



Social media: ten top tips for music groups

Social media, and Twitter in particular, is a fast, dynamic, free and far-reaching way for you to talk, chat and network, on behalf of your music group, directly with your current and potential audience, peers, press, businesses, organisations, stakeholders and more. It's a communications goldmine and a bottomless resource, and if you haven't yet taken the plunge, it's well worth it. So what are the main things to bear in mind when planning to start tweeting?

1. Write a **strategy document** with a clear idea of *why, how, what* and *who*. What do you want to achieve? Who are you talking to?
2. Keep your 'voice' in mind. Be **consistent, positive, friendly**, and observe Twitter etiquette
3. Search to see if you can **mention** anyone (using @) before you tweet — mentions can lead to retweets
4. Use **hashtags** to sort/file tweets, emphasise keywords, participate in Twitter events, or communicate a mood
5. Use a **client** like Tweetdeck or Hootsuite to organise multiple accounts, set up columns and **schedule tweets** and posts
6. Set up Twitter on your smartphone so that you can '**live tweet**' spontaneously from a concert or rehearsal
7. Tweet all day long at random times to 'catch' the **most possible views** for your tweet (schedule these to save time). Facebook similar: but don't overdo it. With Twitter, more is more (is more!)
Tip: musicians are on twitter late at night after concerts!
8. **Automate** what you can (notify Twitter about blog posts, etc) but be appropriate—Facebook/Twitter automation not good idea
9. Use **images, videos and media** as much as you can—attractive, eye-catching and more likely to be retweeted. Think about other types of social media—Youtube? Soundcloud? And link them up
10. Don't forget to regularly communicate your **key messages!** Who are you, what do you do?