



MARKETING & PROMOTION

RESOURCES

# Release & Post-Release Content Checklist

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## MARKETING & PROMOTION



This resource provides release and post-release checklists to help you promote new music, build momentum, and stay active across content, platforms and fan engagement after launch.

Releasing music is one of the most exciting moments in an artist's career, but it's also a time that requires careful organisation and attention to detail. A successful release doesn't just happen on the day your song or album becomes available – it's the result of thoughtful preparation before release and consistent activity in the days and weeks that follow.

Having a clear release and post-release checklist helps ensure nothing important is overlooked. From updating artist profiles and sharing the release across social platforms, to monitoring streaming performance and engaging with fans, there are many small actions that collectively help your music reach the widest possible audience.

Release day is about visibility and momentum, while the period after release is about maintaining that momentum and building connection with listeners. By staying organised and actively supporting your release across platforms, media, and your community, you give your music the best possible chance to grow and find new fans.

You can follow our Release and Post-Release Checklists to make sure everything is covered and you maximise the impact of a new release.

### Social media release checklist

Your list already covers many of the key release-day tasks, but there are a few important areas that are often included in a release-week checklist that are missing or worth adding. These usually fall into platform optimisation, audience engagement, press/partners, and content distribution.

### Platform & profile updates

Update Link-in-bio across all platforms (Instagram, TikTok, Twitter/X, YouTube description, etc.)

Add release to pinned posts on Instagram, TikTok, Facebook, and Twitter/X

Update YouTube channel homepage layout (feature the new video or release in the channel trailer or featured section)

Update Spotify artist profile bio to mention the new release

Upload Spotify Clips if you're using them

Update Bandcamp (if you use it)

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### Content & video

- Upload lyric video or visualiser to YouTube (if no official video yet)
- Post short-form clips of the track across TikTok, Reels and Shorts
- Encourage user-generated content (e.g. fans using the sound on TikTok)
- Share behind-the-scenes or making-of content from the release

### Engagement

- Respond to comments and messages actively on release day
- Encourage fans to save the track on Spotify
- Encourage fans to add the track to their playlists
- Share fan posts, stories, and reactions

### Playlists

- Check Spotify for Artists to see if the track landed on editorial playlists
- Add the song to your own artist playlists
- Submit the track to independent playlist curators (if not already done)
- Share playlist placements across socials

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### Data & monitoring

- Monitor Spotify for Artists, Apple Music for Artists, and YouTube Studio to see people listening to your release
- Track early listener data and audience demographics to see who is listening
- Screenshot milestones (first playlist adds, first 1k streams, etc.) for social content

### Community & fanbase

- Send a release email to your mailing list
- Post in your fan communities, like Discord, Broadcast Channels, etc.



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