

Harnessing Social Media For Youth

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Overview

- Facebook
- YouTube
- TikTok
- Instagram
- Harnessing Social Media for Youth
- Resources

Section I : Facebook

1) Facebook Pages

1. Visibility of Content
2. Interaction Options
3. Messaging and Contact:
4. Reviews and Recommendations:
5. Additional Information:

Examples:

1. [Midwest Vocal Express](#)
2. [Westminster Chorus](#)

(Note on comparison of choruses)

2) Facebook Groups

1. Community Focus:

- **Purpose and Interaction:** Facebook Groups are dedicated spaces for individuals to interact around common interests, such as barbershop singing. Members can engage in detailed discussions, share experiences, and support each other's musical journeys.
- **Content Sharing:** Ideal for sharing a range of content including music tips, performance videos, arrangement ideas, or general barbershop news and updates.
- **Building Connections:** Groups help foster personal connections, allowing members to network with fellow barbershop enthusiasts, arrange meet-ups, or plan collaborative projects.

2. Privacy Options:

- Public Groups
- Private Groups
- Secret Groups



3. Member Interaction:

- Active Participation
- Group Moderation
- Events and Announcements

4. Additional Features Pertinent to Barbershop Groups:

- Learning and Collaboration
- Event Planning and Organization
- File Sharing
- Live Video and Watch Parties
- Polls and Surveys

Examples

1. [LOL/SPEBSQSA \(Land O' Lakes District of the Barbershop Harmony Society\)](#)
2. [Barbershop Harmony](#)
3. [Barbershop Tags](#)
4. [Barbershop Chorus Directors](#)
5. [Barbershop Music Educators](#)
6. [Let's talk \(barber\)shop.](#)

3) Leveraging Facebook for Established Chapters and Choruses

- Community Engagement and Interaction
- Recruitment and Public Visibility
- Resource Sharing and Knowledge Exchange
- Promoting Events and Concerts
- Broader Community Engagement

4) Engaging Youth Through Facebook

- Interactive Content
- Youth Spotlights
- Collaborative Events
- Educational Resources
- Active Engagement

Section II: YouTube

Impact on Barbershop

- Performance Archive
- Educational Content
- Collaboration
- Community Building
- Visibility and Growth

Educational Videos from Harmony University:

1. [Warmup Videos](#)
2. [Music Educator Resources](#)
3. [Youth-Focused Content](#)

Tim Waurick's Inspirational Tags:

1. **Vocal Expertise:** Features Tim Waurick, celebrated for his vocal mastery in barbershop, who shares engaging and instructional tag videos.
2. **Range of Tags:** The videos cover a wide spectrum of barbershop tags, from simple to complex, catering to varied skill levels.
3. **Inspiration for Singers:** Aims to inspire and educate, serving as a motivational tool for singers at all stages of their barbershop journey.
4. **Fosters Community Interaction:** Invites viewers to learn and engage with the barbershop community through the shared joy of singing tags.

Barbershop Tag Along by Søren Kronsgaard Detlefsen:

1. **European Barbershop Perspective:** Søren brings a refreshing take from the European barbershop scene, enriching the diversity of barbershop content.
2. **Educational Approach:** Combines educational insights with practical tag performances, making learning accessible for singers of all parts.
3. **Visual Learning Tools:** Uses visual sheet music and part-specific instructional videos to facilitate easy learning.
4. **Strengthens Global Community:** Aids in uniting barbershop singers worldwide, promoting cross-cultural exchange and unity within the art form.

[Barbershop Harmony Society \(BHS\) Channel:](#)

1. **Extensive Collection:** Provides an extensive array of barbershop singing content, from performances to educational materials.
2. **Inspires Young Singers:** Captures the excitement of barbershop music, aiming to engage and motivate youth with high-quality recordings of performances.
3. **International Showcase:** Highlights the global nature of barbershop music, appealing to an international audience and spreading the joy of this unique musical style.
4. **Valuable Teaching Resource:** Serves as a crucial tool for music educators and directors, offering material that can be integrated into educational programs and curricula.

Utilizing YouTube for Barbershop Education and Youth Engagement:

- **Leveraging Existing Content:**
 - Curated Playlists
 - Resource Sharing
 - Highlighting Best Practices
- **Educational Outreach:**
 - Vocal Technique Tutorials
 - Music Theory for Barbershop
 - Expert Workshops

Utilizing YouTube for Barbershop Education and Youth Engagement:

- **Youth Engagement Strategies:**
 - Youth Chorus Spotlights
 - Gold Medal Performances
 - Educational Series
- **Community Connection:**
 - Discussion and Analysis
 - Collaboration Invitations
 - Performance Reviews

Section III: TikTok

What is TikTok?

- Emphasis on Short, Engaging Video Content
- Music and Sound Integration
- Algorithm-Driven Discoverability
- Trend-Centric Interaction
- In-App Editing and Creative Effects
- Youth-Centric User Base
- Virality and Community Engagement
- Real-Time Content and Reactions
- Mobile-First Experience

Tag Tuesday (University Groups)

- **The Maine Steiners: University of Maine**
- **University of Illinois Acapella Group**
- **Acoustic Theory**
- **CU Buffoons: University of Colorado Boulder**

Cornbread???

1. **Tag Creation:**
 - a. **Cornbread:** Written by barbershopper Roman King.
 - b. **Viral Sensation:** Over 1.8 million views
2. **The "Cornbread" Long Note Challenge:**
 - a. Challenge Introduction
 - b. Duet Feature
3. **Community Engagement and Reach:**
 - a. Widespread Participation
 - b. Barbershop Promotion
4. **Educational Value:**

- a. Vocal Technique Showcase
 - b. Music Education Tool
5. **Influencing Barbershop on TikTok:**
- a. Setting a New Bar
 - b. Encouraging Creativity

[Singworthy](#) (Ben Harding)

- **Professional Credentials and Experience:**
 - Experienced Vocal Coach
 - Recognized Barbershop Lead
 - Choral Directorship
- **Educational Focus:**
 - Vocal Pedagogy Content
 - Understanding and Enjoyment

What Can Chapter Do to Harness TikTok for Youth

- **Content Strategy:**
 - Create Engaging Clips
 - Participate in Trends
- **Educational Outreach:**
 - Share Vocal Tips
 - Demystify Barbershop
- **Interactive Content:**
 - Host Challenges
 - Duet and Collaborate
- **Showcasing Talent:**
 - Spotlight Performers
 - Behind-the-Scenes
- **Building Community:**
 - Foster Interaction
 - Promote Events
- **Regular Updates:**
 - Consistent Posting
 - Cross-Promote

Section IV: Instagram

What's the Difference?

1. **Introduction of Reels:**
 - a. **Adapting to Trends**
 - b. **Content Variety**

2. **Differences from TikTok:**
 - a. **Content Diversity**
 - b. **Audience and Usage**
 - c. **Messaging Tool**
3. **Cross-Posting Practices:**
 - a. **Content Sharing**
 - b. **Adaptation to Each Platform**

Examples

1. [Barbershop Harmony Society:](#)
2. [Ringmasters Quartet:](#)
3. [Acoustic Theory:](#)

Instagram's Role in Local Reach and Cross-Posting Strategies

- Focused on Local Engagement
- Comparatively Lower Virality
- Leveraging META for Cross Posting
- Strategic Use for Barbershop Chapters

Section IV: Harnessing the Power of Social Media for Youth

Strategic Use of Facebook:

- Community and Event Focus
- Educational Resources Sharing

Leveraging YouTube for Education and Inspiration:

- Archive and Showcase Performances
- Tutorial and Workshop Content

Unified Approach with Meta Cross-Posting:

- Content Consistency Across Platforms
- Tailored Content Strategy

Resources

<https://jncnpt.notion.site/Youth-Barbershop-in-Schools-Resource-Page-LTA-2024-ad0cab89234f4fcaaf675d307119e243?pvs=4>

Or Scan the QR Code

