	Yes	Yes
Name	Yes	Yes	Yes	Yes
Profile Picture	Yes	Yes	Yes	Yes
Cover Art	Yes	Yes	Yes	Yes
Bio/Status	Yes	Yes	Yes	Yes
Live Stream	Yes	Yes	Yes	Yes
Stories	Yes	No	Yes	Yes
GIFs	Yes	Yes	Yes	Yes
Chat/Direct Messages	Yes*	Yes	Yes	Yes
Active Link	Yes	Yes	Yes**	Yes

**The most popular social media networks enable you to edit your profile name, avatar image or picture, and bio.**

\* Via Messenger

\*\* On Stories for users with over 10k fans or verified profiles. Or on profile's description field for everyone.



# PROFILE PICTURE





## Your profile picture or avatar image

are the most visible feature on your social profile or fanpage. Along with your artist name, it represents your digital self across all your socials.

Here are some tips for your profile picture to stand out from the crowd:

- Your profile picture should reflect your personality or artistic self.
- Your face should be centralised in the center of the box.
- Use bright backgrounds that help your face to stand out.
- Use high resolution pictures to avoid pixelation.
- Choose a picture that follows the same artistic identity of your current release.



### Good Boy Daisy

@GoodBoyDaisy Follows you

we are horrible at twittering but selfish is out right this very second ! ↴

📍 Scottsdale, AZ 🔗 [onerpm.link/selfish](https://onerpm.link/selfish) 📅 Joined June 2015



# SCHEDULING



You can use editable tables on your favorite text editor (Google Docs, Microsoft Word) or spreadsheet application (Microsoft Excel, Google Spreadsheet) to schedule your posts.

Just like on streaming platforms, on social media your audiences and algorithms go hand-in-hand. That is to say that social media algorithms also favor continuous and relevant interactions with a creator's fanbase. The more you post content that is of interest to your fanbase, the greater the visibility you secure for your posts on your fan's timeline.

Beyond just what you're putting out into the world though, it's also important to think about what you're interacting with! When you're consuming social media as a user you should think carefully about interacting with hashtags and posts where you think your fans might also be spending their time.



Another thing the algorithm also takes into account is the regularity and relevance of your posts. That's why you should be sure that your presence is constant and interesting. There is no need to post too much, but being a stranger won't help either.

If you're going to start scheduling your photos and videos ahead of time (and you should, so that you can get back to your normal life!) it's worth taking some time to look at your analytics first. YouTube Studio, Facebook Insights, TikTok Analytics - these tools will all give you a good sense of when your users are most commonly on their platform. So if you're in the UK but most of your fans are signing on in the morning from Australia, you might want to be scheduling your posts at 1 am local.



**There are a number of social management services that can help you with scheduling your posts.**

Here is a list with some options:

- Hootsuite
- TweetDeck
- Facebook Creator Studio
- Postgrain
- Later



# THE BASICS



There are no fixed rules on social media. It's common sense though that the different characteristics of different content will define which platform it's better suited for.

Twitter, for example, is the perfect place to engage in a conversation with a wide base of fans/users interested in taking part in a particular debate.

Similarly, if you have a substantial niche amongst gamers as an artist, Twitch can't be ignored for gaming and chat sessions. Twitch also has really fun monetization capabilities, and there are loads of creators that make it big on that platform by: chatting while they game, doing live production demos from their studio, jamming with their friends, giving reviews of other people's music, and more!

The popularity of social networks are different in different territories. Although Instagram has long overcome Facebook as the favorite main social *for music artists* in the US and Europe, the latter continues to have a huge impact and traction on music fans in developing countries.

Here is a list of the most popular social media platforms and they role in the music business



# FACEBOOK



The most popular social media in the world with 2 billion daily active users. Even though Facebook is no longer the favorite network among teenagers, Facebook is still fundamental for the promotion of music releases targeting adults over 25.

### **ONErpm Is A Pioneer**

ONErpm Studios is a *Facebook Live* pioneer. We maintain regular shows on our weekly schedule streaming live from Mexico City (MX) and São Paulo (BR).

### **Facebook investments**

Brand's organic engagement on the platform has been crashed down in the recent years. We advise you to invest on promoted posts in order to reach out to a wider audience. Here is how to do it:

- Log on to Facebook
- Log on to your Business Manager and choose the page you would like to make the investment
- Set up a new investment campaign
- Use filters by location, age and interests.





## **New tools**

In 2018, Facebook launched *Facebook Premiere*, which allows creators to stream pre recorded videos as live events. Learn more about Facebook Premiere [here](#).

## **Groups**

Create independent Facebook groups linked to your artist's page. You will be able to better engage with your fans by sharing exclusive promotional material. You can share pictures of a rehearsal or recording session, brand new portraits from a new photo shoot, teasers and trailers, give away tickets to events or even announce a last minute free ticket at a square.



## Here is a list of what musicians can do to promote their music and their careers on Facebook:

- 1 Create an event around your release date and invite all your fans and friends.
- 2 Create an event associated to your Tour Dates.
- 3 Posts pictures of the making of the audio recordings, music videos and concert sound checks.

A screenshot of a Facebook event page for 'OSHUN bittersweet VOL 1 APRIL 6th'. The event is categorized as 'Music' and is marked as 'PARENTAL ADVISORY EXPLICIT CONTENT'. The event page includes a 'Like' button, a 'Follow' button, a 'Share' button, and a 'Send Message' button. Below the event details, there is a 'bandsintown' section with a 'Track on Bandsintown' button. The bandsintown section lists four upcoming events:

Date	Event Name	Location	Tickets	RSVP
AUG 13	Freedom Square	Troy, NY	Tickets	RSVP
AUG 17	Taos Vortex Festival	Taos, NM	Tickets	RSVP
AUG 18	Summit Music Hall	Denver, CO	Tickets	RSVP
AUG 20	Club Congress	Tucson, AZ	Tickets	RSVP

A screenshot of a Facebook post by 'YelaWolf' from 'Blackbird Studio'. The post is dated '29 July at 02:06' and is located in 'Nashville, TN, United States'. The text of the post reads: 'mix playback , mix playback , etc ... @spideysmith again snagging moments in studio time .. I can tell you he's a rare spectator .. I don't even allow my own manger in the room during the making of a record .. #ghettocowboy #mwa #opietaylor #slumerican 🌟🌟🌟🌟🌟 @Blackbird Studio'. The post includes a profile picture of YelaWolf and a 'Send Message' button. Below the post, there are two images: the top one shows a man in a black hat and white shirt working at a computer in a studio, and the bottom one shows a man in a black hat and white shirt looking at a phone. The post has 2.3K reactions and 122 comments and 119 shares.



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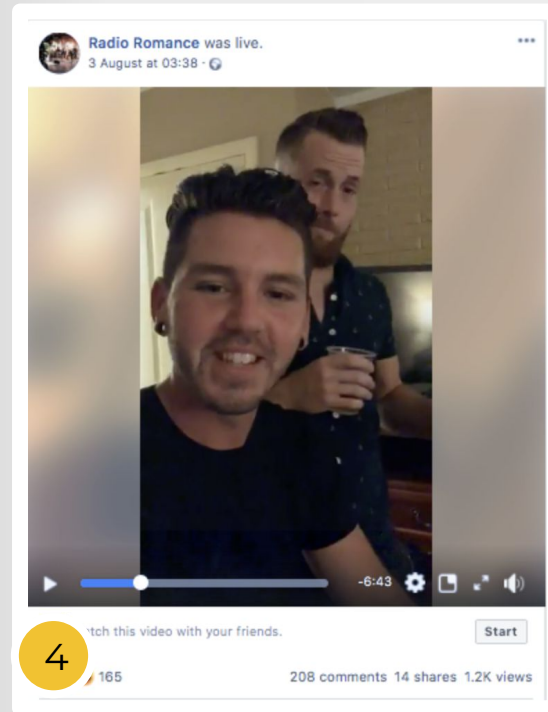
Engage your audience with relevant conversations around your career, achievements, artistic developments, interests, and society.

5

Produce and schedule Facebook Live sessions with interviews and comments on your recent work.

6

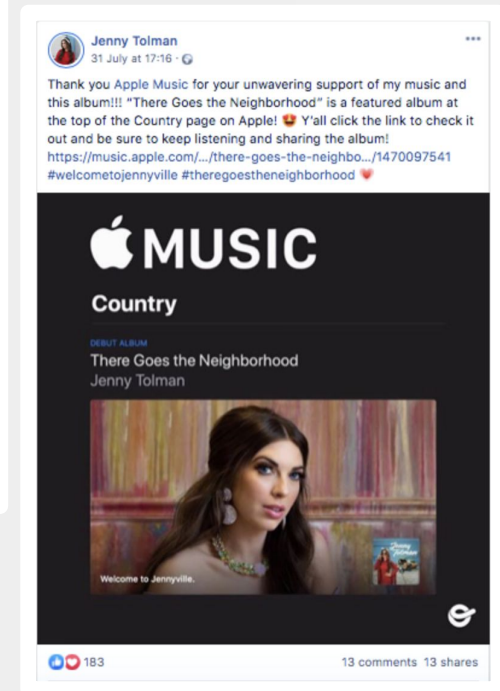
Schedule time to respond to some comments of your fans.



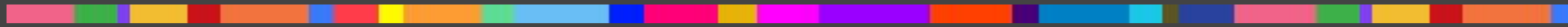
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# YOUTUBE



Not many artists make full use of the power of YouTube as a social media network.

Conversations with fans can happen around videos via comments and invideo, with videos recorded direct at your audience.

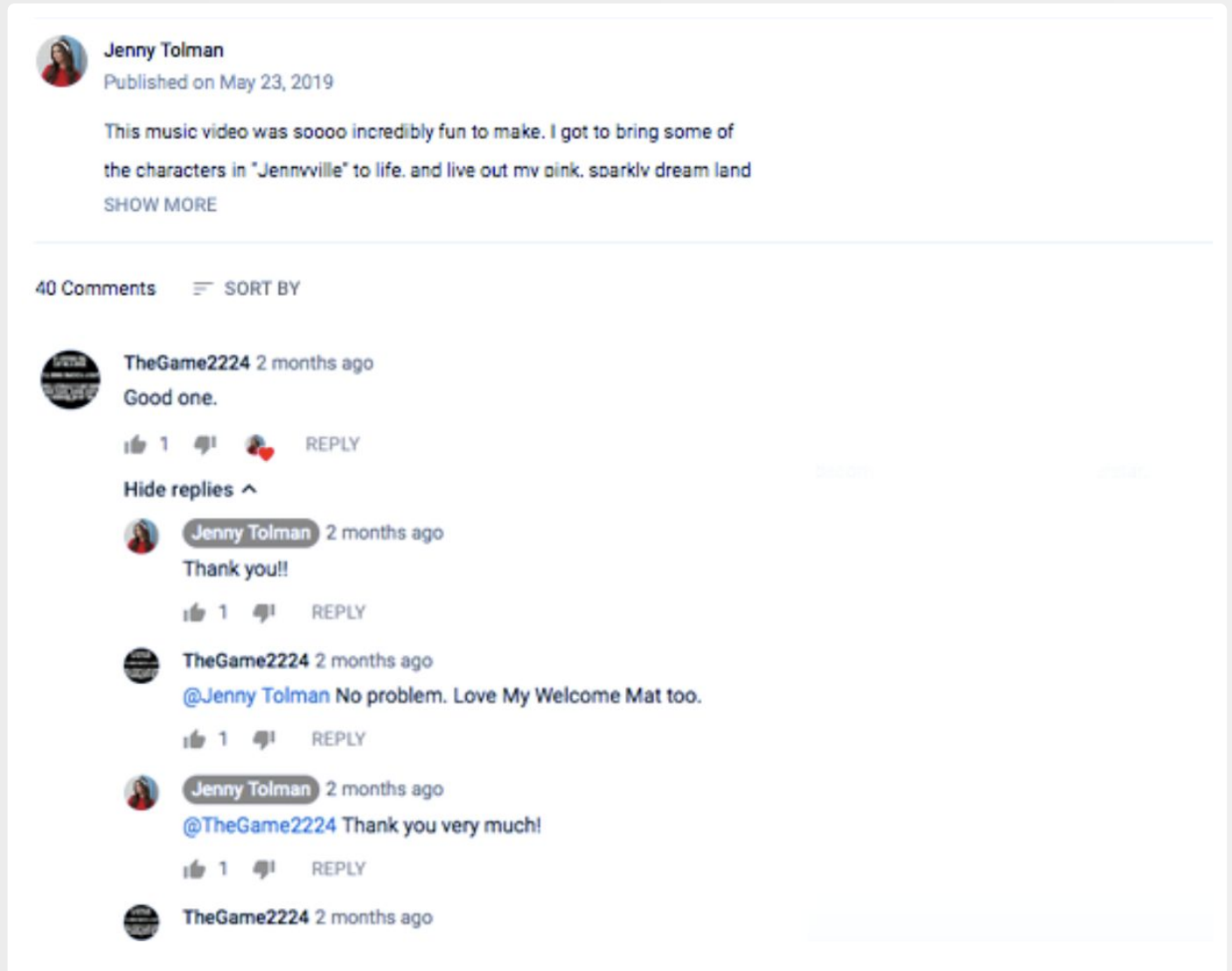
More recently, the platform launched **YouTube Premiere**, which also allows creators to release pre-recorded material live. This feature also allows musicians and users to chat live while the content is played. When you make a new YouTube Premiere, be sure to announce it far and wide and well in advance so that your fans, and followers of theirs, have extensive time to click into the Premiere page and hit the 'Notify Me' button - after they do that you've got a guarantee that they'll get a push notification and email reminder to tune in when the Premiere happens!

A similar feature is also available on **YouTube Live**, that includes a chat bar that allows artists to interact with viewers in real time.



## Here is a list of what musicians can do to promote their music and their careers on Facebook:

- Use the community tab to promote shows, releases and other images.
- Livestream interviews; livestream music videos using YouTube Premiere.
- Update the banner art and avatar according to you new releases.
- Make use of YouTube Stories. Learn more about it here.
- Engage in conversations with fans commenting and responding to comments in our own videos.



A screenshot of a Facebook post by Jenny Tolman, published on May 23, 2019. The post text reads: "This music video was soooo incredibly fun to make. I got to bring some of the characters in 'Jennville' to life. and live out my pink, sparkly dream land". Below the text is a "SHOW MORE" link. The post has 40 comments. The first comment is from TheGame2224, posted 2 months ago, saying "Good one." with 1 like and a reply button. A "Hide replies" button is visible. The second comment is from Jenny Tolman, posted 2 months ago, saying "Thank you!!" with 1 like and a reply button. The third comment is from TheGame2224, posted 2 months ago, replying to Jenny Tolman: "@Jenny Tolman No problem. Love My Welcome Mat too." with 1 like and a reply button. The fourth comment is from Jenny Tolman, posted 2 months ago, replying to TheGame2224: "@TheGame2224 Thank you very much!" with 1 like and a reply button. The fifth comment is from TheGame2224, posted 2 months ago, with no visible text.



# INSTAGRAM



Instagram is one of the most rapid growing social networks. After it was purchased by Facebook, in 2015, Instagram acquired multiple tools and apps such as Stories, Boomerang and more. It is clear that is difficult to keep up with so many new functionalities, but focusing on the most recent updates can have a decisive effect on your release. All that while keeping a consistent timeline.

## **Pictures**

Digital storytelling concerns every single aspect of your digital presence. Today no other social media captures that better than Instagram's timeline. Join forces with talented designers to better explore the whole potential of Instagram's grid.





## Composition

Should you publish beautifully anaesthetised grids or ordinary takes of your daily life? Again, there is no right or wrong on social media. It all depends on your branding strategy and the narrative you are willing to communicate. However some of these strategies are already considered to be classics .

Posting the totality of your album art using the totality of your grid (3x3) has become a winner. Other artists, willing to push boundaries further, team up with talented designers to post hidden diagonal messages gradient colourful forms and even pixel like art compositions.

According to a recent research conducted by NYU, posed pictures facing the camera have lost place for more natural glimpses of daily life. Thus, perfection has lost space for imperfection, which leaves artists with a big row of opportunities to explore.



**You can upload pictures of your routine with friends and ordinary moments (such as at the market, at the gym or in the beauty salon).**

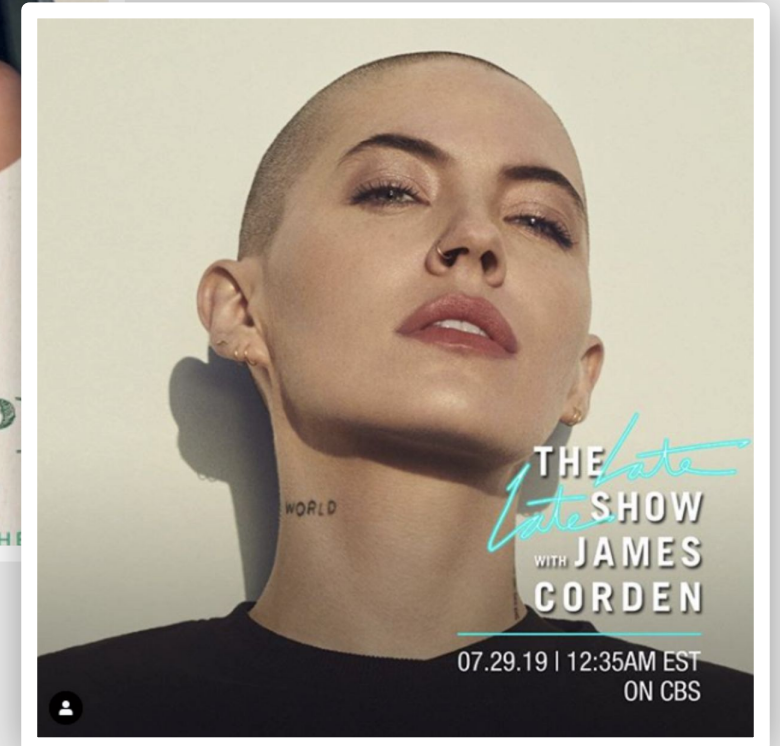
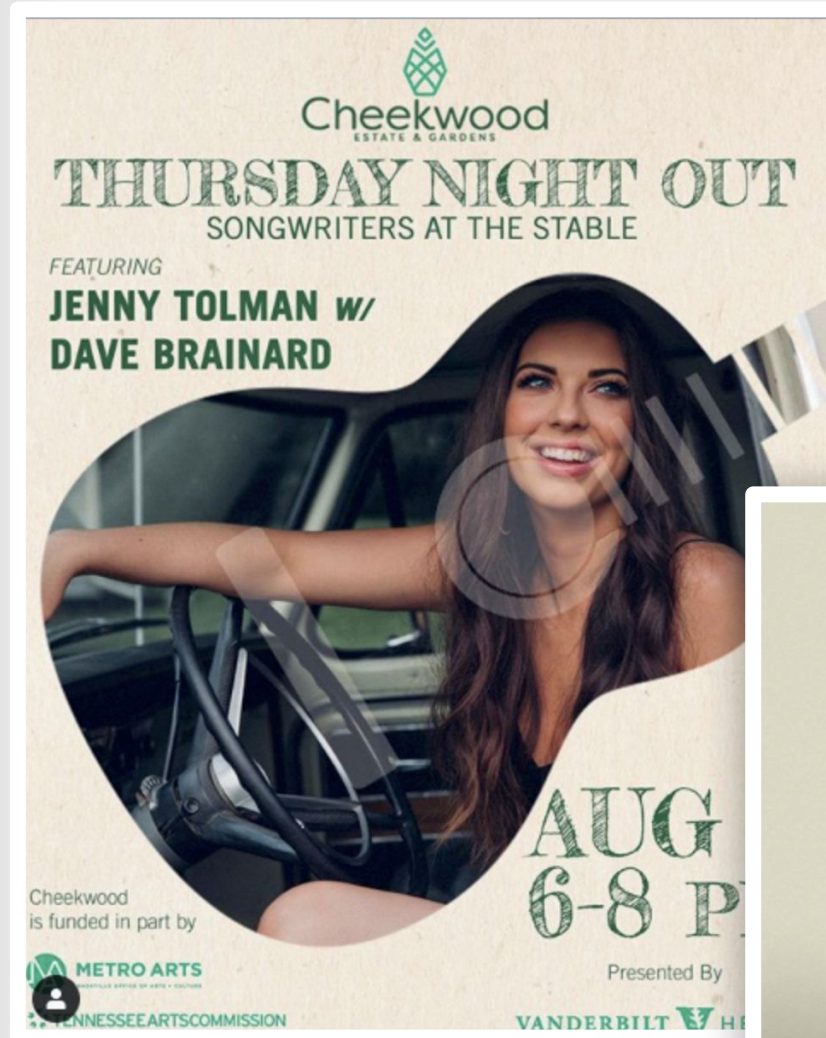
## Instagram Stories

Instagram Stories is Instagram's most popular feature today and the better suitable for oversharing. Through videos, pictures, quizzes, music, gifts and texts, Stories is a favorite. One of the latest features allows musicians to create lyric videos.

### Here is a list of what musicians can do to promote their music using Instagram:

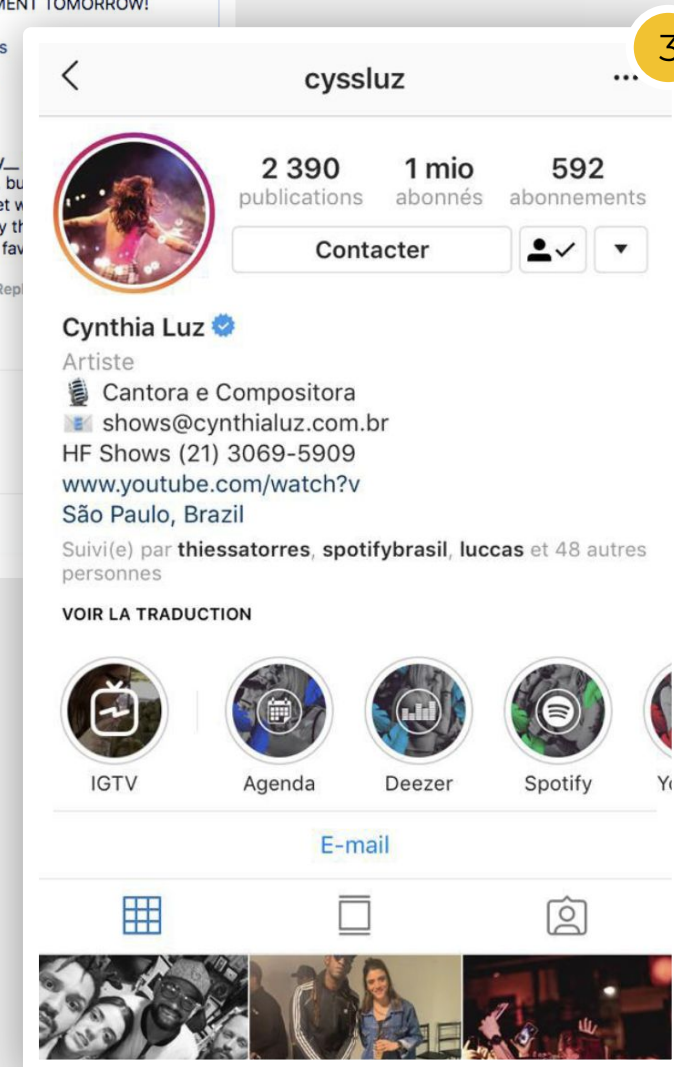
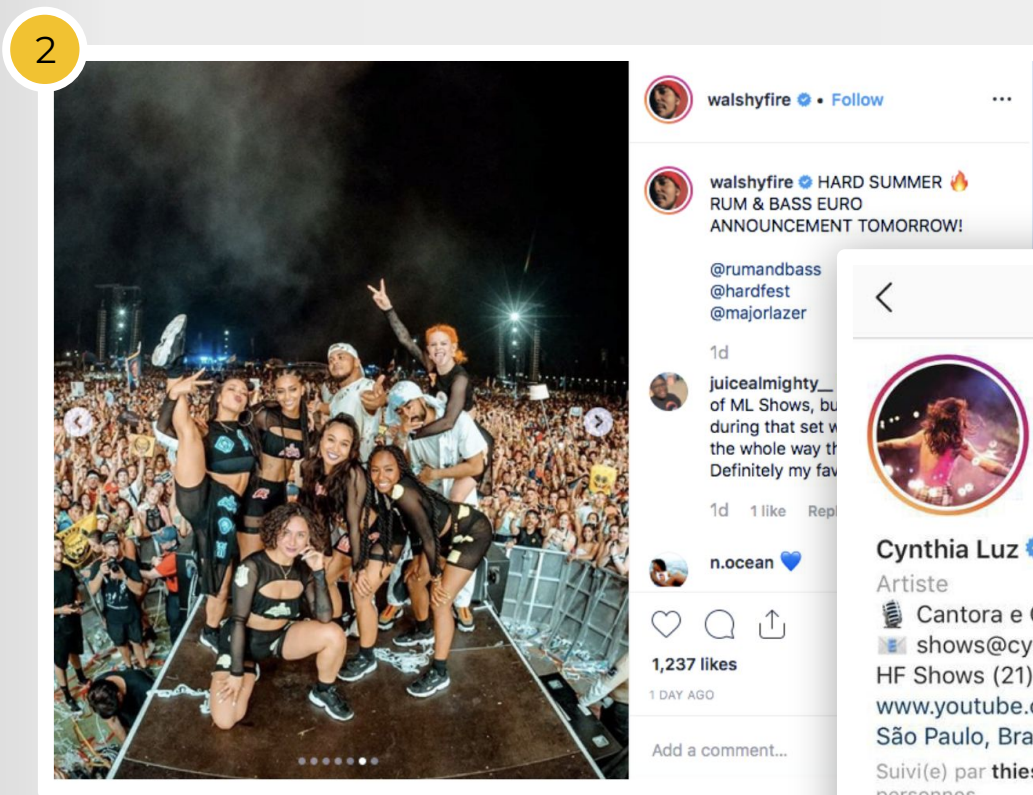
1

Keep your fans up to date about new releases, tours and broadcast appearances.



2  
Mix videos and stills to create "albums".  
Learn more about this functionality [here](#).

3  
Create and arrange videos using IGTV.  
Don't forget to choose the option  
"publish" so the content can be shown  
on your feed. Learn more on how to  
explore IGTV [here](#).



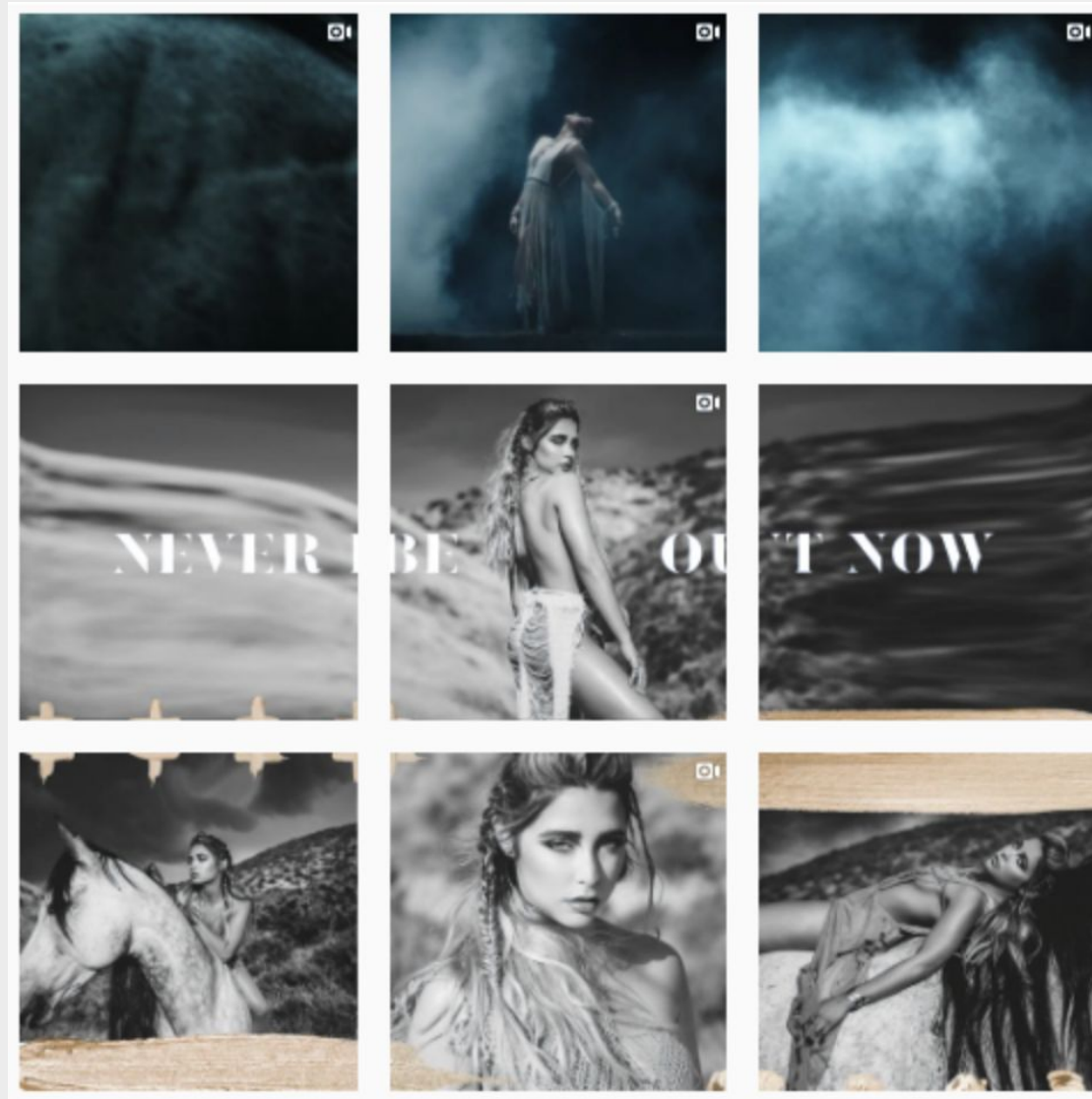


## 4

Use tags and geolocation to reach out to more users. Be sensitive so as not to be too excessive.

## 5

Plan your Instagram feed in advance to make it visually pleasing for your fans. A consistent grid layout is very important to acquire new followers and have them coming back for more content. Think ahead of how your posts will look. You can also organise them around colours, filters, formats etc.



## **Here are some tips on how to use Instagram Stories to promote your music:**

- Insert "audio tracks" as the background of your posts and ask fans to do the same.
- Create gifs using Giphy. Remember to use accurate tags to increase your gif's discoverability.
- Share posts from your fans on your own feed.
- Use informal, provocative and affetuos language. Making use of common expressions helps to make your audience feel closer to you and can increase the number of interactions.
- Promote the work of artists that are close to you or that you admire. It helps to create a sense of community.
- Ask your fans to subscribe to your YouTube channel as well as your profiles on the digital streaming platforms.



## **Instagram Reels**

Reels typically are 15 seconds long, however recent updates have allowed them to go much longer. It's key that you quickly make a good impression, and get your audience bought into your content.

Unlike stories, which are often being made in real-time, Reels can be planned, filmed, and edited before posting. Moreover, both placements offer exceedingly fun ways to edit and play with your video so you should feel free to express yourself as wildly as you want. Take your time creating multiple pieces of content, perhaps taking advantage of certain trends you see and try to make it your own.



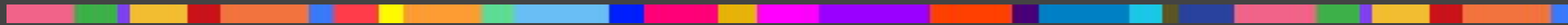


### Key Ideas

- **Use Trending Sounds**
- **Don't Be Afraid To Copy Someones Idea**
- **Sometimes The Best Content Isn't Direct Promotion**



# TWITTER





Twitter is the favorite social for news and journalists. Musicians also can take advantage of Twitter's fast paced environment to engage in conversations with their fans, share political views and promote the good.

- 1 - Cross promoting action on other socials (Instagram, YouTube or Facebook, for example).
- 2 - Retweet content post by affluent artists intending to engage in a conversation.
- 3 - Ask opinions for fans and the general public on decisions related to recordings, concerts and clothing.
- 4 - Promote your releases during pre, release and post release. Examples: the making of recordings, music videos and clothing tests.



# TIKTOK



## **Building a Profile**

Building a profile on TikTok follows many of the same principles as other social media platforms and for that reason, the same best practices apply.

- Use the same profile picture and username

If possible, it's always best to use the same username and picture to help build a consistent brand and allow your fans to find you. Whatever profile picture you have on other social media platforms, add it to your TikTok profile.

Similarly, see if you can get the same handle as well.

- Drop a link in your description!

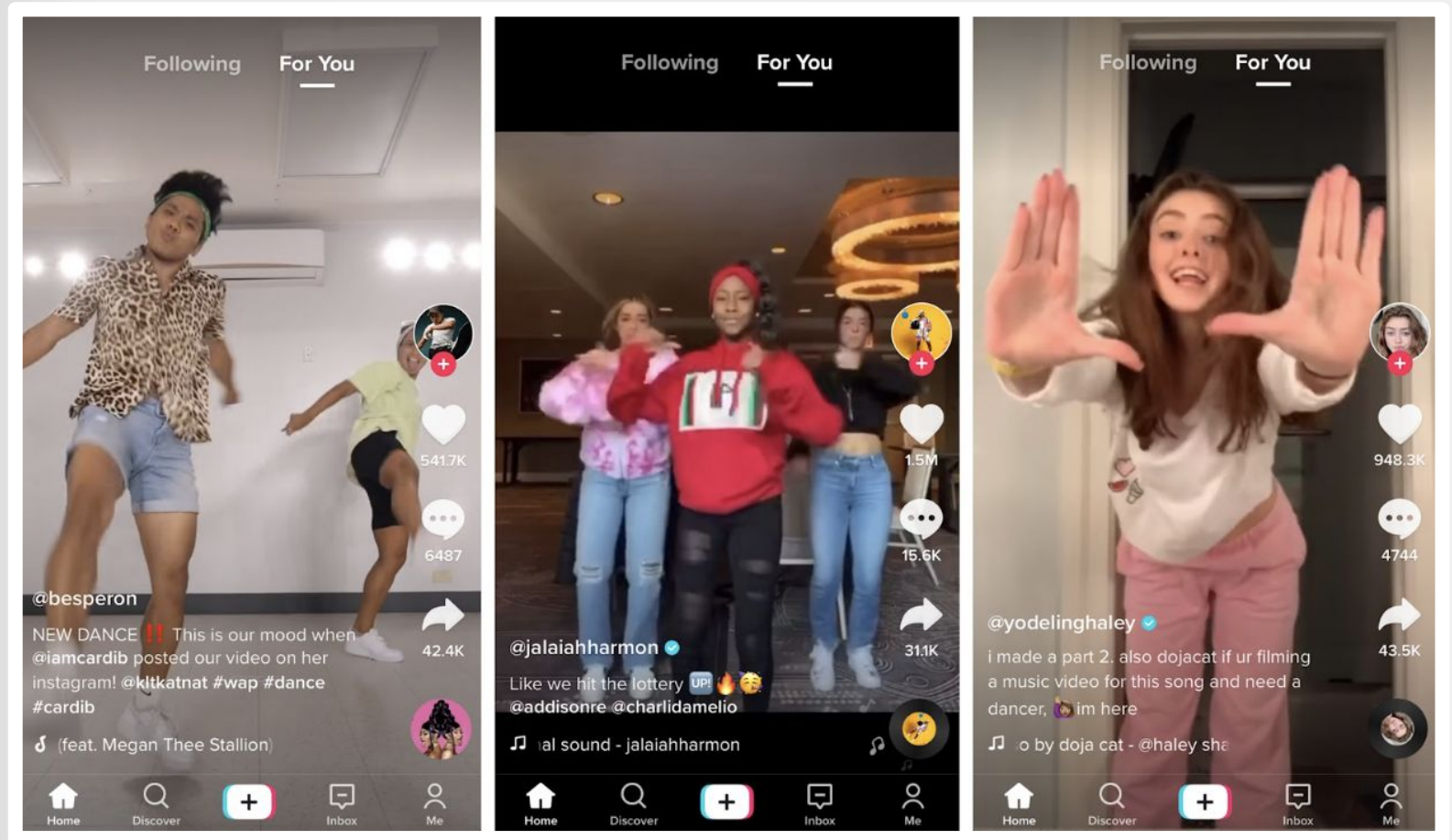
Linking to your website, other social media platforms, or your most recent release is always a great way to drive traffic and build a unilateral fanbase.



Finding ways to activate your fans is key, and TikTok is a great place to do so.

- Link your account to Instagram and Youtube

By logging into your Instagram and Youtube account on TikTok, you can quickly post your content across platforms and stimulate growth.



## Posting On The App

TikTok uses one of the most unique algorithms of any platform to provide its users with a one-of-a-kind viewing experience by way of the “For You” page. Learning how to crack this algorithm and drive views to your page is dependent on an endless number of factors. Here are a few tips to make the most of your content.

- Hashtags are key

Hashtags are commonplace on social media and TikTok is no exception; where TikTok differs is the end goal of being placed on the “For You” page.

- The “For You” page is the nexus of TikTok where smash hits are made. It’s for this reason that the vast majority of viral posts include the hashtag #fyp.

Make use of TikTok’s popular video editing and interaction features



Part of TikTok's major appeal is its video editing and interaction features. With a seemingly endless number of interactive filters and millions of users finding new and creative ways to edit videos, TikTok produces a constant stream of viral trends and challenges to take part in. On top of this, the "Duet" feature allows you to quickly interact with and build on trends by allowing you to record your own video next to the original while it plays.

Get involved! Get creative!

## **Community Guidelines**

Similar to Instagram, TikTok adheres to a strict set of community guidelines you can find [here](#). Failing to adhere to TikTok's community guidelines can result in the removal of content and the suspension or termination of your account. TikTok's community guidelines are well enforced and should be taken seriously.



## The TikTok Creator Fund

The TikTok creator fund is additional earnings provided by the app to help support active creators and artists. To apply for the creator fund users must fit the following criteria.

- TikTok Pro Account
- At least 18 years or older
- 10k+ followers
- Have at least 100K authentic video views in the last 30 days
- Based in the US, UK, France, Germany, Spain or Italy

If you meet the following criteria, the application for the creator fund will be made available on the app through your pro account. To learn more about the Creator Fund, [click this link](#).



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## **How To Get Started**

Now that you've got the low-down, let's go over some key tips to get your profile calibrated and ready for #fyp stardom.

Once you've made your account, you'll want to warm up your profile a bit to help TikTok calibrate what content the app shows you. For the first few days, you should use your account like any other user, get comfortable scrolling, hang out awhile, watch some dog videos! Based on how long you watch videos, what you like, what you share, and a variety of other metrics, TikTok will begin to understand your profile which will pay off big-time when it's deciding who on the #fyp to show you off to.



## **Making Your First Post**

Once you've warmed up your account a great next step is to make an intro post! Kind of like this blog post who, what, where, when, and why all go a long way with viewers. Whenever you're setting out to make a post, you should check out what hashtags and what Sounds are trending on the app that day. This is the easiest way to pick up some organic views as you know users the world over are interacting with them.

Finally, if you are a musician looking to grow your audience, make sure to use your official sound. If you've distributed music through ONErpm, it will already be on TikTok! Make sure you use the Official Sound instead of uploading your music over your video by hand. By using your official sound, viewers will be able to easily stream the song when they find your video. If your post goes viral, your song could too! Some artists like to tease their music with snippets of the track before release – if you're going to do so, more power to you, but be aware that the real number you're looking for is interactions with the Official Sound. So if you have a hit on your hands with an original sound, just make sure you circle back after release and drop a similar video that makes use of the Sound that you actually own.



Now that you've gotten calibrated and let the people know who you are, it's best to post **consistently 2-3 times a week** (or multiple times a day if you've got the creative juices flowing). As you plug along it's good to check out your analytics within your profile's business suite (Profile -> Three Dots Top Right -> Business Suite -> Analytics). Here you can get the best idea of when to post and how often.

# STORYTELLING



Develop a content plan to maximise the impact of your posts at the time of your release. You can divide your planning in three different stages: before (pre-release), during (release) and after (post-release).

A positive story telling invites fans to take part in the whole creative process. Many artists start by announcing they are putting together ideas for a new piece of work. They can also share any information correlated to the creation process like inspiring moments, pictures, scribblings, freestyle rap and even the work of other artists (known or unknown).

Posts don't have to be directly related to music. In fact, try to work on creating and promoting around yourself, friends and daily habits. On Instagram, ordinary like pictures of unknown people had been proved to be more effective than posed/produced selfies.



**Fans are incredibly curious about ordinary moments in the life of an artist.** Why not to take advantage of that by registering in pictures and even building twitter conversations about things when you meet other artists. You can reflect part of the love and admiration you have for your music partners using tags, videos and pictures.

## **Countdown - Building Momentum**

Countdown campaigns are a classic! You can improve countdown campaigns by using some tools specially designed for streaming. Pre-save campaigns can be run side by side with countdown campaigns.

Pre-save campaigns allow fans to save a link to the upcoming releases by their favorite artists. At the date of the release, the music will automatically appear on fans playlists. Successful pre-save campaigns can generate enough plays with enough strength to define audience reach during the release





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