



## USING SOCIAL MEDIA

Social media can be used to build your brand in all possible ways. Artists have the opportunity to engage people all over the world with just a click of a button.



Connect with people around you

### AUDIENCE

Ages 18-54  
Fans, Industry Professionals,  
Facebook Groups

### POST TYPE

Photos/Videos  
Upcoming Events/Shows  
Websites/Links

### UNIQUE FEATURES

Event Creation/Invite  
Groups & Pages  
FB Live  
Photo Albums  
Integrated with IG  
Ad Boosts



Discover what is happening right now anywhere in the world

### AUDIENCE

Ages 18-29  
Fans, Industry Professionals, Other  
Artists, Journalists

### POST TYPE

Retweets/Quote Tweets/Replies  
Commentary/Thoughts  
Announcements  
Quick Wit/Relatable Posts

### UNIQUE FEATURES

280 Character Posts  
Trending/Hashtags  
Direct Quick Convos/Threads



Capture and share the world's moments

### AUDIENCE

Ages 18-34  
Fans, Industry Professionals, Other  
Artists, Brands

### POST TYPE

Photos/Videos  
Announcements/Flyers  
Behind-the-Scenes Content  
Merchandise  
Promoted Content

### UNIQUE FEATURES

Insights Dashboard  
Photo/Video Filters  
IG Stories w/ Polls, Q&A, Music  
IG Live, IG Video, Reels  
Tags, Hashtags, Geo-Tags  
Integrated with Facebook  
Ad Boosts



Make every second count

### AUDIENCE

Ages 10-24  
Fans, Other Artists, Industry  
Professionals

### POST TYPE

Collaborating with Creators: Duets/  
Trends/Dances  
Video Reaction/Responding to Fans

### UNIQUE FEATURES

Short Form Video < 3 mins  
Sounds Catalog  
In Platform Video Editing  
"For You" Page Content  
Recommendation



Broadcast yourself

### AUDIENCE

Ages 16-49  
Fans, Industry Professionals

### POST TYPE

Music Videos  
Covers  
Live Streams  
Premieres  
Vlogs/Tutorials  
Playlists  
Community Posts

### UNIQUE FEATURES

Creator Studio Dashboard  
Channel Memberships  
Super Chat Monetization  
360-degree videos



It all happens live

### AUDIENCE

Ages 13-34  
Fans, Industry Professionals

### POST TYPE

Live Stream Performance & Chats  
Music and Gaming Integration

### UNIQUE FEATURES

Live Stream Only  
Bits/Cheers  
Paid Subscription