

PODCAST EPISODE 4: SOCIAL MEDIA BASICS

Steps to start using social media:

1. Decide on your goals (eg: build reputation, attract new students)
2. Work out what strategy would work best for your goals
3. Find a suitable social media platform to apply your strategy
4. Make the commitment to use it as a long term marketing tool

Community Strategy:

- Start by providing articles, advice and tips related to learning guitar to attract followers
- Learn to encourage followers to interact and get involved in conversations
- Include photos, interviews, articles and general information about local events
- Get involved in the community to promote your social media page/account

Student Service Strategy:

- Start by asking only your current students to use your social media page/account to ask for help
- Put in extra effort to make your responses worthwhile
- Encourage your students to ask questions and post videos of their playing
- Focus on your students and don't worry about promoting your lessons
- Help out any non-student followers and don't try to sell your services straight away
- Aim to become the 'go-to' person for guitar advice on the social network

Comparing different social media platforms

The best way to learn about each site is to check it out. Here's a quick summary of the important strengths and weaknesses relevant to you as a guitar teacher

Platform	Basic Info	Strengths	Weaknesses	Resources
Facebook	The most popular social network	Flexibility with types of posts (text, images, video) and it's very popular	Facebook tries to sign you up for ads	BMK-06, BMK-07, BMK-14, BMK-15
Twitter	A network based on short messages under 140 characters	Very popular and easy to interact with followers	Tweets have a very short lifespan (hours), more regular interaction required	BMK-08
LinkedIn	A network focusing on professionals and businesses	Ability to network with other professionals	Users are mostly professionals and may not be your target audience	Coming soon
Google+	Google's version of Facebook	Flexibility with posts, extra SEO benefits	Not as popular or engaging as other platforms	Coming soon
Youtube	Video sharing site	Can reach a very large audience	Only suitable for videos	BMK-17
Pinterest	A more visual social network. Users 'pin' things of interest	Popular if you want to target female students	Mainly aimed around photos	Coming soon