



MARKETING & PROMOTION

RESOURCES

Social Media Best Practice For Artists

IN COLLABORATION WITH ELINOR WILLIAMS, THE ANNEX

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This resource explains how to approach social media as an artist, offering platform-specific guidance and practical tips to create engaging content and connect with audiences.

It's important to acknowledge that we are currently in a period of rapid change across social media platforms. Algorithms, formats, and audience behaviour are constantly evolving. While we can make suggestions based on current trends and platform recommendations, the reality is that there is no single formula that works for everyone.

What works well for one artist may not work for another. For this reason, it's important to approach social media with a mindset of testing, learning, and experimenting until you find the style, tone, and content that feels authentic to you and resonates with your audience.

Social media should ultimately feel like a creative and engaging tool, not a rigid obligation. Think of it as a modern media channel that allows you to share your music, personality, and creative world with people everywhere.

We also believe strongly in quality over quantity, particularly during quieter periods between releases or tours. While posting regularly can be helpful during busy campaign moments, it's completely okay to slow down during off-cycles. Those quieter periods can be a great opportunity to share more personal or behind-the-scenes moments - content that isn't purely promotional, but instead gives audiences a genuine glimpse into your life as an artist.

Instagram

- A general guideline is to post three to five times per week, using a mix of formats such as photos, videos, and carousel posts.
- When using hashtags, focus on three to five highly relevant tags that describe your niche, content, or campaign. Overusing hashtags can sometimes limit reach, so keeping them focused is often more effective.
- Reels can be up to 90 seconds long, though shorter reels around 30 seconds often perform best for engaging, punchy content. Reels longer than three minutes are less likely to be recommended to new audiences.
- Stories can be used more frequently and are great for sharing day-to-day moments, quick updates, or reminders about shows and releases.
- Instagram also allows collaborator posts, which can include up to six collaborators on a single post. This is a useful way to expand reach when working with other artists, venues, or brands.
- In terms of how the algorithm distributes content, photo and carousel posts are typically shown to your existing followers first. If they perform well, they may then reach wider audiences. Reels, on the other hand, are often pushed to both followers and new audiences, so it's helpful to include text on screen or captions that introduce who you are for viewers who may not know your music yet.
- When adding text to visuals, keep text placement central within the 4:5 feed crop, so important information isn't cut off by interface elements or engagement icons.
- Whenever possible, make sure to add official audio to your video posts. Even if you reduce the volume to a very low level, keeping the audio attached helps ensure the content remains connected to the track.
- Instagram now also allows you to reshare public reels and posts directly to your own feed, which can be useful for highlighting fan content or collaborative posts.

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TikTok

- Content on TikTok generally performs best when it feels authentic, raw, and spontaneous. While there is definitely space for polished or edited content, the platform often rewards creativity and personality over perfection.
- TikTok allows both short and long-form video, but shorter videos between 15 and 30 seconds often perform best for engagement.
- Creators can record videos up to 10 minutes long, with options for 15 seconds, 60 seconds, 3 minutes, or 10 minutes depending on the format.
- Consistency tends to be rewarded on TikTok, so posting regularly - ideally daily - is recommended where possible, particularly during moments when content is performing well or when something is trending.
- When creating content, think about the full viewer experience:
 - What the audience sees
 - What they hear
 - The text on screen that adds context or humour
 - The caption that supports the story
 - The comment section, which often becomes part of the conversation and can drive further engagement
- Text placement should leave room at the bottom of the screen for captions, location tags, and audio labels. Keeping text fairly central on the screen helps ensure it isn't covered by interface elements.
- Adding lyrics, captions, or POV-style text overlays is often very effective, as it gives viewers context and encourages engagement.
- As with Instagram, it's best to use official audio whenever possible, even if the volume is reduced.

Youtube

- YouTube works well for long-form content, including:
 - Official music videos
 - Cover performances
 - Acoustic or live sessions
 - Behind-the-scenes footage
 - Vlogs or tour diaries
- YouTube also supports Shorts, which are vertical videos up to three minutes long.
- When posting Shorts, it can be helpful to link them back to longer content where relevant - for example linking a short clip to the full music video.

Spotify Clips

- Spotify Clips are short videos that can be attached to your artist profile and releases.
- Clips can be up to 30 seconds long and are typically used to give fans a quick insight into your music, creative process, or personality.
- Once a release is live, Clips can be linked directly to singles or albums, helping listeners connect visually with your music while they're streaming.
- You can find the full content specifications [here](#).



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MusicNSW works, creates and listens on unceded Aboriginal land across the state. We honour elders past and present and acknowledge all First Nations peoples as the original music makers, storytellers and knowledge holders. Always was, always will be.

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