



# oim social media package

building your brand and  
strengthening your impact

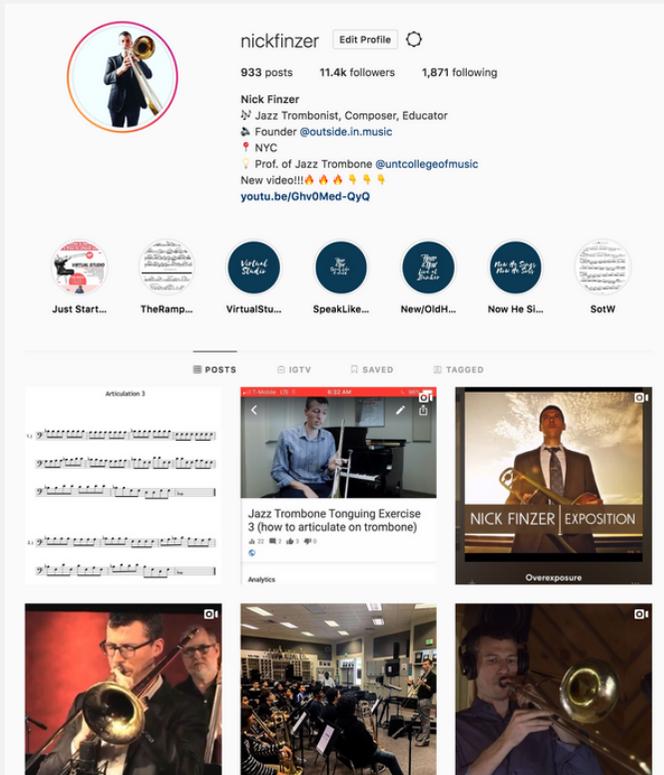
# what are we doing?

Helping artists to curate and develop their social media presence in order to achieve their career goals through consistent content production and social media execution.

We'll customize a weekly social media plan, and coordinate any social media advertising on your behalf in order to reach your goals.

Every artist receives a complimentary planning and consulting session to discuss: goals, schedule, content creation, etc.

# some examples



**nickfinzer** Edit Profile

933 posts 11.4k followers 1,871 following

Nick Finzer  
 Jazz Trombonist, Composer, Educator  
 Founder @outside.in.music  
 NYC  
 Prof. of Jazz Trombone @untcollegeofmusic  
 New video!!!  
 you.tube/Ghv0Med-QyQ

Just Start... TheRamp... VirtualStu... SpeakLike... New/OldH... Now He Sl... SoTW

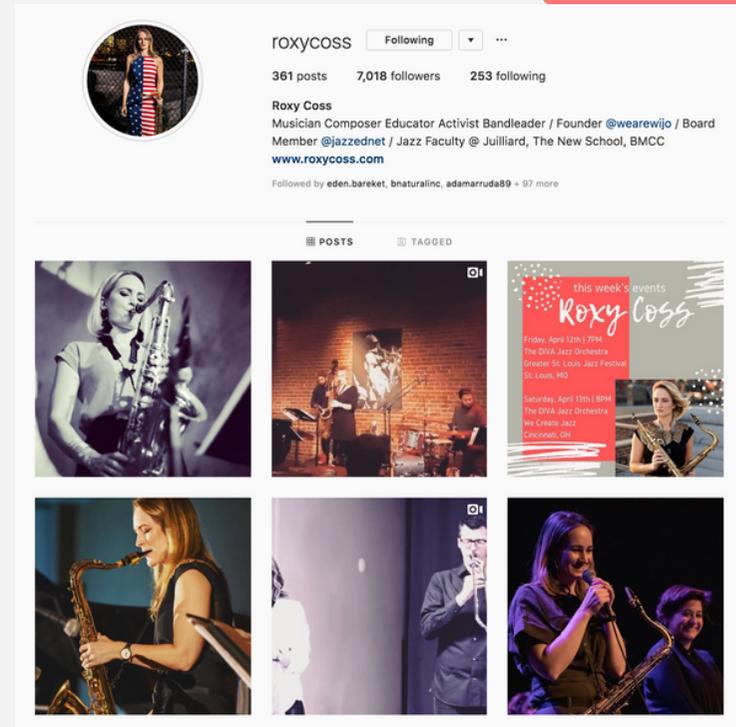
POSTS IGTV SAVED TAGGED

Articulation 3

Jazz Trombone Tonguing Exercise 3 (how to articulate on trombone)

NICK FINZER EXPOSITION

Overexposure



**roxycoss** Following

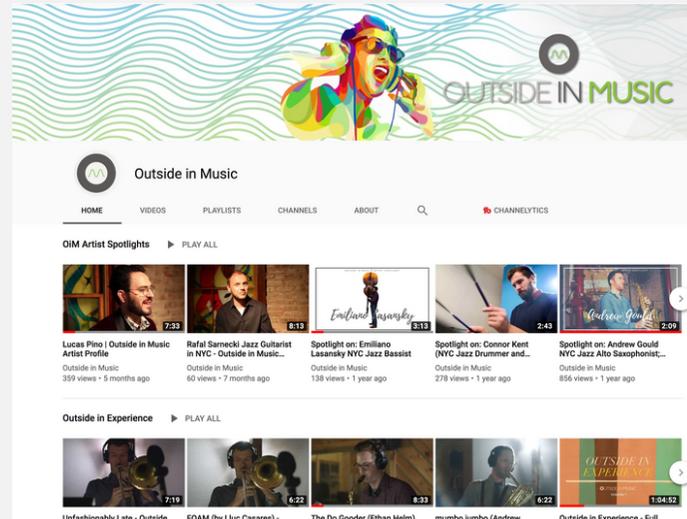
361 posts 7,018 followers 253 following

Roxy Coss  
 Musician Composer Educator Activist Bandleader / Founder @wearewijo / Board Member @jazzednet / Jazz Faculty @ Juilliard, The New School, BMCC  
 www.roxycoss.com

Followed by eden.bareket, bnaturalinc, adamarruda89 + 97 more

POSTS TAGGED

this week's events  
**Roxy Coss**  
 Friday, April 12th | 7PM  
 The OVA Jazz Orchestra  
 Greater St. Louis Jazz Festival  
 St. Louis, MO  
 Saturday, April 13th | 8PM  
 The OVA Jazz Orchestra  
 We Create Jazz  
 Cincinnati, OH



**Outside in Music**

HOME VIDEOS PLAYLISTS CHANNELS ABOUT CHANNELVETICS

OIM Artist Spotlights PLAY ALL

Lucas Piro | Outside in Music Artist Profile 7:53

Rafal Samecki Jazz Guitarist in NYC - Outside in Music... 8:13

Spotlight on: Emiliano Lasansky NYC Jazz Bassist 8:13

Spotlight on: Connor Kent (NYC Jazz Drummer and... 2:43

Spotlight on: Andrew Gould NYC Jazz Alto Saxophonist... 2:09

Outside in Experience PLAY ALL

Unfashionably Late - Outside 7:18

FOAM (By Luc Casares) - 6:22

The Do Gooder (Ethan Helm) 8:33

mumbo jumbo (Andrew 6:22

Outside in Experience - Full 1:04:52

# what do we do?

To start we'll have a consult meeting to discuss WHICH platforms to focus on, WHAT to post on each platform, and GOALS for what you're trying to achieve by building up your personal brand on social media.

Depending on the consulting session, we'll manage Instagram, Facebook, YouTube, and others if you think there's another platform that is meaningful to you and your audience.

Develop and Execute a WEEKLY social posting plan.  
Create performance specific graphics as an integrated part of the weekly content strategy.

We will be in ongoing contact to develop your brand's voice and stay on top of upcoming events



A POTENTIAL

# weekly schedule

## MON

Upcoming Events Poster  
on Facebook/Insta

## TUES

Video Clip (from existing  
content) on FB and  
Instagram

## WEDS

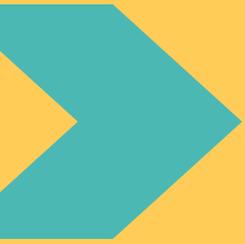
Performance or  
Professional Photo on FB  
and Instagram

## THURS

Video Clip (from existing  
content) on FB and  
Instagram

## FRI

Performance or  
Professional Photo on FB  
and Instagram





# some considerations

All the social platforms work best when you optimize posting times, frequency, and researching the best use of hashtags to encourage discoverability of your posts, which we will do for you.

Everything we do TOGETHER has to be augmented by YOU engaging with your followers. That is, responding to comments, posting on IG stories, etc.

Sticking to the content creation schedule is a MUST. We can scour the internet for pictures/video of you, but sticking to the creation strategy that we lay out at the beginning will allow us to work together best!

Running paid media with your content really is a must these days. After we get into the swing of the weekly posts, we will make some suggestions of posts that could be good to use in advertisements, to drive more awareness to you and your brand.

# the details



**Each week you'll get 5 unique posts (as in, we'll post 5 things per week, it might be the same photo on FB and Insta, but with the right elements changed in the description to fit each platform)**



**OiM will manage hashtags, tagging endorsements/clubs/etc.**



# CONTINUED...



**During the consultation we'll work together to get the right tone, vibe, feel, and tone of your brand. Including what emoji's you do or don't like; specific colors to use or avoid, etc.**



**We'll do research to find photos and videos of you across the internet to help augment what you already have.**



# next steps



Email [team@outsideinmusic.com](mailto:team@outsideinmusic.com)

Respond to OiM Social Media  
Strategy

Schedule a Consultation Session  
w/ OiM team

Special 2019 Kickoff Rates!

