

Social Media for Composers--Dr. Lisa Neher--2/10/2020

Facebook: @LisaNeherMusic, **Twitter:** @LisaNeher, **Instagram:** @lisanehermezzo

Why?

Meet & stay in touch with a large network of composers, musicians, educators, ensembles, & other artists.

Build a fan base, communicate about your events, what you do, build your brand.

Keep up with trends in our field.

Get reminders about opportunities: calls for scores, etc.

Build your “brand”—share who you are, what you do, why you do it, what your philosophy is.

Most people want to work with artists that they like personally.

Twitter:

#NEWMUSICTWITTER! @musochat/#musochat, #FF (Follow Friday)

Lower barrier to follow, people share & retweet & connect very quickly. Meet collaborators fast!

Hard to find old conversations.

Cannot edit tweets—keep or delete.

Mute or block as needed.

Facebook:

Great tools: Events, Facebook Live, Facebook Page, ability to schedule posts to your Facebook Page.

You can edit posts if you make a mistake.

Library of photos/videos. Easier to search for old posts.

Profile vs Page: different benefits

Manage audiences.

Instagram:

Must use phone/tablet, not desktop.

Photos, filters, videos, stories! Longer text than Twitter, shorter than Facebook.

Friendly, fun social media place.

LinkedIn:

Not as popular in my experience.

YouTube, Soundcloud

Mostly just places to host your content and post it/embed it elsewhere. People peruse Soundcloud more.

100 followers on YouTube to get your custom URL.

Website:

All social media should link to this.

Be sure you have one, that it is up to date, that people can hear your music, preview your scores, contact you.

What Do I Do?

Follow and interact with people, ensembles, organizations—just like in real life.

Share others content, with your comment/take/response.

Share your philosophy, what you do and why you care about it. Share work in progress, ideas, mini-lessons that demonstrate your expertise. Really be true to what you care about, your values.

Use photos/videos—they catch the eye.

Share your personality, humor, hobbies! Fans and colleagues like getting to know the full you. People want to work with people they like.

Share your events, but be specific and welcoming, the way you'd invite a friend if you talked to them in person.

#Hashtags:

Draw attention to and promote an idea. A way to find, follow, and contribute to a conversation.

Particularly used on Twitter and Instagram.

Searchable: someone can search for a given hashtag and find content from many different accounts

A way to organize posts by many users by content. For example: #musochat

Social Media Management:

Hootsuite, Buffer—imperfect but helpful. Particularly glitchy with Instagram and tagging Facebook events.

Facebook Page has publishing tools that allows you to schedule posts & events.

Best Practices:

Help people find you and know it's you: your handle is your name, your profile pic should be you. Unify handles if possible, link to your website, make your bio short and clear.

Always be the best version of yourself online. Be of value and of service to others. Be a cheerleader of others.

Share your unique artistic identity. What do you care about and stand for?

Have real conversations. Start discussions, join in discussions, contribute.

Use blocking/muting/unfriending when needed.

Be a genuine nice person like you would if you were in the buffet line with these people at a conference.

Listen/support/like more than you post.

Be somewhat strategic but somewhat organic.

Don't endlessly post about your events.

Don't respond with anger, don't get into arguments.

Don't just like and retweet all the time—add a comment about why you like or care about this content/post.

Arial Hyatt, music publicity expert suggests:

Mostly: Direct engagement, actual conversation.

Some: Shares/reposts (with a personal comment)/links

Occasional: Self-promotion