



## MAKE MUSIC DAY STOCK COPY AND SOCIAL MEDIA PACK 2020

Please find below descriptions for MMD of various lengths for easy use across your online and offline channels. Feel free to copy the content below or adapt to suit your needs. If there is anything else you require please email [info@makemusicday.co.uk](mailto:info@makemusicday.co.uk).

### Photographs and Videos

A range of professional high resolution images and logos are available to download from our [website](#). There is also a 2020 trailer video available on [YouTube](#).

## STOCK COPY

### MAKE MUSIC DAY 2020 Long Description

Make Music Day is the UK's largest single-day music event and, since it began as Fête de la Musique in France in 1982, has become the world's largest celebration of music taking place in 125 countries each year on 21 June. It's a DIY festival encouraging musicians, promoters and music lovers to collaborate, and to organise live streamed music performances for their communities.

Whether you're a newcomer to music or you know your stuff, Make Music Day is an open invitation to perform, as long as it's on 21 June and it's free to view. Last year saw 1,103 performances across the UK, involving 29,353 performers who brought inspiring musical experiences to over 141,000 people.

With social distancing measures in place in the UK, Make Music Day is moving online for 2020 and there are three ways to get involved:

- Perform – whether you're a solo singer, part of a choir, an instrumentalist, a DJ or running a workshop, share music with the world by streaming your performance or workshop.
- Create – If you're not a performer, there are lots of participatory projects from Bash the Trash and taster music lessons to Challenge Producers and our Bring Me Sunshine cover version competition to get your musical juices flowing.
- Watch – If you'd rather simply enjoy all the music being made across the country then tune into the our specially curated stream - Make Music Day UK Live!

Support for musicians and organisers is available every step of the way, including a suite of toolkits explaining everything from live streaming to publicity templates, and more.

It's a fantastic opportunity to connect to your community through music showcasing talent to new audiences on a global platform. Make Music Day takes place on Sunday 21 June 2020.

Discover how you can get involved in the biggest participatory festival of the year, visit [makemusicday.co.uk](http://makemusicday.co.uk) or follow @MakeMusicDayUK on social media.  
[makemusicday.co.uk](http://makemusicday.co.uk) @MakeMusicDayUK #MakeMusicDayUK



### **MAKE MUSIC DAY 2020 Medium Description**

Make Music Day is the UK's largest single-day music event and the world's biggest celebration of music, taking place in 125 countries on 21 June annually. It's a DIY festival encouraging people to organise live streamed music events for their communities. Everyone can take part as long as performances happen on 21 June and they're free to view. Last year saw 1,103 performances across the UK, playing to an audience of over 141,000 people.

With social distancing measures in place in the UK, Make Music Day is moving online for 2020. Here's how to get involved:

- Perform – Whether you sing or play, share your music with the world by streaming a performance.
- Create – Join in with a participatory project, from Bash the Trash to our Bring Me Sunshine cover version competition and more.
- Watch – Enjoy the music being made across the country on our specially curated stream - Make Music Day UK Live!

Support for musicians and organisers is available every step of the way, with a suite of toolkits explaining all you need to know.

Discover how you can get involved in the biggest participatory festival of the year, visit [makemusicday.co.uk](http://makemusicday.co.uk) or follow @MakeMusicDayUK on social media.

### **MAKE MUSIC DAY 2020 Short Description**

Make Music Day is the UK's largest single-day music event and the world's biggest celebration of music, taking place in 125 countries on 21 June annually. It's a DIY festival encouraging people to organise live streamed music events for their communities. Everyone can take part as long as performances happen on 21 June and they're free to view. Whether you Perform, Create or Watch, discover how you can get involved online in the biggest participatory festival of the year - visit [makemusicday.co.uk](http://makemusicday.co.uk) or follow @MakeMusicDayUK on social media.

### **MAKE MUSIC DAY 2020 Super Short Description**

Make Music Day is the world's biggest international celebration of music, taking place in 125 countries on 21 June annually. It's a DIY festival encouraging people to organise live streamed music events for their communities. Discover how you can get involved online - visit [makemusicday.co.uk](http://makemusicday.co.uk) or follow @MakeMusicDayUK on social media.



## SOCIAL MEDIA

Social media is the best way to increase awareness about your music generally and to create a buzz about your Make Music Day event or activity specifically.

### Some general social media tips

- If you want to get people liking, commenting and engaging with your posts, our number one tip is to do the same for others - spend as much time engaging with other people's posts, as you do posting your own content.
- Give your audience value in one of the following ways - educate (e.g. how to videos), inspire (e.g. an uplifting story) or entertain (your brilliant rehearsal!)
- Use video as much as possible - it's twice as likely to be shared. Use live video if you can - your live posts will be favoured by the algorithm which means they'll be seen by more people.
- Encourage people to engage with your posts by asking questions, creating polls and asking for feedback on your music.
- Post at the time of day when your audience is likely to be online.
- Be social! Spend time seeking out other accounts similar to yours and follow them.

### Where to post

We focus on the following social media platforms: [Twitter](#), [Instagram](#) and [Facebook](#). If you post on one of these platforms and tag us, we'll do our best to engage with and/or share your posts. Please see below for platform-specific guidelines and tips.

### When to post

Just because your Make Music Day activity or event is in June, don't wait until then to post!

Your planning, preparations and rehearsals all make for great social media content, so start posting as soon as you can.



## What to post

### 1. Make Music Day in general

You can simply copy and paste one of our messages below, or you can make it your own.

You can accompany your text with one of our images or video or you might want to post a photo or video of yourself (e.g. speaking about why you're getting involved with Make Music Day, why you want others to know about it etc.)

You can simply copy and paste one of our messages below, or you can make it your own.

You can accompany your text with one of our images or video or you might want to post a photo or video of yourself (e.g. speaking about why you're getting involved with Make Music Day, why you want others to know about it etc.)

#### Some key information you might want to include:

- Make Music Day is on 21 June 2020
- Make Music Day is going digital this year with online events, lessons and workshops and lots of live streams
- Registration is now open for musicians and event organisers
- Anyone can perform
- All events are free
- Make Music Day is global - there are events happening all over the world
- To find out more, visit <https://makemusicday.co.uk/>
- Use hashtags #makemusicdayuk (and #makemusicday if you have space!)
- Tag @makemusicdayuk

If possible, you may also want to tag other individuals or organisations so that they can share your post.

### 2. Your own event

When posting about your own event, make sure you include the following:

- Name of event and performers
- Time and date
- How can people access it
- Tag us @makemusicdayuk
- Use the hashtag #makemusicdayuk



## Twitter

Twitter is great for fast-moving conversations and up-to-date news.

Follow #makemusicdayuk to see what everyone is posting about Make Music Day in the UK.

Follow #makemusicday to what is happening globally.

### Some Twitter tips:

- Tweets must be 280 characters or less so keep it brief
- If you like what someone else has tweeted and would like to share it with your followers, Retweet (RT) them
- Tag people or organisations if you want to make sure they see your tweet.
- Use images, gifs and videos to make your tweets more engaging
- You can tweet often - several times a day if you have something interesting to share and you can post the same information more than once as the time line moves very quickly on Twitter.

### Sample text 1:

I'm/We're [delete as appropriate] getting ready for #MakeMusicDay - free online music events around the world on 21 June - performed by anyone, enjoyed by everyone

Register now and let's make some noise! <https://makemusicday.co.uk/>  
#makemusicdayuk @MakeMusicDayUK

### Sample text 2:

#MakeMusicDay 2020 is coming and it's gone digital!  
Free music events around the world on 21 June - performed by anyone, enjoyed by everyone

Register now and let's make some noise! <https://makemusicday.co.uk/>  
#makemusicdayuk @MakeMusicDayUK

Images:  
[Add file names/link]



## Facebook

Facebook is still the world's biggest social media platform and is great for building and reaching communities as well as individuals.

### Some Facebook tips

- Join relevant Facebook groups (local area, music-related) and share your posts in the groups to reach a specific audience
- Use video as much as possible to reach and connect with more people.
- Create a Facebook Event for your music event - you can invite people and they'll receive notifications and updates about your event if they accept your invitation

### Sample text 1:

We're/I'm [delete as appropriate] getting ready for @makemusicdayuk - free online music events all around the globe on 21 June - performed by anyone, enjoyed by everyone

Register now and let's make some noise! <https://makemusicday.co.uk/>

### Sample text 2:

@MakeMusicDayUK 2020 is coming and it's gone digital!  
Free online music events all around the globe on 21 June - performed by anyone, enjoyed by everyone

Register now and let's make some noise! <https://makemusicday.co.uk>

Image:

[Add file names/link]



## Instagram

Instagram is the world's fastest growing social media platform and has a slightly younger demographic than Facebook and Twitter.

### Some Instagram tips

- Use hashtags to help people find your posts. You can use up to 30 per post but around 10 is optimal. See which hashtags similar accounts are using for inspiration.
- Showcase your best images and videos in your Instagram Grid.
- Use Instagram Stories to show behind the scenes, day-to-day activities and 'unpolished' content (more Stories tips below)
- Use IGTV for longer videos (up to 10 minutes). Videos on the grid can be up to 1 minute long and videos on Stories are broken up into 15 second chunks.

Sample text 1:

We're/I'm [delete as appropriate] getting ready for #MakeMusicDay - free online music events all around the globe on 21 June - performed by anyone, enjoyed by everyone

Check out @makemusicdayuk to find out how to get involved and let's make some noise!

#makemusicdayuk #localmusic #freemusic #lovemusic #makemusic  
#communitymusic #musicfestival #getinvolved

Sample text 2:

#MakeMusicDay 2020 is coming!

Free online music events all around the globe on 21 June - performed by anyone, enjoyed by everyone

Check out @makemusicdayuk to find out how to get involved as a musician and let's make some noise!

#makemusicdayuk #localmusic #freemusic #lovemusic #makemusic  
#communitymusic #musicfestival #getinvolved

Image:

[Add file names/link]



## Instagram Stories

You can also use these images to create Instagram Stories - remember to tag us @makemusicdayuk and we'll be sure to share your Stories.

### Some Instagram Stories tips

- You can create a simple Story by clicking the 'Send' icon beneath your Instagram feed post. Choose the 'Add to my Story' option.
- Use the location sticker to increase visibility in your local area
- Use our hashtags #makemusicdayuk and #makemusicday and any other appropriate hashtags (3 or 4 are the optimal amount)
- Tag any people or organisations involved so they can share your Story
- Use gif stickers to make your Story stand out
- Video yourself or someone in your organisation speaking about why you're getting involved with Make Music Day

We'll always do our best to share your posts!

Many thanks  
MMD Team