

DIGITAL

GIG IN A BOX

WHAT'S IN THE BOX?

This online box is full of digital assets and resources to help you with your Make Music Day 2021 event. Have an explore around the box, see what you would like to use and follow the links to visit resources or download files.

CLICK TO DOWNLOAD

SOCIAL MEDIA IMAGE

Whether your event is online or in a physical location it's likely that you'd want to post about it on social media. Here are some handy social image images ready for you to post...



Grab the 4 social media friendly images above and use them as part of a social media post to shout about your Make Music Day event.

Or personalise the image by combining it with your own photograph or logo. *To do this:*

1. Launch a photo editing piece of software or online platform ([Canva](#) or [Pixlr](#) are good free options)
2. Open the image called 'Customisable Make Music Day - Social Image.png'
3. Now open your selected image or photograph in the same editing session
4. Make sure the Make Music Day image is the top layer, you should see your image now tinted orange in the top two thirds of the image
5. Adjust the size / positioning of your image
6. Finally save or export the final composition as a .jpg ready for your to post!



VIDEO THUMBNAIL IMAGE

If your Make Music Day event involves a video or a live stream you should have the option to add a thumbnail to the online video - this is the image people will see before they press 'Play'.



Download the thumbnail images (shown above) and upload the one that best represents your video or live stream as it's thumbnail.

Or add your video title and a photograph to our customisable thumbnail. To do this:

1. Launch a photo editing piece of software or online platform ([Canva](#) or [Pixlr](#) are good free options)
2. Open the image called 'Customisable Make Music Day Thumbnail.png'
3. Now open your selected image or photograph in the same editing session
4. Make sure the Make Music Day image is the top layer, you should see your image now tinted orange in the top two thirds of the image
5. Adjust the size / positioning of your image
6. Finally save or export the final composition as a .jpg ready for your to post!



VIDEO LOGOS

We've created a short video asset of the Make Music Day logo, with a square dimensions for social media videos and another with standard video dimensions (16x9) for videos



Download these files to either:

- Edit onto the start or end of a video using your chosen video editing software
- Or simply post online to show that you're taking part in Make Music Day 2021

RESOURCES

Did you know there are loads of handy resources on the Make Music Day UK website? Please click on each resource below or visit www.makemusicday.co.uk/resources/ for a full list of our latest resources.

LIVE STREAMING
TOP TIPS



LIVE STREAMING
ON FACEBOOK



LIVE STREAMING
ON INSTAGRAM



LIVE STREAMING
ON TWITTER



POSTER MAKER



ISM: HOW TO PUT ON
ONLINE CONCERTS &
PERFORMANCES



GUIDE TO
COPYWRITING AND
LICENSING



LIVE STREAMING
TOOLKIT



LIST YOUR EVENT

Finally, don't forget to list your event on the [Make Music Day UK website](http://www.makemusicday.co.uk).

Upon registration you'll be able to order physical items for your event - including T-shirts, bunting and posters (whilst stocks last).

MAKE MUSIC
DAY UK
21 JUNE