

TWITTER **FOR** MUSICIANS

in
**10 MINUTES
A DAY**

**HOW TO PROMOTE YOUR MUSIC,
ONE TWEET AT A TIME**



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Twitter is the most immediate of all social media. As a musician, Twitter allows you to instantly connect with your fans and heroes all over the world. It's where today's bands are sharing new tracks, photos, tour dates, and personal confessions first — all in bite-sized posts called “tweets” that are limited to a maximum of 140 characters in length. About this long...

“Just a couple more weeks left until we’re done with album two. So many songs. So hard to choose.” @Foster the People

But between managing your music career and your existing online presence (website, YouTube, Facebook), you've got your hands full already, don't you? We get it. That's why we've outlined a plan to help get you up and running without spending more than 10 minutes a day on Twitter.

Why Twitter is Better than Facebook

There are three big reasons why Twitter can be more advantageous to your music career than Facebook:

You can reach everyone for FREE. Facebook's Edgerank algorithm prevents a percentage of your followers from seeing the content you post — unless, of course, you pay Facebook to promote your post. Twitter has no such restrictions. If your fans are logged into Twitter, they'll see your tweets!

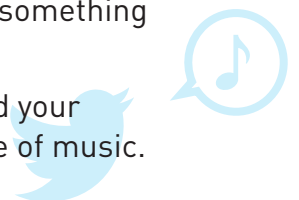
You can tweet as often as you want. Unlike Facebook, where your Edgerank score suffers the more frequently you post, Twitter lets you tweet to your heart's content without penalty.

Engage with your fans right now. Because tweets are like little micro-blogs, Twitter users are accustomed to a social experience where information is being exchanged at a rapid-fire pace. It's the perfect way to spread the news about what's happening in your musical life at this very moment.

Getting Started on Twitter

In a matter of minutes, you'll be using one of the most powerful, free promotion tools available to independent musicians. Follow these simple steps:

- 1. Sign up here.** (<https://twitter.com/signup>)
- 2. Choose your “Twitter handle”** — or your Twitter profile name — and make sure it's related to your band or artist name.
- 3. Import your email contacts** so you can immediately start following people you already know.
- 4. Customize your Twitter account** with a background image, a profile photo, and a header image. Make it pop! ([Click HERE for some creative inspiration](#)).
- 5. List your contact info, website URL, and brief bio.** Your bio should include something that sells your music at quick-glance — genre info, press quotes, etc.
- 6. Start following fellow bands and music fans.** Use the Twitter search to find your favorite bands, fans, family, friends, and anyone else that enjoys your genre of music. Start some conversations!



Twitter's Basic Terminology

Handle – A “handle” is your Twitter username.

Tweet – A tweet is Twitter’s version of a post or status update. The maximum length of a tweet is 140 characters (including URLs, though Twitter will auto-shorten URLs). Tweets are public to all — even people who aren’t following you.

Follower / Following – When you follow someone on Twitter, you are subscribing to their tweets. You can follow others without them following you, and vice-versa.

Retweet – A retweet is a tweet by one Twitter user that is tweeted again (or forwarded) by another user.

@reply – When you reply (or “at reply”), you are tweeting in response to someone else’s tweet. This is also a way to simply tweet AT someone. It doesn’t necessarily need to be in response to someone.

Favorite – You can “favorite” a tweet by starring it. Favorited tweets are grouped together on your profile page.

Modified tweet (MT) – A modified tweet is a tweet that has been shortened, edited, or altered in some way. Add “MT” to the beginning of any retweet that you’ve altered. Why would you modify a tweet? To change or add a hashtag; to comment on the tweet; to correct a typo or error.

Hashtag (#) – A hashtag (or # symbol) marks keywords or topics in a tweet so that related tweets can be grouped together.

Direct Message (DM) – A direct message is a private tweet that only the sender and recipient can read.

Best-Practices for Composing Tweets

1. **Interact!** You can’t just tweet “listen to my new song” every couple hours and expect to see your number of Twitter followers growing. Instead, be interesting. Post compelling content. Share truly exciting news about your musical life. Let them behind the scenes on a tour or recording project. Ask questions. Reply to those folks you’re following. Join existing conversations. Be useful to others first. Then you can expect your followers to help promote your music.
2. **Be consistent.** Whether you tweet once a day or once an hour, stick with your schedule for a little while and you’ll soon see how effective Twitter can be as a music promotion and networking tool.
3. **Share other peoples’ content.** There’s an unwritten rule in the Twitter world: you share my content; I’ll share yours. By retweeting, you’re earning karmic points and increasing your chances that you’ll get followed back. Plus, if it’s interesting content, your followers will want to see it too! Tell your fans about some other great bands. Hype their shows and releases. Link to other folks’ blog articles and YouTube videos.



4. **Don't autopost everything.** There are tools you can use to post a single update to multiple social profiles — Facebook, Pinterest, Twitter, etc. — with the push of a button. But people who follow you on every platform want to get a unique experience in each place. So while it's ok to use the autopost method occasionally, try to give your Twitter audience a little something different than they'd get on Facebook.
5. **Pretend the whole world is watching.** Unless you have a private/protected profile, everything you tweet is public. Don't write something you'll be ashamed of later.
6. **Write longer tweets.** Internet marketers like to tell you to keep things short. But a tweet is only 140 characters, so it's one of the few cases online where you actually benefit from using all the space you're allotted. Also, some data shows that longer tweets get more clicks.
7. **Go verb-crazy!** We're emotionally stirred by action. So make your tweets sing, screech, punch, and dance.
8. **Tweet in the afternoon and evening.** After 2pm Twitter traffic increases fairly dramatically. Maybe folks at the office feel like they've gotten enough work done for the day that they can afford to sneak in 5 minutes on Twitter? Whatever the reason, you might want to schedule your tweets with those people in mind.
9. **Tweet closer to the weekend.** Similarly, as the workweek draws to a close, Twitter traffic soars, with Friday being the busiest day. So your heaviest Twitter activity should be on Thursday and Friday.
10. **Don't be afraid to ask for a retweet.** A lot of times in life the simplest way to get something is to ask. The same goes for Twitter. People are far more likely to retweet your content if you ask them. Doing this too much, of course, can have the opposite effect.
11. **Spread tweets out by at least 1 hour.** You want to get the most people possible to see your tweets. By spreading out your Twitter activity by at least an hour, you're increasing the likelihood of different folks seeing your updates. Plus you're not annoying your followers by cluttering up their news feeds all at once. There are occasionally exceptions to this rule: when you want to live-tweet an event; when you're in the middle of a Twitter conversation; etc.
12. **If something is worth sharing, tweet it several times.** Got a new music video? Come up with a bunch of different tweets linking to the video. One could say, "Man, our drummer looks good in a tux." Another could say, "Check out my weird hairdo in our latest music video." Another could say, "Can anyone guess why Jane is making that face at the two-minute mark?"



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BETTER MUSIC PROMOTION

Follow us on Twitter for DIY tips, tricks, and special offers that will help you promote your music, boost sales, and grow your fanbase.

Monitor the Twittersverse using TweetDeck or HootSuite

The **advanced search** on Twitter.com is ok for finding people to follow, but it doesn't let you monitor multiple conversations on Twitter in real-time. That's where 3rd-party platforms like **HootSuite** or **TweetDeck** come in. Both TweetDeck and HootSuite let you see who is talking about your band, your music, and topics related to your music career.



Imagine if you could graft instant Google Alerts over everything being said on Twitter. That's essentially what these social media apps/dashboards allow you to do. You can set up and monitor multiple "searches" in real-time — for instance: your band name, your album name, your genre, etc. — and see who's talking about the things that matter to you.

Add searches for:

1. **Your band and album names**
2. **Your genre**
3. **Your favorite local venues**

Monitor these searches once a day and start some conversations!

TweetDeck and HootSuite also let you manage multiple Twitter accounts from one dashboard. That's particularly useful for folks who may have a personal Twitter account, a band account, and a work account — and it saves them from having to leave Safari, Firefox, Chrome, and IE all open at once.

Use Bitly and Google Analytics to track your Twitter interactions



Bitly — the popular URL-shortening site — also lets you see how well those links you've tweeted are performing. Are your followers clicking? When are you seeing the most clicks? This information will help you determine what content is most engaging, and what times of day you're most likely to see a response. You can then use that information to more strategically schedule your tweets. (More on scheduling tweets later.) Knowing what to post and when is key for interaction, and high engagement is more likely to lead to music sales.

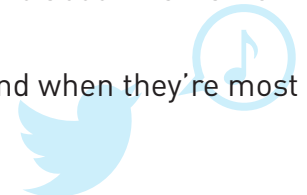
For details on the specific kinds of data Bitly provides, click [HERE](#).



Google Analytics

If you're not already using **Google Analytics** on your website — do it! Once you are, **add campaign tags** to the end of your website URLs before you shorten them with Bitly. Suddenly you have another window into the effectiveness of your Twitter links, since Analytics will provide you with detailed info about the traffic Twitter referred to your website.

Once you know what kinds of tweets have the most reach, and when they're most likely to be seen, it's time to schedule your tweets.



Scheduling Tweets in Advance

Ever wonder how some musicians seem to be on Twitter all the time, day and night? Here's a secret: they're not. They're actually golfing, or gigging, or sleeping. Those people are using the aforementioned TweetDeck or HootSuite tools to "schedule" their tweets for the day or week in advance. They write a bunch of tweets at once, feed 'em into the dashboard, set the date and time that each tweet should go live, press save, and bam! Back to living in the real world. I highly suggest you create a tweet schedule to simplify things. Here's one way to begin:

1. Determine how often you should be tweeting

I recommend at least twice a day, and as high as 20 times a day (if spread reasonably throughout the day). Remember, Twitter users will usually only see your content if they're logged on at the same time as when your posts go live — so it's ok to be highly active, as long as you don't see a bunch of unfollows in response.

2. Determine what kinds of content you want to share

I suggest an even mixture of original stuff from your blog, news and announcements about your music, re-tweets of other people's content, links to articles you find interesting, follower-engagement questions, etc.

3. Draw up your schedule. If you decide two tweets a day is ideal, it might look something like this:

SUNDAY MORNING

Link to an article about the music industry.

SUNDAY EVENING

Personal anecdote about your music life.

MONDAY MORNING

Link your album on sale at CD Baby (or iTunes, Spotify, etc.)

MONDAY EVENING

Recommend something you're currently listening to.

TUESDAY MORNING

Share a review or other bit of news about your music.

TUESDAY EVENING

Link to a video of one of your favorite bands.

WEDNESDAY MORNING

Tweet your latest blog post.

WEDNESDAY EVENING

Complain about something in a funny way.

THURSDAY MORNING

Ask a question of your fans.

THURSDAY EVENING

Re-Tweet something from one of your heroes.

FRIDAY MORNING

Announce a special Friday giveaway contest or post a new Spotify playlist.

FRIDAY EVENING

Get CRAZY-The weekend's almost here!

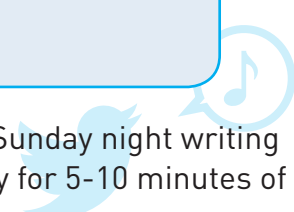
SATURDAY MORNING

Talk about something controversial.

SATURDAY EVENING

Thank people who retweeted or followed you throughout the week.

Look at that: your tweeting for the week is done! Just spend 20-30 minutes on Sunday night writing and scheduling all those posts, and check back in on Twitter once or twice a day for 5-10 minutes of replying and you'll be set. Easy maintenance!



Use Twitter lists to make connections

With every Twitter account, you're allowed to create up to 20 lists. What is a Twitter list? It's a curated group of Twitter users. Basically, you can lump people together and view a stream of tweets from only the people on that list.

It's important to know that lists don't allow you to target your own tweets. They're used only for **READING** tweets. But by grouping people that you follow into lists (and even people you don't follow), you can more easily manage your own tweet reading. You can also subscribe to/follow lists that other people have created. Put bands in one list, labels in another, managers/booking agents in a third, record stores and your own fans in another, etc.

Word of warning, though: lists are public unless you set them as private, so don't create one called "World Class Jackasses" and put a bunch of music critics in there who might review your album one day.

For more information on creating and using lists, click [HERE](#).

Vine: Harnessing the Power of Video on Twitter

Vine is a new app for iPhone that lets you quickly shoot and edit 6-second videos, upload them to your Vine account, and share them instantly with your fans on Twitter and Facebook.

It's also worth noting that these clips loop on repeat — so you can have a lot of fun playing with the circular nature of Vine videos.



How to promote your music using Vine's micro-videos:

1. Shoot video of your load-in, sound-check, or your band's name on the marquee. This can be a great way to get folks excited about your show that night.
2. Capture a memorable moment in the studio. Keep your fans engaged while you're working on new material, and give them a taste of what the new stuff sounds like.
3. Titillate the gear-geeks. Show people what guitar, sampler, or harpsichord you used to get that crazy sound on your latest single.
4. Edit a stop-motion montage of your accommodations on tour. Those roach-infested motels and cold hardwood floors can seem mighty romantic to a fan sitting in a cubicle.
5. Ask your fans to shoot Vine videos of your next concert and make sure they tag those videos with your band name!
6. Show 'em the view from stage. Take some video of your fans while you're on stage. Afterwards, they'll want to see if they can spot themselves.
7. Shoot a miniature music video. Hey, 6 seconds is a lot easier to tackle than 4 minutes! If it's cool enough, you'll entice folks to listen to the full track at a fraction of the cost of making a full video.



- 8. Posters, buttons, T-shirts, CDs, vinyl, oh my! Let your fans see the latest merch you've got available as it's being taken out of the box, fresh from the manufacturer, screen-printer, or copy shop.

Click [HERE](#) to view some creative examples of how bands have used Vine to promote their music.

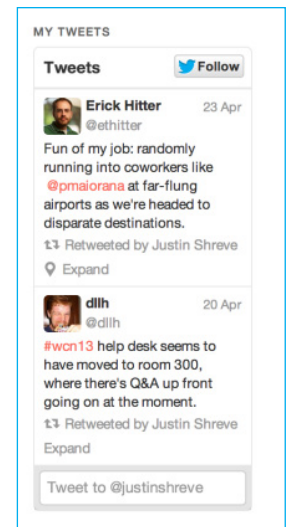
Twitter Widgets for Your Website

Now that you've built a following on Twitter and you're actively sharing great content and involved in conversations, it's time to show off your Twitter muscle.

Embed a Twitter widget on your website that will display a real-time log of your Twitter activity. Fans are more likely to follow you if they see you're frequently engaged — and a Twitter widget is going to grab their attention far better than a simple "Find me on Twitter" link.

To use Twitter's official embeddable and customizable widget, go [HERE](#).

There are also some great 3rd-party widgets for Twitter. A Google search will lead you to the gold.



This Twitter Widget is called "Jetpack" by Wordpress.com.

Mobile Apps for Twitter



The Twitter App

Twitter is available for your iPhone, Android, Blackberry, or other smartphone. Check out <https://twitter.com/download> for details.

When you enable the Twitter app on your phone, you can monitor conversations, have alerts sent to you whenever someone interacts with you on Twitter, and send quick responses (if needed) from wherever you are!



Twitter #Music

Twitter #Music is a new app that helps emerging artists go viral. From the Twitter #Music app (or web page), you can see what bands and songs are being talked about most amongst your Twitter friends. Then you can choose to stream 30-second clips from iTunes, OR stream the entire track from Spotify or Rdio (if you're a premium subscriber to either of those services).

For detailed information on how Twitter #Music works, click [HERE](#).




Slow and Steady Wins the Race


You might try Twitter out for a couple weeks and throw your hands up in the air, frustrated at the lack of response and your short list of followers. Hold your horses! Slow-growth is healthy on Twitter. It's about building relationships, and you can't just crowbar your way into a meaningful connection.

Here are some final tips if you're feeling restless on Twitter. Try them out and, within a couple months, you'll be singing a different Twitter tune.


1. **Take your time with Twitter** - You'll need it to figure out your voice, your niche, Twitter etiquette, etc.
2. **Grow your community of followers slowly** - After all, it's about connections. Pacing yourself will ensure that you actually get to know the people who follow you.
3. **Join a conversation before you start one** - Don't just blast people with your content. Once you've replied, retweeted and commented on someone else's stuff, they're more likely to listen to you.
4. **Don't be afraid to talk to your idols** - Everyone is equal on Twitter, and you can converse with anyone — not just your existing fans and followers. But you're not guaranteed a response, so don't be offended if you don't get one from a huge star.



After a year in the studio, I'm so proud to release my newest album! It's online now at CDBaby.com.



Last night's concert was so much fun. Thank you for making it our best show yet. If you want to know where we're playing next, join our email list!



Which classic song are we dusting off for our club gig tomorrow night? Come to the show to find out!



We hope this guide helps you grasp the real power of Twitter as a promotional tool for your music career.

Once you get the hang of it, you really can maintain an active Twitter presence in just 10 minutes a day. Either schedule all your tweets at the beginning of the week and spend 5 minutes a day replying, favoriting, and retweeting. OR... spend 5 minutes in the morning coming up with 2 good tweets for the day; then spend 5 minutes replying and interacting with other Twitter users in the afternoon. If you're looking for more tips, check out CD Baby's [DIY Musician Blog](#) and feel free to post any questions you have in the comments section below any blog post related to Twitter. Or, better yet — [follow us on Twitter and let's chat there.](#)

Happy tweeting!

Questions?

Contact CD Baby at:
1-888-448-6369

Follow CD Baby on Facebook and Twitter and get daily updates about music promotion and more.

