

Creating and utilising social media can feel like a huge world of unknowns - but it doesn't need to be overwhelming! Understanding even just the basics and fundamentals of each social platform will allow you to successfully reach and grow your audience.

Your Audience:

As a kids music practitioner it's important to identify that your audience is likely a combination of parents and tamariki who will engage with your songs, videos and content on multiple platforms. However, it's highly likely that the parents are the ones making decisions around what content their children consume - so when it comes to social media, the parents are always your audience! You should take that into account when making decisions around language choice, imagery, and quality of the content you post. Typically, a higher quality of images and video will be appealing, and clear concise wording around what the content entails makes things easy for parents.

Fundamentals of the platforms:

Having a presence on social media is important, but you don't necessarily need to engage in everything as some may not feel relevant to your work. Below is a summary of the main platforms in NZ and what kind of content they thrive on.

Instagram:

- Images
- Shortform video (up to 3 mins)
- Live videos (e.g. Q & A or performance)

IGTV (Instagram TV):

- Longform video - you can create playlists of longform content with IGTV (e.g. 'Environmentally friendly sing-a-longs' or 'Songs about space!')

Facebook:

- Event pages
- Video content
- Sharing other artist's content which aligns with your brand
- Community pages & groups
- Live videos

Twitter:

- Short text
- Links to articles/interviews

Youtube:

- Long form video content

Handy tips:

Each social platform has an 'algorithm' which controls what content is seen by its users. If that algorithm likes your content, it will push it to wider audiences and make sure that new people see it on their newsfeed; alternatively if the algorithm doesn't like your content it will bury it so that no one sees it.

Facebook's algorithm for example, favours 'native content' which is content that has been uploaded into Facebook directly, not linking to another site. Therefore if you have a video you want people to see, you can be strategic with the algorithm by loading it directly into your Facebook page (not posting a YouTube link) and hopefully the platform will assist you in reaching new audiences.

Creating a community:

One of the best things you can do across all your platforms is to create a community of similar practitioners and fans. By building a network, it is easier for fans to discover new content, and be passed on to your page in the 'suggested pages' section.

You can create this community by commenting, sharing and engaging in other kids music content, to strengthen the connections between the pages. Listening to other kids music on Spotify, and creating playlists that include content outside your own does the same thing on streaming platforms. The more engaged you are as a consumer of the content, the more your audience will grow!

Common release structure - releasing a new piece of music:

When you have a new release coming up it's important to create hype and expectations for what is to come. In the weeks before a release you could post 'teasers' to let your audience know something is coming, which could be a short snippet of the song, the cover art, or some behind the scenes footage and images.

It is also important to reach out to local and national media to cover your release, which could include local news, blogs, radio shows, and online news sources to interview you or share the content. Have a think about what your angle is as a practitioner- are your songs educational, practical, entertaining, good for parents too?

In Aotearoa there are a number of established publicists and promotion experts that you can engage and hire to promote your work. We recommend engaging a professional for larger projects, for the best possible result.

Common Questions:

How often should I post?

Once or twice a week is a nice regular flow of content, as its important to keep up engagement even when you aren't releasing something new.

What are some interesting content ideas if I don't have a new song to promote?

Even if you aren't promoting something new you can be creative and post a whole range of things. Some ideas include acoustic lo-fi versions of the song, a video from a live show, your family or friends singing along with you, go 'live' and chat to your fans and let them ask questions, photos of you a children's music events or enjoying music with your whānau, other content around the subjects of your songs e.g space, the environment, resources for kids - any content that creates new context for your songs or who you are as an artist is a great thing!

What time of the day should I post?

This is different for everyone! You can dive into your 'insights' page on the platform to learn more about what time of day your audience members are online and therefore when might be best to post. This can also help you identify which type of post you audience engages with the most- videos, images, text posts, songs.

How do I utilise paid promotions for my content? How much should I spend?

A great rule of thumb is to spend small amounts, on very targeted audiences. For example, it's better to spend 5 dollars on 5 different targeted audiences, than 25 dollars on one big audience. Start small and use your 'insights' page to work out what is successful for you before you spend large amounts.

How can NZ On Air help promote your music and content?

At NZ On Air we love to help connect your awesome mahi with wide New Zealand audiences - we use social media, newsletters and streaming services to do so.

Once you've got a piece of funded content to share (e.g. a music video, an upcoming event, or a behind-the-scenes special). Drop us an email at: musicteam@nzonair.govt.nz and casey@nzonair.govt.nz We'll do our best to share your work on our social channels, include it in our weekly industry newsletter and add it to our ever-expanding Kids Music Playlists on Youtube, Spotify and Apple Music.

You can also tag us in your posts on all social media platforms [@nzonairmusic](https://www.instagram.com/nzonairmusic) and we will share your funded content to our networks. If you've received NZ On Air funding, remember you can use the Professional Services Allowance for gaining valuable advice on social media strategy for your release. Contact: sylvia@nzonair.govt.nz for more details.