

A Facebook Post Is Not Enough: *Some Tips for Publicizing Your Gig*

© 2016 Sue Havlish, Big Sister Productions Updated 9/7/16

Remember when you could post to Facebook on a Tuesday that you have a gig on Friday and all your fans would see it and come out? How times have changed! A FB post is now just the tip of the notification iceberg. Media, Event Calendars, Fans—they all need to know. In plenty of time ...

TIMING Try to give press and most event calendars *4 weeks notice* (if you are going for a story in a monthly/bimonthly publication, you'll need to start working on that months in advance).

POSTERS Yes, you need one. Print some for the venue and other strategic locations -- and create JPGs in various sizes for online use. You can also print the posters smaller (2or 4 on a page) and cut to use as handouts or venue advance table toppers.

PRESS RELEASE / PRESS INVITATION Issue a press release if appropriate (special guest? preview of new songs from next album? first gig with new band? different direction for the band? a kazoo suite?) or at least send your media contacts a personal invitation to the gig. Short, sweet, and informative.

FACEBOOK (yes, there's Twitter, Instagram and more, but if I have to pick one, it's FB) Create a Facebook Event. Invite your friends. And post regularly, but not obsessively, to your personal and band pages about the upcoming gig, with fun factoids and previews.

PUBLICITY PHOTOS Make sure you have horizontal, vertical, hi-res photos with photographer credits in case media requests them (ideally these are already available on your website).

EMAIL NEWSLETTER Include upcoming gigs in your newsletter to fans. AND COLLECT FAN EMAILS AT ALL YOUR GIGS. Seriously. Very important.

YOUR WEBSITE Should have all your gigs listed. Always.

EVENT LISTINGS **Again, allow at least 3-4 weeks for best chances!** If you are doing an out-of-town gig, ask the club for a list of local media to enter your event / send press info, and ask the club to put up posters. Some **NASHVILLE LISTING SITES:**

NASHVILLE SCENE: *The Scene* has moved to a new submission interface "Get Out!" which now allows for uploading media and more descriptive, more social information. Access the form online by going to the Get Out! home page <http://local.nashvillescene.com/tag-family/see-and-do-categories> Then click in the upper right "Submit An Event" -- it will take you to the online form.

NOW PLAYING NASHVILLE: Create account, then event: <http://www.nowplayingnashville.com/>

THE TENNESSEAN: Event Listings <https://findgravy.wufoo.com/forms/event-submission-portal/>

DO615 (also feeds *The East Nashvillian* and *Lightning100 WRLT 100.1*, among others): you must create an account first: <http://do615.com/>

MUSIC STARTS HERE: Sends a daily alert to members. Become a member then list your event: <https://www.musicstartshere.org/>

Genre-specific groups, e.g., **NASHVILLE BLUES SOCIETY:**
<http://nashvillebluessociety.org/calendar/community/add>

WPLN: <http://www.publicbroadcasting.net/wpln/events.eventsmain?action=submitEvent>

OTHER TARGETED ORGANIZATIONS . E.g., if you are playing a benefit for animals, let local animal rescue and rights groups know.

* * *

Frequently Asked Questions

FAQ: “Why didn’t *The Local Rag* have my gig listed?” Did you:

- Fill in their online submission form--with complete information, **within their time frame**? If no online form, did you send a press release with the pertinent information, in plenty of time?
- Follow that up (before their deadline) with a short, to-the-point email to their calendar listing contact with:
 - YOUR OWN CONTACT INFO
 - EVENT NAME and description
 - DATE and TIME
 - VENUE including address
 - COVER CHARGE info (or "no cover")
 - EVENT/ARTIST WEB OR FACEBOOK PAGE

FAQ: “Other bands had a picture in their listing, why doesn’t my band?” Did you:

- Send the size they can use, in the correct format (usually jpg), not over 1MB.
- Offer a horizontal photo and a vertical photo.
- Have permission for the photo and credit the photographer

FAQ: “Should I pay to advertise the gig?” Boy, that answer depends on your strategic plan, your business goals, and marketing strategies (not to mention budget). In a word: “Maybe.” Drop me a note if you’d like to talk more.

* * *

Hope this was helpful. Anything you’d like me to share? Please drop me a note!

Thanks, Sue

Sue Havlish, Big Sister Productions
BigSisterProductions.com
sue.havlish@bigsisterproductions.com