CREATING AN ONLINE PRESENCE FOR YOUR PROGRAM

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INTRODUCTION

Importance of an online presence for high school programs:
- showcase your program
- parents are can be more involved
- communication with a large audience

Importance of an online presence for college programs:
- recruiting
- keep family members involved
- connect with other musicians

Types of social media:
- Facebook, Twitter, Instagram, Vine, Pinterest, Tumblr, etc.

Statistics:
- 67% of internet users use social media
- Facebook connects 2/3 of those social media users
- women are five times more likely to use Pinterest
- internet users between 18-29 year olds = 83% on social media
- 55-64 year olds are the fastest growing group of social media users

SOCIAL MEDIA

Connect Everything
- most social media websites and apps can be connected
- you can use apps to manage your social media accounts
    - HootSuite (free)
    - Sprout Social (monthly fee)

Connect With Everyone
- follow/"like"/ subscribe/"friend" everyone
- increases your appearance on others' social media
- helps build your audience

Social Media Tips
- it is overwhelming, but stay involved
- delegate, but don't turn a blind eye to your social media
- get everyone involved

Create Content
- daily/Weekly posts about your group
- interview with a guest artist/clinician
- short videos of semester's/year's highlights
- "All-State music" video masterclasses

The Beginning
- go for it!

WEBSITE

- get someone to build it for you
- learn how to update it yourself
- keep pages concise

Content is Everything
- events/calendar page
- meet the director(s) and students page
- media page
    - pictures
    - videos
- useful documents page
    - practice materials, articles, warm-ups, syllabi, etc.
- connect your website to your social media

The Key to a Successful Website: Constantly Update
- update, reformat, edit, evolve
- constantly ask everyone "what's good/bad about my website?"
- constantly ask yourself "what's good/bad about my website?"
- don't be afraid to revamp everything and start from scratch
- never be "under construction" or "temporarily offline"

OTHER HELPFUL WAYS TO INCREASE YOUR ONLINE PRESENCE
Recording/Live Streaming Equipment
- Q2HD Handy Video Recorder
- GoPro

Video Editing Software
- iMovie
- MovieDrops
- Intro Designer

Audio Editing Software
- Garageband

Live Streaming
- Ustream

Traditional Advertising
- newspapers, journals, pamphlets in concert programs
- connect your traditional advertising to your online presence
- QR codes
- links to website
- links to social media
- easier if you use the same screen name for everything

Downloadable Programs
- for live and streaming audience
- project a QR code on stage for live audience
- more interesting
- cost less
- unlimited amount of space (good for advertisements)

Additional Suggested Reading
The Savvy Musician by David Cutler
- Ch. 1: "The Entrepreneurial Mindset"
- Ch. 2, section 2: "Building a Brand"
- Ch. 3: "Marketing is Everything"
- Ch. 5: "Pounding the Virtual Pavement"

CONCLUSION
- Don't be afraid!
- It takes some time to build your online presence.
- Do it in smaller steps, not all at once
- Link everything together so people can reach you/your program easily
- Keep revising what you are doing; the next new thing is always right around the
corner.
- Ask for help from everyone, and don't be afraid to use Google/Youtube to answer
your questions.
- CONSTANTLY UPDATE!