

## Social Media: The in's-and-out's

By Meaghan DeClerq - York Harmony Chorus (YHC)

*"How to make the most out of your Social Media to expand your reach to more prospective singers, audience members and fans."*

### **Overall Social Media:**

- Pick one or two social media platforms to focus on at first (*unless you have the experienced members to do more*). Start with **Facebook and Instagram** then move on to **Youtube and Twitter** if you have the resources to.
- Make sure your members **like and share** the chorus social media pages.
- Tagging your locations and the organizations you perform for. They will share your post. Use hashtags on platforms like Instagram such as: #acapella #women #sweetadelines #singing.
- **Use your members strengths**. Someone may have great photo taking skills. Great at making videos. Great editing skills. Great design skills. Great way with words. ***\*Its not all on your shoulders to do everything\****.
- Post weekly and make sure you reply to all comments, and messages sent to you.
- Show the **FUN** you have! Part of using social media is for promotion, part is showing the personally and events/performances of the chorus. Photos of non-singing activities such as blowing bubbles, group bowling or karaoke, and team bonding exercises are also great.
- Look at the **demographic** you're trying to reach. Talk with your director about the visual look you're looking for. The purpose of social media is to gain followers and potential members. People are attracted and engaged to what they see. **This may be the time to update the chorus look.**

### **Performance/Coaching Tips:**

- Try to take a photo at **every single event** you perform at or attend.
- If you're not at a performance or event, assign another chorus member to take photos. That way, you know there will be photos.
- At performances, give your family and friends your phone to take photos. That way, you're guaranteed a few photos.
- During coaching sessions when another part is singing, take an action shot of the chorus working with the coach. Action shots are just as effective as group photos.

### **Facebook Advice:**

- Create a private 'photo share' facebook group with your members. They can post photos of the event there, and you now have a pool of photos to choose from.
- Don't be afraid to boost your facebook posts. That little investment can change how many people notice you. Take the risk and you'll be rewarded.
- Make sure you create an event page for any upcoming performances or events in advance. Have your members RSVP for the event to boost the amount of people who see it.
- Like and Tag '**Lake Ontario Region 16 Sweet Adelines**' on facebook. They will share your events to further extend your reach .

