



Taking Charge of your Performance Career: Performing Online

10 - 16 December 2020
musicnetwork.ie



Tuesday 15 December, 11am

Choosing Your Platform
with David Taylor

Choosing Your Platform

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

DAVID TAYLOR



DavidTaylorUK



DavidTaylor_UK

www.david-taylor.org

Choosing Your Platform

- Overview
- Website
- Social Media
- Streaming
- Platforms for your creations
- Q&A

Create what you love

Score the following 1 – 10

- *How comfortable are you at writing?*
- *How comfortable are you at talking (audio only)?*
- *How comfortable are you at talking to camera?*
- *How comfortable are you at taking photos?*
- *How comfortable are you at editing videos?*
- *How comfortable are you at editing audio?*

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Website

- Home
- Biography – downloadable press kit
- Gallery
- Audio
- Video
- Contact
- Social media links
- Extras – stores/resources/merchandise/recordings/extra content

A stylized, handwritten signature in black ink, appearing to read 'DT' or 'David Taylor'.

DAVID TAYLOR

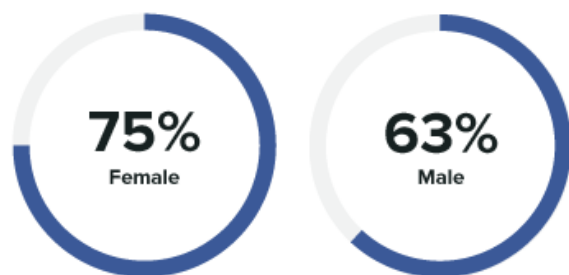
Website builders

- [Squarespace](#)
- [Wix](#)



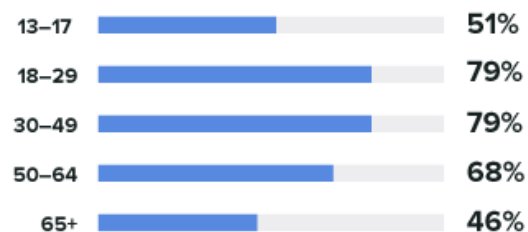
Facebook usage among key demographics

Gender

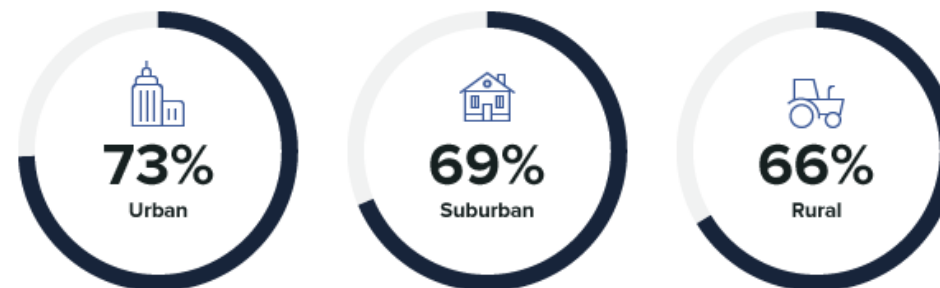


This study doesn't currently include data on non-binary people.

Age



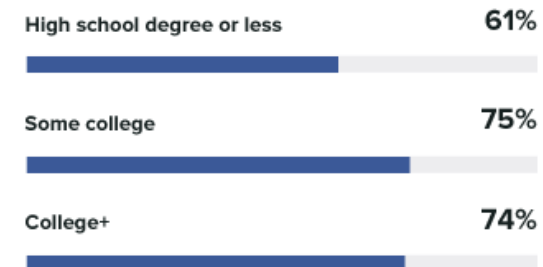
Location



Income



Education



2.4 billion users



Source: pewrsr.ch/2P0uyRs


DAVID TAYLOR

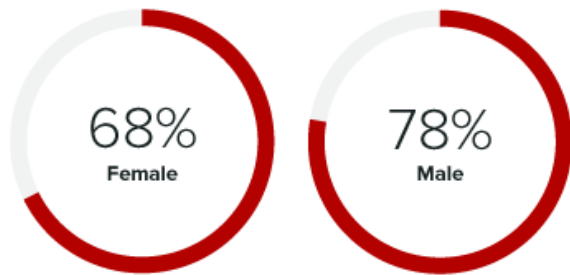
Facebook

- Mixture of text, images, and videos
- Facebook adverts are cheap and simple to use (*only good adverts work*)
- Facebook page not profile
- Additional features – events, groups
- Can build community



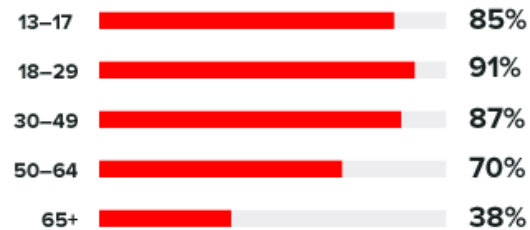
YouTube usage among key demographics

Gender

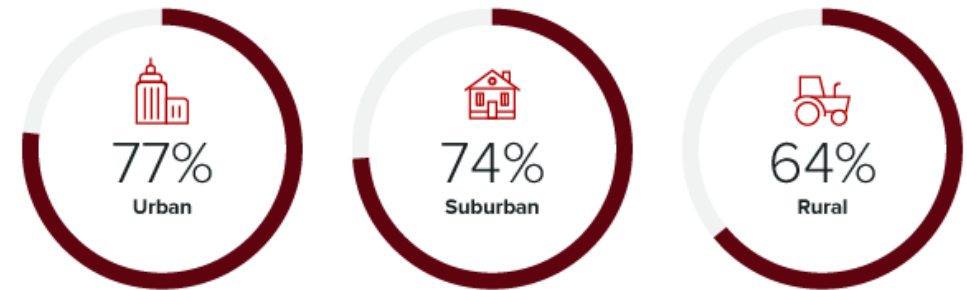


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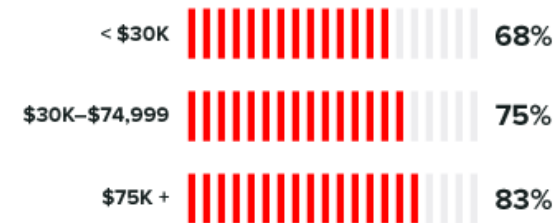
Age



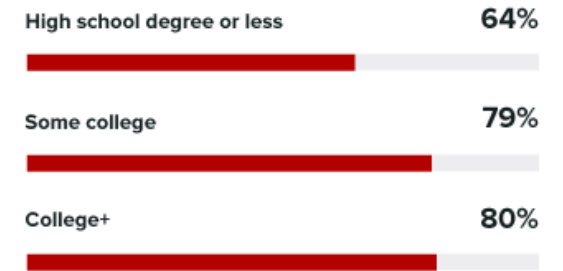
Location



Income



Education



2 billion users



Source: pewrsr.ch/2P0uyRs


DAVID TAYLOR

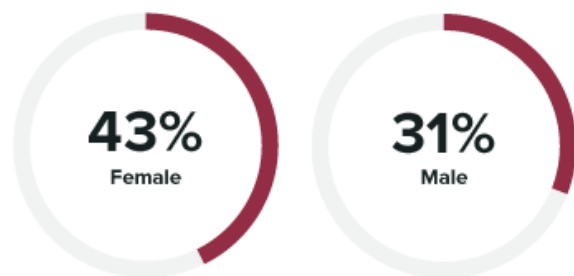
YouTube

- Heavily video focussed
- Can upload audio with a picture
- The 2nd largest search engine
- Community building
- YouTube memberships – does need 30k subscribers



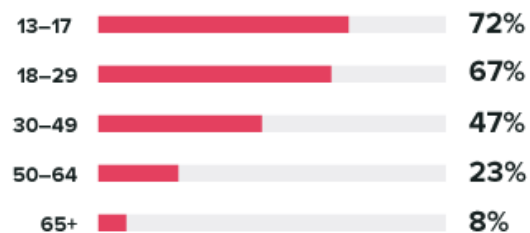
Instagram usage among key demographics

Gender

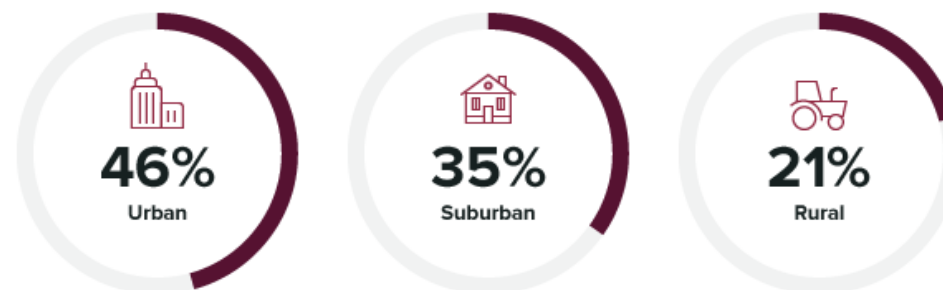


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Age



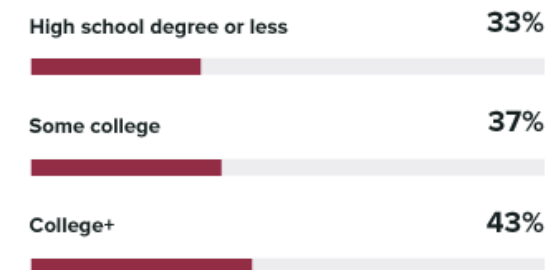
Location



Income



Education



1 billion users



Source: pewrsr.ch/2P0uyRs


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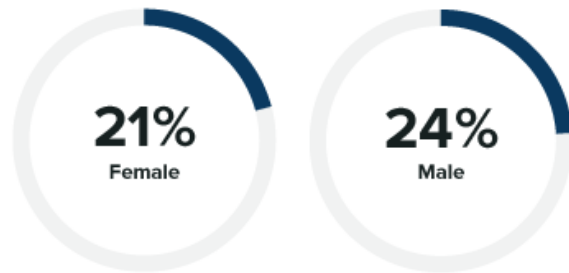
Instagram

- Highly focussed on images
- Videos also important
- Long text captions work well
- Instagram rewards using all features (posts, stories, Instagram TV, Reels)
- Ability to sync to online shop



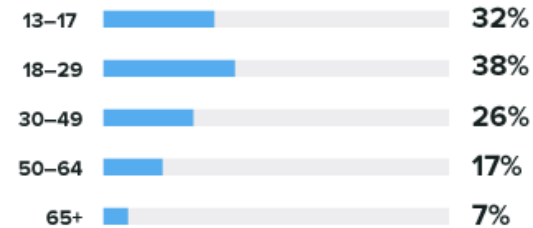
Twitter usage among key demographics

Gender

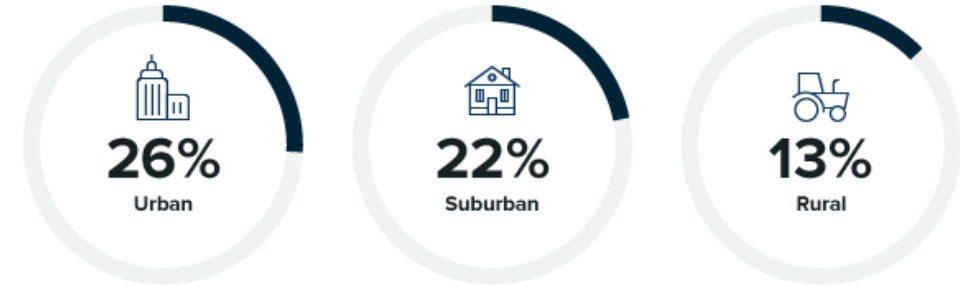


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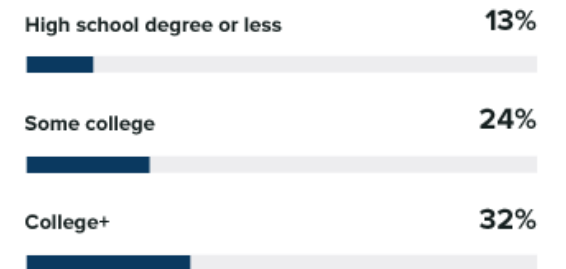
Location



Income



Education



386 million users



Source: pewrsr.ch/2P0uyRs

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Twitter

- Heavily text and conversation focussed
- Images and videos do work well
- Signposting and sharing works well – links
- Great for collaboration and sharing an audience

Social Media Tips

- Start with what you love – only one platform at first
- Have a presence on all – signposting
- Build up to focus on two
- Post regularly
- Be realistic, not idealistic
- Content manager - [hootsuite](#), [buffer](#)

What is streaming?

- Is it live?
- Concert, performance, workshop, talk

Where do I stream?

Social media

- Facebook
- Twitter
- Instagram
- YouTube
- Twitch

Private

- [Tidze](#)
- Vimeo/ [Vimeo OTT](#)
- Video Calls

Facebook - streaming

- Livestream on computer and mobile
- Maximum 720p quality
- Can schedule livestreams 7 days in advance – gives your audience notice
- Can make Facebook events for live streams to give more information and reminders
- Real time comments for audiences
- Notification reminders for audience before and during livestreams
- Videos remain afterward

YouTube - streaming

- Livestream on computer and mobile
- The highest quality – you can even livestream in 4k quality
- Can schedule livestreams for any time in the future – gives your audience notice
- Real time comments for audiences
- Can have a “live videos” section on your YouTube channel
- Basic notification reminders for audience before and during livestreams
- Videos remain afterwards
- Need 1000 subscribers to go live on mobile *(you can get round this)*

Instagram - streaming

- Only available on mobile
- Maximum 720p quality
- No scheduling
- Real time comments for audiences
- Notification reminders for audience during livestreams
- Video does NOT remain afterwards - there for 24 hours
- Can invite guests to join livestream from their device

Twitter - streaming

- Only available on mobile (*can use additional software to use computer*)
- Maximum 720p quality
- No scheduling
- Real time comments for audiences
- Notification reminders for audience during livestreams – but users have to enable
- Videos remain afterwards
- Can invite guests to join livestream from their device
- (Sometimes called Periscope)

Things to consider

- Quality isn't everything
- Where your audience currently is
- Which do you enjoy using most?
- Mobile or computer?

david-taylor.org/mnstreaming

Streaming - private

- Private livestreams, usually with sold tickets
- [Tidze](#) – tickets, reminders, interactive rooms (like Zoom), and streaming all in one place - *(will need broadcasting software – OBS/Streamlabs)*
- [Eventbrite](#) – virtual events – needs Zoom, Skype, Vimeo etc
- [Vimeo OTT](#) – on demand service – free option – live is expensive (ways round this)

Tidze



Create

Create your own beautifully crafted, unique channel – your virtual stage.



On Demand

Upload and create a library of videos to watch on demand.



HD Streaming

Broadcast in full 1080p HD video and 320Kbps audio.



Sell

Sell secure digital tickets to access live streams, pre-recorded streams or video on demand.

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Livestreaming (advanced)

- Broadcasting software (*why?*)
 - *Schedule livestreams*
 - *Connect cameras*
 - *Increase production quality*
 - *Connect to streaming services*
- Computer (free software)
 - [OBS \(Open Broadcast Software\)](#) – more flexibility
 - [Streamlabs](#) – simpler
- Phone
 - [Streamlabs app](#) – lets you livestream to YouTube with less than 1000 subscribers






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Restreaming

- Can go live to more than one platform simultaneously
- [Castr.io](#) / [Restream.io](#)
- You need broadcasting software
- [Restream can now be used as broadcasting software](#)

Restream.io



How to make your stream great

- Include your audience – talk to them directly
- Calls to action
- Reply to the audience
- Smarten up your livestream

How to make money with your livestream

- Collecting donations – [PayPal.me](#) / [Ko - fi](#)
- Subscribers – [Patreon](#) / [Ko - fi](#)
- Ticket
- Indirect

Indirect – leverage your attention

- Adverts within concerts – partner with local businesses
 - What businesses would like access to my audience?
 - What products or services would my audience want?
- Sell recordings - Bandcamp
- Amazon affiliate links
- Offer other services or products – books, arrangements, lessons etc
- Think outside the box

Platforms for your Creations

- MP3s – [Bandcamp](#) (*you receive 85% of fee*)
- Digital Downloads – website OR [Selfy](#)
- Podcast – [Anchor.FM](#) (*redistributes to other podcast providers*)

Q&A