

8 Tips for Using Social Media to Promote Your Tour

1. Use Hashtags & Create a Unique Hashtag for Your Trip

- Makes your trip easily searchable
- Helps categorize content for your audience
- Allows people to find posts that are relevant to their interests

2. Frequently Update Your Bio

- Discuss upcoming trips and performances
- Quickly attract the viewers attention
- Highlight your ensembles achievements

3. Post Questions to Encourage Ongoing Conversation

- Having an actionable task increases engagement
- Promote authenticity and forge genuine connections
- Learn more about your audience's interests

4. Share Your Press Kit

- Increase your audience numbers
- Build a strong reputation
- Assist with fundraising and recruiting

5. Get Creative

- Consider offering raffles and giveaways to increase engagement (even \$5 to Starbucks works)
- Create Google Interactive Maps with your itinerary
- Discuss activities outside the musical realm

6. Post During Peak Times

- Facebook: Tuesday, Wednesday or Thursday from 9 a.m. and 2 p.m. EST
- Twitter: Monday or Thursday from 9 a.m. and 4 p.m. EST (emphasis on the 11 a.m. to 1 p.m. EST window)
- Instagram: Monday through Friday from 12 p.m. to 1 p.m. EST

7. Know Your Audience

- Share news, upcoming events, and long-form articles on Twitter
- Instagram stories only last for 24 hours, but they appear at the top of people's feeds and tend to have high levels of visibility
- Consider posting upcoming concerts on Facebook Events, and utilizing Facebook live to hold meetings with parents before your trip.

8. Find Ways to Leverage Video Content

- In the next few years, 80% of global internet consumption will be video content.
- Facebook has prioritized video content over the past few years, and they reward users that upload video directly to their platform.
- Have a vast video library? Consider creating a highlight reel including footage from several past events to highlight your ensembles achievements.