

“Slow Start” Twitter Campaign for the month of August

Song: **“Slow Start”** off of *A Heartache Suite*

Release Date: **9/2/14**

Fan Profile:

- Intellectual who loves to read.
- Deep thinker and analytical
- Involved in theater in some way.
- Attends steampunk and renaissance festivals
- Loves Sci fi and fantasy
- Buys most of their clothes at vintage or thrift stores and love to express themselves.
- Have a Leo type personality-likes to be the center of attention, have a strong personality and thrive in a sense of drama.

Questions for EAAB:

Does every bandmate have a twitter?

What aggregators are you using, if any?

- A Twitter aggregator feed is a tool to help filter and pinpoint specific trends, news and competitive research. Aggregators save the user time and help discover the latest trends, as well as, if their own work is trending. Some also allow users to select categories they're interested in, and then creates custom Twitter feeds based on that preference.

- Some examples of useful Twitter aggregators include Twitter Search, Tweet Lists, Retweetist, Twitlinks and more. These sites all filter different information found on Twitter to create topic-specific lists of tweets.

Do you have a website to shorten your URL links for your music or Soundcloud?

- bitly is a website that shortens your URL's so they don't take up all of your characters

SEO keywords for blogposts (ie. Atlanta band, Georgia band, genres, producer name, notable artists on record, press coverage received) eli august and the abandoned buildings, a heartache suite, slow start, wrought, chamber folk, dark americana, baroque folk,

Hashtags?

#slowstart	#abandonbuildings
#aheartachesuite	#marktwain
#eliagust	#williamfaulkner

Example tweet using the hashtag:

“Don't go around saying the world owes you a living. The world owes you nothing. It

was here first.” -Mark Twain. One of my favorite authors. Any other #MarkTwain fans out there?

“Off to a #slowstart, here’s a remedy (post link to SC)”

What to Tweet during the week:

[A scientific guide to posting tweet, post to facebook, send emails, and publish blog posts at the Best time](#)

- I know this has content for other social media outlets besides just twitter but I found it very helpful to have
- The article discusses what are the best days to post/share information to twitter and when to post/share facebook, and why to post on those days. It shows the studies and infographics of when people pay attention to their social media and when they share and post.

Below I broke it down by day what/where/when to post on Twitter-

[Infographic on how to get more clicks on Twitter](#)

This helped with calculating how long your tweet should be (120 characters) and showed how to get more clicks on your tweet or FB post (Really good for Hype Machine):

From this article, you want to:

- Place your link $\frac{1}{4}$ or $\frac{1}{2}$ of the way through your tweet, not at the end
- With tweets and post that have links, post 1-2 times (like I had mentioned above) and spread out during the day. You will reach different viewers and not overload your followers with the same tweet
- Use the right lingo and phrases
 - i.e. Words like ‘via’, ‘@’, ‘RT’ had a higher click-through rate (CTR) than when posts did not, so try to use those in your tweets
- Use more action words and verbs, less nouns. But don’t yell at your audience
 - i.e. Read, Listen, Check out, etc.

Also, try to stay away from the passive active voice as well.

Active: The kids ate all the cookies. Mary guided the tourists.

Passive: The cookies were eaten by the kids. The tourists were guided by Mary.

When to post on Social Media for each weekday:

Monday:

Tuesday: Post to Twitter (questions and conversation starters)

Why: Engagement increase by 14% on weekdays for Twitter.

Wednesday: Post to Twitter

- posting any new material; videos, songs, etc. (Twitter)

Why: Engagement increase by 14% on weekdays for Twitter.

Thursday: Post to Facebook

Why: Engagement rates are 18% higher on Thursdays and Fridays (for Facebook).

Friday: Post to Facebook, Post to Twitter

- posting any new material; videos, songs, etc. (Twitter)

Why: Rates increase by 10% on Fridays (for Facebook).
CTR and engagement increase by 17% on weekends for Twitter.

Saturday: Share to Facebook, Post to Twitter

- posting any new material; videos, songs, etc. (Twitter)

Why: Engagement and sharing increases by 32% (for Facebook).
CTR and engagement increase by 17% on weekends for Twitter.

Sunday: Post to Twitter

- posting any new material; videos, songs, etc. (Twitter)

Why: Studies show that CTR are highest on the weekends for Twitter.

Facebook- The best times to post are 1pm to get the most shares and 3pm to get more clicks. Overall, posting in the early afternoon and after dinner.

Twitter- For click-throughs rates, the best times are around 12pm and 6pm, and retweets are highest around 5pm.

Pay attention to how you ask your questions: The article and studies also showed posts that contain “should,” “would,” and “who” questions get more comments and response than questions that include “why” and “how.” The gap was increased by about 30%.

What to tweet:

- On the most crucial days listed above, are when to post music and content you want your viewers to see and share.

- Share fun or inspirational moments to keep your audience feeling like they are part of the bands life. Would make more specific to where bandmates are located!

- Start conversations about thoughts you have that’s going on in the music industry or in the world today (Share your thoughts as well)

Some example (They can go much deeper than this, just something to get started):

What books are you reading currently?

- Any of them bestsellers currently? i.e. Divergent, Game of Thrones, etc.

What shows are you currently watching?

- i.e. Defiance, Under the Dome, The Leftovers, etc.

What are your thoughts on the Emmy nominations?

- Give back to your community by giving advice and tips to aspiring artists if they ask questions, as well as, sharing music with your fans with a SC link to a song that hasn’t been released

Example: “Hey fellow musicians! We all know how hard it is to create a newsletter people want to read. We found this awesome article that gives helpful tips on how to write a good one! (URL Link)”

- Along with the crucial days, post tweets to generate more communication with your fans.

Post comments like:

Who is your favorite writer?

Where do you find your inspiration?

- Another example, "Having writers block, anyone have some tricks for breaking it?"

What is your favorite historical fiction novel?

Who is your favorite poet?

What inspires you to write?

What is the best theatrical performance you've seen?

- Another example, "Just saw The Book of Mormon in Detroit. For anyone else who saw it, what was your favorite part?"

In philadelphia for the day, where are the best local shops to check out?

Just finished Defiance! So crazy! What did you guys think!?

Someone to really take a look at/follow their forming

Why: The Decemberists and Colin Meloy are what I say, tweet a lot of color. They not only cross promote each other very well, share their music constantly, retweet when anyone shares their music (fans and major music outlets), post whenever they have an upcoming show, very active in the music community; share other artists music, gives advice and asks for advice, gives tips, etc.

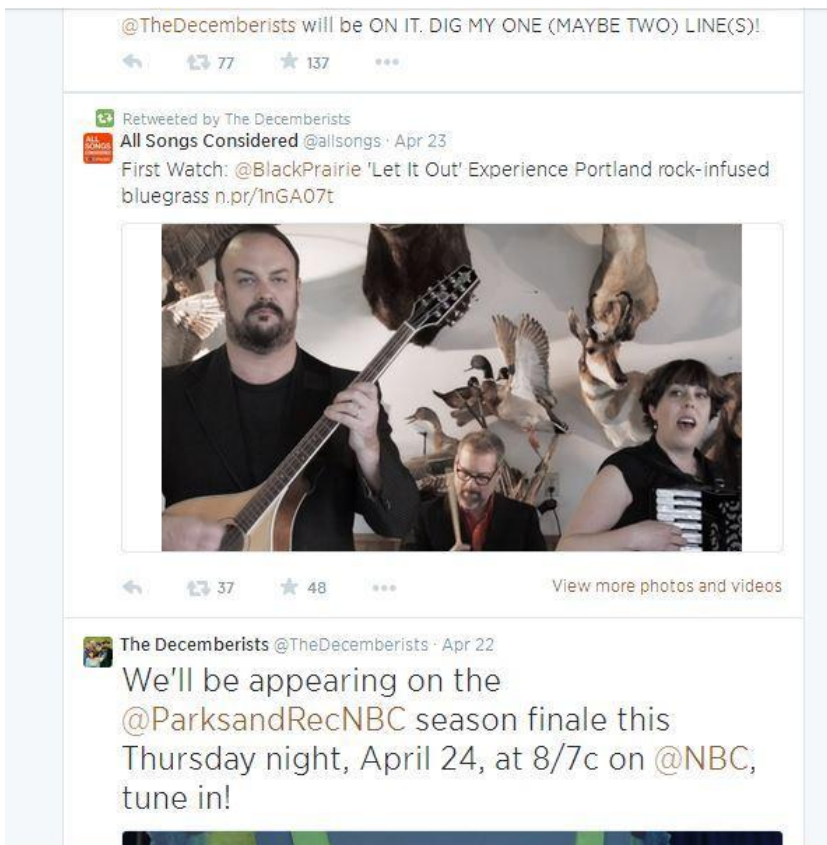
Below are their twitter links and I've done an analysis of what they do and don't do well, as well as, what EAAB does and doesn't do well.

- [The Decemberists Twitter](#) (Abandoned Buildings)

- [Colin Meloy Twitter](#) (Eli August)

The Decemberists

- Very active and posts of all upcoming events and performances
- Shares interviews of band members
- Supports charitable causes and posts links for donations
- Shares link of new songs
- Retweets and shares from other twitter pages that post their work
- Retweets and shares other artists they support





What they don't do well:

- Only follows 7 people
- Only 310 tweets since creating the page in 2007



Eli August & Abandoned Buildings

- Very active when tweeting
- Very good at cross promoting their tumblr and instagram on where they are at
- Shares links of their songs and promotes other artist but few are far and between
- Shoutouts to beer and clothing companies every once and a while
- Seems to support the local business community



What they don't do well:

- Repeating of the same photo (instagram and tumblr) and the language is the exact same
- Seems to travel a lot but does not state where they are
- Doesn't introduce new players
- Rarely retweets when other users tweet performances
- Don't really know when they have shows, only after when stating a thanks or it was a great show

Twitter and Hype Machine

As you probably already know, Hype Machine is huge for tool for music getting out there.

Hype Machine keeps track of what around 800 music bloggers write about.

Twitter gets thrown into the mix when it comes to moving up the charts on the Hype Machine website and Hype Machine Twitter Music Chart.

How does it work

1. Hype Machine monitors Twitter for links pointing to tracks on the Hype Machine.
2. Then gives each of those tweets a number of points based on the number of followers (and the ratio of friends & followers) that person has.
3. They then add up all the points and figure out which tracks are tweeted by either the most influential twitter users, or by the largest group.
4. Tweeting a link to any track on the Hype Machine and it will alter that track's position in the chart.

So for example,

Eli August or the Abandoned Buildings will tweet out a link from Hype Machine to their followers.

EAAB followers will then need to click on that link **NOT RETWEET**, the link will then take them to the Hype Machine website.

They will then will click share link to Twitter and post the link.

They will then get a reply from Hype Machines twitter saying thank you and giving them the points.

Why do it this way?

More points. If EAAB fans/followers follow this process they will get a reply back from Hype Machine saying thank you and giving them the points. If your followers are from a wide range of communities and their following to followers ratio varies greatly (or even if they don't) the more points they get, which in turn, gets EAAB music moved up on the Hype Machine charts.

To look more into or want more information check out:

[Machine Shop: Hype Machine Team Blog](#)