

How To...

Get The Most Out of

Your Social Media

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The Rundown

1. Get Your Posts Seen!
2. Have a Plan
3. Save Time

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What do you want out of your social media?

- a. More followers
- b. More engagement (likes, comments & shares)
- c. More traffic to your website/music

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Focus on ENGAGEMENT not FOLLOWERS.

You don't need a big audience, 500 people who are engaging is of much more value than 5000 who are not.

When engagement happens, followers will follow.



1. GET YOUR POSTS SEEN

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How to get Engagement (and grow your audience)

You need to know:

THERE IS NO MAGIC FORMULA
(sorry!)

Social media is a long game

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The Rules of the Game

- Be social
- Be consistent
- Give value - Educate/Entertain/Inspire

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Engagement Tips

- Know your audience
- Ask for engagement (CTA)
- Tag other accounts
- Ask your audience what they want
- Collaborate
- Create conversations (or join them)

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2. HAVE A PLAN

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An Engagement & Growth Strategy (example)

Every day/2 days/3 days:

- Comment on 3 posts by accounts similar size or bigger
- Like 3 posts by accounts similar size or bigger
- Comment on 3 posts by your ideal audience
- Like 3 posts by your ideal audience



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A Content Strategy

Imagine a group of your ideal target audience were sitting in a room together.

- *What would they be talking about?*
- *What problems are they facing that you can help with?*

Remember:

- Conversation, not broadcast
- Give people a reason to follow you



Community news

15.0%

Our projects/news

25.0%

Music & wellbeing

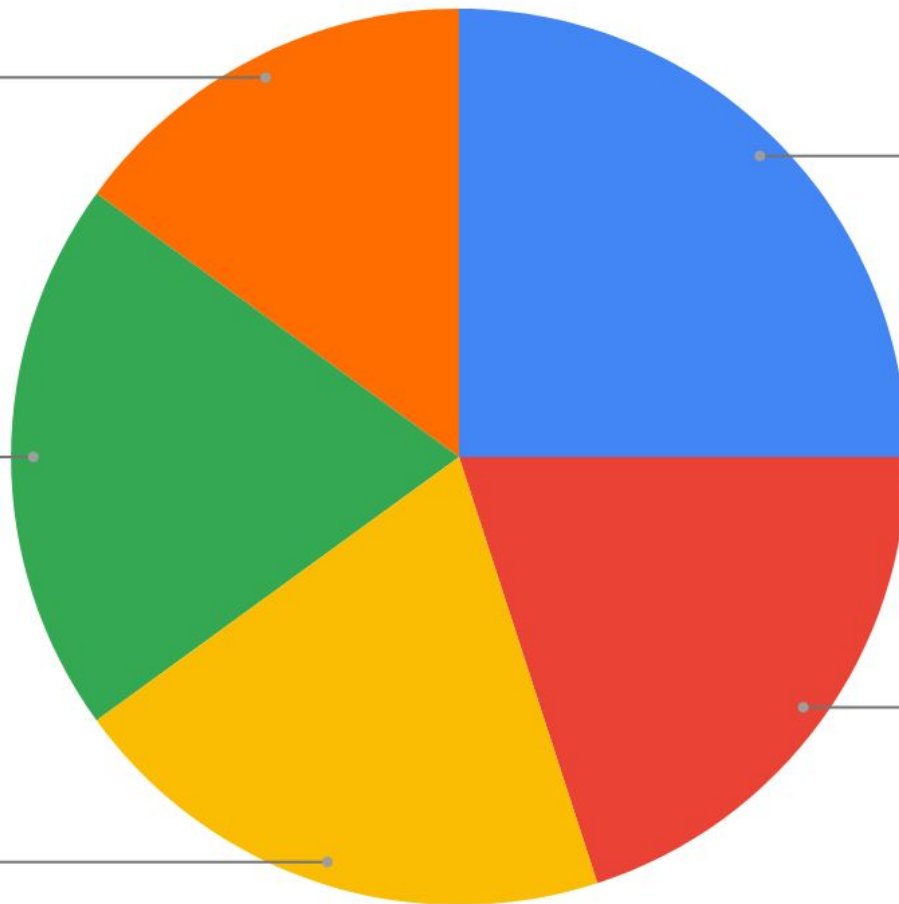
20.0%

Our story

20.0%

Young people

20.0%



	Mon	Tues	Wed	Thu	Fri	Sat	Sun
Week 1	Our Projects		Young People		Our story		
Week 3	Music & Wellbeing		Our projects			Community news	

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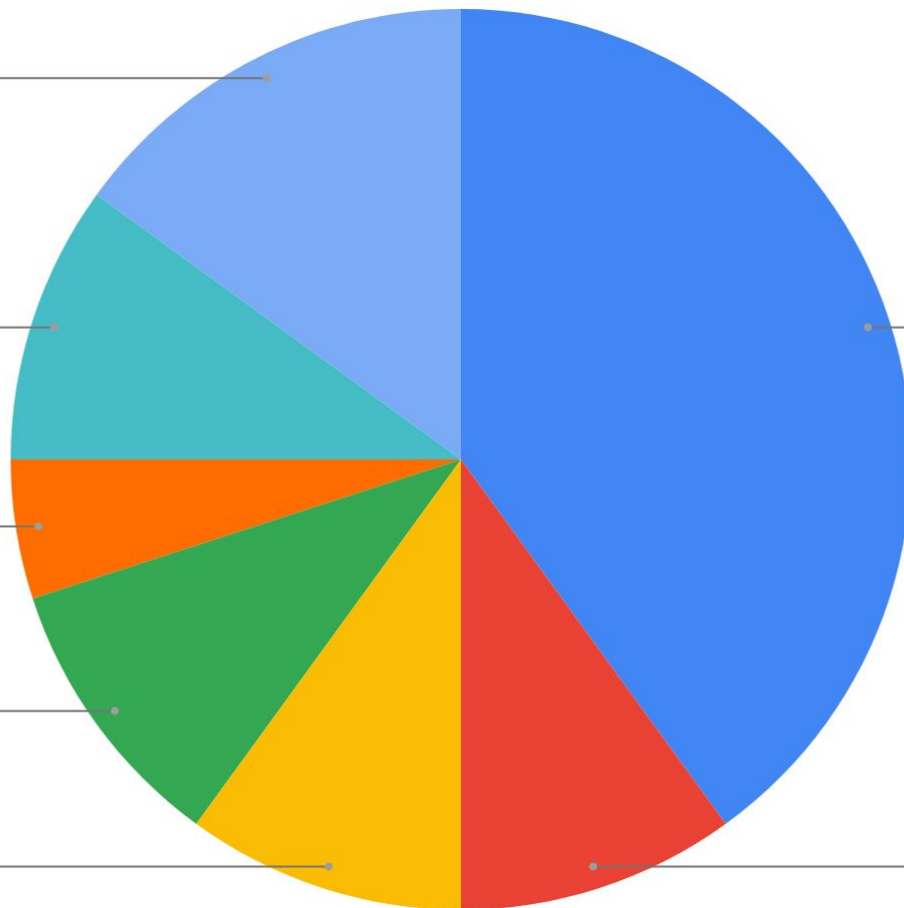
MMD Partiiipants
15.0%

MMD Global
10.0%

Music news
5.0%

Professional music
10.0%

Community music
10.0%



MMD Events/Projects
40.0%

MMD key messages
10.0%

Content Types

- Images
- Text Graphics
- Video
- Live video

Remember:

- Aim for a mix
- Be sure to include video
- Include some live if possible



3. SAVE TIME

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Scheduling Content



Creator Studio



Hootsuite®



Buffer

PLANOLY

SmarterQueue

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Graphics/Video Tools

VLLO



Over

InShot



Canva



3 Things to Remember

1. Don't forget the 'social' in social media
2. Be realistic so you can be consistent
3. Spend as much time on others' accounts as you do on your own

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What next?

1. Follow MMD on social media @makemusicdayuk and engage!
2. Add your name to our shared workshop participants sheet
3. Connect with each other and engage
4. Find our social media toolkit on our resources page: www.makemusicday.co.uk/resources

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