

---

# Harnessing Social Media For Youth

Justin La | Next Gen Barbershop Chair | [justinla92@hotmail.com](mailto:justinla92@hotmail.com) |



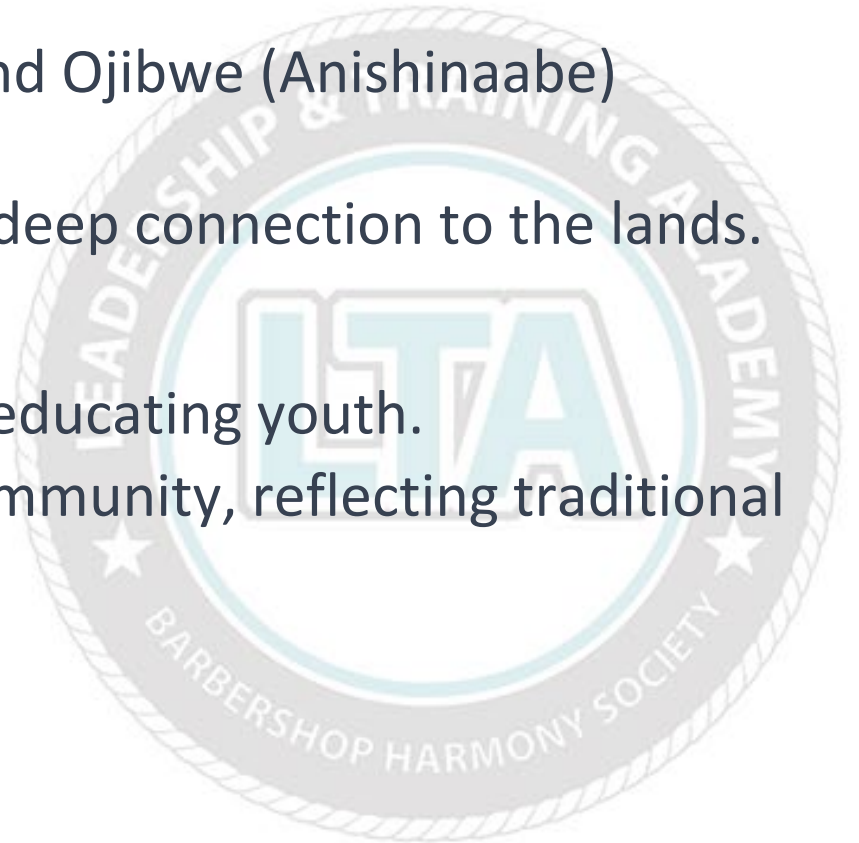
# Land Acknowledgment

## 🚩 Acknowledgement of Traditional Land:

- 🚩 Recognizing the land as belonging to the Dakota and Ojibwe (Anishinaabe) peoples.
- 🚩 Showing respect for Indigenous peoples and their deep connection to the lands.

## 🚩 Session Focus:

- 🚩 Exploring the role of social media in engaging and educating youth.
- 🚩 Emphasizing the importance of storytelling and community, reflecting traditional values of the land.



# Land Acknowledgment

## Integration of Values:

- Blending respect for historical narratives with contemporary digital communication.
- Using the session to respect the history of the land while discussing future technologies and connections.

## Overall Aim:

- To facilitate a journey of learning and sharing.
- Inspired by a spirit of respect and unity throughout the session.



# Who Am I

- 🚩 Name: Justin La
- 🚩 Where I Come From: Saskatoon, Canada
- 🚩 Profession: Music educator (bands and choirs), Voice and piano instructor
- 🚩 Education: Degrees in Music and Education
- 🚩 Key Involvement in Barbershop:
  - 🚩 Music Director of Youth Chorus "Acoustic Theory"
  - 🚩 Chair of Next Gen Barbershop Committee
  - 🚩 Sings lead in the barbershop quartet "Fourtet"
  - 🚩 Sings bass in the international qualifying chorus "Prism" SWD
  - 🚩 Quartet Coach



# Who Am I

🚩 Name: Justin La

🚩 Personal Interests:

🚩 Staying active

🚩 Reading

🚩 Enjoying humor

🚩 Life Philosophy:

🚩 Seeking balance

🚩 Staying humble (I know nothing!)

🚩 Embracing every moment (like today!)

🚩 Purpose Today: To learn and share, fostering connection and fun.



# Overview

- Facebook
- YouTube
- TikTok
- Instagram
- Harnessing Social Media to Engage Youth
- Leverage for Chapter Development



# Facebook



BARBERSHOP HARMONY SOCIETY  
LAND O' LAKES DISTRICT



# Facebook | Pages

## 1. Visibility of Content:

- 🚩 Public Posts and Updates
- 🚩 Events and Services

## 2. Interaction Options:

- 🚩 Liking and Reacting
- 🚩 Commenting and Sharing
- 🚩 Following







# Facebook | Pages

## 3. Messaging and Contact:

- 📧 Direct Messaging
- 📧 Contact Information

## 4. Reviews and Recommendations:

- 📧 Viewing Reviews
- 📧 Leaving a Review

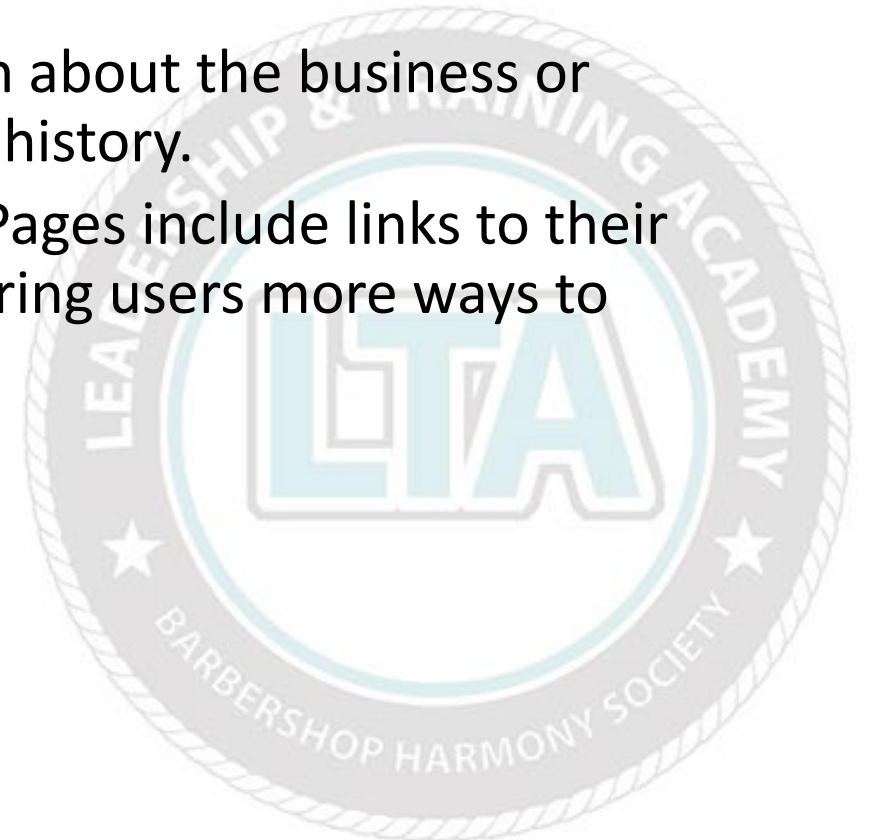




# Facebook | Pages

## 5. Additional Information:

- 🚩 **About Section:** Users can find detailed information about the business or organization, such as its background, mission, and history.
- 🚩 **Links to Website and Other Social Media:** Often, Pages include links to their official website or other social media profiles, offering users more ways to connect and explore.





# Facebook | Pages (examples)

## 1. Midwest Vocal Express

### 🚩 Frequency of Posts

🚩 Posts every few weeks, between October 28 and December 12.

### 🚩 Followers

🚩 Around 3,400 Followers

### 🚩 Average Engagement

🚩 Likes vary from 3 to 18, shares up to 26.

### 🚩 Types of Content

1. Event Announcements: Ticket sales, show details.
2. Performance Highlights: Photos, videos of past shows.
3. Collaborations: Joint performances, especially with groups like Forward Harmony.
4. Shared Content: Posts from related groups.










# Facebook | Pages (examples)

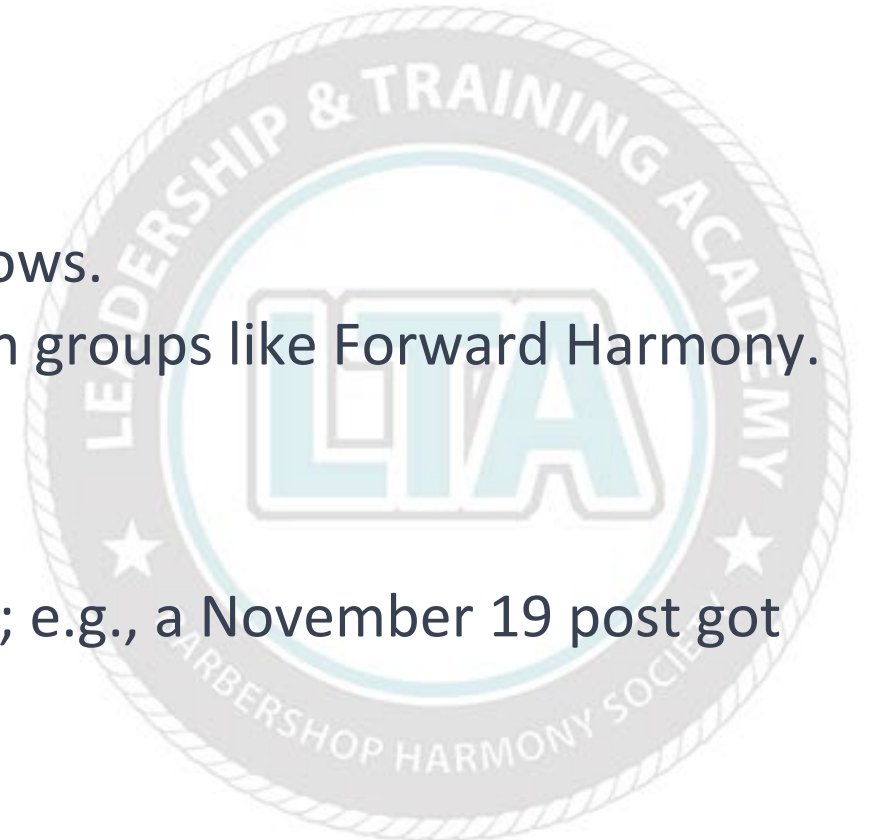
## 1. Midwest Vocal Express

### **Types of Content:**

-  Event Announcements: Ticket sales, show details.
-  Performance Highlights: Photos, videos of past shows.
-  Collaborations: Joint performances, especially with groups like Forward Harmony.
-  Shared Content: Posts from related groups.

### **Event Announcements and Promotions:**

-  High engagement for ticket sales and show details; e.g., a November 19 post got 26 shares.





# Facebook | Pages (examples)

## 1. Midwest Vocal Express

### 🎵 Performance Highlights and Memories:

🎵 Lower engagement, like a post with only 3 likes.

### 🎵 Collaboration Announcements:

🎵 Noticeable attention but less than ticket sales.

### 🎵 Reposts from Related Groups:

🎵 Moderate engagement for shared content.





# Facebook | Pages (examples)

## 2. Westminster Chorus

### **Frequency of Posts:**

- Posts every few weeks
- Increased posts during active seasons

### **Followers:**

- ~33,000 followers
- Strong barbershop community presence

### **Average Engagement:**

- Good engagement, varies by content
- Active audience interaction





# Facebook | Pages (examples)

## 2. Westminster Chorus

### 🚩 **Types of Content:**

- 🚩 Event updates and promotions
- 🚩 Performance highlights and throwbacks
- 🚩 Collaboration announcements
- 🚩 Reposts from related groups

### 🚩 **Event Announcements and Promotions:**

- 🚩 High engagement, especially for ticket sales





# Facebook | Pages (examples)

## 2. Westminster Chorus

### 🎵 Performance Highlights and Memories:

- 🎵 Nostalgic posts with variable engagement

### 🎵 Collaboration Announcements:

- 🎵 Showcases community involvement

### 🎵 Reposts from Related Groups:

- 🎵 Builds wider barbershop community engagement



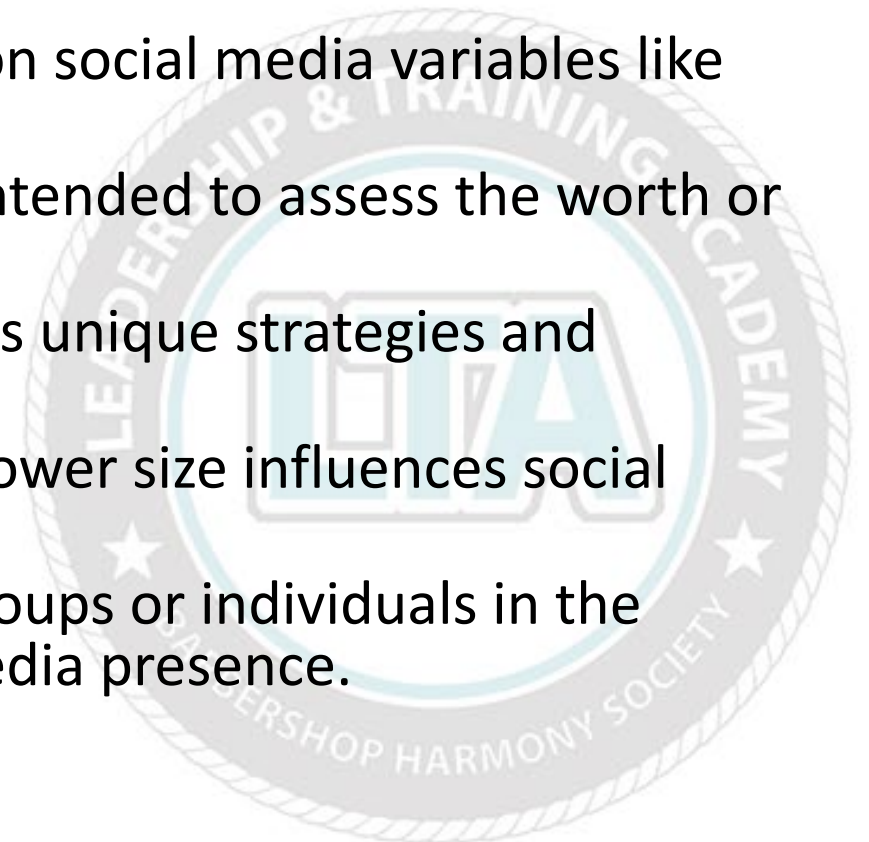




# Facebook | Pages

## Note on Chorus Comparison




- 🚩 **Observational Analysis:** The comparison focuses on social media variables like follower counts, engagement, and content types.
- 🚩 **Not a Measure of Worth:** The comparison is not intended to assess the worth or superiority of one chorus over another.
- 🚩 **Unique Strengths:** Recognizes that each chorus has unique strategies and strengths for their specific audience.
- 🚩 **Insight Purpose:** Aimed at understanding how follower size influences social media strategies.
- 🚩 **Community Benefit:** Provides insights for other groups or individuals in the barbershop community to enhance their social media presence.





# Facebook | Groups

## **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.

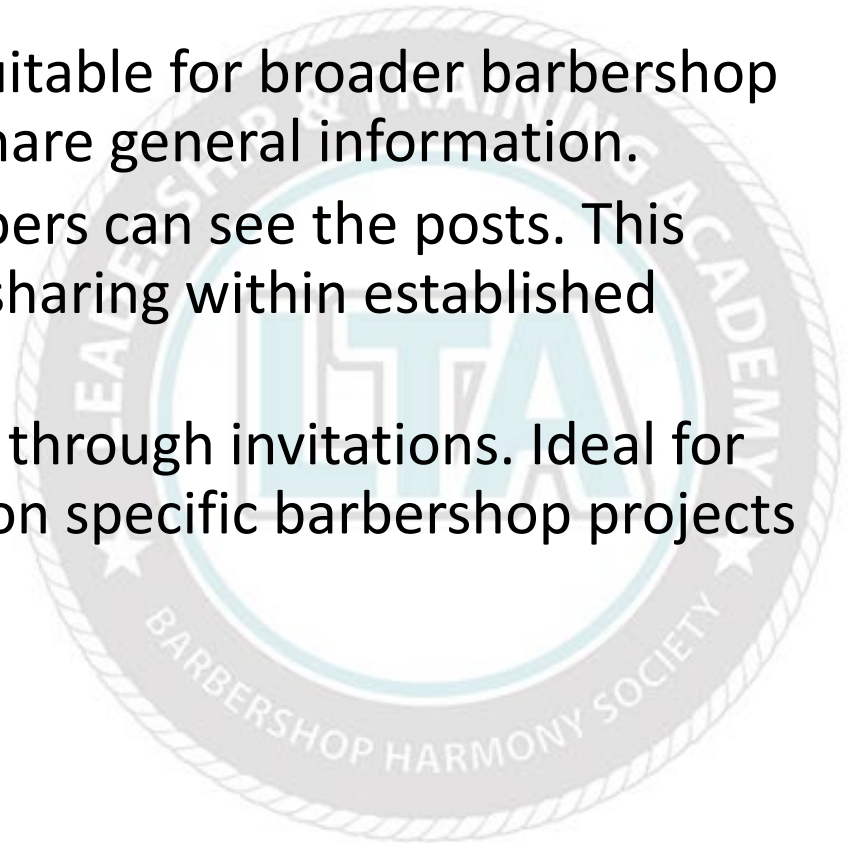




# Facebook | Groups

## Privacy Options:

-  **Public Groups:** Open for anyone to see and join. Suitable for broader barbershop communities looking to attract new members or share general information.
-  **Private Groups:** Visible in searches, but only members can see the posts. This setting is useful for more focused discussions and sharing within established barbershop chapters or specific interest groups.
-  **Secret Groups:** Not searchable and only accessible through invitations. Ideal for small ensembles or planning committees working on specific barbershop projects or events.

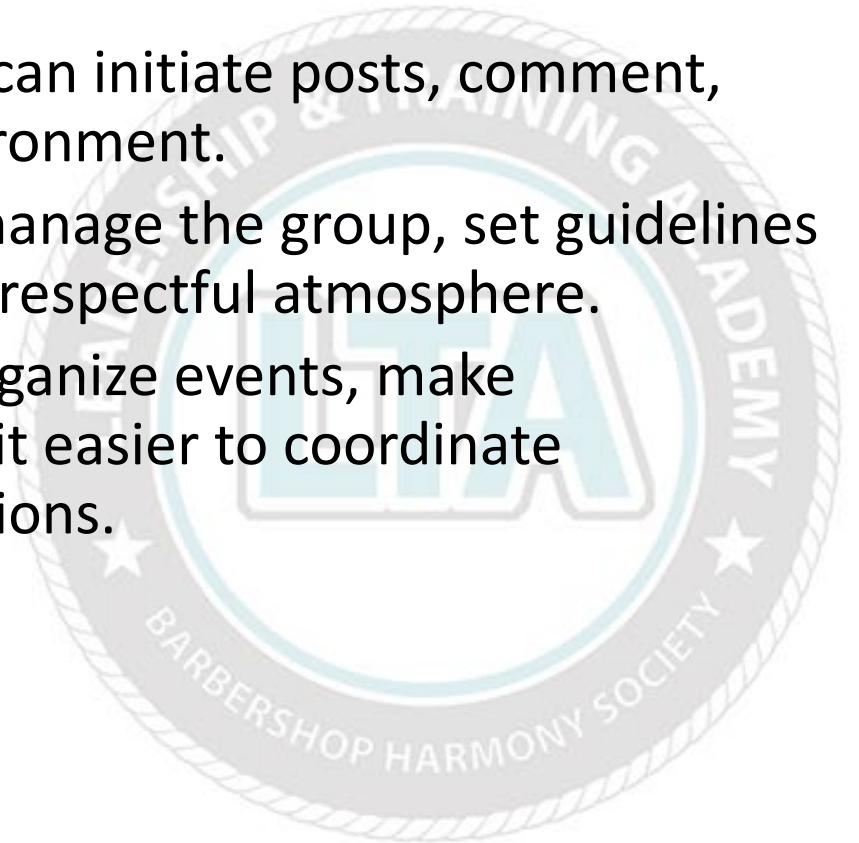




# Facebook | Groups

## Member Interaction:

- **Active Participation:** Unlike Pages, every member can initiate posts, comment, and share, creating a dynamic and interactive environment.
- **Group Moderation:** Admins and moderators can manage the group, set guidelines for posting and discussions, and ensure a positive, respectful atmosphere.
- **Events and Announcements:** Group admins can organize events, make announcements, and pin important posts, making it easier to coordinate rehearsals, performances, or barbershop competitions.

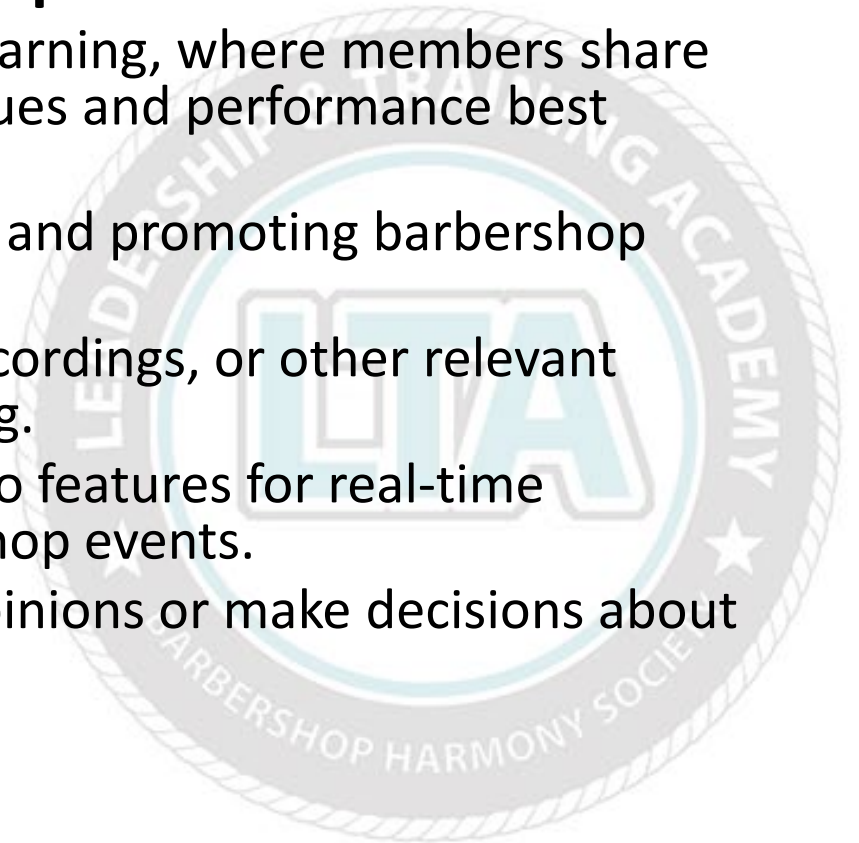




# Facebook | Groups

## Additional Features Pertinent to Barbershop Groups:

- **Learning and Collaboration:** Groups can be a hub for learning, where members share tutorials, training resources, or advice on vocal techniques and performance best practices.
- **Event Planning and Organization:** Useful for organizing and promoting barbershop events, such as concerts, contests, or workshops.
- **File Sharing:** Members can share sheet music, audio recordings, or other relevant documents, facilitating easier collaboration and learning.
- **Live Video and Watch Parties:** Groups can use live video features for real-time performances, rehearsals, or watch parties for barbershop events.
- **Polls and Surveys:** Admins can create polls to gather opinions or make decisions about group activities, song choices, or event planning.





# Facebook | Groups (examples)

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









# Facebook

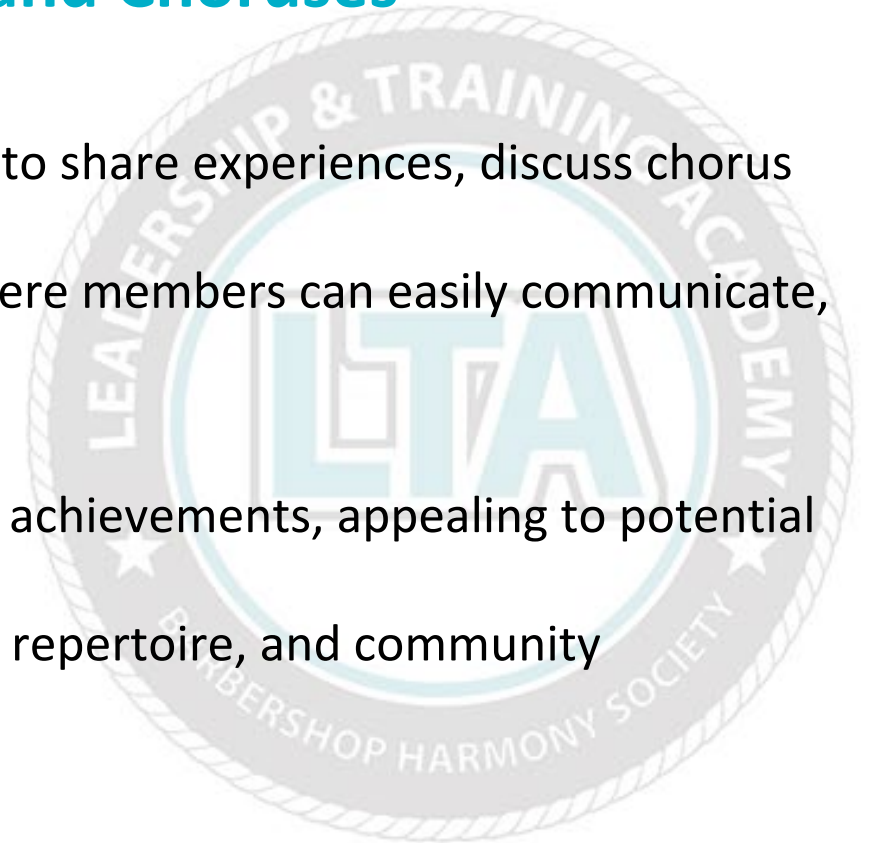
## Leveraging Facebook for Established Chapters and Choruses

### **Community Engagement and Interaction:**

-  Facebook Groups provide a dynamic platform for members to share experiences, discuss chorus activities, and maintain a strong sense of community.
-  They are ideal for fostering a collaborative environment, where members can easily communicate, plan events, and support each other.

### **Recruitment and Public Visibility:**

-  Use Facebook Pages to showcase the chorus's activities and achievements, appealing to potential new members and a broader audience.
-  Highlight the diversity and richness of your chorus's history, repertoire, and community contributions through engaging posts and stories.

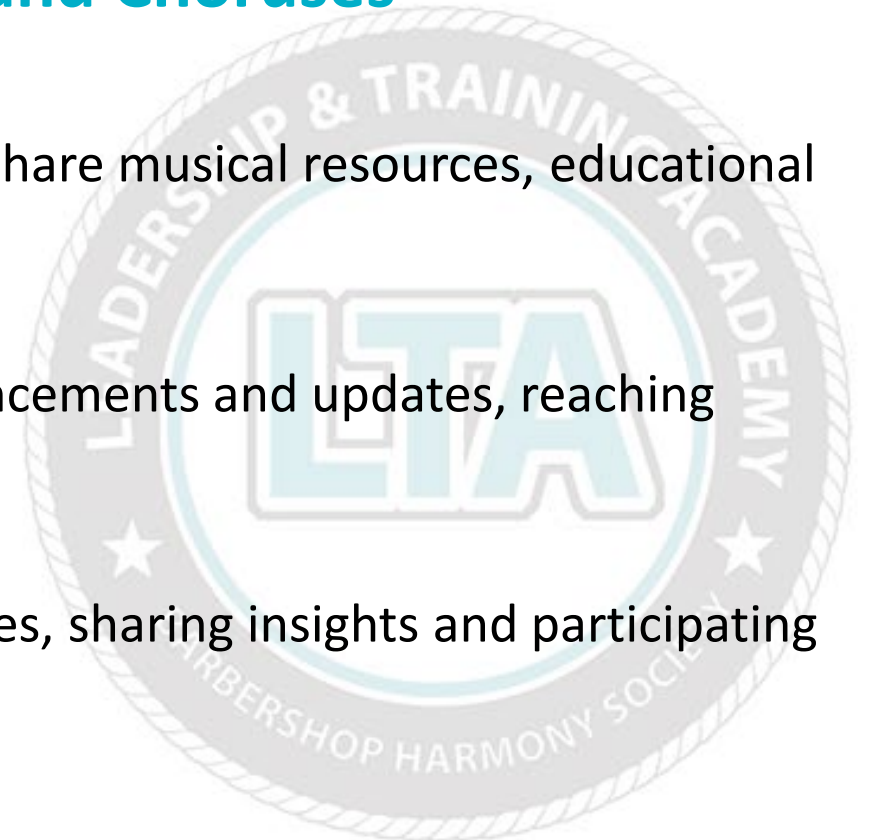




# Facebook

## Leveraging Facebook for Established Chapters and Choruses

- **Resource Sharing and Knowledge Exchange:**
  - Groups can serve as a knowledge base, where members share musical resources, educational content, and historical archives.
- **Promoting Events and Concerts:**
  - Leverage both Pages and Groups to amplify event announcements and updates, reaching both members and the public.
- **Broader Community Engagement:**
  - Connect with other barbershop organizations and choruses, sharing insights and participating in broader community initiatives.







# Facebook

## Engaging Youth Through Facebook in Barbershop Chorus Chapters

- **Interactive Content:**
  - "Tag Tuesday" Videos
  - Quizzes and Polls
  - Challenges
- **Youth Spotlights:**
  - Member Features
  - Project Showcases
  - Success Stories
- **Collaborative Events:**
  - Virtual Jam Sessions
  - Live Workshops
  - Performance Opportunities





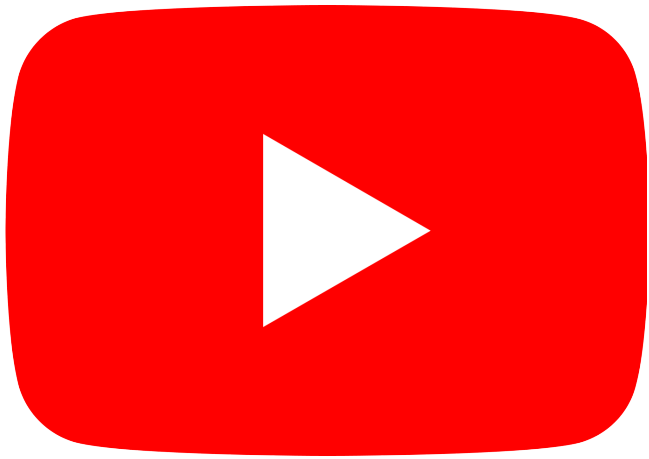
# Facebook

## Engaging Youth Through Facebook in Barbershop Chorus Chapters

- **Educational Resources:**
  - Tutorial Videos
  - Learning Material
  - Expert Advice
- **Active Engagement:**
  - Prompt Responses
  - Community Discussions
  - Feedback Encouragement



# YouTube



BARBERSHOP HARMONY SOCIETY  
LAND O' LAKES DISTRICT



# YouTube

## Origins and Growth

- **Founded in February 2005** by Steve Chen, Chad Hurley, and Jawed Karim, former PayPal employees.
- **First Video:** "Me at the zoo" uploaded by Jawed Karim on April 23, 2005.
- **Rapid Popularity:** User-friendly interface, novel video sharing capability.
- **Acquisition by Google:** In November 2006 for \$1.65 billion, enhancing resources and infrastructure.
- **Current Status:** One of the top social media platforms and the second most visited website globally.
- **Impact:** Beyond entertainment, a key resource for education, marketing, and personal expression.

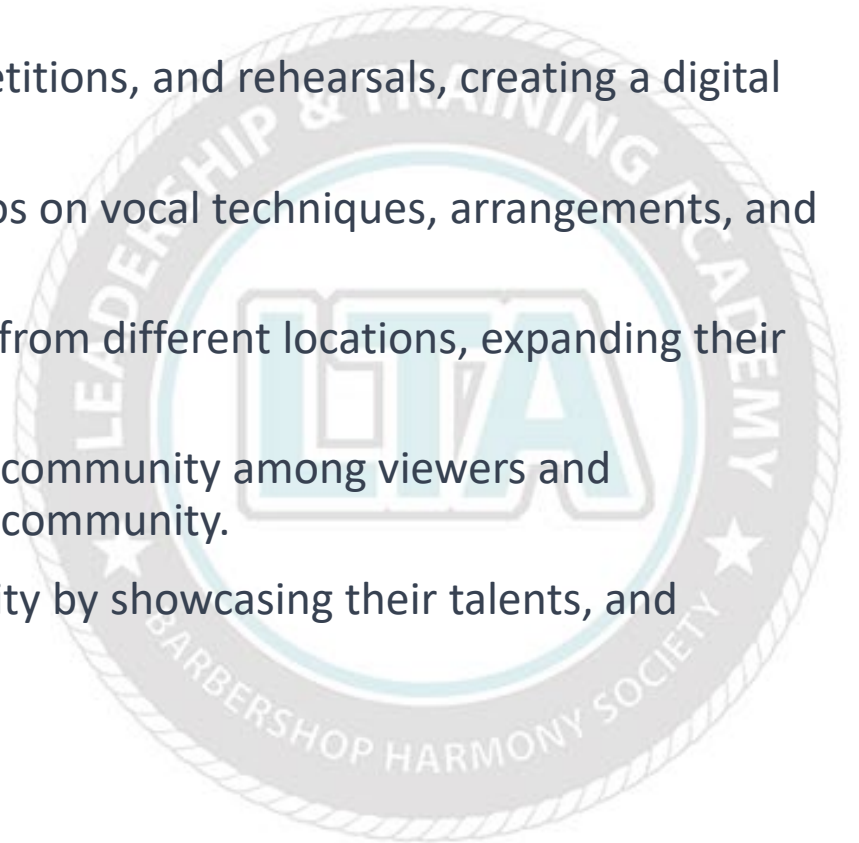




# YouTube

## Impact on Barbershop

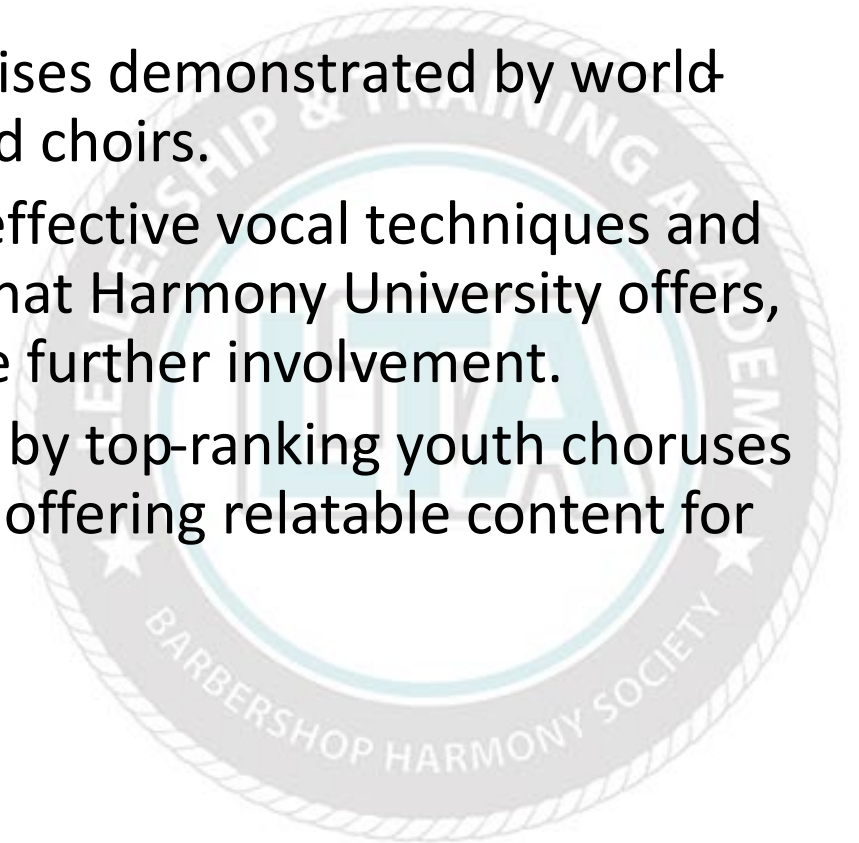
- **Performance Archive:** Ensembles can upload their performances, competitions, and rehearsals, creating a digital archive that is accessible to a global audience.
- **Educational Content:** Individuals and groups can share educational videos on vocal techniques, arrangements, and the history of barbershop music.
- **Collaboration:** Artists can collaborate by piecing together performances from different locations, expanding their reach and creativity.
- **Community Building:** Comments and sharing features enable a sense of community among viewers and performers alike, leading to a more engaged and interactive barbershop community.
- **Visibility and Growth:** Up-and-coming barbershop artists can gain visibility by showcasing their talents, and established groups can maintain and grow their fan base.



# YouTube (examples)

## Educational Videos from Harmony University:

- **Warmup Videos:** Offers a variety of warmup exercises demonstrated by world class educators, beneficial for individual singers and choirs.
- **Music Educator Resources:** Provides insights into effective vocal techniques and teaching strategies, serving as a sneak peek into what Harmony University offers, potentially encouraging music educators to explore further involvement.
- **Youth-Focused Content:** Showcases performances by top-ranking youth choruses under the direction of renowned music educators, offering relatable content for young viewers.



# YouTube (examples)

## Tim Waurick's Inspirational Tags:

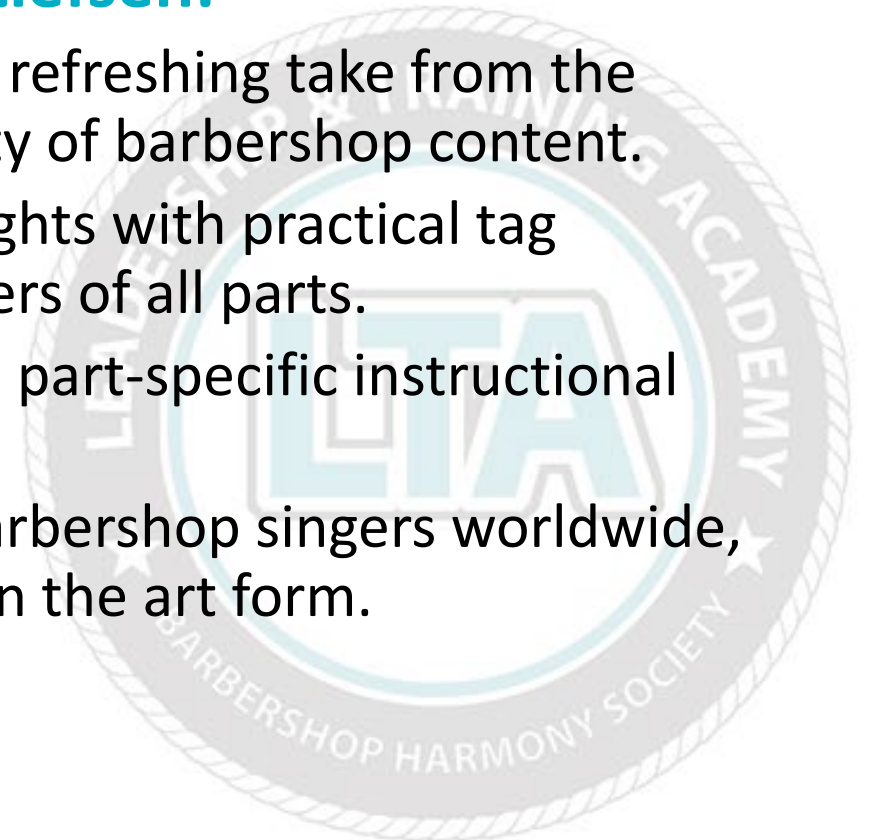
- **Vocal Expertise:** Features Tim Waurick, celebrated for his vocal mastery in barbershop, who shares engaging and instructional tag videos.
- **Range of Tags:** The videos cover a wide spectrum of barbershop tags, from simple to complex, catering to varied skill levels.
- **Inspiration for Singers:**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



# YouTube (examples)

## Barbershop Tag Along by Søren Kronsgaard Detlefsen:

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

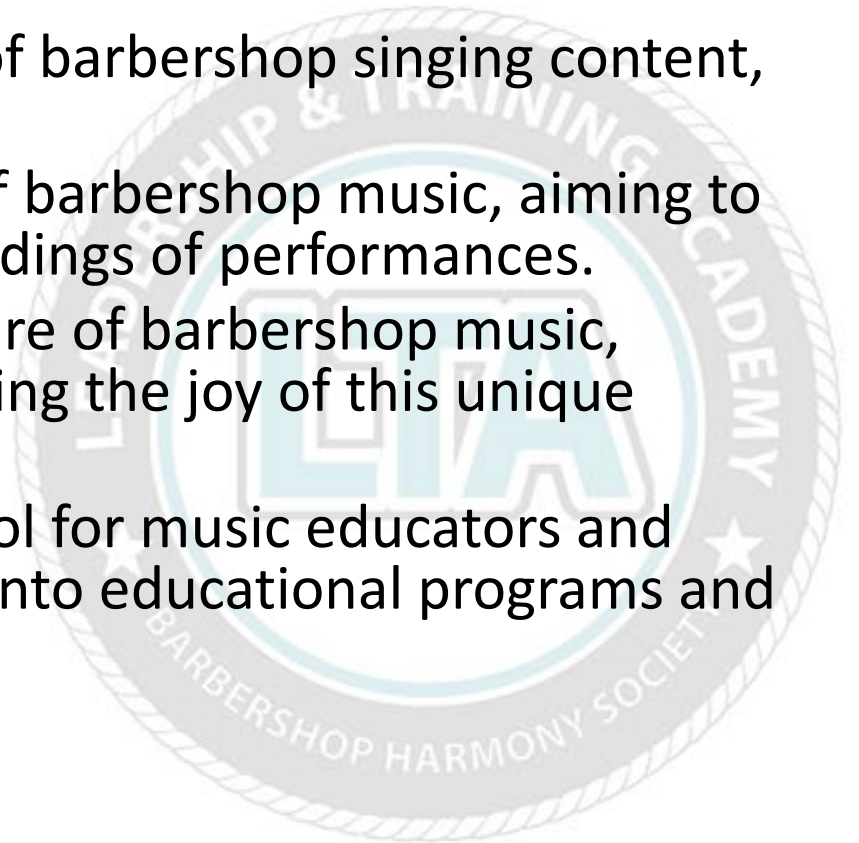




# YouTube (examples)

## Barbershop Harmony Society (BHS) Channel:

- **Extensive Collection:** Provides an extensive array of barbershop singing content, from performances to educational materials.
- **Inspires Young Singers:** Captures the excitement of barbershop music, aiming to engage and motivate youth with high-quality recordings of performances.
- **International Showcase:** Highlights the global nature of barbershop music, appealing to an international audience and spreading the joy of this unique musical style.
- **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



# TikTok



BARBERSHOP HARMONY SOCIETY  
LAND O' LAKES DISTRICT





# 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**





# TikTok

## Tag Tuesday (University Groups)

- **The Maine Steiners: University of Maine**
  - [Ebb Tide](#)
  - [My Dream](#)
- **University of Illinois Acapella Group**
  - [Smile](#)
  - [Like Leaves Will Fall](#)
- **Acoustic Theory**
  - [Clouds on Fire](#)
- **CU Buffoons: University of Colorado Boulder**
  - [Lone Prairie](#)
  - [When It's Sleepytime](#)





# TikTok

## Cornbread???

### Tag Creation:

- Cornbread: Written by barbershopper Roman King.
- **Viral Sensation**: Over 1.8 million views

### The "Cornbread" Long Note Challenge:

- Challenge Introduction
- Duet Feature

### Community Engagement and Reach:

- Widespread Participation
- Barbershop Promotion





# TikTok

## Cornbread???

### Educational Value:

- Vocal Technique Showcase
- Music Education Tool

### Influencing Barbershop on TikTok:

- Setting a New Bar
- Encouraging Creativity







# TikTok

## Singworthy

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





# TikTok

## 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





# TikTok

## What Can Chapter Do to Harness TikTok for Youth

- **Showcasing Talent:**
  - Spotlight Performers
  - Behind-the-Scenes
- **Building Community:**
  - Foster Interaction
  - Promote Events
- **Regular Updates:**
  - Consistent Posting
  - Cross-Promote



# Instagram



BARBERSHOP HARMONY SOCIETY  
LAND O' LAKES DISTRICT





# Instagram

## What's the Difference?

### Introduction of Reels:

- Adapting to Trends
- Content Variety

### Differences from TikTok:

- Content Diversity
- Audience and Usage
- Messaging Tool

### Cross-Posting Practices:

- Content Sharing
- Adaptation to Each Platform





# Instagram

## What's the Difference?

### Role of Meta:

- Social Media Giant
- Unified Ecosystem
- Wide Reach

### Utilizing Instagram for Barbershop Chapters:

- Reels for Quick Engagement
- Diverse Content Strategy
- Leveraging DMs for Communication
- Brand Building





# Instagram (example pages)

[Barbershop Harmony Society:](#)

[Ringmasters Quartet:](#)

[Acoustic Theory:](#)





# Instagram

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

### Focused on Local Engagement:

- Community Building
- Local Networking

### Comparatively Lower Virality:

- Subtle Virality
- Focused Engagement







# Instagram

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

### Leveraging Meta for Cross-Posting:

- Unified Content Strategy
- Cross-Posting Benefits
- Tailored Content Adaptation

### Strategic Use for Barbershop Chapters:

- Harnessing Local Potential
- Balancing Platforms
- Brand Consistency



# What Do We Do Now?



## Harnessing the Power of Social Media for Youth

### Strategic Use of Facebook:

- **Community and Event Focus:** Utilize Facebook's strength in community building to promote events, share updates, and engage with families and educators interested in youth involvement in barbershop music.
- **Educational Resources Sharing:** Post educational content and resources beneficial for young singers, utilizing Facebook Groups for more focused interactions.

### Leveraging YouTube for Education and Inspiration:

- **Archive and Showcase Performances:** Use YouTube to archive performances and rehearsals, providing a resource for educational purposes and inspiring prospective young singers.
- **Tutorial and Workshop Content:** Share educational videos on vocal techniques and barbershop history to engage and educate youth about the art form.



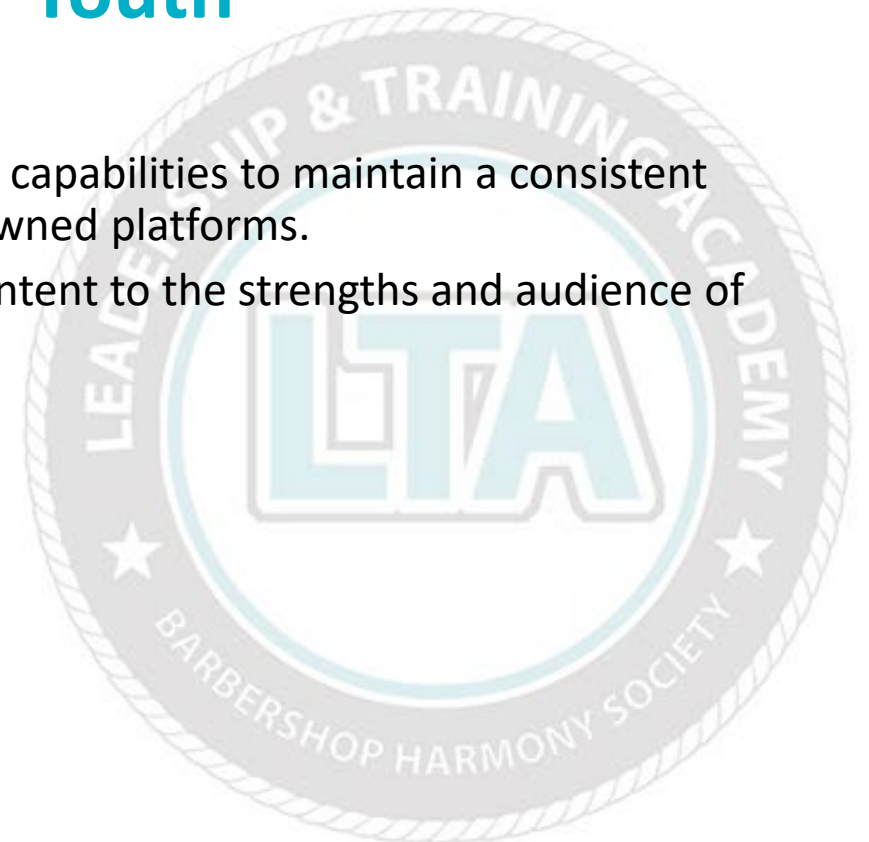
# What Do We Do Now?



## Harnessing the Power of Social Media for Youth

### Unified Approach with Meta Cross-Posting:

- **Content Consistency Across Platforms:** Utilize Meta's cross-posting capabilities to maintain a consistent brand and message across Facebook, Instagram, and other Meta-owned platforms.
- **Tailored Content Strategy:** While maintaining consistency, tailor content to the strengths and audience of each platform for maximum impact.



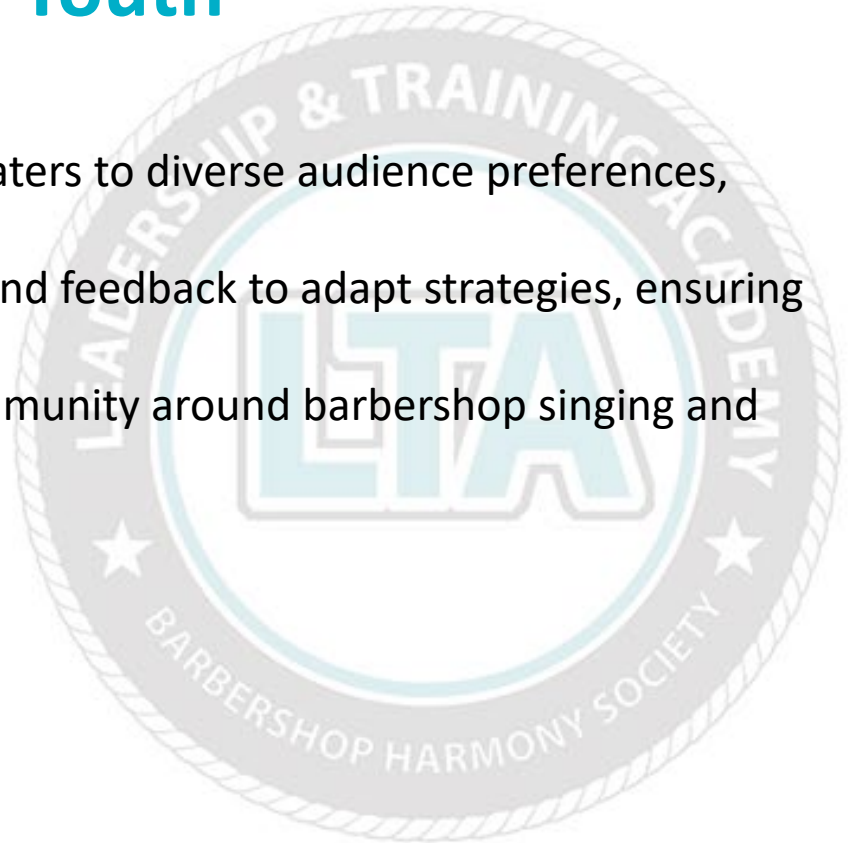
# What Do We Do Now?



## Harnessing the Power of Social Media for Youth

### Final Remarks on Social Media Strategy:

- **Balanced Approach:** A balanced approach across these platforms caters to diverse audience preferences, maximizing reach and engagement with youth.
- **Feedback and Adaptation:** Regularly analyze engagement metrics and feedback to adapt strategies, ensuring content remains relevant and appealing to young audiences.
- **Community and Growth Focus:** Centralize efforts on building a community around barbershop singing and nurturing the growth of chapter choruses through these platforms.



---

# Questions?

