

Making Social Media Work for You



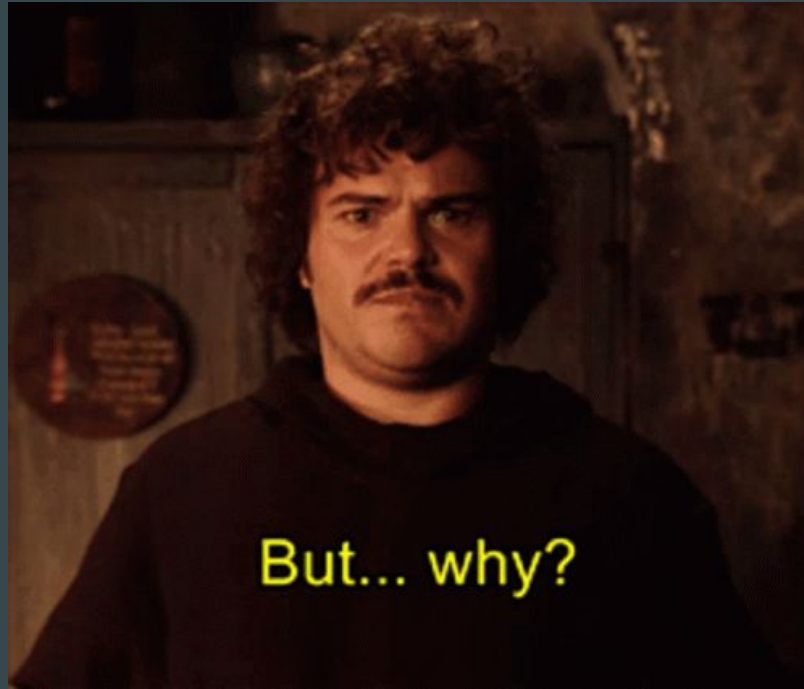
*Presented by Kenny Litvack
for the New Jersey Choral Consortium*

Introduction

Who am I?

- Marketing manager for Princeton Pro Musica
- Chorus Management Specialist for Chorus Connection
- Freelance arts nonprofit consultant
- Previous experience in classical music publishing and nonprofit grant writing
- Educational background in vocal music education — not marketing!
- A storyteller
- A lifelong singer

Part I



Social media:

What's the point?!

Social media marketing is an important part of your broader marketing strategy:

- Website (the hub, all roads lead here)
- Email marketing
- **Social media**
- Direct mail

Benefits of social media marketing:

- Increased exposure (brand awareness!)
- Speak to your audience where they are looking for you
- **A loyal patron base**
- **Attract new singers**
- A more engaged audience
- A better-educated audience (elevate the choral arts!)
- **Increased ticket sales/donations**
- Boosted website traffic

Part II

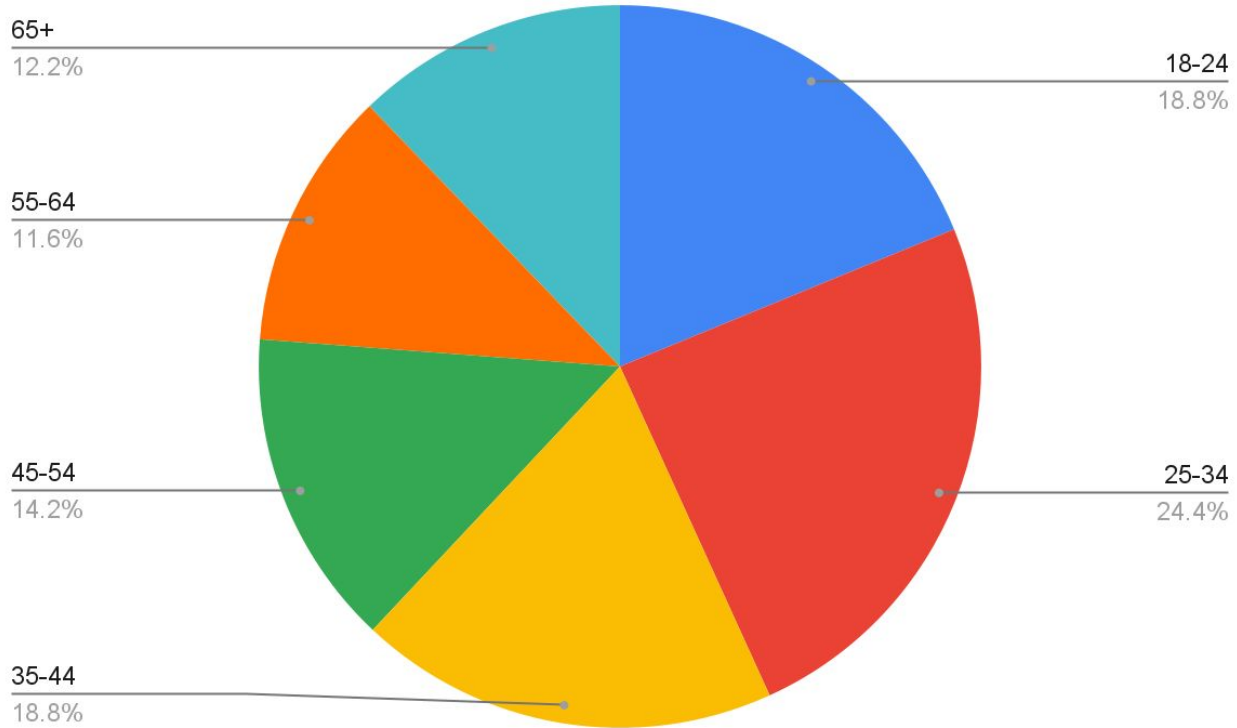


Are people really using social media?

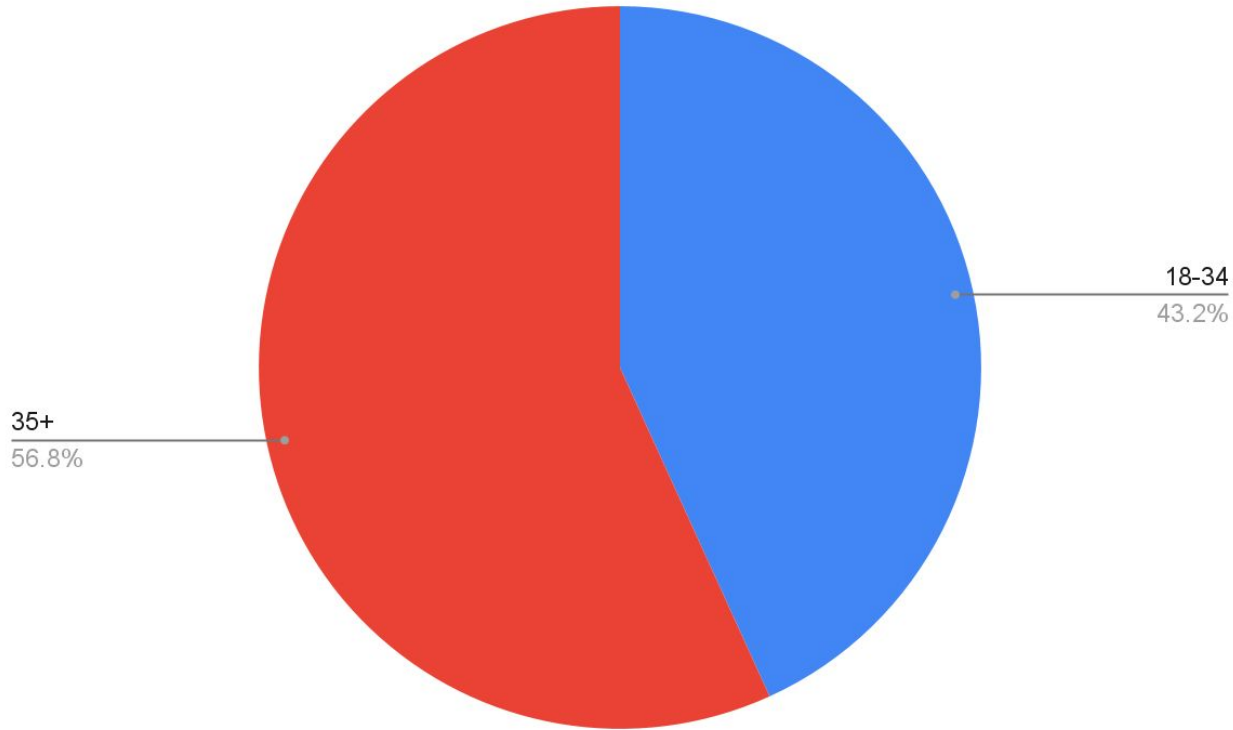
- In 2024, there are estimated to be 5.17 billion total social media users worldwide (*statista.com*)
- The average person uses 6.7 different social networks per month (*datareportal.com*)
- The average internet user spends 143 minutes **per day** on social media (*sproutsocial.com*)
- TikTok is the fastest-growing platform with a **100% user growth rate** between 2020 and 2022. And between Q3 2022 and Q3 2023, TikTok's monthly active users grew 13% (*targetinternet.com*, *datareportal.com*)
- The number of social media users worldwide grew by 320 million people from January 2023 to January 2024 (*smartinsights.com*)

**Okay fine, people are using social media ...
but who are they?!**

Percent of Facebook users by age



...but let's look at it another way



Princeton Pro Musica's FB audience

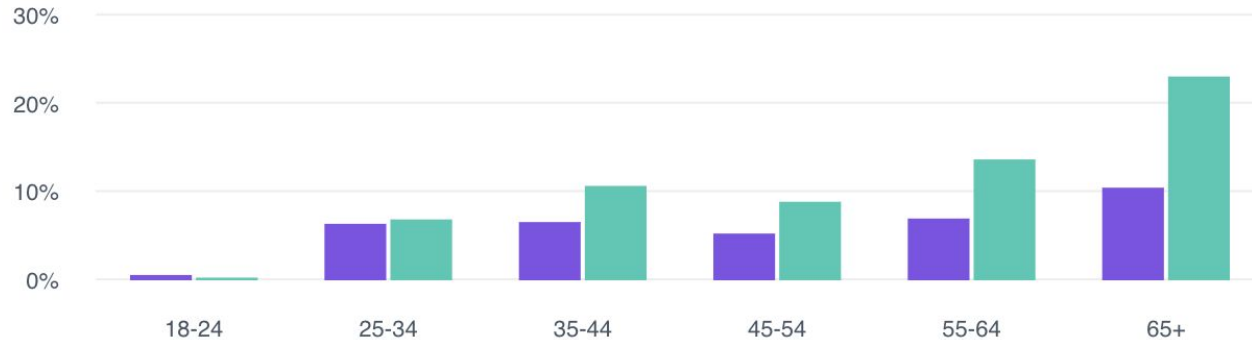
Audience

These values are based on total followers of your Page or profile.

[Create a post](#)

Age and Gender

Men 36.30%
Women 63.70%



And now a look at the bigger picture



SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none">• 25-34• Boomers	<ul style="list-style-type: none">• Photos & links• Information• Live video	<ul style="list-style-type: none">• Local mktng• Advertising• Relationships	<ul style="list-style-type: none">• Weak organic reach
	<ul style="list-style-type: none">• 18-25• 26-35	<ul style="list-style-type: none">• How-tos• Webinars• Explainers	<ul style="list-style-type: none">• Organic• SEO• Advertising	<ul style="list-style-type: none">• Video is resource-heavy
	<ul style="list-style-type: none">• 18-24, 25-34• Millennials	<ul style="list-style-type: none">• Inspiration & adventure• Questions/polls	<ul style="list-style-type: none">• Ecommerce• Organic• Influencer	<ul style="list-style-type: none">• High ad costs
	<ul style="list-style-type: none">• 25-34, 35-49• Educated/wealthy	<ul style="list-style-type: none">• News• Discussion• Humor	<ul style="list-style-type: none">• Customer service• Ads for males	<ul style="list-style-type: none">• Small ad audience
	<ul style="list-style-type: none">• 46-55• Professionals	<ul style="list-style-type: none">• Long-form content• Core values	<ul style="list-style-type: none">• B2B• Organic• International	<ul style="list-style-type: none">• Ad reporting & custom audience
	<ul style="list-style-type: none">• 10-19• Female (60%)	<ul style="list-style-type: none">• Entertainment• Humor• Challenges	<ul style="list-style-type: none">• Influencer marketing• Series content	<ul style="list-style-type: none">• Relationship building
	<ul style="list-style-type: none">• 13-17, 25-34• Teens	<ul style="list-style-type: none">• Silly• Feel-good• Trends	<ul style="list-style-type: none">• Video ads• Location-based mktng• App mktng	<ul style="list-style-type: none">• Relationship building

Based on these statistics, on which two platforms would you most expect to find your audience?

Which platform would include your “reach” audience?

Part III



Think of the **50:30:20 Rule**

- Share other people's content (>50%)
 - Share your own content (30%)
 - Ask for money (20%)

Other people's content

- Posts from upcoming soloists/collaborators
- Articles about vocal health/benefits of singing
- Memes/light-hearted content from prolific sources (ClassicFM, Chorus Connection)
- Other musical/cultural happenings in your area (that don't compete with your concert!)
- Videos of great performances

Your own content

- Create a member feature series
- Curate content that generates interest in — and enhances — the concert experience
- Find human interest stories within your ensemble
- Your artistic director can do more than conduct!

Ask for money

- Concert promotion
 - Not just vital stats!
 - Make it relevant/interesting
 - Added value? (a pre-concert talk?)
- Fundraising
 - Fall/spring appeal
 - Annual gala/event
 - Special projects (remind me to tell you about that one time we did *Carmina*...)



A brief aside

If you are in the market for an online fundraising platform, I have been very impressed with GiveLively (www.givelively.org), which makes its platform **free** to nonprofit organizations.

Text-to-donate, peer-to-peer fundraisers (which work great on social media!), recurring donor options, etc. Check them out!

(I am in no way professionally affiliated with GiveLively; just an impressed/satisfied customer.)

When creating your own content:

- Establish an authentic voice (may depend on platform)
- Divide and conquer:
 - Content creator
 - Social media coordinator
- VIDEO continues to be the most-engaged-with content
- Recycle! Never use content just once.
- Never underestimate the Call to Action!
- Engage with social media-savvy members (good way to engage newer/younger singers?)
- Making it look good has never been easier (have you heard of my good friend, Canva?)

Two examples of graphics created in Canva using preloaded templates:



AUDITIONING NEW SINGERS!

ABOUT NEXT SEASON

- Handel *Solomon*
- Holiday concert, feat. Rutter *Gloria*
- Mozart *Requiem*
- Barnes *Portraits: Douglass & Tubman*
- Moravec *Sanctuary Road*

PRINCETON'S PREMIERE CHORAL-ORCHESTRAL ENSEMBLE

Auditions will be held **August 15** for Princeton Pro Musica's 2023-2024 season. Join our award-winning community symphonic chorus!

OPENINGS FOR ALL VOICE PARTS

If you are passionate about making choral music at a high level, we are looking for you.

For more information, and to submit an audition form, visit princetonpromusica.org/auditions

THE FAMILY THAT SINGS TOGETHER



Paid ads/boosted posts



- In the Meta Business Center, you can create ads or boost existing content
- Select as general or specific an audience as you'd like
 - Your town + a custom radius
 - Gender/age
 - Interests/demographics
- Select a date range for the ad
- Select your budget (\$/day)
- Trial & error (i.e. all of marketing)

Additional tips for success

- Know your audience (may vary based on platform)
- **Post regularly!!**
- Include URLs in every post
- CTAs!!
- Use images/video as often as possible
- Avoid jargon!
- Be concise (the average FB user engages with a post for 2.5 seconds on desktop/1.7 seconds on mobile)
- Follow up with your leads!
- Be social!
 - Tag your collaborators
 - Ask your collaborators (and singers!) to tag you!
- Give specific pointers to your singers

Parting thoughts

- There are many ways to succeed at social media
- Consistency is key
- Start with one thing, build gradually

