

# Social Media 3.0



Presented by Jim Norris

**CANADIAN**  
**MUSIC SPOTLIGHT**

# Social Media 3.0



## Jim Norris

- Publisher, *Canadian Music Spotlight* & President, Entertainment Marketer
- [jim@entertainmentmarketer.com](mailto:jim@entertainmentmarketer.com)
- [www.linkedin.com/in/jimnorris2020/](http://www.linkedin.com/in/jimnorris2020/)

## Welcome

Webinar Purpose?

Questions

Recording

Follow up

## Social Media 3.0



PDF

- [entertainmentmarketer.com/downloads](http://entertainmentmarketer.com/downloads)



# Definition

- Social media refers to websites and applications that focus on communication, community-based input, interaction, content-sharing and and collaboration.

# Social Media 3.0



- **Why Social Media Matters**
- Direct fan connection without intermediaries
- Cost-effective marketing and promotion
- Revenue opportunities beyond traditional music sales
- Helps to building a sustainable music career in the digital age

## Make A Plan

- To create an effective social media plan, start by defining clear goals and understanding your target audience. Then, choose the right platforms, develop a content strategy, and create a posting schedule. Finally, track your performance and make adjustments as needed.

## Social Media Platforms

- **Instagram** (2 billion users)
  - Best for: Behind-the-scenes content, aesthetic branding, Stories, Reels
  - Audience: 25-34 primary demographic, visual-first users
- **TikTok** (1.58 billion users)
  - Best for: Music discovery, trending challenges, short-form content
  - Audience: Gen Z and younger millennials, algorithm-driven exposure
- **YouTube** (2.49 billion users)
  - Best for: Music videos, tutorials, vlogs, live performances
  - Monetization opportunities through ads and memberships
- **Facebook** (3.05 billion users)
  - Best for: Event promotion, fan groups, longer-form posts
  - Audience: Older millennials and Gen X
- **Twitter/X** (368 million users)
  - Best for: Industry networking, news sharing, fan interactions
  - Quick updates and personality showcase
- **LinkedIn** (1.1 billion members)
  - Best for: Industry connections, business opportunities, music business content



## Developing Content

- **The 80/20 Rule**
  - 80% value-driven, entertaining, or educational content
  - 20% direct promotion of music, shows, or merchandise
- **Behind-the-Scenes Content**
  - Studio sessions and songwriting process
  - Rehearsals and preparation
  - Daily life as a musician
  - Equipment and gear discussions
- **Educational Content**
  - Music theory explanations
  - Instrument tutorials
  - Industry insights and experiences
  - Songwriting tips and techniques
  - Lyrics

# Social Media 3.0



## Developing Content (2)

- **Performance Content**
  - Live performance clips
  - Acoustic versions and covers
  - Virtual concerts and livestreams
  - Practice sessions and skill demonstrations
- **Personal Branding Content**
  - Your story and musical journey
  - Influences and inspirations
  - Collaborations with other artists
  - Community involvement and causes you support
- **Content Creation Tips**
  - Batch content creation for efficiency
  - Repurpose content across platforms
  - Use trending audio and hashtags strategically
  - Maintain consistent visual branding

## Building Your Audience

- **Consistency is Key**
- Regular posting schedule
- Reliable content quality
- Authentic voice and personality
  
- **Engagement Best Practices**
- Responding to comments within 2-4 hours
- Asking questions to encourage interaction
- Using polls, quizzes, and interactive features
- Collaborating with other musicians and creators
- Likes, shares, comments, boosts
  
- **Hashtag Strategy**
- Mix of popular, niche, and branded hashtags
- Platform-specific hashtag research
- Creating unique hashtags for campaigns
- Avoiding banned or irrelevant hashtags

## Building Your Audience (2)

- **Community Building**
- Creating fan groups or communities
- User-generated content campaigns
- Fan spotlights and features
- Exclusive content for engaged followers
  
- **Understanding Algorithm Basics**
- How each platform's algorithm works
- Timing your posts for maximum reach
- Engagement signals that boost visibility
- The importance of saving and sharing



## Next Steps

- **Key Takeaways**
- Choose 2-3 platforms to focus on initially
- Consistency beats perfection
- Engagement is more valuable than follower count
- Provide value before asking for support
  
- **Action Items**
- Audit your current social media presence
- Choose your primary platforms based on your audience
- Create a content calendar for the next month
- Set up analytics tracking for your accounts

# Social Media 3.0



## Questions

## Social Media 3.0



## Conclusion

- Thanks to SING
- Thanks for attending
- Time to take action

## Social Media 3.0



PDF

- [entertainmentmarketer.com/downloads](http://entertainmentmarketer.com/downloads)