HOW GIGGING MUSICIANS UTILIZE SOCIAL MEDIA TO PROMOTE THEMSELVES

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WHAT MAKES THIS RESEARCH RELEVANT?

WHY SHOULD IT BE INTERESTING TO YOU?
01 Anonymous online survey
02 Sample = TriState Area Musicians
03 What do I want to have learned by the end
04 Designed on Survey Monkey
05 Released on Facebook March 27
06 V Club Facebook
07 Closed April 11

DEVELOPMENT
THE RESULTS
Q2 Are you a gigging musician in the Tri-State Area?

Answered: 57  Skipped: 0

- Yes
- No
Q3 How often do you have public musical performances?

Answered: 53  Skipped: 0

- 1-2 a week: 37.74% (20)
- More than twice a week: 7.55% (4)
- 1-2 every few months: 1.89% (1)
- 1-2 a month: 9.43% (5)

Q4 Where do you typically perform? Check all that apply.

Answered: 53  Skipped: 0

- Bars/Restaurants: 48
- Community Events: 39
- School Functions: 18
- Music Venues: 44
- Churches: 15
- Other (please specify): 6
DO YOU PROMOTE YOUR OWN SHOWS?
ARE THEY PROMOTED FOR YOU?

Q5 Do you promote your own shows?
Answered: 52  Skipped: 1

Q6 Do you have your shows promoted for you?
Answered: 53  Skipped: 0
Q9 Of these, which form of social media do you use the most?

Answered: 20  Skipped: 0

Q10 How frequently do you post on your most used social media outlet? (This refers to your answer to question 9.)

Answered: 20  Skipped: 0

Q13 Is there significant difference in your shows' attendance based on the frequency of your posts?

Answered: 20  Skipped: 0
Q7 What is your preferred method of self promotion? (You may utilize more than one of these, select the one you prefer?)

Answered: 53  Skipped: 0

By word of mouth 11.3% (6)
Flyers 3.8% (2)
Print Media (i.e. newspapers, magazines) 5.7% (3)
Social Media (i.e. Facebook, Instagram) 70.2% (43)

Q8 Which social media outlets do you utilize for self-promotion? Check all that apply.

Answered: 53  Skipped: 0

Facebook 52  Twitter 37  Instagram 38  MySpace 1  Youtube 26  SoundCloud 13  Bandcamp 9  Personal Website 12  Other (please specify) 9
FIRST MOST UTILIZED SOCIAL MEDIA OUTLET

Q9 Of these, which form of social media do you use the most?

Answered: 53  Skipped: 0

Q10 How frequently do you post on your most used social media outlet? (This refers to your answer to question 9.)

Answered: 53  Skipped: 0

- Facebook
- Twitter
- Instagram
- MySpace
- YouTube
- SoundCloud
- Bandcamp
- Personal Website
- Other (please specify)
Q11 Which form of social media do you use the second most frequently?

Q12 How frequently do you post on your second most used social media outlet? (This refers to your answer to question 11.)
Q13 Is there significant difference in your shows' attendance based on the frequency of your posts?
Answered: 53  Skipped: 0

Q14 Is there significant difference in your shows' attendance based on which social media outlet you use?
Answered: 52  Skipped: 1
Q15 Do you receive more/better reactions to your posts based on the time of day you post them?

Answered: 53  Skipped: 0

Q16 What time of day do you typically see more reactions to your social media posts? You may select up to three answers.

Answered: 53  Skipped: 0
CONCLUSIONS

- Facebook – most utilized social media outlet for gigging musicians in the Tristate area
- Bars/Restaurants, Music Venues, Community events
- Self-promotion
  - Social Media
  - 2-3 times a week
- Verdict is out
FOR FUTURE RESEARCHERS:
LOOKING BACK AND LOOKING FORWARD
TOPICS AND ADJUSTMENTS TO CONSIDER

- Age & Gender
- Instruments & Training
- Avoid skewed results
- Multiple social media options
- More effective research correlating frequency of posts/social media choice to performance attendance
THANK YOU