

#WHATSAHASHTAGANYWAY?

Promoting Your Ensemble Through Social Media

...the proof is in the numbers



78%

The percentage of ADULT WOMEN who use social networking sites like Facebook, Instagram, Twitter, etc.

60% of Facebook and Instagram users are FEMALE.

PHONES OUT, Y'ALL!

CREATING YOUR CHORUS'S VOICE

First thing's first: appoint
a social media manager for
your chorus

- A social media manager can develop and deliver the voice of your chorus
- Communicate ways that your chorus members can help deliver that message
 - Sharing, re-sharing, and re-posting

SET UP YOUR CHORUS ACCOUNTS

Facebook Page
Instagram

- Use a neutral or “dummy” email address
 - Give one person or a small group access to these accounts
-

Email or Phone

Password

Log In

[Forgot account?](#)

Connect with friends and the world around you on Facebook.



See photos and updates from friends in News Feed.



Share what's new in your life on your Timeline.



Find more of what you're looking for with Facebook Search.

Sign Up

It's quick and easy.

First name

Last name

Mobile number or email

New password

Birthday

Jan

26

1995



Gender



Female



Male



Custom



By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

Sign Up

[Create a Page for a celebrity, band or business.](#)



Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

[Get Started](#)

Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

[Get Started](#)

DEVELOP A CLEAR PURPOSE

Prioritize your focus to
meet the needs of your
chorus

- Public Relations
 - Marketing
 - Communications
 - Membership
 - Gigs
-

KNOW YOUR AUDIENCE

Target your social media to specific users to meet the needs and goals of your organization

- SAI friends/family
 - Community contacts
 - Local groups, choir directors, etc.
 - Potential members
 - Potential gigs
 - Venues/providers or audiences
-

EXPAND YOUR IMPACT

Make the most of your
Facebook page

- Invite all chorus members and your fb friends to 'like' your page
- Ask friends to share & recommend you
- Create events
 - Get members to share events
- 'Like' and follow similar organizations



Page

Inbox

Manage Jobs

Notifications

Insights

Publishing Tools

More

Edit Page Info

Settings

Help



Speakeasy Quartet

@speakeasyquartet

Home

Posts

Videos

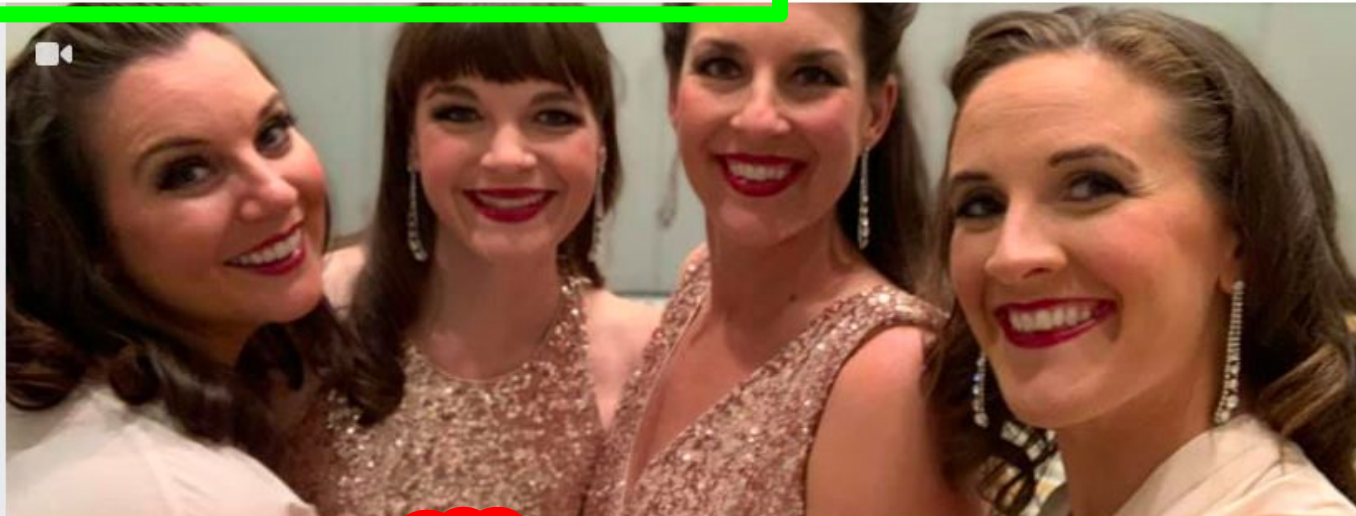
Photos

About

Community

Promote

Visit Ad Center



Liked

Following

Share



Send Message

Create

Live

Event

Offer

Job



Write a post...

Photo/Video

Get Messages

Feeling/Activ...

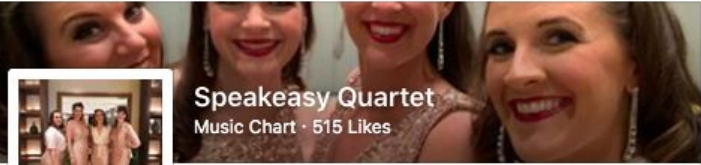


Our Story


Chat (95)

Share on Your Timeline ▾

Say something about this... 😊



Speakeasy Quartet
Music Chart · 515 Likes

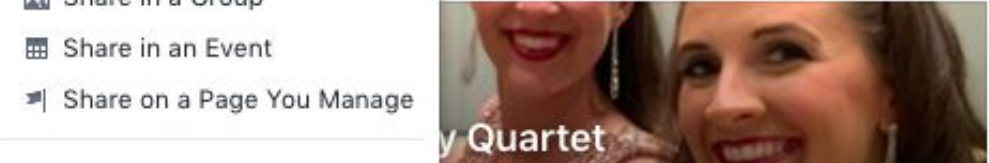


+ 📍 😊


Public ▾

Share on Your Timeline ▾

- Share on Your Timeline**
- Share on a Friend's Timeline
- Share in a Group
- Share in an Event
- Share on a Page You Manage
- Share in a Private Message



Speakeasy Quartet
515 Likes



+ 📍 😊

Public ▾



Speakeasy Quartet @speakeasyquartet

Home

Posts

Videos

Photos

About

Community

Promote

Visit Ad Center

Liked Following Share

Get More Page Likes
Help people find and like your Page

Get More Link Clicks
Send people from Facebook to a website

Get Started With Automated Ads
Get personalized ads that adjust over time to help you get better results

Send Message

Page Tips See All

How to Create Effective Posts
Short, visual posts created for the right audience are more successful.

Know Friends Who Might Like Your Page?
Invite friends to like Speakeasy Quartet and help you connect with more people.

Easily Manage Your Page From Anywhere
Get the Pages Manager app to post and respond to Page visitors on the go.

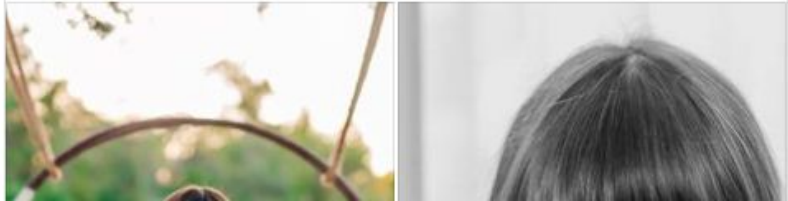
Create a Group for Your Page
Help your audience connect in a group. Groups are separate spaces for people to have discussions, plan events, share photos and more. You can interact with people in the group as your Page or yourself.

See All Page Tips

Posts

Speakeasy Quartet
Published by Cara Marie [?] · January 20 at 8:52 AM ·

Happy Birthday to this beauty! ❤️ We love you Ali!



100% response rate, 3 hours resp time Chat (96)

FACEBOOK EVENTS

Extremely shareable way to promote your various events

- At the event page, choose to:
 - share it to your own facebook
 - post to a friend's page
 - tag someone you think may enjoy it
 - Your event should be PUBLIC so anyone could find it and share it
-

- Events
- Calendar 13
- All In The Family - Winter Workshop
- Birthdays
- Discover
- Hosting

+ Create Event ▾

REGION 9 Family

**Jan. 31-Feb. 2 - Register for FREE classes, PVI's, Coaching at
COASTALHARMONY.ORG**

**ROOM BLOCK REGISTRATION ENDS JAN. 9
WITH**

Gayle Burton Dana Dunlevy Debbie Dennis Dayve Gabbard
DeeDee Kastler Karen Breidert Gina Baker Jean Flinn Jan Meyer

JAN 31 All In The Family - Winter Workshop
Public · Hosted by Coastal Harmony Region 9, Sweet Adelines International

✓ Going ▾

Your response is visible to the hosts and

Jan 31 at 2 PM – Feb 2 at 12 PM
Happening Now

Orlando Marriott Lake Mary
1501 International Pkwy, Lake Mary, Florida 32746

Show Map

Share ▾ ...

- Invite Friends
- Share in Messenger
- Share as Post

 **Anything Goes! Spring Show**
Sat, Feb 22 at South Lake Wal...
18 guests
Interested · Going

 **Spirit of the Gulf Spring Show**
Sat, Mar 7 at First Christian Ch...
Madison Slamka is going
Interested · Going

 **Singing Valentines!**
Fri, Feb 14 at Jacksonville Har...
Catherine Alexis is going
Interested · Going

 **2020 Annual Show**
Sun, Mar 8 at Polk State Colle...
17 guests
Interested · Going

 **Bringin' Down the House**
Sat, Feb 15 at Seahawk Cultur...
37 guests
Interested · Going

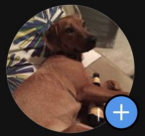
 **2020 International Conventi...**
Mon, Oct 12 at Kentucky Inter...
4 friends are going
Interested · Going

FACEBOOK QUESTIONS??

DO IT FOR THE INSTA

Using Instagram to expand
your audience

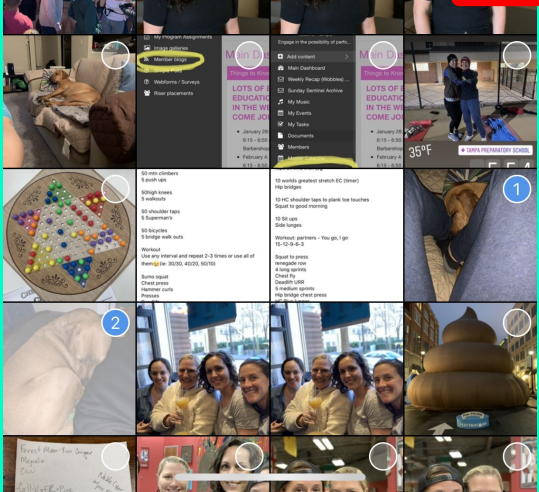
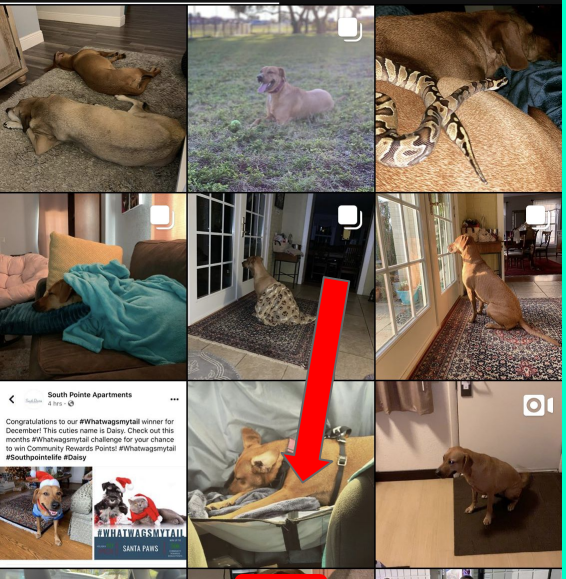
- Can be used to reach a younger demographic
 - Connect to Facebook to share concurrently
 - Hashtag usage
-

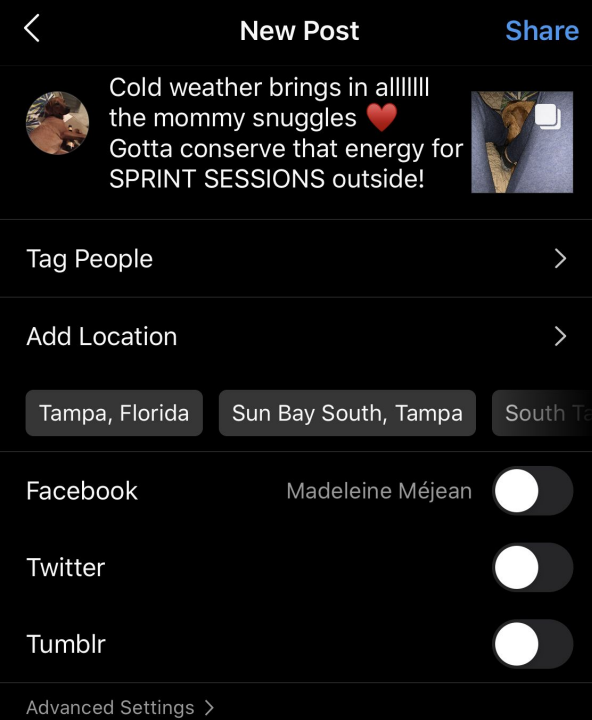


40 Posts 62 Followers 39 Following

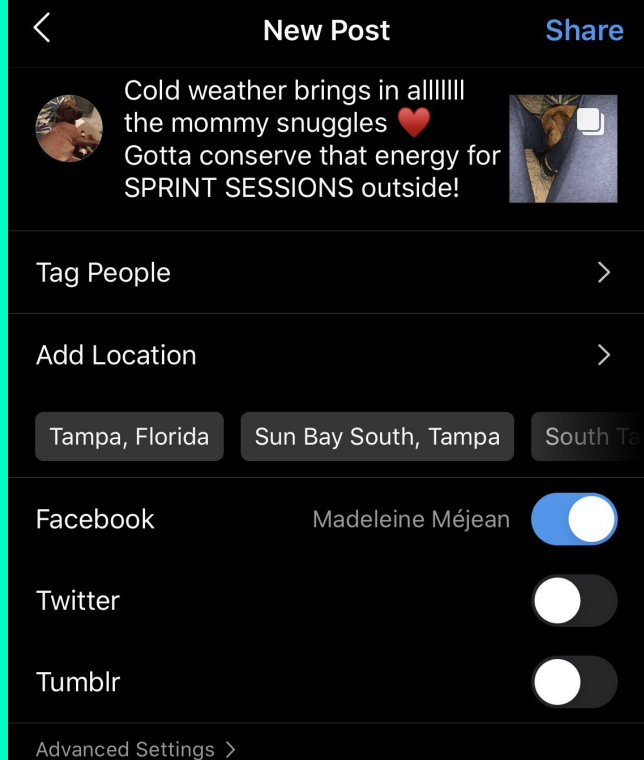
Adventures With Daisy
Hi I'm cute and mom takes lots of pictures of me.
Probably because I'm so cute.

Edit Profile





- Caption a post with your personal message
- Settings can also automatically post all your instagram posts to Facebook



SERIOUSLY, WHAT'S A HASHTAG?!

Used properly, you can
create a link between your
page and commonly searched
terms

- People can follow a hashtag just like they follow a person
 - Show up on timelines
 - Searchable and connects to other pages
-

THE BASICS

Some things that are helpful
to keep in mind!

- When you use a private profile to tag a post, it WILL NOT show up on public hashtag pages
 - Numbers and emojis are allowed, but no spaces or special characters
 - You can ONLY use hashtags on your own posts
 - Up to 30 tags max per post
-

Caption

OK



Cold weather brings in alllllll the mommy #snuggles ❤️ Gotta conserve that energy for SPRINT SESSIONS outside!



#snuggles
4.9M posts

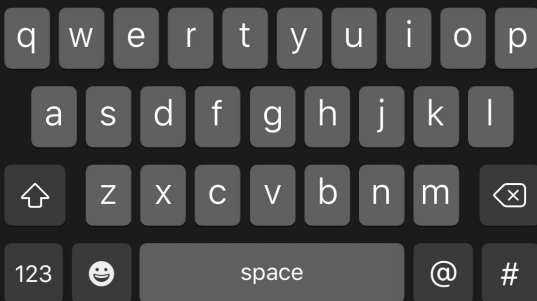
#snugglesfordays
66.6K posts

#snuggleseason
21.4K posts

#snugglesunday
47.2K posts

#snugglesesh
64.6K posts

"s" she said



Caption

OK



the mommy #snuggles ❤️ Gotta conserve that energy for SPRINT SESSIONS outside! #rescu



#rescuedogsofinstagram
8.1M posts

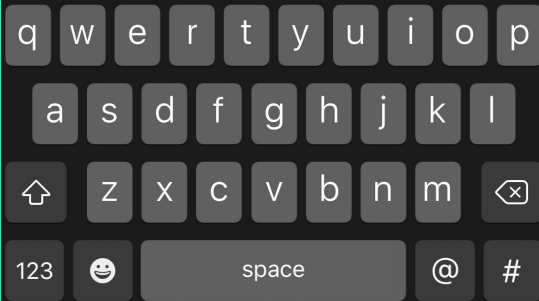
#rescuedog
15.9M posts

#rescuedismyfavoritebreed
1.6M posts

#rescuedogs
3.2M posts

#rescuecat
3.4M posts

"rescu"



Caption

OK



Gotta conserve that energy for SPRINT SESSIONS outside! #rescuedogsofinstagram #adopt



#adoptdontshop
31.9M posts

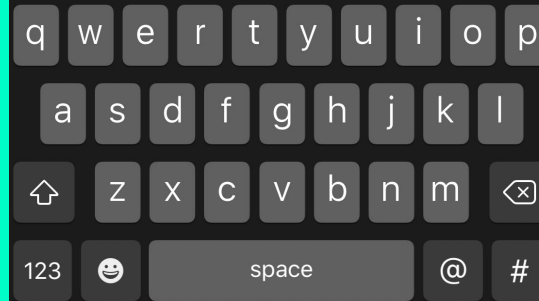
#adopt
6M posts

#adoptdontshop 🐾
486K posts

#adoption
2.5M posts

#adoptme
1.6M posts

"adopt"



11:33

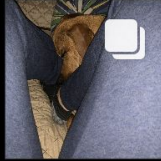


Caption

OK



SPRINT SESSIONS outside!
#rescuedogsofinstagram
#adoptdontshop
#AdventuresWithCrazyDaisy



#

#adventureswithcrazydaisy
Fewer than 100 posts

- Some hashtags do not promote the way you'd like
 - But, they have potential!
- The more you use your hashtag, the most posts it will have
 - SHARE your hashtag, comment on other relevant posts with it
- The more posts associated with your hashtag, the more followers you can get to view your page

#rescuedogsofinstagram

8.1M posts

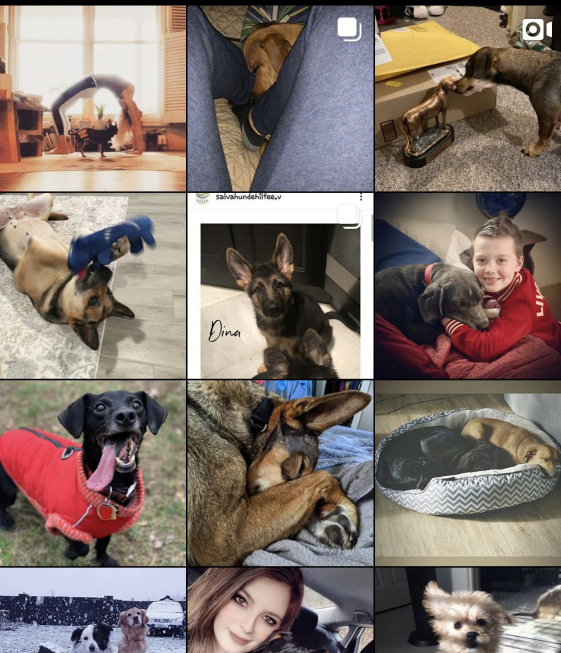
Follow

See a few top posts each week

Related: #rescuedogs #rescuepup #rescuedogsof

Top

Recent



#AdventuresWithCrazyDaisy

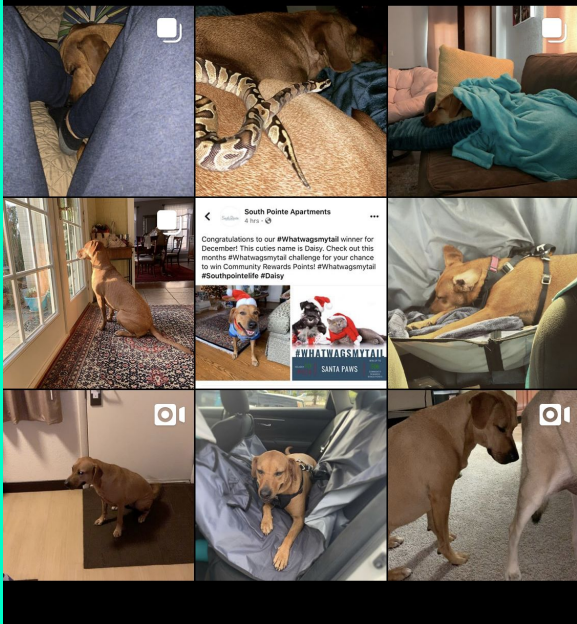
Fewer than 100 posts

Follow

See a few top posts each week

Top

Recent



#puppymanordaisy

Fewer than 100 posts

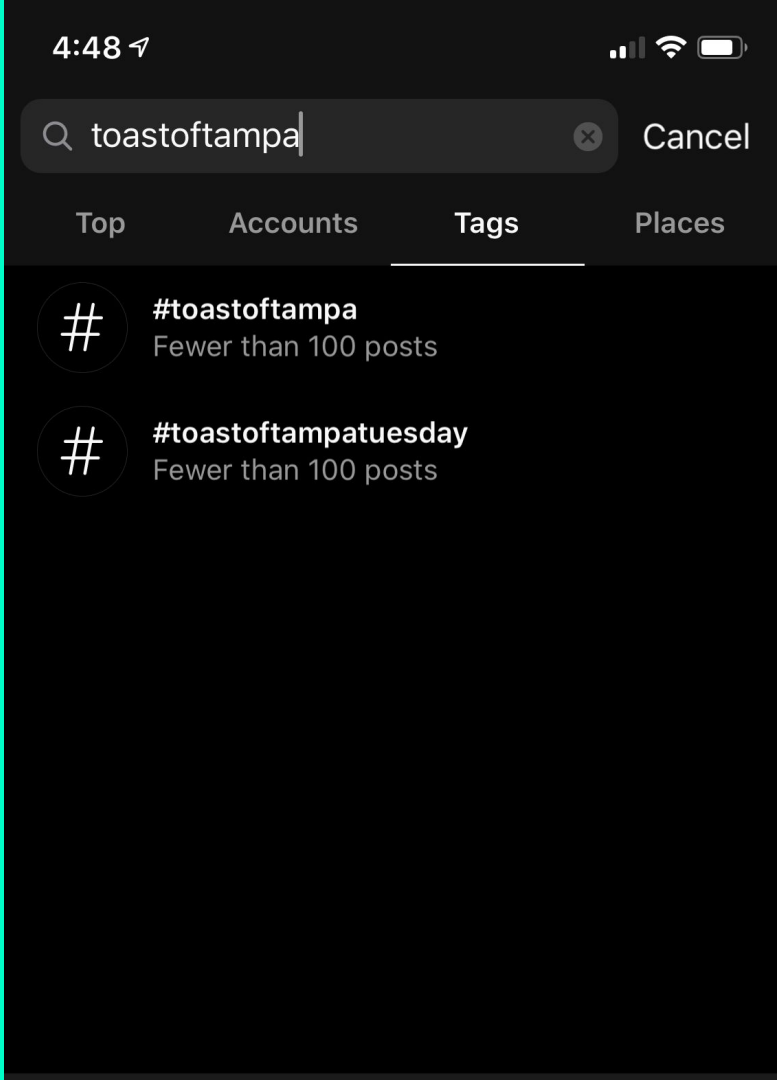
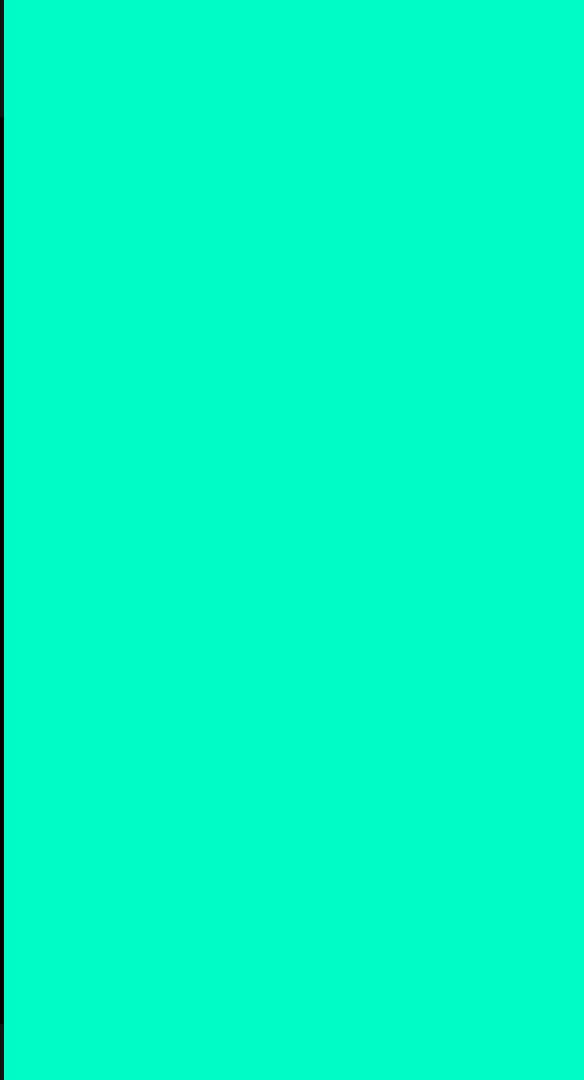
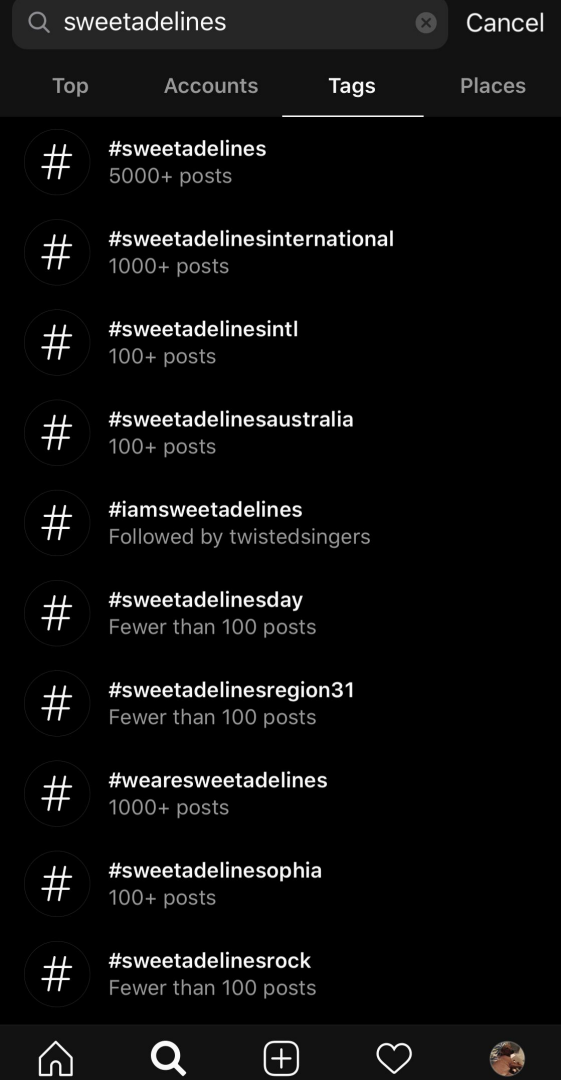
Follow

See a few top posts each week

Top

Recent





#toastoftampa

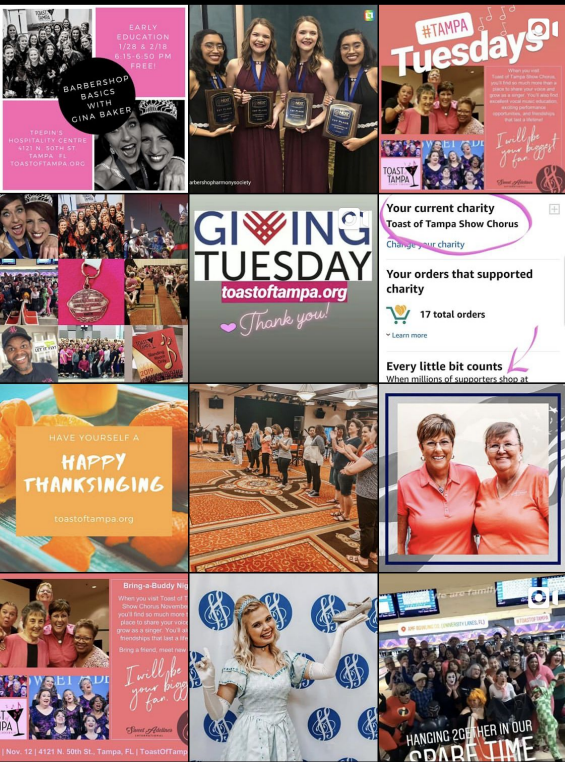
Fewer than 100 posts

Follow

See a few top posts each week

Top

Recent



- Consistency is key!
- Using the same hashtag will make you more visible
- For example...

#sweetadelines

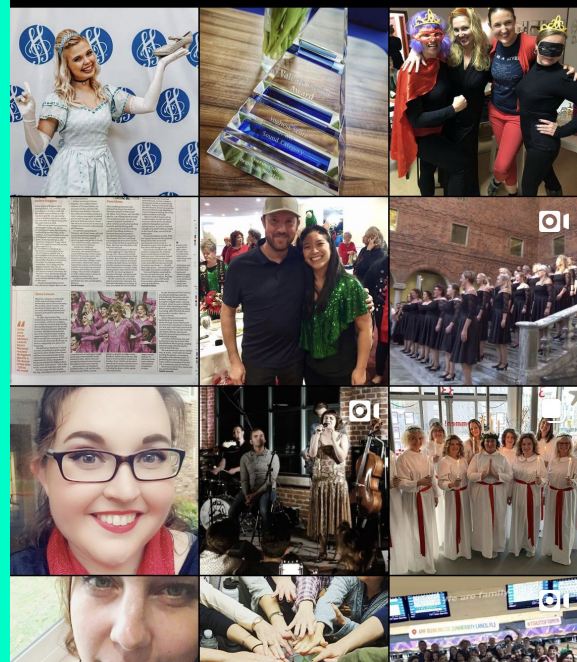
5000+ posts

Follow

See a few top posts each week

Top

Recent



Related: #thejeffersons #bassdrive #kyredrums



#sweetadelines



Liked by [crazydero1](#) and 54 others

toastoftampashow Tomorrow, Nov. 5, we rehearse 7:30pm at USF School of Music, Room 140. We invite USF Faculty, students, friends and neighbors to visit! Also tomorrow, one of our rookie members, Hayley, takes over our Insta account! She is a pharmacist tech, grad student, and college show choir alum, who will guide you through the Toast of Tampa Show Chorus experience from the perspective of a new member!

#toastoftampa #sweetadelines #coastalharmony #tampamusic #stufftodointampa #thingstodointampa #tampalife #tampamoms #tampamom #tampasinger #sing #acappella #usfbulls

@hayleybell24 @gospelchoir_usf @usfchoirs @tonesofgold @usfrockysangels @usf_alumni @usfthesteppingtones @thetampabaymoms

- Anyone who follows ANY of these hashtags will see this on their feed
- @ people to reach out to potential gigs, members, and create awareness!

Remember, it's great to have an identifying hashtag, like #CoastalHarmony, that quickly connects your fans to your posts, but use it along with hashtags that will connect you with those who don't know you yet, to reach your desired audience -- i.e., #sing #singer #(yourtown) #sweetadelines #acappella #barbershopquartet

INSTAGRAM QUESTIONS??

OTHER MISCELLANEOUS
QUESTIONS REGARDING
SOCIAL MEDIA AND YOUR
ENSEMBLE?



#CoastalHarmony

IT'S YOUR TURN
NOW! :)

#CoastalHarmony

Take a picture of your friends, me, or a selfie of you and your seatmates using this hashtag and see what others you can link to!