

Benefits

Notes:

- Marketing
- Recognition
- Share
- SEO
- Community
- Authority
- Networking

Facebook

Notes:

Pages-

- Likes- can invite to like!
- Public Platform
- Searchable
- Call to Action button
- Campaign
- Create Events
- Reviews
- Insights

Groups-

- Public, closed or secret
- Can see who saw your post
- Community
- Create events
- Share files, photos, videos

Schedule Posts!

Advertising-

- Large Audience
- Inexpensive
- Target
- Ads/Boost

What to Post-

- Pictures of lesson fun, studio happenings, events
- Pictures of a game you are going to play that week or new studio decorations, etc.
- Music Education Infographics
- Practice tips
- Profile your teachers
- Student Shout Outs
- Inspirational quotes, Music Jokes & Memes
- Facebook Live

Instagram

Notes:

- Can't post links in post
- Instagram
- Hashtags
- Instagram stories
- Boomerang
- Hearts
- When posting can turn on share to Facebook and Twitter
- Faces
- Call to action button in profile

Twitter

Notes:

- Hashtags are crucial
- Hashtags on Twitter are essentially the same as key words on search engines.
- Tweet short tips
- Share tips as images or videos
- Tweet about an event
- Tweet testimonials (with image, better)
- Retweet- see something your families would enjoy seeing, share it and let your followers know about it.
- Images get more engagement.

YouTube

Notes:

WHAT TO SHARE

- Showcase performances
- Testimonials
- Highlighting your studio
- Share practice or music tips
- Use it for video lessons
- How to's, Hands on demo's
- Explaining a concept
- Reviews
- Privacy settings- Public, unlisted and Private
- Keep it short
- Good Thumbnail
- Fill in the description box
- Add links in description to your website
- Call to action
- Don't violate copyright
- YouTube has soundtracks you can use for free
- Be honest, legal and nice

Pinterest

Notes:

WHAT TO PIN

- Helpful resources for your students and potential students.
- Music related articles and tips
- Pictures of your events
- Blog posts

TIPS

- Make it easy to find your landing page
- Create themed boards
- Schedule pins
- Exclusive TrafficWonker Discount Code:
MusicEducatorResources/
TrafficWonkerNewSubscriberRebate

Don't forget your follow up challenge! 😊