The Musicians Roadmap to Facebook and Twitter: Your Complete Guide to Getting Liked, Followed, and Heard is a fantastic book written by longtime CD Baby friends Ariel Hyatt and Carla Lynne Hall. For this effort, they’ve pooled their considerable music-marketing expertise together to create a thorough resource for any musician looking for practical advice, strategies, and interviews on how to promote their music through social media.

CD Baby has partnered with Ariel Publicity to present this free PDF of excerpted material, offering two of the many tips you’ll find in the 170+ pages of the Musicians Roadmap to Facebook and Twitter. Purchase the full version HERE.

What every musician must know to be successful in the age of the internet

DEF:
Social Media – Using various digital media and web-based technologies for social interaction

The evolution of the Internet as a marketing tool has made more opportunities available to musicians than ever before. Websites like Facebook, Twitter, MySpace and dozens of others help people connect and communicate in new ways, making it possible to reach thousands of people in a very short amount of time.

If used smartly, social media can be highly beneficial for musicians eager to build their fan bases and increase their music sales. In fact, the willingness to master the basics of social media and Internet marketing will separate successful musicians from those destined to struggle.
The Main Features of Web 2.0

Web 2.0 allows you to interact and collaborate with others and create new content, as opposed to simply viewing content. Once you start actively using social media well you will attract a tribe of engaged fans who want to know who you are and what you’re all about. This is very powerful because communication builds trust between you and your tribe, and fans buy from artists they know and trust.

Web 2.0’s main features include three aspects:

1. Social Networking Websites (such as Twitter, Facebook, MySpace, and YouTube)
2. Wikis (such as Wikipedia) where groups of people contribute
3. Tagging / social bookmarking (such as Digg and when you create tags on blogs, etc.)

Key Online Principles to Understand and Implement

Start With Your Own Website
Your website is your home on the Internet and the cornerstone of your brand online. The homepage of your website should always include an incentive for people to sign up to your newsletter list. This should be something you give away only on your website, like an MP3 or an original video, in order to capture the e-mail addresses of your potential fans.

Stay True to Your Brand
What are the colors, logo, and overall vibe of your brand? Whatever they are, you need to use them on your website AND on the pages you create to represent you on Facebook, Twitter, MySpace, etc. Inconsistency and dramatic changes in color, look and style will confuse visitors and weaken your brand’s identity. So create a consistent look, feel and style for your website and all online sites.

Create One Username
Your username should be the same across multiple social networking platforms. This is part of being consistent in order to strengthen your identity online so you are easily found and recognized online. Choose one username and use it for every social networking site.

Add Links
Post easy-to-find links on your website and social media pages to direct people to all the places you can be found online (Facebook, Twitter, your blog, etc.). Make sure all of your online presences interconnect with one another.

Be Googlicious!
Social media is the best way to become Googlicious. You don’t have to invest in services like Google Ad
words or SEO (search engine optimization) because when you consistently use the tools of social media, you are automatically more findable on Google and other search engines.

**Remember All of Your Assets**
Some musicians feel their personal life and interests are off-limits when it comes to what they share on the Internet. But if you really want to build an engaged, invested fan-base, you need to be multi-dimensional (a full-fledged human being) when participating in social media. Don’t only focus on your music or who you are as an artist. Share your other interests as well via social media sites and blogs. This will give your fans a chance to relate to you outside of music.

**Be Helpful, Take Risks, Let Go**
If you avoid taking risks, or if you’re a perfectionist, then social media may be a challenge for you. The fundamental purpose of social media is to engage and interact with people including your fans in a two-way conversation in order to build mutually beneficial relationships. It’s about being real, being helpful and letting go of the feeling that you need to constantly hype yourself and your music.

**Focus On Your Audience**
Shift your focus away from promoting what you do and start focusing on your audience, their needs, desires and interests. After all, they’re using social media to promote themselves, too. Make a contribution. Use social media to talk about an interesting blog post, a track from an artist you admire, a movie you’ve seen, or something that you think is funny so your fans can check it out and enjoy it with you.

**Make Yourself Stand Out!**
Create a great experience for your fans. People love videos, so upload some unique videos to your site and YouTube. Constantly offer new content and ideas so people can have a 360-degree view of you. Set up your own YouTube channel (it’s easy to do) to house all of your Videos. Encourage fans to subscribe to your YouTube channel. Then, release a regular flow of new videos for your subscribers.

**Delegate the Outreach to Others!**
Do you have a rabid / excited fan who drives you nuts? Well, grab him or her and put him or her to work! Appoint him or her head of your online street team and give them other stuff to do, like tell the world about your upcoming tour, your new CD, and your cool merchandise.

**Use Tags Consistently**
What’s a tag? Well, it’s basically a word or phrase assigned (or “tagged”) to a piece of information online so that it is easily found in Internet searches. For example, whenever I write a blog post or upload photos to Flickr or post a new Sound Advice Podcast (my company’s podcast), I tag it with the term, “Cyber PR.” You need to tag your own online offerings with your username or handle (which could be your name or band name), where you are from, what genres of music you play as well as the names of more famous musicians who are similar to you and how you get compared to.
Don’t Try to Do it All in One Day!
It’s very easy to lose focus when you are trying to be everywhere online. Make a list of what steps you are going to take to avoid going down the rabbit hole. Start with whatever social networks you already use and see how you can improve on your strategy there before taking on a completely new one. This book will help you create a strategy about what to attack first. If you are strong certain areas skip those sections of this book, if you need work then you will know exactly where to focus.

The Context – Your Three Communities

Many musicians really resist social media and we understand exactly why:
You may be getting tripped up because you do not see the BIG PICTURE or fully understand the real reason why all of these seemingly stupid and mundane online tasks are relevant. So, Ariel created a 3-part series to give you some context. Your audience is not just one lumped together group of people, it is in fact 3 very separate communities and the fact is: You need to think about how you approach each one of these communities differently.

Community #1: Your Super Fans
These are fans who are primarily your Live Audience. You know them by name. If you play out they attend your shows regularly, and buy many things you have to offer (not just your music). If you have a street team they are on it and they evangelize strongly on your behalf.

Community #2: Engaged Fans
These fans are your Active Online Audience. They are newsletter subscribers, blog readers, video watchers, RSS subscribers, active social media friends who frequently comment and engage with you on Facebook, Twitter, YouTube and more.

Community #3: Ambient Fans
These fans are your Passive Online Audience and they are your social media friends who are aware of you via Twitter, Facebook, MySpace, etc. but don’t actively communicate with you and may not have ever even heard your music (yet).

There are many different sub-categories within these communities to tack on to this list but these are the primary three. The problem is most musicians have only one strategy for marketing and promoting to three totally separate groups.

The way you maintain your relationship with each of these communities requires a different strategy because you have varying degrees of engagement with each of them.

The way you create and develop your relationship with them should also take some careful consideration.
Facebook: A personal connection

If Facebook were a country, it would be the 3rd largest in the world. With this many users, you would be crazy not to have a presence here.

Over 500,000,000 people worldwide are currently on Facebook (as of January 2011). Recently, Facebook has been getting much more user friendly for music promotion. There are now some great tools available to make your Facebook efforts shine, and bring your music to the forefront.

Every single time I talk to a group of musicians, a hand goes up and I get the following question:

Musician: Do I really need to have a Facebook personal profile as well as a Fan Page?

The answer is yes. Here’s why:

1. You need to have a personal profile in order to administer your Fan Page.

Without one, someone else will have to administer your fan page (and that’s not always your safest bet).

2. There are probably people in your life who care about your personal goings on.

These people want to share what’s happening with you and with your family, and tag photos of you in personal groups. These friends may be fans of your music, but may not care so much about your constant fan page updates, MP3 giveaways and touring announcements.

3. You may want to maintain a personal profile to keep in touch with real friends and family.

This is important when you want to share information that might not be appropriate to share with your fanbase.

4. Personal Pages Max Out at 5,000.

The maximum amount of friends you can have on your personal profile is 5,000. This means if you friend more than 5,000 people, bands, and brands on your personal profile, you will have to un-friend some people in order to add new friends or start another personal profile, which Facebook does not consider “legal” behavior. Having a fan page is crucial, because it actually allows you to have more than 5,000 friends.

Here’s the problem: You may have started promoting yourself on Facebook before Facebook Fan Pages came out, so you have the problem where your Facebook fans and your “real”* friends are muddled together.

*I’m not implying that your fans are not your “real” friends; I’m just saying there is probably a separation that you make, and what you share with each group could be different. This can be problematic because now all of a sudden you want to add your music information on your
personal page. While you’re also cross-posting information on your Fan Page, you find yourself doubling up on your work, while possibly annoying your Aunt Matilda and your Uncle Bob.

To avoid this, create a super secret Facebook page for your true friends and family so you can have personal communications there.

**Facebook Tip: Targeted Promotion Using Facebook Lists**

Facebook has long had a feature called “friend lists” but only 5% of people used them, according to Facebook’s founder Mark Zuckerberg: “In reality, almost no one wants to make lists,” he says.

This may be true for your average Facebook user who is mainly using Facebook to socialize with friends, but I think lists are one of the most powerful functions that a band or musician can use for promotion.

Here’s why: Lists are a way to guarantee that you won’t SPAM your Facebook friends with unnecessary messages ever again.

It’s a plague on Facebook. Our Facebook inboxes are jammed with messages that are not specifically directed at us. I get so many I actually miss the ones I want to see because I get invitations for parties in Jakarta, gigs in Detroit, and events that don’t even specify what town they are in (but I know the towns’ not mine).

This is frustrating and annoying and it’s a result of our MySpace behavior bleeding over into Facebook. People are still sending out “Bulletin” style blasts instead of targeted, focused messages aimed at people who actually want to see them.

Facebook’s “List” function is phenomenal for organization, helping you categorize all of the contacts on your personal profile.

**How to Create a Facebook List**

- Click the “Account” dropdown button in the upper right hand corner
- Click “Edit Friends”
- Click the “Create a List” button in the upper right
- Enter the desired list name in the box in the upper left hand text box. If you would like to add folks to that list, individually click their pictures below. There is no limit to how many people can be on a list. People can also be on multiple lists at once. Make sure to click “Create List” on the lower right to save the list.

You can also add people to lists by returning to the aforementioned “Edit Friends” screen, clicking “Add to List,” then selecting the previously created list(s). Remember, you can assign friends to multiple lists.
So what is Twitter?

The Twitter site states: “Easy, free, and instant updates. Get access to the information that interests you most.”

But Twitter is also an ingenious way to connect with new people and potential fans while giving your current fans more of you. And it takes less than 3 minutes a day to effectively use Twitter with either your mobile phone or your computer. Sync it to your Facebook profiles and triple your effectiveness!

Twitter is a great tool for musicians to share thoughts, ideas, tips, and advice. Even better, Twitter is great for generating awareness for a band, particular song, podcast, article, press release, review, etc.

The typical musician spends much of their time being musically creative, but many musicians who should be using Twitter to market their music aren’t sure where to start or how to use it to its full potential.

Luckily, Twitter is simple and easy. The only work that really needs putting in is a little thought and some time on a regular basis.

Twitter also allows for two-way communication via @ replies and direct messages. This is one of the most interesting aspects of Twitter, in that it bridges the gaps between people who never would have found each other on their own.

Use these features to your advantage. Regular and personal interaction with your followers will help to keep them interested in what you have to say, as well as give you a powerful online identity and more importantly - presence.

Twitter can also potentially give your followers a personal and positive connection to your brand or music. If they are interested in what you have to offer they are likely to keep following you and interact with any content you post - even follow links to wherever you want to send them.
Keep this in mind when you start posting your tweets, and track how this affects your follower numbers. Post the occasional URL and track how many people follow it by using Bit.ly (more on this great tool in the appendix). If you don’t get much of a result, try another tactic. Or wait a while until you build more followers or gain more trust with your existing followers.

5 Reasons Why You Should Care About Twitter

1. It’s free, easy to join, and so easy to use. All you do is “tweet” (write) small texts of 140 characters or less... from your phone or from your computer.

2. It is the third fastest growing social media site online and now has over 100 million users. Facebook is first with 500 million and MySpace is second with 125 million (as of January 2011).

3. Your fanbase will feel more connected to you, and they can interact directly with you via tweets, replies and direct messages. But you don’t have to follow or interact with everyone who follows you!

4. It will help you build your brand. It’s an amazing way to quickly connect with lots of people you’d never meet otherwise. As musicians, you want to spread the word to as many people as possible, and Twitter allows you connect to thousands of people at once.

5. Twitter feeds (widgets) are easy to install and you can drop them onto your own website, your MySpace page, or your blog and you can synch them to your Facebook status updates. This way your fans can keep up with you from whatever site they choose to spend their time on and your content stays fresh across platforms.

Twitter Tip: Ariel’s Top 5 Apps for Sharing Music on Twitter

1. **SONG.LY**
   A great app that is very easy to us. Just type in a song title to tweet, or paste a link to an MP3. Your followers will get a short link to a page allowing them to play the song right in the browser without having to download it first!

2. **BLIP.FM**
   Blip is a music discovery site that allows users to cross post their discoveries to Twitter. A blip is a combination of 1) a song and 2) a tweet. Here is a great blog post by @SharonHayes: [http://tinyurl.com/BlipBlog](http://tinyurl.com/BlipBlog)

3. **TWITURM.COM**
   Twiturm (stands for Twit Your Music) is wonderful because it is created for musicians, as a promotional tool for music. All you do is login using your Twitter handle and password and upload your MP3 and it shares instantly on Twitter.
4. **TWEET FOR A TRACK**
This app allows you to upload your song and post it to both Twitter and Facebook. If your fans re-tweet your message they get your track free and you can track and keep their Twitter handles for fanbase building. So it’s viral marketing through Twitter.

5. **SWIFT.FM**
Upload your MP3, post a link to any song or use their search. It also aggregates songs that your friends are listening to so you can curate your own station based on what your followers and friends like. They have a great video that explains what they do on the site.

The information in this PDF is but a tiny fraction of the wealth of social media knowledge, practical tips, and tutorials you’ll find in the complete *Musicians Roadmap to Facebook and Twitter: Your Complete Guide to Getting Liked, Followed, and Heard*. If you’d like to learn more about using social media to promote your music, click [HERE](#), and as a CD Baby artist you’ll get ABC% off your purchase of the *Musicians Roadmap to Facebook and Twitter: Your Complete Guide to Getting Liked, Followed, and Heard*.

Also, please remember to subscribe to [CD Baby’s DIY Musician Blog](#) and [Podcast](#) for interviews with industry experts, advice on promotion, booking, touring, recording, and the latest in music business news.

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**About the authors**

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