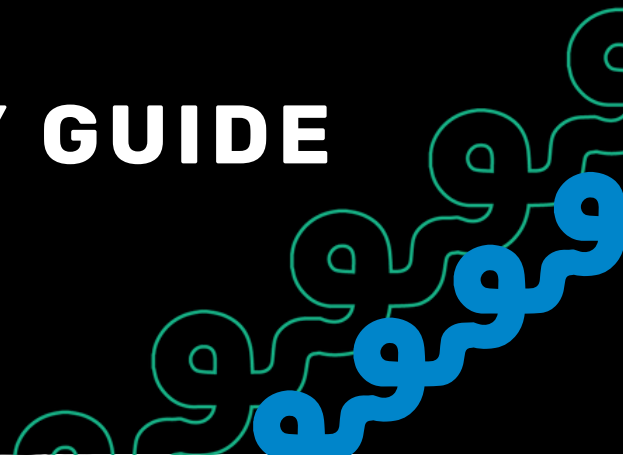




# SOCIAL STRATEGY GUIDE

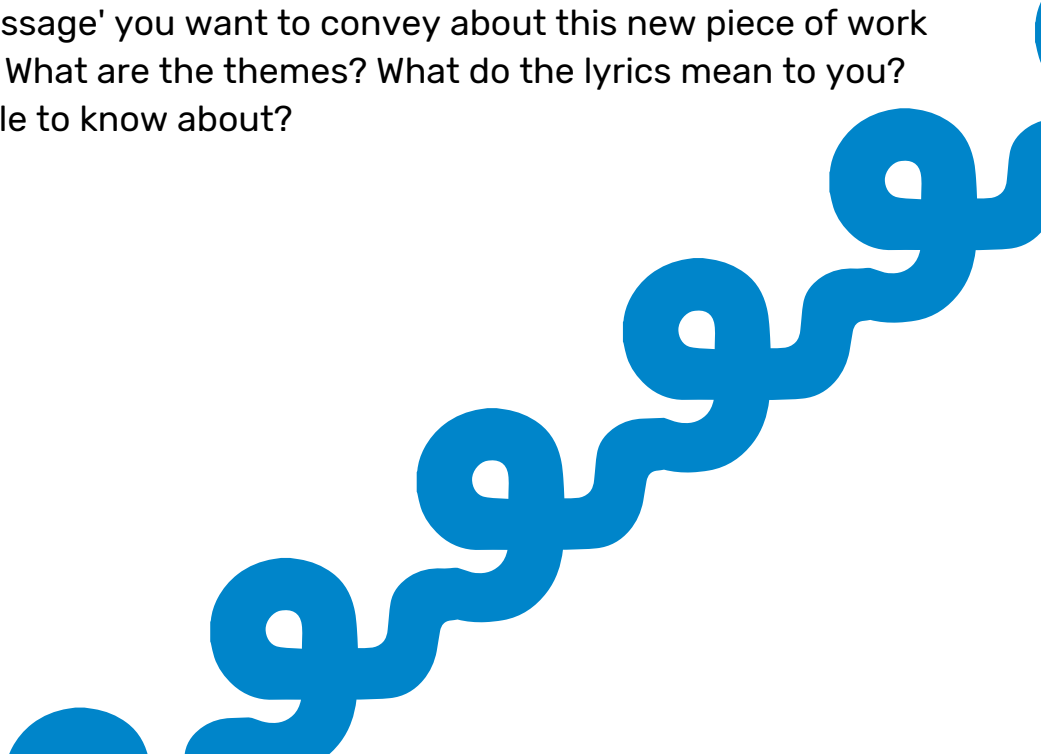
[gyrostream.com](http://gyrostream.com) | [@gyrostream](https://twitter.com/gyrostream)





# DISCOVERING YOUR BRAND

## *YOUR NICHE // YOUR AUDIENCE // YOUR SPACE*

- Identify your values, passions, skills, + strengths.
  - Define your unique selling proposition (USP).  
What sets you apart from the crowd?
  - Develop a mission statement that reflects your values as an artist and a brand.
  - Who are you trying to reach with your music?  
Research the demographic, trends, points of interest and key creators surrounding your target audience.
  - Look who is succeeding in the space!  
Analyze the content you like to engage with - draw inspiration and find gaps/opportunities where you can shine.
  - Form an idea of the 'message' you want to convey about this new piece of work (just a few sentences!). What are the themes? What do the lyrics mean to you?  
What do you want people to know about?
- 



# PREP YOUR PRESENCE

- Have you created profile across all social media sites: Instagram, Facebook, TikTok, YouTube, X? Keep a consistent username across all platforms.
- Write an artist bio to be used across socials and DSPs - both a long & short version. Are these consistent across all platforms?
- Create a Linktree with all of your artist links - socials, website, tickets, releases, DSPs, Unearthed etc. Ensure this stay up to date.
- Are you Instagram and TikTok accounts set to 'creator'? Having a creator account (rather business) means you will keep access to trending sounds while still being able to access business insights and features.
- Have you claimed your artist profiles on Spotify, Apple Music, TIDAL? Please reach out to the GYROstream team for first time access.
- Customised your Spotify profile picture, header, artist pick, canvas, and artist playlists? You can do this through Spotify for Artists.
- List any upcoming gigs on Bandsintown (+ others) to have them appear on your Spotify profile.
- Applied for Artist Status on TikTok? This will allow you to pin releases to your profile + other exclusive features! Apply through the creator centre in the app.
- Have you applied for an Official Artist Channel on YouTube? This will allow your distributed releases to appear on your own profile, rather than the generated topic channel. Please reach out to GYROstream to apply.



# CONTENT STRAT.

## WHO ARE YOU ONLINE?

- What are the topics and themes that align with your artist brand?  
Create 3-5 content pillars that will be the foundation of your content strategy. Make sure these align with your audience!
- Create any additional content (e.g. cover images for different platforms/event page headers for tours and tour posters). Think about video content for TikTok, Reels, Shorts. Begin banking it in a folder for roll out time.
- In-line with your pillars, make sure your tone of voice and visual branding is consistent and represents your personal brand effectively.
- Decide what forms of content you will create (written, videos, photos, etc) and create a content calendar.
- Form your approach to engaging with others online through comments, DMs, stories etc. Ensure you are actively engaging with and fostering your community.
- Continuously review and refine your brand and content strategy to be effective, relevant and resonates with your audience.





## VIDEO TIPS

- Start with a Strong Hook:** Grab the audience's attention within the first 3 seconds of the video. A question, a stunning visual, or a brief teaser of what's to come.
- Tell a Story:** People love stories. Storytelling adds depth and relatability to the content.
- Keep it Concise:** In the fast-paced world of social media, attention spans are short. Aim for videos that are around 1-2 minutes in length, unless the content demands more time.
- Add Text Overlays:** Incorporate text on the screen to emphasize key points or provide context, especially for videos viewed without sound. Use legible fonts and contrasting colors.
- Engage Early:** Encourage viewer interaction from the beginning. Ask questions or provide a shocking/interesting "hook" for the video in the first 3 seconds
- Visual Consistency:** Develop a recognizable style for your videos. This could include a consistent color scheme, filming space, or intro/outro music. Consistency builds brand recognition.
- Trending Audio:** Use songs and voice over styles that are currently trending. You can find trending songs easily in the sounds sections of the apps.
- Searchability:** Use hashtags, key words and location tags to make your content discoverable for the right people.
- Engage with Comments:** After posting, actively engage with comments and questions from viewers. This fosters a sense of community and encourages more interaction.



**USEFUL LINKS!**

**[SPOTIFY FOR ARTISTS](#)**

**[SPOTIFY PROMO CARDS](#)**

**[YOUTUBE FOR ARTISTS](#)**

**[YOUTUBE TIPS & TRICKS](#)**

**[AMAZON FOR ARTISTS](#)**

**[INSTAGRAM FOR CREATORS BLOG](#)**

**[TIKTOK CREATOR PORTAL](#)**

