



Content Distribution Plan For

Bands & Musicians

Goal: Post a minimum of 3 times per day on Social Media.

- When promoting a special concert or the release of a music video, include an additional dedicated post each day for the 10 days leading up to the show/video/single release.

Where to post: Post all content on Instagram, Facebook and all video content should be posted on YouTube.

What to Post:

- Going live on Instagram daily (at least 1x each day)
 - Anyone from the Band should hop on Instagram Live sometime throughout the day and let people get a glimpse of what your world is like.
- Rockstar moments
 - Let people get a taste of what it's like being in a band. Touring, setting up for shows, living in a house full of band members... Let people see the fun (especially the crazy) so they can live vicariously through you.
- Daily Diary Video

- Each day, one band member should create a short diary video. The video can be about literally anything...music, food, sports, sleeping, it doesn't matter. This will allow your fans to get a better sense of who each of you are as people and artists. It will help create a connection between you and the fans...which is exactly how you build your following.
- Q&A with the Band
 - At a minimum of once a week, one band member should answer a question designed to let people know a little bit more about each of you. See a list of ideas below. These are just suggestions. If people reach out and ask some questions over and over again, start with those.
- Share photos and videos taken by the fans
 - Ask your fans to send in photos and videos from your shows. Feature your favorite video or photo once a week. It gets the fans engaged and makes them feel like they are part of the Band. It also provides you with even more content to share.
- Post a clip of a new song (show the writing process)
 - Share short clips of any new songs you are working out. People love the "behind the scenes" process and would love to hear how songs come together. If you don't have any new songs at the moment, strip down some old songs and play them acoustic. If someone in the band can do an amazing solo, then do that. Just share some live music with your audience.
- Post video from rehearsal
 - Give people a peek behind the curtains into what it takes to be a Band. Let them see the flubs, the mistakes or the moments where the sound starts coming together. Set up a phone on a tripod and hit record or get someone in the room to film the rehearsal for you.
- Post video from the most recent show or past show
 - You should be posting as much content from your shows as possible. It's the content that best introduces new fans to your music. Let them see what the experience is like at a show so they feel like they must be at the next one.

Example of a Weekly Posting Schedule

Monday

- Daily Diary Video
 - Rotate so it's a new band member every day
- Q&A with the Band
 - Rotate so it's a new band member every week
- Going live on Instagram
 - Whoever wants to hop on Instagram
- Promo upcoming show or new video release (always have something coming)
 - Whoever wants to promote

Tuesday

- Daily Diary Video
 - Rotate so it's a new band member every day
- Share photos and videos taken by the fans
- Going live on Instagram
 - Whoever wants to hop on Instagram
- Promo upcoming show or new video release
 - Whoever wants to promote

Wednesday

- Daily Diary Video
 - Rotate so it's a new band member every day
- Post a clip of a new song
- Going live on Instagram
 - Whoever wants to hop on Instagram
- Promo upcoming show or new video release
 - Whoever wants to promote

Thursday

- Daily Diary Video
 - Rotate so it's a new band member every day
- Post video from rehearsal
- Going live on Instagram
 - Whoever wants to hop on Instagram
- Promo upcoming show or new video release

Friday ● Daily Diary Video

- Rotate so it's a new band member every day
- Post video from the most recent show or past show
- Going live on Instagram
 - Whoever wants to hop on Instagram
- Promo upcoming show or new video release
 - Whoever wants to promote

Saturday

- Daily Diary Video
 - Rotate so it's a new band member every day
- Post video from the most recent show or past show
- Going live on Instagram
 - Whoever wants to hop on Instagram
- Promo upcoming show or new video release
 - Whoever wants to promote

Sunday

- Daily Diary Video
 - Rotate so it's a new band member every day
- Post video from the most recent show or past show
- Going live on Instagram
 - Whoever wants to hop on Instagram

- Promo upcoming show or new video release
 - Whoever wants to promote

Q&A with the Band: The band can answer any questions they typically get from their fans, but here is a list to help get them started:

- Why did you get into music?
- Who is your musical inspiration?
- When was the first time you ever played in front of the crowd?
- Where was their first show as a band?
- Where was their best show and why?
- How was the group formed?
- Where is a venue that you want to play and haven't yet? Why is this important?
- Why do you play the instrument you play?
- What was your first concert?
- What is your go to cover song in a show?
- What was the first song you ever wrote?
- What kind of songs are easiest for you to write?
- What are the toughest songs to write?
- Where is your favorite place to eat after a show?
- What do you need to do before a show to get ready?
- Who is the coolest person (other than you) in the band and why?
- Who is the funniest person in the band and why?
- Who is the loudest person in the band and why?
- What's the first album you ever bought?
- If you could collaborate with any group or artist, who would it be and why?
- What's the best rock movie of all time?
- What the funniest movie of all time?