

SOCIAL MEDIA FOR RECORD LABELS

Let's talk **about social media for record labels!** This is a tough subject for a lot of you, because most of us got into this job because you loved music, and artists, not because you had an affinity for any particular social media platform....

No one starts off as a social media influencer and then pivots into running a record label. It's the awkward opposite: record label founders trying to manage and keep up with their social media.

So if you are the kind of label owner or indie artist who hates social media, or if you don't mind it, but you've yet to figure out a sustainable way to manage it, this episode is for you.

The 3 Most Common Social Media Mistakes

1. Copying Other People

- “Mastering social media doesn't mean **doing what you see other popular accounts doing.**”
- Justin Welsh
- What works for them may not work for you... and what works for them, **may not be working for THEM!!**
- Creativity over competition!
- **Copying people is a great way to make yourself invisible**, by creating homogeneous, uninspired content!

2. Failing to De-Platform

- **People are not easily moved from one platform to the next, be conscious of this fact when you're promoting something.** It's easy to join a Facebook group when you're on Facebook, or to follow someone on Twitter when you're already on Twitter.
- **With this in mind, maximize in-platform promotions as much as possible.** Bandcamp editorial, Spotify takeovers, or CTAs that are relevant actions within the platform you're advertising on.
- **Secondly, make your cross-platform promotions as frictionless as possible.** If your objective is to have someone “exit the scroll” on Instagram to go sign up for a newsletter, or entering a contest, make it idiot-proof and a frictionless process.

3. Not Having an Objective

- **Why are you on these channels?** Why do you show up everyday? To be honest, for a lot of us, it's probably FOMO... You see other labels and businesses do social media, and so you assume you should be too. A record label's objective on social media should be to simply get their artists and releases **heard** and **paid!**
- **GOALS:** What is your primary destination? What is your primary goal for new visitors/followers? What is your greatest ROI for fans?
- Have a **goal** (ideal result) for each post, or each social activity.

SOCIAL MEDIA FOR RECORD LABELS

Here's The Healthy Way To Do Social Media as a Record Label

1. Give Yourself a Break!

- **First off, you don't have to do social media if you don't want to.** Or you can just do the platforms that you're most comfortable with. Try it out for a few months...
- Analyze your analytics before making a decision.
- **"What gets measured, gets managed!"**
- Calculate the reach of your last 3 posts on Instagram, Twitter, TikTok, Facebook, Reddit, etc...
- **Determine which platform is performing best** and should be maintained, as well as which platforms could be scaled back or removed altogether.
- Measure your website's analytics: **Which social platforms are effectively bringing people to your website (or Bandcamp)?**
- Review your ideal customer avatar, and figure out which platforms are their most preferred. Maybe it's not TikTok or Instagram like you think it is, maybe it's Reddit or YouTube...
- Don't waste your time or **overvalue the wrong platforms.**

2. Understand social media for what it is

- Consumers need at least 7 or 8 random interactions (or "touchpoints") with a brand before they convert or trust the brand. **Social media provides us with "free" touchpoints with our audience members.**
- Social media also provides us with essentially free online ads! For example, in 2020, the average price for 1000 impressions on Facebook ads was \$7.19. This means that if your daily post garners 100 impressions on Instagram, 250 on Twitter, 500 on TikTok, etc... **it can be the equivalent to spending ~\$10 per day on paid ads, or more!**
- It is also important that we don't underestimate each platform's own primary objective: to keep users "engaged" (read: "addicted") so that they don't leave! This reality is important for us to acknowledge so that **we don't waste too much of our business' time promoting someone else's business.**

3. Create a Sustainable Strategy

- Make a strategy that works for you that you can comfortably manage on a weekly basis. **If it's too audacious, it won't get done regularly.**
- Post something on your social media platforms 5-7 times per week, **but assign an objective or theme to the days of the week.** This will help you know what to post and will help you stay consistent.
- *See example on next page...*

SOCIAL MEDIA **FOR RECORD LABELS**

<u>DAY</u>	<u>PROMOTIONAL PLAN</u>
MON	<i>Share an Inspirational Quote or Lyric from your Artists</i>
TUE	<i>Share behind-the-scenes content from your label</i>
WED	<i>Promote someone else in your community (another label, artist, organization)</i>
THU	<i>Promote the various ways your audience can support you (Patreon, merch, etc)</i>
FRI	<i>Promote your newest/current release</i>
SAT	<i>Day Off</i>
SUN	<i>Promote a back-catalog release</i>

<u>DAY</u>	<u>PROMOTIONAL PLAN</u>
MON	
TUE	
WED	
THU	
FRI	
SAT	
SUN	

SOCIAL MEDIA FOR RECORD LABELS

Additional Resources



Social Media for Record Labels Micro Course

*Single, subject Micro Course taught by
music publicist Jamie Colletta!*

otherrecordlabels.com/courses



New Book! Record Label Marketing Strategies

*Visit otherrecordlabels.com/book or
order today on Amazon!*



Get 50% OFF Record Label Marketing Strategies Online Course

*Our flagship course that goes incredibly
deep on marketing for record labels.*

(Discount applied at checkout)

otherrecordlabels.com/courses