



SINGLE RELEASE CHECKLIST

So. You're just about to release your song. Good on you! Here's a few handy tips we've put together. You don't have to follow this list line by line and you might have a completely different timeline in mind. Remember, MANY artists do things differently and in a different order (you do you!) but it's a handy checklist of things you could do that will help make it really POP!

SIX TO EIGHT WEEKS OUT



ASSETS ASSETS ASSETS.

As well as your mixed and mastered song, make sure you have all your assets ready to go and a timeline mapped out. This includes:



A new press image. This will be your 'hero' image for the single campaign and posted across all your social media platforms, included on your bio and in your press release. Need some tips? [HERE's SOME](#)



Single/ EP/ album artwork. GYROstream can help with this if you're stuck for a designer - let us know at support@gyrostream.com



Create a shareable online drive on Dropbox or Google Drive. Put your bio, press image, lyrics, WAV and MP3 files in there. (If you're with GYRO PR, we'll provide you with one so you can pop them in there.)



Upload and create 'private' Soundcloud link for your track to share with selected people before it's released



Create and format an updated bio for your project. If you are with GYROpr, we'll format it for you.








Create any additional social media material e.g. cover images for the different platforms you use / event page headers if you're announcing a tour/ tour poster




Put together a list of social media content you will aim to put out over the course of your campaign. You might like to do up a schedule of when you are going to post as well.

SIX TO EIGHT WEEKS OUT CONT.

-  An idea of the 'message' you want to convey about this new piece of work you have created. What are the themes? What do the lyrics mean to you that you want people to know about? Let your GYROpr team know (if you are signed up with us).
-  Create a simple website and set up a professional email newsletter online software so you can email your fans directly. We recommend using [squarespace](#) or [music glue](#) or [wix](#) for your website and [mailchimp](#) to email fans.
-  If you've got a brand new project, set up your artist social media accounts. Invite your friends to your page and begin gathering followers. In our opinion, the essential accounts to have are YouTube (your channel needs to be pimped out!) Facebook, Instagram and Twitter. Try to make your username and branding uniform across all platforms – that way, it will be easier to find you across multiple channels.
-  For twitter, facebook and Instagram we recommend using [Hootsuite](#) or [Later.com](#). In as little as one hour you can schedule a week's worth of posts.
-  If you're already established on social media, let people know you're working on something new.

THREE WEEKS OUT

- By this point. You really need to have decided on a concrete release day. You will need to upload your music to your chosen digital distributor so it's delivered to stores in time for release day. Allow a minimum of 10 days for this process – more if you can. GYROstream can deliver your song to online stores for you and also transfer your existing catalogue across. Find out more [HERE](#). [If you've already submitted and made a mistake, check out our blog post on how you can submit an amendment HERE](#)
-  Register your tracks with APRA/AMCOS or an alternative performance and mechanical rights organisation in your territory. You'll need your ISRC code for this - it's an internationally recognised tracking code for music. You will be issued one when you upload your music to GYROstream if you need one.

TWO WEEKS OUT

- If you have been approved for Playlist Pitching with GYROstream, be sure to update us if you lock in a premiere or you have any exciting developments since you submitted your initial pitching information.
- You can look up some potential blogs and playlists by visiting [Submithub](#). You might want to try to lock in a premiere for your track at this time.
- This is a really good time to pitch your track for editorial playlists via the [Spotify for Artists](#) pitching tool. If you're a new artist and you don't have a Spotify for Artist's account yet, ask your distributor for a link so you can gain access.
- Begin reaching out to a few key blogs and radio shows to let them know your release date and ask for feedback. Send them some quick dot point info about you and your single (no more than five dot points) and your release date and link them to a private soundcloud streaming link, your bio and press image. It's best to link them to the Google Drive or Dropbox folder you made earlier. Large attachments can get lost.
- This might be a good time to set up a Spotify pre-save and share it on your channels. We've got a blog post on how to do this for free, [HERE](#).

ONE WEEK OUT

- It's almost time! Time to get your fans excited! Tease the release date with a post on your social media channels. If there's a video, you might like to share a snippet from it. Or you might like to share a story about the track or the single/album artwork.
- During this week you could change your profile picture to your new press image across your social media platforms.
- Update your website and all online profiles with any recent bios and pictures. This includes triple j unearthed, Spotify, Apple Music, Facebook 'about' page, Instagram, Twitter, TikTok
- Upload your song to [Airit](#), [AMRAP's](#) community radio platform (AU artists only) – if you are a GYRO PR Client, check with the GYRO PR team as we usually do this for you.

DAY OF PREMIERE (OPTIONAL)

- If you have secured a premiere for your track/ EP/ album online or on the radio, it would be ideal for it to land either the day before or only a few days out from the wider release of your track.
- On the day of your premiere, make sure you give a shout out to the media outlet who ran it across your social media networks and say thanks.

DAY OF RELEASE

- Upload your track to triple j Unearthed and update your bio, gigs and profile image (for Australian artists)
- Create a [Smart URL](#) or Linkfire to share your track via social media. (GYROstream will send you one on release day if you distribute through us.)
- Log onto [submithub](#) and send your track out to a few blogs and playlists you think might like it
- Post your track EVERYwhere you can think of. On your socials and elsewhere. If you have a database of fan emails, you might want to email them with the new song.
- Change over your facebook cover image to reflect the new release
- Register your lyrics on Genius.com - you can also apply to become a verified artist on Genius.com. See our blog post [here](#).
- Plus, we recommend also registering your lyrics on Musixmatch - this is the site that pulls lyrics for instagram stories. We've got another blog post about that [here](#).
- Can you think of a fun TikTok video idea for your song? Check out our blog post on how you can make the most of this platform [HERE](#).

FOLLOWING RELEASE

- Make sure you are pushing for people to engage with your Spotify profile. Especially the 'follow' button. This needs to happen the week leading up to and the week following your release.
- Sign up for Spotify for Artists and Apple for Artists and check if you have been added to any playlists. If you have, share the good news on social media.
- Make your new release a 'priority track' on Spotify. You can do this via your Spotify for Artists page and update your Spotify profile pic.
- (AUS artists) Check your triple j Unearthed page and share any positive reviews on your social media platforms if you like
- Keep an eye on your socials. Be sure to thank as many people as you can who engage with your track
- Update your YouTube channel. Make sure you update your bio, have links to all your social media profiles listed and if you're posting a video for your song, make sure you include heaps of meta tags. Info on how to optimize your presence on YouTube can be found [HERE](#).
- Update your profile and lyrics on all the platforms that you possibly can. Check out our blog post on how to do this [HERE](#).
- Gather up a 'bragging' sheet for your project. Choose your best 'wins' and compile them into a document. These could be triple j Unearthed reviews, notable radio plays, media quotes, info about playlists you have been on or other notable things you've done. Use this as a tool for when you contact other industry professionals about your music such as booking agents, managers and publishers.

And after that!?

*Keep writing writing writing and releasing
You are only as good as your next release*

BONUS! TOUR ANNOUNCE TIPS

Just announced a live show or tour? Don't forget to do these things! They're absolutely free to do and they might just help you sell out your show!

- Set up a facebook event for each show and invite your friends. Make sure you include the artist name, tour name and location in the title of the event plus don't forget all ticketing details.
- List your gigs on Bandsintown. If you have a followers on Bandsintown you can also send them a message through the app for free!
- List your gigs on Songkick. After a few days they'll appear on your Spotify profile! To do this, go to tourbox.songkick.com.
- (For Aus artists) List your gig/s on your triple j Unearthed profile. It's got the chance to be featured on their homepage!
- Post about your gig on socials (insta/ facebook/ twitter). If it's a ticketed show, make sure you have a link to buy tickets in your instagram bio. You can house multiple links in your insta bio by signing up to <https://linktr.ee/>
- Send an email to your fan database. Let them know about the shows! If they've supported you before, they're likely to support you again.
- In the lead up to the shows, make sure you're posting weekly in your facebook events. You might like to post a music video, press interviews, announcement about the supports or anything you like really! You've got a captive audience, so talk to them!
- Make sure at the very least, the venue/s have announced the tour on their socials. If they can put up posters in venue, that's great too!

We hope you sell out your show!

For more tips, see our [BLOG](#).