

ACCOUNT BEST PRACTICES

SOCIAL

MEDIA

MARKETING GUIDE



Produbeats
Music

Account Best Practices Social-media Marketing Guide

Are you a musician looking to break through the noise and reach a wider audience? Social media has become an indispensable tool for artists to connect with fans, promote their music, and build a lasting career. But with countless platforms and ever-changing algorithms, navigating the world of social media marketing can be overwhelming.

This [free booklet](#) is your ultimate guide to mastering social media for your music career. From creating compelling content to leveraging analytics and building a strong online community, we'll walk you through each step of the process. With practical advice, actionable tips, and real-world examples, you'll gain the confidence and skills needed to succeed in the digital age.

Whether you're just starting out or looking to take your career to the next level, this book will provide you with the tools and strategies to achieve your goals. We'll delve into the intricacies of different social media platforms, such as [Instagram](#), [TikTok](#), [Facebook](#), and [Twitter](#), and explore how to optimize your profiles for maximum visibility. You'll learn how to create engaging content that resonates with your target audience, from captivating visuals to compelling captions.

Furthermore, we'll discuss the importance of building a strong online community and fostering meaningful connections with your fans. You'll discover effective strategies for engaging with your audience, responding to comments, and building a loyal following. Additionally, we'll explore the power of social media analytics and how to use data-driven insights to measure your success and make informed decisions.

By the end of this book, you'll have a solid understanding of social media marketing for musicians and be equipped to effectively utilize these platforms to promote your music and grow your career. So, let's dive in and unlock the power of social media for your music career.



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[Social Posting Guidelines](#)

Facebook:

The best way to share your music on a Facebook page is to copy and paste your Spotify link directly into the status field on the page. Here's how:

- Open Spotify and find the song, album, or playlist you want to share.
- In the drop-down menu, choose Share and then Copy Link.
- Paste the link into the status field on your Facebook page. A 30-second preview will appear.
- Delete the link from the status field and add a personal message.

Twitter:

Follow the steps above to copy the song, album, or playlist link.

- Paste the link right into your Twitter status field.
- When you share a Spotify song link on Twitter, it creates a custom, playable audiocard so your fans can play the song right there.

Instagram Stories (works for songs, album, playlists):

Open the Spotify app on your phone or tablet

- Find the content you'd like to share, tap the three dots found in the upper right hand corner of the screen
- Tap "Share."
- Select "Instagram Stories" from the list of sharing options.
- This will open the Instagram app and automatically populate the song icon and link in a new story post.
- Tap "Share" next to "Your Story" to share the song.

Sharing Editorial Playlist Links:

Notifications will appear in Spotify Analytics or Spotify For Artists when songs are added to Editorial playlists

- These notifications offer a 'Copy Link' option to easily pull a link for the playlist you're featured on
- For any Personalized playlist adds, make sure you use the unique link provided in Analytics or SFA to ensure fans are driven to a version of the playlist with your track on it at the top. FYI: Unique links are only available in Spotify for Artists for the first 7 days after a track is added to a playlist

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All Platforms (Facebook, Instagram, Twitter):

- Make sure to include Apple Music social handles when posting.
- Whether you are posting about your release or about an addition to an on-platform playlist, always link directly to the release or correlating playlist.
- Specify 'Apple Music' in your copy or use the #AppleMusic hashtag in social media copy.
- Apple Music no longer uses social handles including 'iTunes' for any type of social activity.
- All posts including Apple Music should not include any other account in the post and should be exclusive to Apple Music

Other Social Marketing Opportunities

Apple Music Time Synced Lyrics Videos:

- Self-record an informal video using the time synced lyrics feature on Apple Music and sharing it on social media.
- These videos can be as unique as the artist would like. Make sure to Tag Apple Music in the post.
- Examples:
- Screenshot/Screen Capture:
- Screenshot/screen capture a specific line/verse or lyric sequence from Apple Music lyrics and share.
- IG Story 'How to use Time Synced Lyrics':
- Post an IG Story of a step by step guide of how fans can find your song, and follow the lyrics using the Time Synced Lyrics feature on Apple Music.
- Lyrics Challenge:
- Share an Apple Music link of a song on your social channels, inform your fans of the time synced lyrics feature, and ask that they create a video as they sing along to your track.
- Meaning behind the song:
- Share a specific line/verse you'd like to highlight and share with fans. Explain the meaning behind those lyrics so fans
- get the story behind the song.

Swipe Up Video:

- Create a Swipe Up CTA for Instagram stories using a selfie video shot vertically on your phone. The video should come from the artist directly and in their own voice. The more unique the better!
- Examples:
- "ARTIST NAME HERE! My ALBUM/EP NAME just dropped! Swipe up to listen to it now on Apple Music!"
- Hey, it's ARTIST NAME. My new track 'SONG NAME' just got added to the PLAYLIST on Apple Music. Swipe Up to listen!"



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Social Posting Guidelines

All Platforms (Facebook, Instagram, Twitter):

- Tag Amazon Music @AmazonMusic on your posts whenever possible.
- Use the #AmazonMusic hashtag in social media copy.
- Speak to Amazon Music like a person or a friend in social texts.
- Use “Deep Links” to drive more streams. (Artist Profiles, Singles, Albums, Playlists)

Other Social Marketing Opportunities

Artist Follow Campaign (Video or Graphic):

Customers who follow you on Amazon Music will receive a yellow notification ring on their Echo or a push notification on their phone when you release new music.

- To grow your followers before a new release, record a video or use our graphic template (please request through your label manager) to create an image to post on your social handles 1-3 weeks before street date.
- Make sure to tag @AmazonMusic and encourage fans to follow you (ex: “Follow me on @AmazonMusic to know when I have new music coming out!”) [Click here for more details on the Artist Follow feature.](#)

Seeing is Believing (SIB) Video:

- Data shows that when fans see their favorite artists asking Alexa to play their music, they’re encouraged to try it themselves.
- Film yourself requesting music from an Alexa device (don’t introduce yourself, this isn’t a liner) in a fun and creative way and post to your socials during street week.
- Tag @AmazonMusic and include the Alexa utterance callout in the caption (ex: “Alexa, play the new <artist> <song/album> on @AmazonMusic”).

Amazon Music HD (Graphic):

- If you want to promote your music on Amazon Music HD, create an asset with the [Amazon Music HD artist template](#), tag @AmazonMusic, include #AmazonMusicHD, and encourage fans to “listen in high definition” in your post. (ex: “Listen to my <song/album> in high definition on @AmazonMusic! #AmazonMusicHD”).



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Promoting a release on YouTube:

Sharing your video/release:

- Make sure to tag @YouTubeMusic (not just @youtube) in social handles when posting.
- In the post, tell users to subscribe to your channel for more content

Premier/Livestream:

- If a premiere/livestream, share the direct video link 2-4 hours before the video goes live
- Be sure to tell fans the exact time the video premieres
- Join live chat about 10 minutes before the video premieres

All Platforms (Facebook, Instagram, Twitter):

- Be sure to use an image of the placement when sharing to socials. If out of home, use a photo of the artist/band posing next to the placement
- Share placement image/video on socials, tagging @YouTubeMusic (not just @youtube)
- Post IG story with CTA (if possible, at the site of the placement!) like "thank you @YouTubeMusic for the [placement], check out my video on YT!" for a swipe-up campaign
- Share photo of placement in Community, shouting out YT for placement and encouraging fans to check out video



Social Posting Guidelines

All Platforms (Facebook, Instagram, Twitter):

- Make sure to include social handles when posting.
- Whether you are posting about your release or about an addition to an on-platform playlist, always link directly to the release or correlating playlist.
- Specify 'Pandora Music' in your copy or use the #PandoraMusic hashtag in social media copy.
- All posts including Pandora Music should not include any other account in the post and should be exclusive to Pandora Music



Social Handle: @Deezer

Social Posting Guidelines

All Platforms (Facebook, Instagram, Twitter):

- Make sure to include social handles when posting.
- Whether you are posting about your release or about an addition to an on-platform playlist, always link directly to the release or correlating playlist.
- All posts including Deezer Music should not include any other account in the post and should be exclusive to Deezer Music



Social Handle: @Napster

Social Posting Guidelines

All Platforms (Facebook, Instagram, Twitter):

- Make sure to include social handles when posting.
- Whether you are posting about your release or about an addition to an on-platform playlist, always link directly to the release or correlating playlist.
- All posts including Napster should not include any other account in the post and should be exclusive to Napster



Social Handle: @SiriusXM

Social Posting Guidelines

All Platforms (Facebook, Instagram, Twitter):

- Socials are a very important promotional component of SiriusXM. They use socials to engage the audience, post playlists from their various new music shows and, gauge interest on specific tracks from the audience.
- When wanting to promote SXM, any play they have given you or an interview please use @SiriusXM for all socials. Many of the channels have their own handles and if you have something specific to promote, it's always in the best interest of tagging the appropriate channel as well.