**YOU ARE YOUR BRAND**

*Invest in yourself and your tools*



**Why Social Media?**

**Brand Management**

* Enables you to protect and promote YOUR brand
* More ways to tell your personal story
* The conversation already is taking place; you cannot help shape it if you are not part of it

**Relationship Cultivation**

* Connect with key audiences: customers, media, influencers, business stakeholders, etc.
  + In your case: future employers!!!
* Reach people where they are instead of requiring them to come to you

**Music Twitter Chats**

**#MBizChat**

@mbizchat  
Mondays at 9:00 PM EST

**#MusEdChat**

@jguarr  
Mondays 5:00 PM EST

**#MusicIntern**

@KatieReilly06 (she also produces a weekly newsletter you’ll want to follow!)

Sundays 9:00-10:00 PM EST

**Tips for Your Social Media Content**

**It’s not all about you**

* Show interest in needs of others not just yours

**Be responsive**

* Don’t ask a question and then walk away from the conversation. Tune into Twitter chats and participate!

**Think headline, not article**

* First, get attention with your post. Then add ?, action, or link

**Tell good stories**

* Less statistics. More stories.

**Keep it short and sweet**

* 71-100 characters for Tweets, 40 characters for status updates, 6 characters for hashtags (are ideal)

**Not all channels are equal**

* Vary content on each network and don’t auto-post between your platforms (seriously, don’t.)

**Pictures are worth 1,000 Words**

* Posts containing images are 3x more likely to create engagement

**Space out your posts**

* Aim for at least an hour in-between tweets (unless live tweeting or twitter chat)

**Cite. Your. Sources.**

* We all know you’re brilliant, but never take credit for someone else’s work

**Monitor Trending Topics**

* So you can sound cool when you’re up to date with what’s going on, and more importantly, so you can join in on the conversation

**Tips for Writing Posts**

* Pose Questions (engagement is key!)
* Include a call to action
* Choose a variety of topics
* Take advantage of opportunities to tag other pages and use trending hashtags
* It’s ok to use exclamation points!, **bold,** or ALL CAPS, and bullet points to break up information
* Use hashtags if applicable (ex: LinkedIn doesn’t use hashtags)
* Do ur bestz to use korrect GrAmMeR
* When in doubt, share a picture or video
* When still in doubt, share a recent industry article with your opinion
* People love behind-the-scenes content. LOVE IT.
* Breaking news and exclusive content will be your best friend
* Share factoids or statistics
* Avoid posting content on the hour :00 (too much saturation)
* Be creative. Never use a generic title line, always jazz up your content to catch the attention of your followers:
  + Use numbers, digits, and lists
  + ***Bad:*** Write a Song
  + ***Good:*** How to Compose Your Own Song: Songwriting 101
  + When in doubt, remember to include a Who, What, When, Where, or Why to articulate
* to readers the kind of information you intend to provide
* Address Readers in 2nd Person
  + Don’t Leave for Your Gig without this Emergency Checklist!

**Things to Remember**

**Before you post...THINK!**

**T** = is it true?  
**H** = is it helpful?  
**I** = is it inspiring?

**N** = is it necessary?

**K** = is it kind?

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