

FACEBOOK ENGAGEMENT - CURATING CONTENT

CURATING

So in this session we're going to look at the types of content you can curate, rather than create, to engage your audience on Facebook.

It's kind of similar to sharing content, except it involves more thought and input from you. The goal is to bring the reader further into your world and give them a better understanding of who you are as a musician and a person. Like this, your page can be much more than just a place to share links to music and gigs.

Here are the main types:

Spotlight on someone else

It's unlikely that your followers are not checking out any other music.

So rather than let them discover other great bands themselves, shine a spotlight on those that have influenced you or that you're really into right now.

You're cast into the role of 'tastemaker' and, more often than not, that person will repay the favour at some point...

As always, make sure you're adding some context as to why you think this deserves more attention, include a great piece of content and tag the artist.

Interview someone

Interviewing another artist, promoter, creator or industry friend not only provides more interesting content for your followers, it also puts you in the role of a curator.

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If people know you produce content like this, they're going to be more engaged with everything you post, including the sales stuff.

This interview could take the form of a video - either live or pre-recorded - or a simple text-based post. If you go for the text based option, be sure to add a great photo.

The simplest way to try this out would be to do mini-interviews with the other musicians involved in your project. You could even come up with 5 questions that you use each time and send them out to a bunch of people at the same time.

As always, make sure you're tagging and adding a call-to-action.

Tell a story

It's hard to underestimate the importance of stories behind music.

An obvious example is how a press release or pitching email can engage a journalist and motivate them to listen to an album before they've heard it.

If you have stories to tell, share them on Facebook too. People appreciate real, human story much more than a stream of links and self-promotion.

Sometimes the story might come from a photo you decide to post and which needs some context around it. But other times, something might happen that you really want to share and, in that case, the words will be the starting point and then you'll just need to find a photo or video to go with it.

Share a Spotify playlist

One big goal with social media is to welcome fans into your world & show them the music that you are inspired or influenced by.

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A playlist acts like a mixtape from years gone by and is a simple but effective way to achieve this.

The benefits are plentiful: your fans get a cool, curated list of music to listen to and you get a high-engagement post and more traffic to your Spotify page.

If you go down this route, try to commit to updating your playlist regularly so you can post about it every week or month. If you get into a routine, it's one type of content you can set a reminder for, spend 2 minutes working on and then publish.

As always, tag the musicians involved and provide a link with the call-to-action to like and listen on Spotify.

Give a free resource

Going one step further than just highlighting events or music, can you create something that you can offer people, digitally, which will provide value for them?

Maybe a guide to jazz in your country, an infographic on buying a new instrument or a list of best teaching resources. Again, you'd need to think first about who your followers are and what they would actually find useful.

Obviously this isn't for everyone, and involves some serious time and thought to put together, but as with most things like that, it sets you apart and provides real value.

If it gets used, it also keeps people connected with you long after they log off of Facebook.

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As a little bonus for that, you could promote it on Facebook but require people to join your mailing list to get it...

TASK

So these are some ideas on content you could be curating for your Facebook page. The task for today is to come up with an idea for each and add it to your content calendar and then choose one to publish.

If it's a Spotify playlist, personal story or spotlight on another project, you could either post now or schedule it for publishing in a few days.

If you decide to do an interview, take the first step now, which is probably to reach out the person and ask if they'd be interested.