

# MARKETING *Your* MUSIC ON SOCIALS

**A good social media campaign is key when releasing new music. Here are 5 tips that will help to get your social media accounts ready for marketing that next single or album release!**

## **TIP # 1: GIVE YOURSELF TIME**

Make sure you give yourself at least a couple of weeks to announce your release & use this time wisely to roll out a steady stream of content to support it.

## **TIP # 2: UTILIZE ALL ASPECTS OF SOCIAL MEDIA**

Promote your release with content on your feed, in your stories, through video content & by going LIVE!

## **TIP # 3: USE YOUR COVER PHOTOS TO ADVERTISE**

You can use the incredible real estate on your Facebook, Twitter & YouTube banner to advertise your upcoming release. Don't have a graphic designer? Use free apps like Canva to create your own! Of course you can reach out to me anytime. (My 411 is below)

## **TIP # 4: UPDATE YOUR BIO**

Make sure that your bio is up to date and includes the release you have coming out. Keep it consistent on all platforms, including your website.

## **TIP # 5: CREATE A SMART URL**

You should always have a place for people to directly stream and download your music. A couple easy link generators are: **LinkTree**, **smarturl.it** & **song.link**.

**BONUS TIP:** Your family, friends and fans are your tribe! Call on them to help share and post about your new release on social media. Send them the assets they need ahead of time to make it easy for them & chances are, they'll support your project with a passion!

**FOLLOW ME! @JACYDAWNVALERAS**