

CREATING AN ONLINE PRESENCE FOR YOUR PROGRAM

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INTRODUCTION

Importance of an online presence for high school programs:

- showcase your program
- parents are can be more involved
- communication with a large audience

Importance of an online presence for college programs:

- recruiting
- keep family members involved
- connect with other musicians

Types of social media:

- Facebook, Twitter, Instagram, Vine, Pinterest, Tumblr, etc.

Statistics:

- 41% of teens use Facebook most often
- Girls dominate visually oriented social media platforms
- 70% of people who use social media use Facebook daily

SOCIAL MEDIA

Connect Everything

- most social media websites and apps can be connected
- you can use apps to manage your social media accounts
 - HootSuite (free)
 - Everypost (free)

Connect With Everyone

- follow/"like"/ subscribe/"friend" everyone
- increases your appearance on others' social media
- helps build your audience

Social Media Tips

- it is overwhelming, but stay involved
- delegate, but don't turn a blind eye to your social media
- get everyone involved
- keep track of your stats

Create Content

- daily/Weekly posts about your group
- interview with a guest artist/clinician
- short videos of semester's/year's highlights
- "All-State music" video masterclasses

The Beginning

- go for it!

WEBSITE

- get someone to build it for you
- learn how to update it yourself
- keep pages concise

Content is Everything

- events/calendar page
- meet the director(s) and students page
- media page
 - pictures
 - videos
- useful documents page
 - practice materials, articles, warm-ups, syllabi, etc.
- connect your website to your social media

The Key to a Successful Website: Constantly Update

- update, reformat, edit, evolve
- constantly ask everyone "what's good/bad about my website?"
- constantly ask yourself "what's good/bad about my website?"
- don't be afraid to revamp everything and start from scratch
- never be "under construction" or "temporarily offline"

OTHER HELPFUL WAYS TO INCREASE YOUR ONLINE PRESENCE

Recording/Live Streaming Equipment

- Q2HD Handy Video Recorder
- GoPro

Video Editing Software

- iMovie
- MovieDrops
- Intro Designer

Audio Editing Software

- Garageband

Live Streaming

- Ustream
- Facebook Live

Traditional Advertising

- newspapers, journals, pamphlets in concert programs
- connect your traditional advertising to your online presence
 - QR codes
 - links to website
 - links to social media
 - easier if you use the same screen name for everything

Downloadable Programs

- for live and streaming audience
- project a QR code on stage for live audience
- more interesting
- cost less
- unlimited amount of space (good for advertisements)

My Pre-Concert Timeline

- 2 months: contact local and school newspapers as well as radio stations
- 1 month: pictures/videos on social media
- 1 week: social media blast with specifics and live streaming options
- 1 day: social media blast with specifics and live streaming options
- 15 min.:
 - social media blast (backstage selfie)
 - get all students to post the live stream to their social media
 - start Facebook Live and/or Ustream
 - publish JPEG of the program on social media

My Post-Concert Timeline

- 15 min. after: thank everyone online (students and viewers)
- 1 hour to 2 days:
 - post the entire concert on YouTube
 - tag students/instructors in all videos
 - cross post video links to your/your program's website

Additional Suggested Reading

The Savvy Musician by David Cutler

- Ch. 1: "The Entrepreneurial Mindset"
- Ch. 2, section 2: "Building a Brand"
- Ch. 3: "Marketing is Everything"
- Ch. 5: "Pounding the Virtual Pavement"

CONCLUSION

- Don't be afraid!
- It takes some time to build your online presence.
- Do it in smaller steps, not all at once
- Link everything together so people can reach you/your program easily
- Keep revising what you are doing; the next new thing is always right around the corner.
- Ask for help from everyone, and don't be afraid to use Google/YouTube to answer your questions.
- CONSTANTLY UPDATE!