

Using Social Media in Marketing Your Music Business

—
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FB and Insta: @BrocKeysPedals

On the Web: brochite.com

How do you market?

- Word of mouth
- Advertising
- Website
- Social Media

Facebook

Largely text-based.

Great for sharing news about your family, resharing news stories, expressing your political opinion, etc.

Read what you like, skip what you don't.

Beware the Algorithm: Your story might not get to your entire friend list.

Instagram

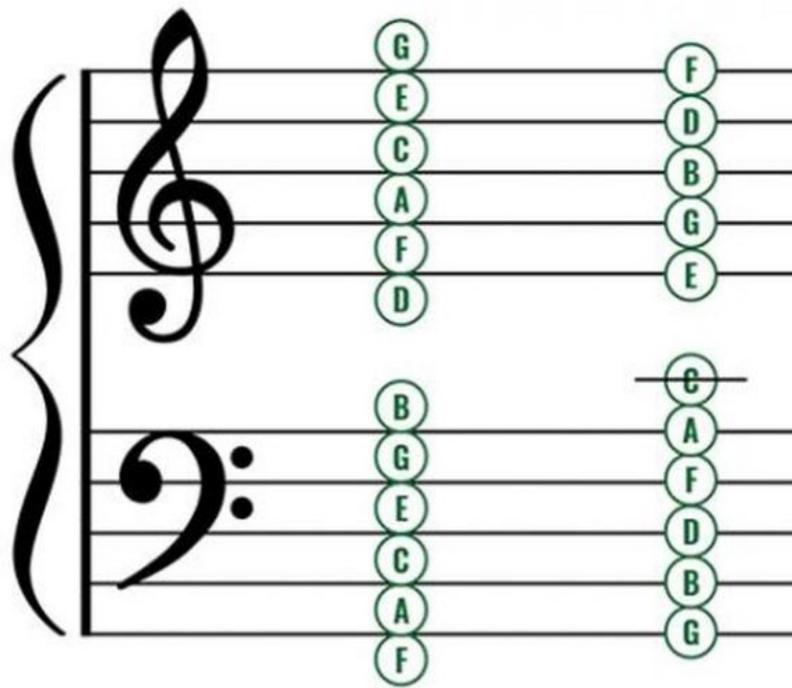
Largely picture based.

Meant for rapid scrolling.

Facebook's ownership is changing "The Gram"

For smaller accounts, the algorithm is not as severe: Your post is likely to reach your friends, and vice versa.

Example of an Instagram Post w/Hashtags



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The photo is from a piano safari, a modern method that I use in teaching. This graphic, in turn, is the basis for the game that I modified. It's a lot to explain in words!

#pianostudent #keysandpedals
#pianofun #pianogames
#rogersarkansas
#shepherdmusicsschool #pianolessons
#vibrantmusicteaching #pianosafari

6w

biancaribeiro.piano O love games in my piano classes and children? ❤️❤️

6w 1 like Reply

Liked by **summitpiano** and 11 others

AUGUST 5

Add a comment... Post

You can post to both in one fell swoop!

But it's going to take some preparation to do that.

Instagram: Create a business Instagram account, or convert your personal account to business.

Facebook: You need to create a Facebook page (aka Business page).

Most people post from Instagram to Facebook (allows multiple pics). If you post from Facebook to Instagram, can only post one pic.

Third-Party Tools

Later - Highly recommended!

Buffer - Have also used, but not my favorite

Hootsuite - Also popular

The advantages/disadvantages below are specifically for Later. However, most of these products parallel each other in what is available for free, and what is not!

ADVANTAGE:

Can schedule later

Can schedule multiple posts at once

DISADVANTAGES (for free accounts):

Only one profile per account

Can only share one pic

Long-Term Goals

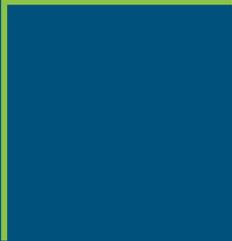
- Connect better to your music parents and students
- Allow music parents easy way to share successes
- Occasional direct marketing
- Cement long-term relationships leading to more word-of-mouth references

Questions?

Q: How often should I post?

A: That depends! Often enough so that you authentically connect with your audience, but not so often that they hide your posts!

Once a day is plenty; three times a week is great; once a week is a good minimum to show consistency. That's just my opinion!



Thank You!

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