



The things you **NEED** to have on your artist social media profiles.

In a world where music and artists are so accessible it can be quite easy to miss the vital information that you absolutely need to list across your artist social media platforms. In this article we intend to go through what information is relevant when starting your artist page on any platform as well as making sure that it is consistently updated when needed.

At the beginning of your musical journey, the prospect of sharing your music with the world can be quite daunting. With many questions coming to mind about how you should aesthetically present your social media, it is easy for the back end of your branding to be overlooked. The reason behind having certain types of relevant information accessible on all of your platforms is to ensure an open line of communication between yourself, other people within the industry who may present opportunities for you, and most importantly your listeners.

In terms of setting up standard pages on **Facebook** you are prompted and guided through the back end as you go through the steps to create the page. Using this as a standard guide across all of your other platforms is a really standard lot of information you should be providing across your profiles.

Contact Information:

As you can see in this image some information such as *Open and Close times* may not be relevant to a *Musician / Band page*, and it should not be available when you select what category of pages you will utilise. All of the other information listed such as links to a *current email address* and *your artist website* are **vital** pieces of information you need.

By allowing for an open line of communication between you and the industry, you are simply putting yourself in a better position to receive opportunities from contacts you have never connected with. If you do not have an *artist website* then a link to your *most active profile with music* or your *electronic press kit* gives the people trying to contact you an idea of who you are and gives you a professional

The screenshot shows the Facebook page for 'Cartel Management'. The page is set to 'Marketing Agency'. Key information visible includes:

- Category:** Marketing Agency (Edit)
- Name:** Cartel Management (Edit)
- Username:** @cartelmanagementAUS (Edit)
- HOURS:** Open Now 9:00 AM - 6:00 PM (dropdown arrow)
- Mission:** CAN'T TEACH PASSION
- CONTACT INFO:**
 - Call 0431 443 674
 - m.me/cartelmanagementAUS
 - info@cartelmanagementaus.com
 - https://www.cartelmanagementaus.com.au/
 - Edit Other Accounts
- MORE INFO:**
 - About:** Cartel: A group of individuals/parties united in a common cause. Dedicated artist/business management firm, freelance PR & online distribution service.
 - Cartel Management Australia is a dedicated service, established solely to nurture the hardworking and passionate individuals in the creative and sporting indust... See More
- STORY:** A story titled 'CAN'T TEACH PASSION' with a video thumbnail showing a man in a dark jacket looking out a window. The text below the video reads: 'Cartel Management Australia is a consulting service, established to assist in the development of artists & businesses to best navigate the industries they are in. We intend to create awareness through Brand & Social Media coaching as well as build solid foundations through Public Relations and Strategic Marketing. We intend to create a culture th... See More'
- TEAM MEMBERS:** Anthony Agostino

edge over your peers. If you are an artist with management, press contacts, booking agents, record label attachments etc. you should be filling in the relevant information by scrolling down on your 'About' page. As an artist with a team around you, your intention should be to direct the right people to the right contacts. For example, if an online blog wants to write a feature article on you, they can simply scroll down and contact your *press contacts*.

About / Biography:

Another vital piece of information needed to help highlight your intention as an artist is your biography. For industry contacts and general people who learn by reading, your biography is your only source of written branding that is put forward in total detail, across your social media. Using **Facebook** as an example; your audience get a general idea of who you are and what your brand represents through the type of content you put out, but often if they want to dive deeper into the artist behind the brand the biography should be in the 'About' section to facilitate that.

As all social media platforms are formatted differently, you may not have the opportunity to showcase all of the information as you would on Facebook / or your personalized website. In these cases, it comes down to understanding the platform you are utilizing and why people are using it. Knowing that information makes it easier to decide what key information to include. For example **Instagram** only has a certain field for you to write your biography and only one link for your audience to click on. In this case a link (if not to your latest piece of major content) should be to a place where people can best contact you i.e. *website, Facebook*.

To summarise, your information across your social media and artist platforms should be complete and updated always. This allows you to be in the best position to grow your relationships, build your audience and be open to every opportunity through ease of use and professionalism.