
HOW GIGGING MUSICIANS UTILIZE SOCIAL MEDIA TO PROMOTE THEMSELVES

BY ARIKA MICHAELIS





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
SurveyMonkey

05

Released on
Facebook
March 27

06

V Club
Facebook

07

Closed April 11

DEVELOPMENT

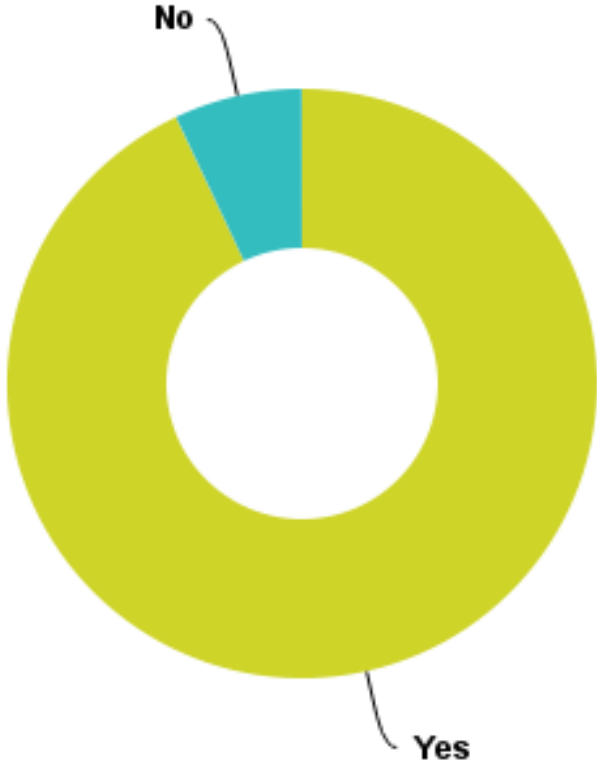


THE RESULTS



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

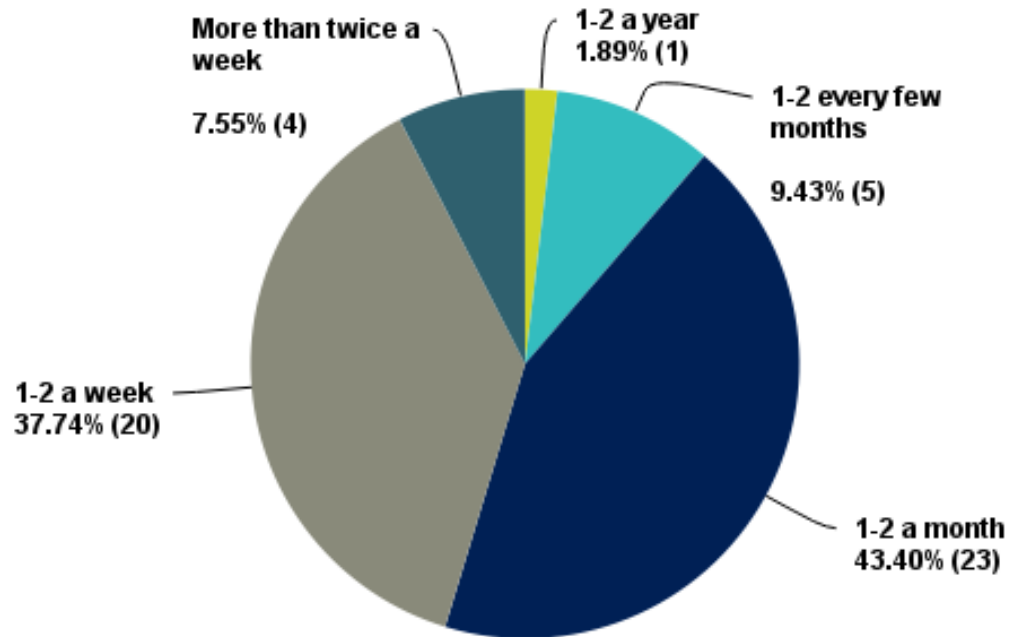
Answered: 57 Skipped: 0



**THE
CHOPPING
BOARD**

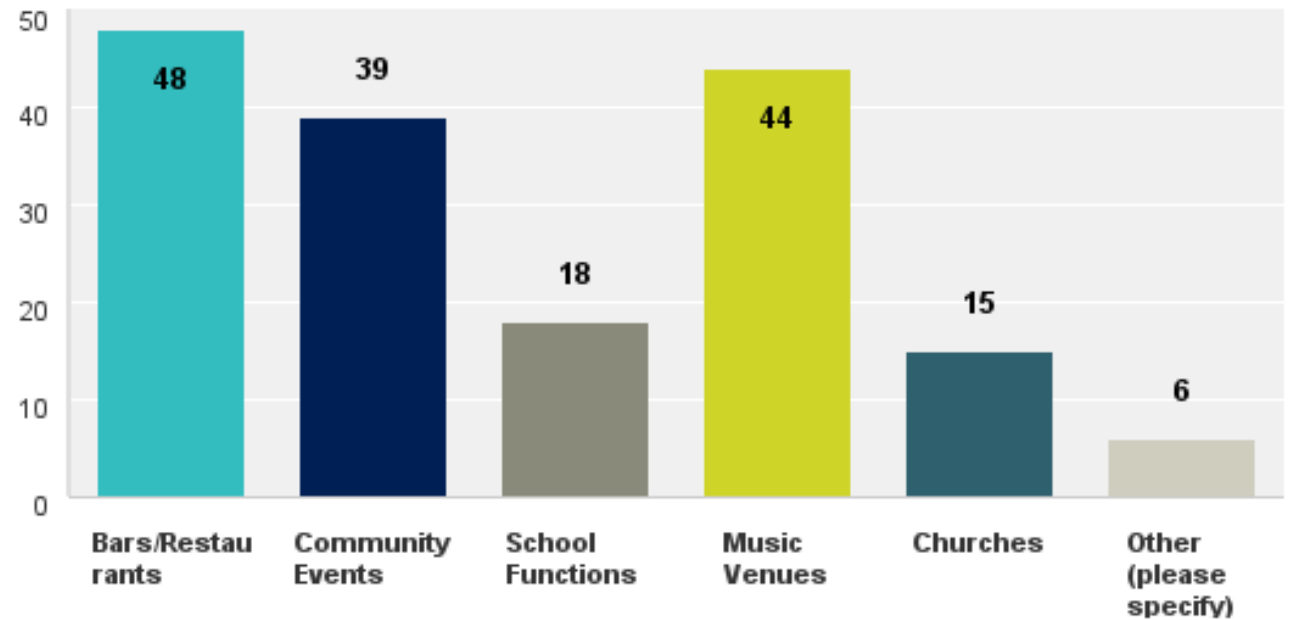
Q3 How often do you have have public musical performances?

Answered: 53 Skipped: 0



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

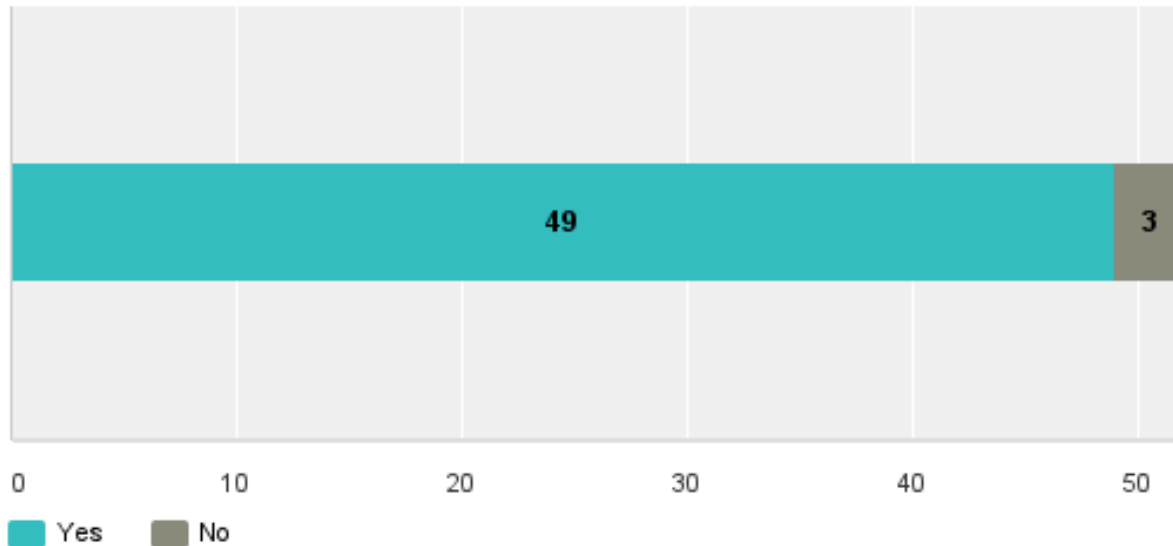
Answered: 53 Skipped: 0



DO YOU PROMOTE YOUR OWN SHOWS? ARE THEY PROMOTED FOR YOU?

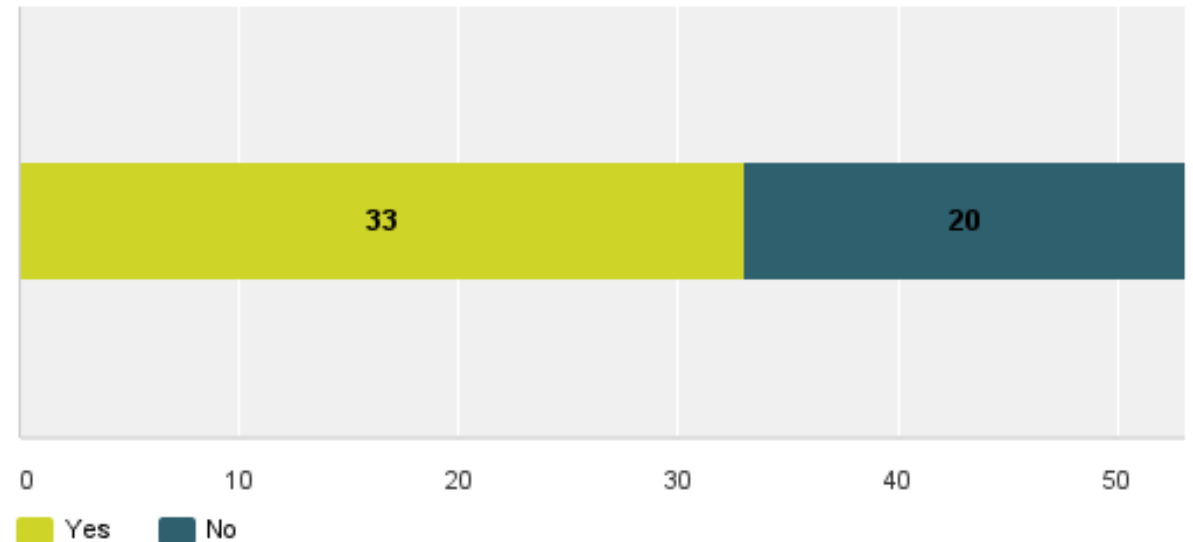
Q5 Do you promote your own shows?

Answered: 52 Skipped: 1



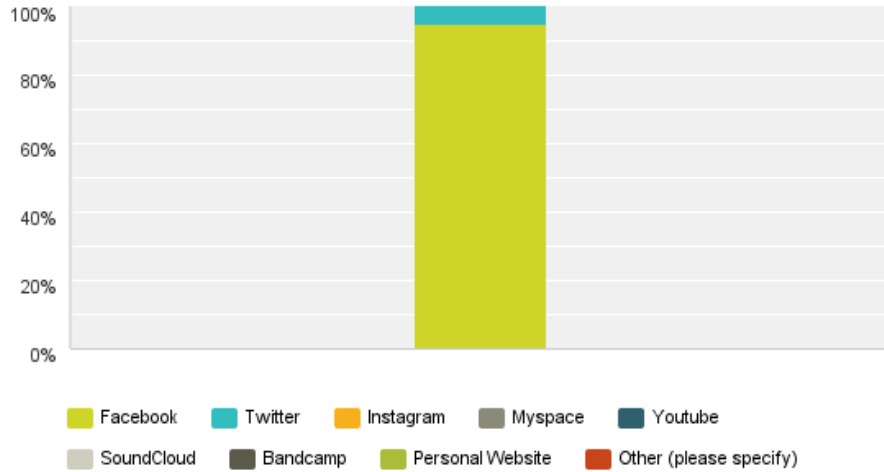
Q6 Do you have your shows promoted for you?

Answered: 53 Skipped: 0



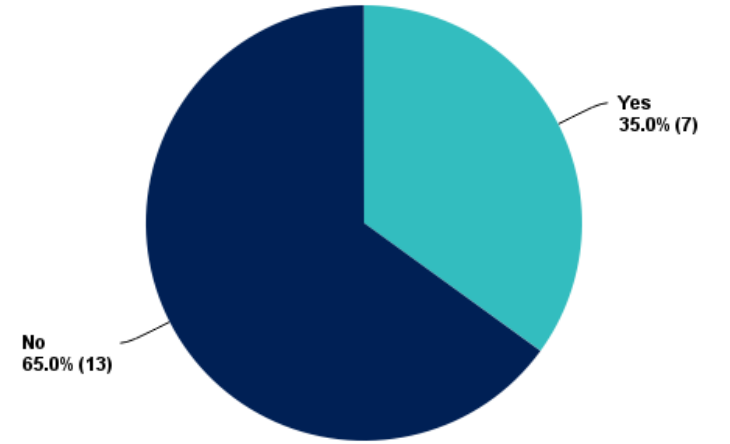
Q9 Of these, which form of social media do you use the most?

Answered: 20 Skipped: 0



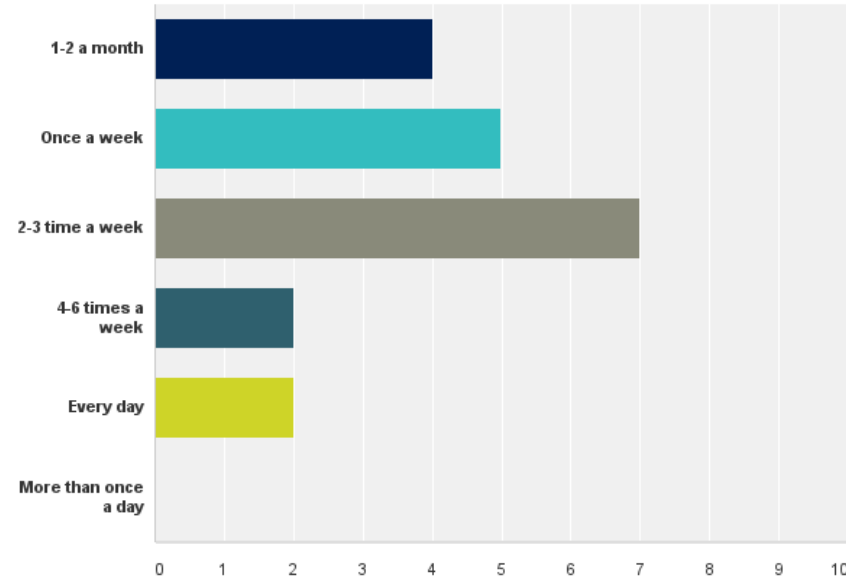
Q13 Is there significant difference in your shows' attendance based on the frequency of your posts?

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.)

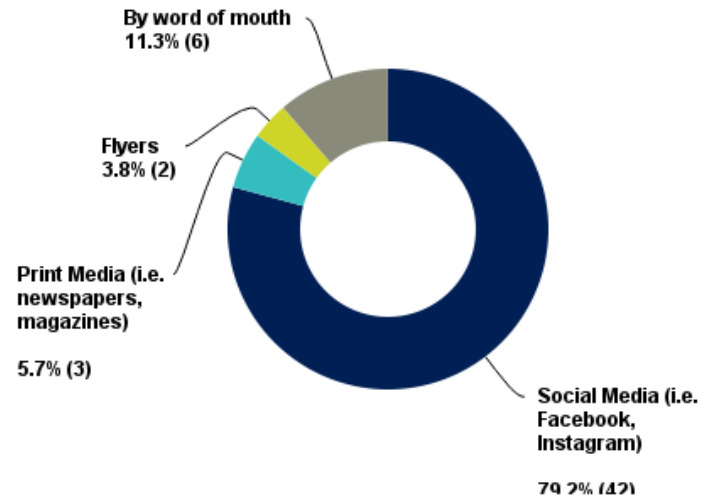
Answered: 20 Skipped: 0



SELF PROMOTION

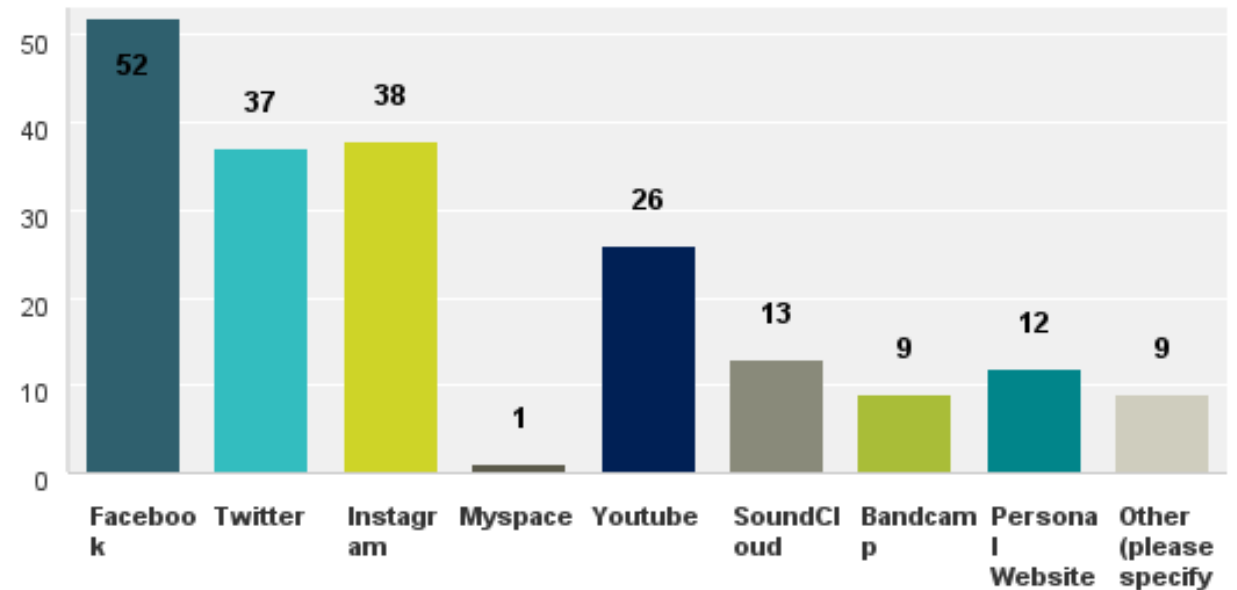
Q7 What is your preferred method of self promotion?(You may utilize more than one of these, select the one you prefer?)

Answered: 53 Skipped: 0



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

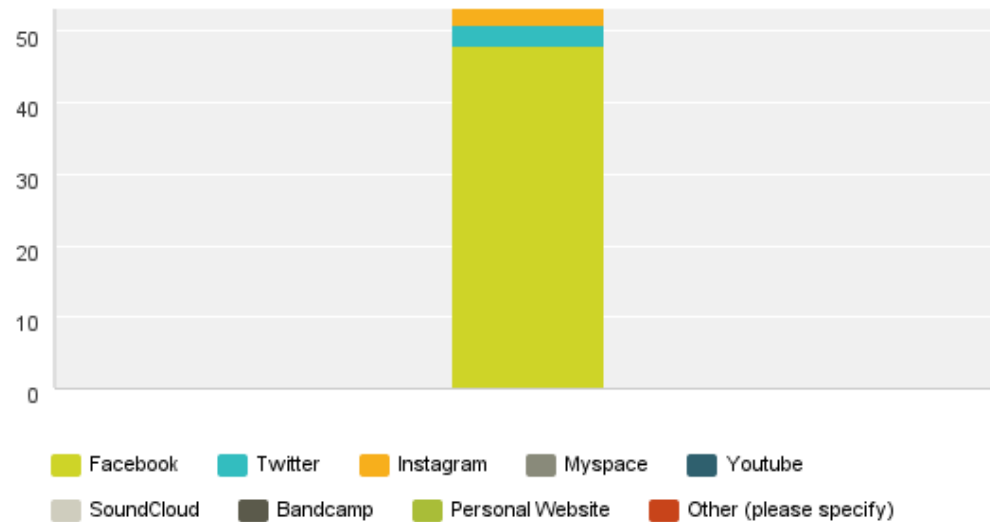
Answered: 53 Skipped: 0



FIRST MOST UTILIZED SOCIAL MEDIA OUTLET

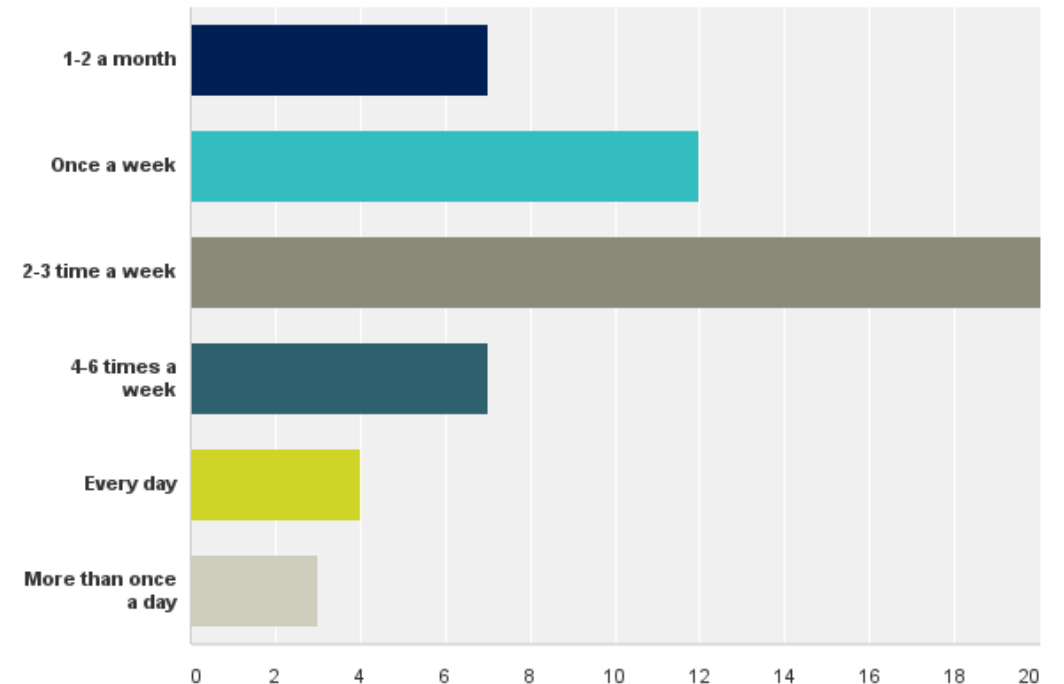
Q9 Of these, which form of social media do you use the most?

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.)

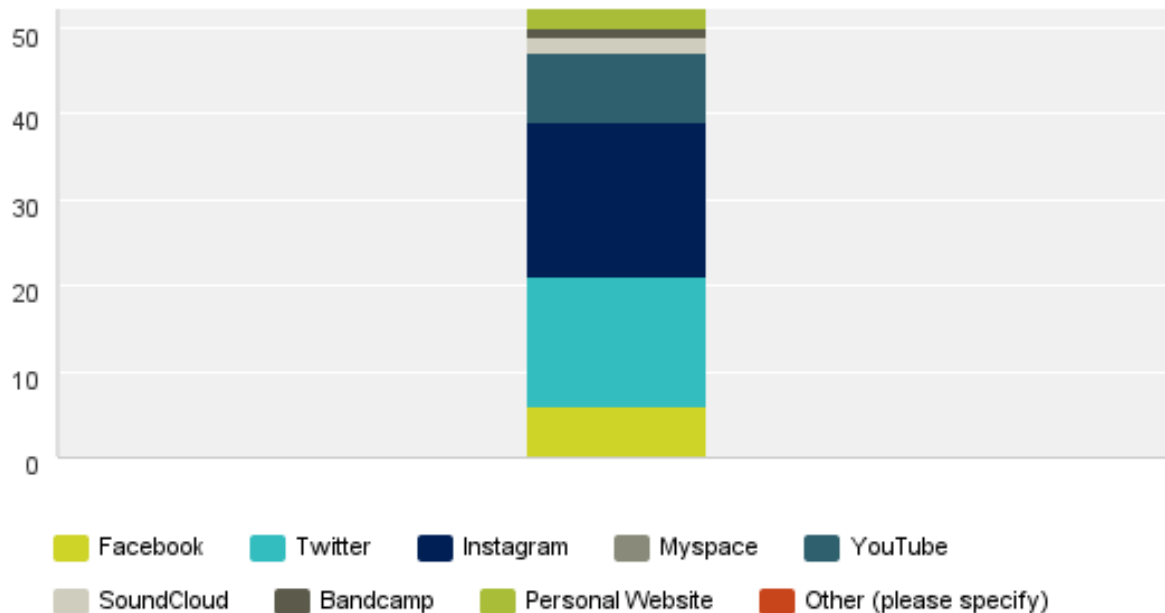
Answered: 53 Skipped: 0



SECOND MOST UTILIZED SOCIAL MEDIA

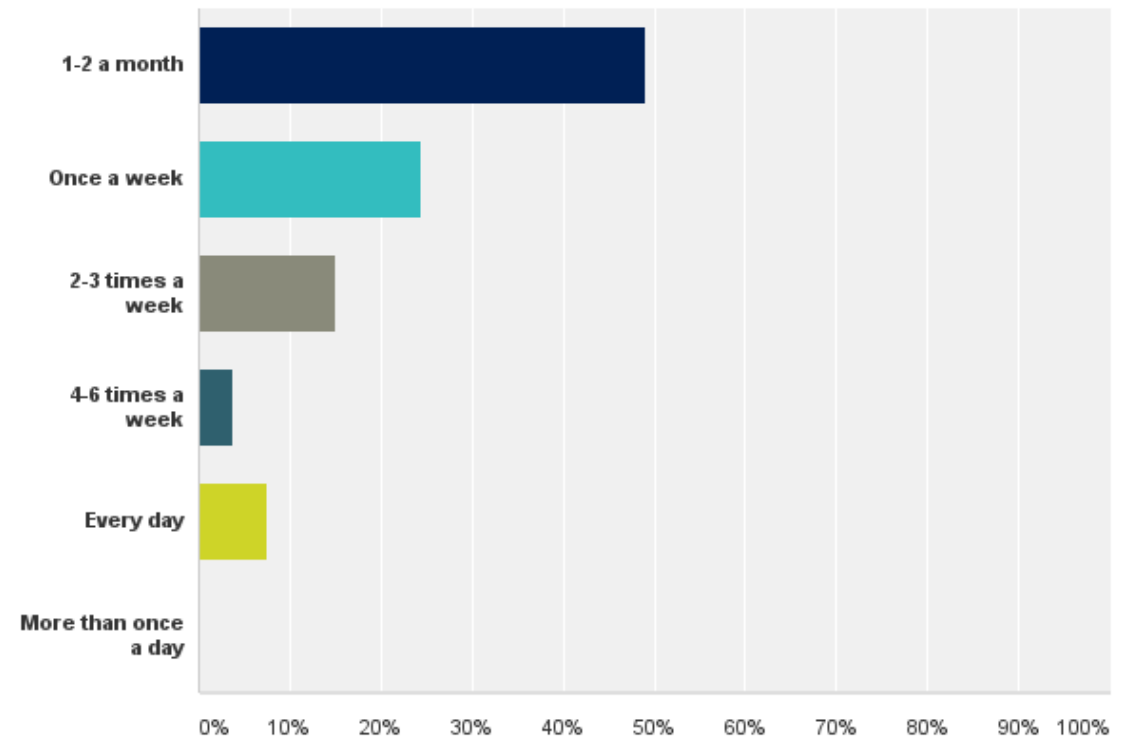
Q11 Which form of social media do you use the second most frequently?

Answered: 52 Skipped: 1



Q12 How frequently do you post on your second most used social media outlet? (This refers to your answer to question 11.)

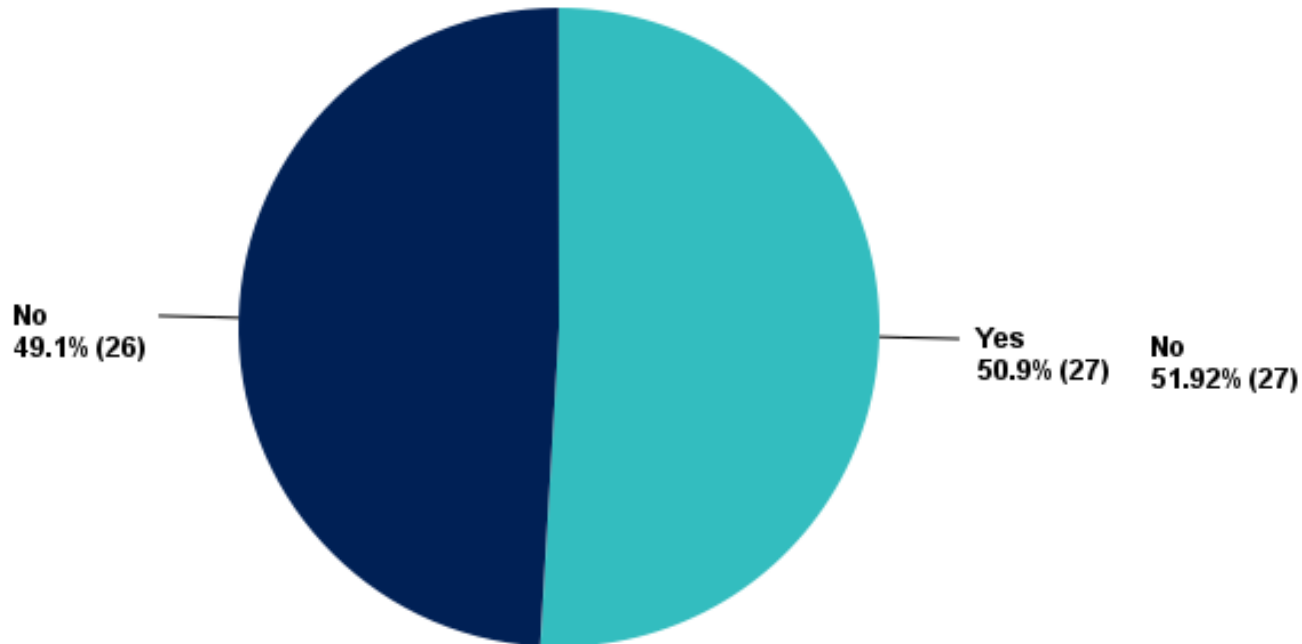
Answered: 53 Skipped: 0



FREQUENCY OF POSTS & CHOICE OF SOCIAL MEDIA SIGNIFICANCE

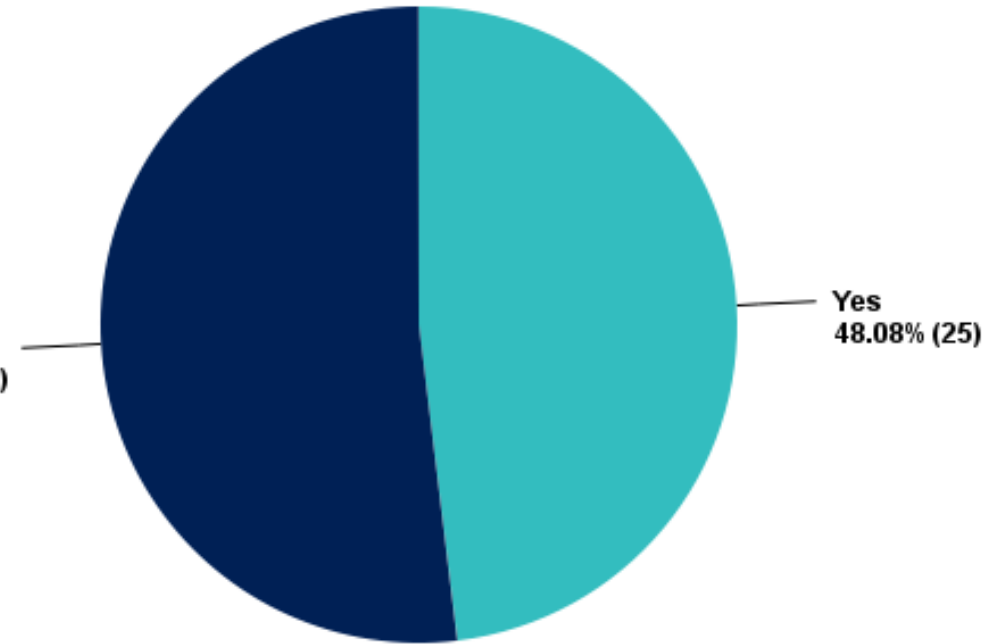
Q13 Is there significant difference in your shows' attendance based on the frequency of your posts?

Answered: 53 Skipped: 0



Q14 Is there significant difference in your shows' attendance based on which social media outlet you use?

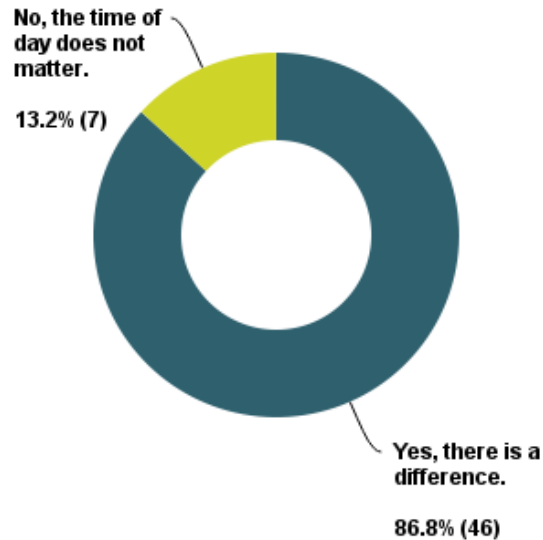
Answered: 52 Skipped: 1



TIME OF DAY SIGNIFICANCE

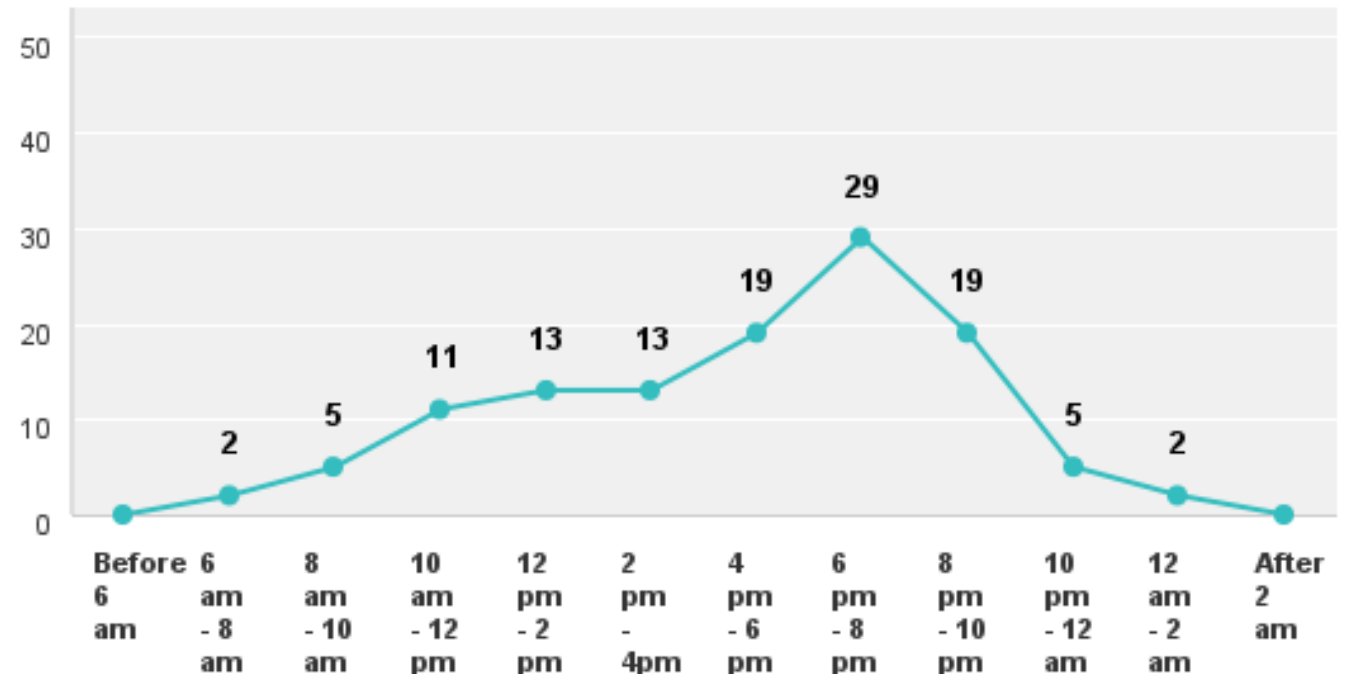
Q15 Do you receive more/better reactions to your posts based on the time of day you post them?

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

