

vo/ume

LIVE STREAMING

PROMOTIONS GUIDE

SET UP & TRIAL RUN

YOUR SET UP

**MAKE EACH SHOW AN
EVENT**

MEET NIKI KENNEDY

PROFILE EXAMPLE

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**WELCOME TO
VOLUME.COM**

WELCOME TO VOLUME.COM

**“LIVE STREAMING IS NO LONGER A “NICHE” STRATEGY – IT’S AN ACCESSIBILITY IMPERATIVE,
AND A POTENTIAL CATALYST FOR OTHER KINDS OF VIRTUAL INNOVATIONS.” - CHERIE HU**

Live streaming is the new normal.

With the convenience of not having to leave your home, live streams are a great tool to connect with fans all over the world. They can be filmed at your home or any interesting location you have access to.

**This guide is designed to help you make the most
of your promotional efforts to support your streams**

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SET UP & TRIAL RUN

YOUR SET UP

Atmosphere: Make sure you are setting some kind of vibe - hang up a sheet, some seamless paper or posters, or drape a lampo with a colored scarf but make sure you are not streaming from a place that will cause your viewers to focus on the background (they will if it's distracting). Pay attention to details like open closet doors, people walking into the frame, or even things that should be hidden like cords, etc.

Lighting: We are huge fans of Ring Lights. You can get a full Ring Light set up for approx. \$115 or a selfie (if you are streaming from your phone) for \$59 - be sure to read the reviews first.

Backdrop: If you want a backdrop (if you don't have a nice-looking corner of your home or studio) try this and you can switch seamless paper rolls when you want to change colors.

Attire: If you are performing in front of a dark/black background and you are wearing black or a similar color to the background you will look like a weird floating head, Be mindful of choosing a color that pops so you can be seen.

MAKE EACH SHOW AN EVENT

With different setlists, including fun covers, invite guest performers to join you, and interact with the viewers holding Q&A sessions. Keeping show different and fun each time will help bring back viewers and create audience growth. Spread the word on socials and send details to your mailing list.

CONDUCT TRIAL RUNS

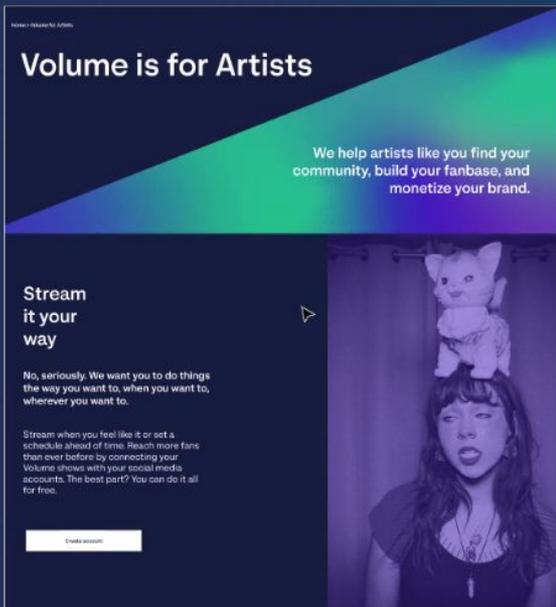
To make sure your audio and visuals are the best they can be.

VOLUME



If you would like to create a live stream and sell tickets we can help you get extra attention on the platform.

Go to Volume.com and create an artist profile.





**SEE HOW OUR
ARTISTS DO IT!**

VOLUME

Vancouver based Niki Kennedy has been consistently streaming on Volume since we launched and she has created a consistent rhythm for her fans who show up regularly to hang out with her and make requests at her sets which include originals as well as covers

Her Volume profile is perfectly built - come see how it looks [here](#).

The screenshot shows a music profile for Niki Kennedy on the Volume platform. The profile header includes her name, handle (@nikikennedy), and location (Vancouver, Canada). It features a grid of social media-style icons for 'Send Tip', 'Follow', 'Subscribe', 'Share', and 'More'. Below the header, there are tabs for 'About', 'Clips', 'Streams', and 'Shows'. The 'About' section is active, displaying an 'Artist Bio' with a profile picture, location, and follower count (444). A bio description identifies her as a singer, songwriter, and musician from New Zealand. A call-to-action button 'Learn More' is present. Below the bio is a video player showing a portrait of Niki Kennedy. To the right, there are two music player widgets: one for 'Get Back in the Groove' and another for 'Fall Back into You'. A central playlist titled 'This is Niki Kennedy' is also visible, listing six tracks with their durations.

Niki Kennedy
nikikennedy
Official Fan Club 🎵

originals + covers #pop #soul #easylistering

Send Tip Follow Subscribe Share More

444 4 Vancouver, Canada

About Clips Streams Shows

Artist Bio

Niki Kennedy
Vancouver, Canada
0 Total Views
444 Followers
<https://volume.tv/nikikennedy>

Singer, songwriter, and musician from New Zealand currently based in Vancouver, Canada.

Make a free account and +3 Follow to be notified when I'm live!

[Get Back in the Groove DIY Video Out Now Watch Here!](#)

Subscribe to NikiKennedy to join Official Fan Club 🎵

[Learn More](#)

This is Niki Kennedy
Niki Kennedy

1. Get Back in the Groove Niki Kennedy 3:27
2. The Last Night (Dancing With You) Niki Kennedy 3:13
3. Fall Back into You Niki Kennedy 3:46
4. Cheque, Please Niki Kennedy 3:15
5. I'm Your Girl Niki Kennedy 3:40
6. Sweet Existence Niki Kennedy 3:18

Get Back in the Groove
Niki Kennedy

Fall Back into You
Niki Kennedy

CREATE TICKETED EVENTS

Once you choose your streaming schedule be sure to create events and tickets for each stream (free or paid). Email reminders will be sent automatically to your fans once they purchase a ticket when you are about to go live.

[Here](#) is a tutorial on how to create a ticketed show.

nikikennedy's Upcoming Ticket Shows



St Paddy's Show
NikiKennedy

Mar 17



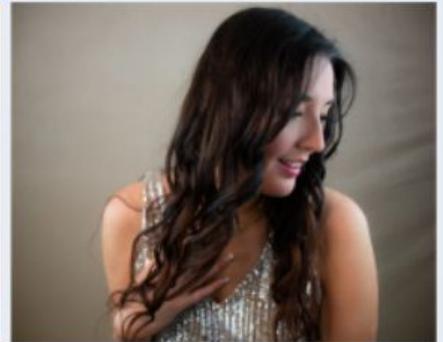
Requests Show
NikiKennedy

Mar 18



Requests Show
NikiKennedy

Mar 21



Requests Show
NikiKennedy

Mar 22



Actress and singer Sereda has an incredibly Active fan club where she treats her viewers To behind the scenes moments such as new music creation, vocal sessions, writing sessions and late-night hangs.

Her dedicated fanbase has supported her with Over 1M streams on spotify and 190K Followers on TikTok

You never know what you might find on her Volume.com

New Music Video
\$1,228.76 / \$5,000

Subscribe to Sereda to join <sereda's Fan Club>

Your subscription directly supports the artist by tipping them AMPs every month.

Sub	Tier 2 Sub	Tier 3 Sub
114	190	304
\$5.99/month	\$9.99/month	\$15.99/month

As a Tier 2 Sub subscriber, your subscription earns Sereda 190 AMPs per month, and you get these benefits:

- Subscriber Only Streams
- Exclusive access to all shows and live streams

You can pay for subscription via Credit Card, PayPal, or directly in AMPs. Regardless of payment method, Sereda earns 100 AMPs each month from your subscription.

Subscribe for 190 AMPs or \$9.99/Month

Tipper: @tingest12322
Goal: \$0/\$300
with App/Venmo

CREATE SPECIAL STREAMS LIKE KYLE HOLLINGSWORTH (STRING CHEESE INCIDENT)

DID WITH HIS IN-STUDIO BEER TASTING

Kyle Hollingsworth, keyboardist from The String Cheese Incident streamed a beer tasting show from his Brewski tour where he and the band jammed and sampled beers while his audience joined in.





**I'VE MADE REAL FRIENDS ALL OVER THE WORLD BY ENGAGING WITH AND FOLLOWING
VOLUME ARTISTS IN THEIR CAREERS BOTH IN AND OUTSIDE
THE PLATFORM.**

**I FEEL CONFIDENT TO SAY THAT I COULD PLAY A SOLID ACOUSTIC SHOW
IN NASHVILLE. TN. SAO PAULO BRAZIL, UK, AND JUALA LUMPUR
AND HAVE A FEW PEOPLE SHOW UP WHO WOULDN'T
HAVE KNOWN ABOUT ME OTHERWISE!**

- BEN HOLST - STREAMER/TALK SHOW HOST - [VOLUME.COM/AMPLIFIED](https://www.volume.com/amplified)

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SOCIAL MEDIA PROMOTION



INSTAGRAM

GENERAL POSTING GUIDELINES

COME FOLLOW US AT [HTTP://WWW.INSTAGRAM.COM/GETONVOLUME/](http://www.instagram.com/getonvolume/)

TO INCREASE ENGAGEMENT

Feed post - 3-5x a week

Stories post - 1x - 5x per day

BEST GENERAL POSTING TIMES

The best day and time to post is wednesday at 11am

The second best time to post is friday between 10am and 11am

The worst day to post is sunday

The worst times to post are late night and early morning



INSTAGRAM TIPS

DO THIS FOR THE 'GRAM

CHANGE YOUR BIO TO ANNOUNCE YOUR LIVE STREAMS

ADD A LINK TO SCHEDULE IN YOU LINKTREE

CREATE A LIVE STREAM TILE AND POST

CREATE MULTIPLE LIVE STREAM STORIES AND VIDEO SNIPPETS AND POST

CREATE A BOOMERANG OF PAST LIVE STREAMS TO GIVE YOUR FANS A PREVIEW OF WHAT TO EXPECT

CREATE TILES TO SPREAD OUT OVER THE NEXT FEW WEEKS WITH DIFFERENT FUN WAYS TO ANNOUNCE

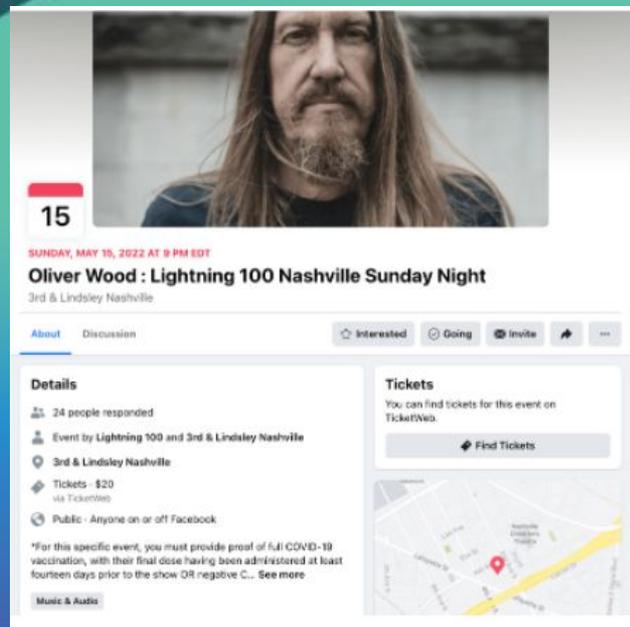


FACEBOOK EVENTS

CREATE AN EVENT FOR EACH LIVESTREAM

In order to help make your live stream as successful as possible, promoting across all of your social Channels is critical.

If you are active on Facebook and have a healthy Engaged following we suggest that you create a Facebook Event for each of your Volume.com Stream and individually invite your followers to join You for an RSVP - be sure to add a ticket link.





HERE'S HOW TO PROMOTE YOUR STREAMS ON FACEBOOK

Upload a new banner to both your Facebook personal profile and Page, announcing your live streams

Edit the “About” section to include your schedule and make a mini banner with “LIVE STREAM SCHEDULE”

Post a status update announcing your live stream (s), and pin to the top as a timeline feature

Buy a Facebook boosted post. We suggest a budget of \$5 to \$10 to test each live stream announcement



FACEBOOK

GENERAL POSTING GUIDELINES

COME JOIN US AT [HTTP://WWW.FACEBOOK.COM/GETONVOLUME/](http://www.facebook.com/getonvolume/)

POST ON REGULAR FEED POST 1-3X A WEEK
POST STORIES 1X PER DAY

BEST GENERAL TIMES

THE BEST TIMES TO POST ARE BETWEEN 9AM AND 3PM

WEDNESDAY AT 11AM IS IDEAL

SUNDAY HAS THE LEAST AMOUNT OF ENGAGEMENT

THE WORST TIMES TO POST ARE BEFORE 7AM AND AFTER 5PM



TWITTER

GENERAL POSTING GUIDELINES

WE WILL TWEET WITH YOU HERE [HTTP://WWW.TWITTER.COM/GETONVOLUME/](http://www.twitter.com/getonvolume/)

TO INCREASE ENGAGEMENT

POST 3-10 TIMES PER DAY (TWEET,RT,LIKE)

THE BEST DAYS TO POST ARE TUESDAYS & WEDNESDAY

THE BEST TIMES TO POST ARE WEDNESDAY & FRIDAY AT 9AM

THE WORST DAY TO POST IS SATURDAY

THE WORST TIMES TO POST ARE BETWEEN 10PM AND 4AM

TO BUILD FOLLOWERS

FOLLOW ACCOUNTS LIKE YOURS AND PEOPLE WHO FOLLOW THOSE ACCOUNTS TO UP YOUR

FOLLOWER COUNT



EXAMPLE TWEETS & TIP

FEEL FREE TO USE THESE!

MAKE SURE THE TOP BANNER, PROFILE PICTURE, AND BIO REFLECT YOUR LIVE STREAM SCHEDULE

DON'T FORGET TO PIN YOUR TWEETS TO THE TOP OF YOUR PROFILE PAGE

GOING LIVE ON (DATE) AT (TIME) ON @GETONVOLUME! WE'LL BE DOING (X) SONGS. REPLY WITH SOME REQUESTS! (LINK TO TICKET OR PAGE)

IF YOU'RE NOT BUSY (DATE), COME JOIN MY/ OUR #MUSICLIVESTREAM ON @GETONVOLUME AT (TIME)! WE'D LOVE TO SEE YOU THERE. (HEART EMOJI) (LINK TO TICKET) TICKETS ARE FREE!

CREATE A BOOMERANG OF PAST LIVE STREAMS TO GIVE YOUR FANS A PREVIEW OF WHAT TO EXPECT

CREATE TILES TO SPREAD OUT OVER THE NEXT FEW WEEKS WITH DIFFERENT FUN WAYS TO ANNOUNCE



YOUTUBE

GENERAL POSTING GUIDELINES

JOIN US ON YOUTUBE - [HTTP://WWW.YOUTUBE.COM/GETONVOLUME/](http://www.youtube.com/getonvolume/)

POST 2 HOURS BEFORE PEAK TIME:

12 - 3 PM

PEAK TIME ON WEEKDAYS IS 5 PM.

THE MOST IMPORTANT THING ABOUT POSTING ON YOUTUBE IS TO CREATE A SCHEDULE! POSTING ON THE SAME DAY AT THE SAME TIME EVERY WEEK WILL HELP YOUR AUDIENCE TRUST YOU AND KNOW WHEN TO LOOK BACK FOR NEW, FRESH CONTENT



TIKTOK

GENERAL POSTING GUIDELINES

WE ARE HERE [HTTP://WWW.TIKTOK.COM/@JOINVOLUME](http://www.tiktok.com/@joinvolume)

TO INCREASE ENGAGEMENT

POST AT LEAST ON VIDEO EVERY SINGLE DAY

BEST GENERAL TIMES

GENERALLY SPEAKING PEOPLE ARE USUALLY SCROLLING THROUGH TIKTOK EARLY IN THE MORNING, ON THEIR LUNCH BREAK, OR LATE AT NIGHT

THERE ARE INSIGHTS WITHIN YOUR TIKTOK ACCOUNT TO LOOK AT THAT WILL SHOW WHEN YOUR FOLLOWERS ARE MOST ACTIVE AS WELL AS VIDEOS THEY'RE WATCHING AND SOUNDS THEY'RE LISTENING TO - USE THESE SOUNDS IN YOUR VIDEOS AND FOLLOW THE TRENDS OF VIDEOS THEY'RE WATCHING



TIK TOK

VIDEO IDEAS FOR YOUR LIVE STREAM

CREATE VIDEOS TALKING ABOUT YOUR LIVE STREAMS

CREATE VIDEOS BEHIND THE SCENES / SETTING UP FOR YOU STREAMS

CREATE VIDEOS SHOUTING OUT ANY FANS WHO JOIN YOUR LIVE STREAMS FREQUENTLY AND TAG THEM IF THEY HAVE BIG FOLLOWINGS ON THE PLATFORM



TIK TOK

BEST & WORST TIMES TO POST

BEST TIMES

MONDAY 6 AM, 10 AM, & 10 PM

TUESDAY 2 AM, 4 AM, & 9 AM

WEDNESDAY 7 AM, 8 AM, & 11 PM

THURSDAY 9 AM, 12 PM, & 7 PM

FRIDAY 5 AM, 1 PM, & 3 PM

SATURDAY 11 AM, 7 PM, & 8 PM

SUNDAY 7 AM, 8 AM, & 4 PM

WORST TIMES

MONDAY 11 AM TO 9 PM

TUESDAY 10 AM TO 12 AM

WEDNESDAY 9 AM TO 10 PM

THURSDAY 1 PM TO 6 PM

FRIDAY 4 PM TO 4 AM

SATURDAY 12 PM TO 6 PM

SUNDAY 5 PM TO 6 AM

HASHTAGS

HASHTAGS

BUILD SOME “HASHTAG CLOUDS’ ON THE NOTES SECTION OF YOUR PHONE AND ADD THEM AS THE FIRST COMMENT (YOU CAN ADD UP TO 30 INCLUDING YOUR HASHTAGS IN THE COMMENT!) START THE COMMENT WITH 5 PERIODS AND RETURNS. USE THE UG HASHTAG EXPERT FOR IG APP TO HELP GENERATE CLOUDS.

HASHTAG CLOUD EXAMPLES:

#GETONVOLUME #NEWMUSIC #MUSIC #MUSICIAN #MUSICIANS #MUSICIANSHIP #MUSICLOVERS
#MUSICIANLIFE #MUSICFORLIFE #MUSICARTIST #MUSICISMYLIFE #RECORDINGARTIST #MUSICIANSHIP
#ORIGINALMUSIC #INIDEMUSIC #SUPPORTMUSIC #SONGWRITER #SONGWRITERS #MUSICINDUSTRY
#LIVESTREAMMUSIC #LIVESTREAM #MUSICVIDEO #UNSIGNEDARTIST #UNSIGNED #NEWMUSIC #DIY

HASHTAGS

**#LIVEMUSIC #CONCERT #LIVESTREAM #GETONVOLUME #SINGER #MUSICIAN #GUITAR
#INSTAMUSIC #STREAM #LIVESTREAMCONCERT #LIVECONCERT #LIVESHOW #INDIEMUSIC
#INIDEMUSIC #SUPPORTMUSIC #SONGWRITER #SONGWRITERS**

CHOOSE GENRES:

**#EDM #POP #ROCK #GUITAR #GUITARIST #GUITARSOLO #GUITARPORN #GUITARSOLO #GUITARPLAYER
#FENDER #BASS #BASSGUITAR #WOMANINMUSIC #FEMALEVOCALIST**

HASHTAGS

ADVICE FROM OUR FRIENDS AT HUBSPOT & HOOTSUITE

INSTAGRAM WILL ALLOW UP TO 30 HASHTAGS PER POST - BEST PRACTICE, FOR NOW, IT TO USE BETWEEN 3-5 PER POST

INSTAGRAM'S ALGORITHM MAY PENALIZE YOU FOR CONSISTENTLY USING THE SAME HASHTAGS, PUSHING YOUR POSTS DOWN SO THEY DON'T SHOW UP FOR THOSE TAGS. EVEN MORE, THEY MIGHT BAN YOUR ACCOUNT, BECAUSE USING IDENTICAL HASHTAGS COULD MAKE IT LOOK LIKE YOU'RE SPAMMING USERS - OR WORSE - LIKE AN INSTAGRAM BOT

TRY ROTATING OUT YOUR HASHTAGS SO THAT THEY'RE HIGHLY RELEVANT TO THAT SPECIFIC POST, EVEN IF YOUR POSTS ARE SIMILAR.

COPY AND PASTE OUR SUGGESTIONS INTO THE "NOTES" SECTION ONTO YOUR MOBILE PHONE SO YOU CAN EASILY ACCESS YOUR HASHTAGS AND USE THEM.

HASHTAGS

ADVICE FROM OUR FRIENDS AT YOUR MARKETING PEOPLE & SMALL BUS BLOG

TWITTER - USING HASHTAGS WITH YOUR TWEETS CAN INCREASE THEIR ENGAGEMENT BY 100% FOR THE INDIVIDUAL, AND 50% IF YOU HAVE A BRAND. THE SWEET SPOT PER TWEET IS BETWEEN ONE AND TWO. IF YOU FOLLOW A STRATEGY LIKE THIS CLOSELY, YOU CAN GAIN 21% IN ENGAGEMENT. TWEETS THAT USE MORE THAN TWO HASHTAGS MIGHT EXPERIENCE 17% LESS ENGAGEMENT.

FACEBOOK - POSTS THAT ONLY INCLUDE ONE HASHTAG USUALLY GET THE MOST ENGAGEMENT. USE THREE AT MOST

TIKTOK - WITH TIKTOK, YOU HAVE A LIMIT OF 100 CHARACTERS. THAT INCLUDES HASHTAGS SO WE SUGGEST FOUR TO FIVE.

YOUTUBE - USE AS MANY HASHTAGS AS YOU WANT, UP TO 60. MAKE SURE YOU PLACE YOUR TOP PRIORITY HASHTAGS IN THE FIRST THREE SPOTS SINCE THOSE APPEAR ALONGSIDE YOUR VIDEO.

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EMAIL LIST PROMOTION



EMAIL LIST

THE MOST EFFECTIVE WAY TO DRIVE VIEWERS IS VIA EMAIL MARKETING

MAKE SURE TO USE AN OFFICIAL EMAIL SERVICE SUCH AS MAILCHIMP FOR LEGAL REASONS

AS A GENERAL GUIDE TUESDAYS, WEDNESDAYS, AND THURSDAYS ARE THE BEST DAYS TO SEND NEWSLETTERS, AND SATURDAYS AND SUNDAYS ARE THE WORST DAYS

AND THE BEST TIMES TO SEND EMAILS ARE BETWEEN 6AM AND 11AM. AVOID SENDING AFTER 10PM IN YOUR TIME ZONE

YOUR SUBJECT LINES SHOULD BE CAPTIVATING AND CLEAR - ADD CHARISMA AND CREATIVITY

SUBJECT LINES THAT USE EMOJIS CAN BE VERY EFFECTIVE IF IT FITS YOUR BRAND

THE COPY SHOULD BE ANYWHERE FROM 1 - 3 PARAGRAPHS

ONLY HAVE ONE CALL TO ACTION (CTA) - WHICH SHOULD BE - GET A TICKET (FREE OR PAID) OR FOLLOW ME ON VOLUME.COM

THE MORE PERSONAL, THE BETTER. REMEMBER: SUBSCRIBERS AND FANS WHO WATCH YOUR STREAMS ARE YOUR SUPER FANS

BANDSINTOWN

BANDSINTOWN

Bandsintown helps all members to post and promote their live streams. It's a great tool to use and it's FREE to post to your followers in the app.

This [Toolbox](#) will help you with any and all questions you may have to get started or to oomph up your page if you already have one.

[Claim](#) Your Page - if you have not claimed your page here's how"

[Update your artist profile](#) - it is very important to keep your profile updated and add your live streams the moment you schedule.

[Message Your Fans](#) - Post weeks before, days before, or the moment you go live! It's free, and you can message as often as you want.



Posted by **Niki Kennedy**
2 days ago

I'm so excited to share my new single with you this Friday, January 21, 2022. If you'd like to pre-order or pre-save "Get Back in the Groove" now, you can do so here: <http://ffm.to/gbgroove>

I'm also hosting a FREE virtual release show on Volume to celebrate and I'd love to see you there. The 2-hour show starts at 5pm Pacific / 8pm Eastern on Friday the 21st and you can tune in at <http://volume.tv/nikikennedy>

My hope is that this song makes you feel good! Thank you so much for your support.



WIDGET & APP

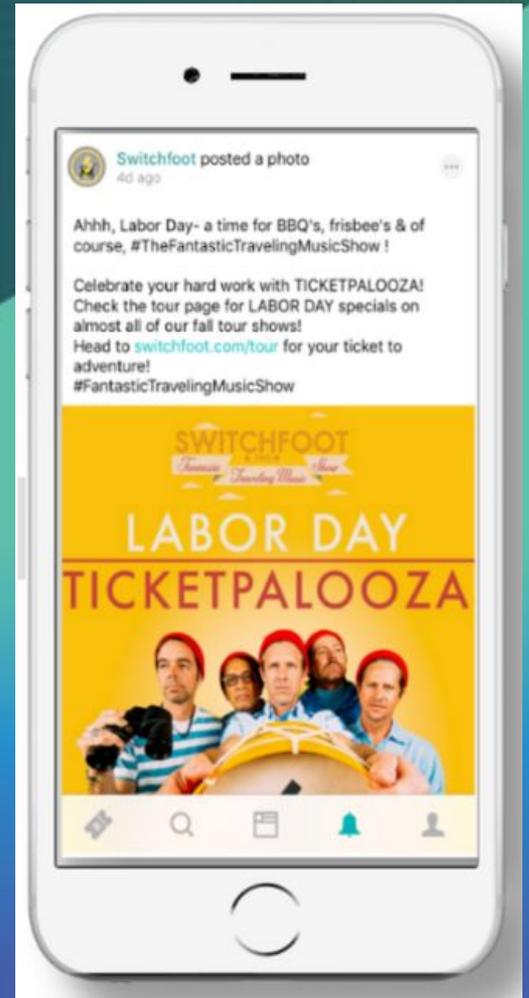
You can also [install their widget on your website](#) and onto your Facebook page. Make sure to continuously update as you schedule your live streams. Add the [Bandsintown App](#) to your mobile phone as well for ebay and quick updates on the go.

VIP FEATURES

These newer features all you to:

Schedule Posts - So you never forget to make announcements when you are going live again.

Make Event - Targeted Posts - So you never forget to make announcements when you are going live again.



THIS IS WHAT YOUR BANDSINTOWN EVENT PAGE WILL.

Niki Kennedy

Live Stream
Dec 21st, 2021

Free [Set Reminder](#)

Streaming on volume.tv **Tuesday, Dec 21st, 2021**
8:00 PM EST





Niki Kennedy

552 Followers • 6 Upcoming Concerts

Events

Upcoming Past

All Events & Live Streams

DEC 20	Live Stream 8:00 PM EST	Set Reminder
DEC 21	Live Stream 8:00 PM EST	Set Reminder
DEC 23	Live Stream 8:00 PM EST	Set Reminder
DEC 24	Live Stream 6:00 PM EST	Set Reminder
DEC 30	Live Stream 8:00 PM EST	Set Reminder

**HOST THE CHAT
NETWORK**

SHARE YOUR AUDIENCE / CO-HOST IN THE CHATS

A great way to help with increasing your streaming numbers is to invite another artist to join you and host the chat and you can both promote your streams on your socials and in your newsletters.

This strategy works to help artists network with potential fans and make your friends seem not as alone if they stream solo. Checking to see if the artist live streams already and has a healthy and active community similar to yours in size is a good goal.

This strategy will work best with artist you already know, but if you have a few in mind you'd like to build your network with as "stretch goals" do this:

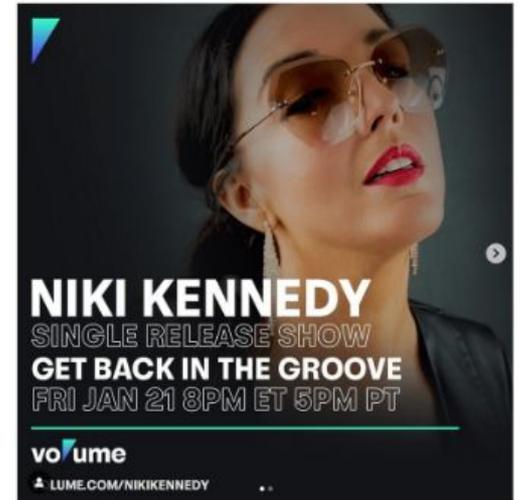
Follow similar artists, artists you want to play with on Volume and attend their shows, and chat!

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LIVESTREAM PROMOTION

CREATE BEAUTIFUL GRAPHICS

Use [Canva](#) and create graphics that match your brand and vibe - See these great examples:



YOUR EMAIL LIST

Something VERY TELLING happened when the global pandemic started - we noticed that the artists who had taken the time to build, maintain and use their email lists had a much easier time adjusting to the world when we were all sent home.

If you have not taken the time to work on your mailing list - it's time to do it!

Send a dedicated email before each live stream - Announce you will be going live an hours or a day before and see how it affects your viewership

Survey - Ask you list for feedback on what platforms they want to see you on and what times work for your audience.

TEXT MESSAGE PROMOTION

There is a lot of competition for live stream attendance - Your fans are far more likely to see text messages than they are emails, so text message marketing and text message lists are going to be increasingly important driving views.

WhatsApp: You can create a WhatsApp Group for up to 256 people and use the group to not only remind fans when live streams are coming, but also send messages of support and general banter (if that's your type of vibe). Download WhatsApp from the App Store onto your mobile device! Best of all it's free!

SlickText - You can build your text message database via various companies. SlickText is a robust solution and you can try their free version to see how it works for up to 50 texts a month to an unlimited amount of friends.



DISCORD

THE MOST EFFECTIVE WAY TO DRIVE VIEWERS IS VIA EMAIL MARKETING

Discord - was initially a place where gamers convened but it is great for musicians too! The reason it is so popular is unlike social channels where followers won't see your posts on Discord they will as it encourages interaction.

If you have ever used Slack - it's very much like that except on Discord you can interact with text, voice, or video so the possibilities are endless.

Discord is a great place to keep the conversation with your fans going while you are not streaming to stay connected.

It's fun for fans because they can chat about anything that interests them (which is YOU) but can diverge into other topics - you will learn a lot about your fans by meeting them on Discord.

WHAT TO DO NOW

1. **Dive in! If you are new to live streaming, experiment by just testing a few times so you can understand the technical aspects and test for lighting, sound, and flow.**
2. **Survey your fans in an email and find out what times/days they want you to stream - this is a great way of engaging them before you plan an entire livestream schedule.**
3. **If you have not claimed and updated your Bandsintown profile, do it now and add dates.**
4. **Make sure you create your FB Events and invite Volume to be a co-host on all of them**
5. **Dive into Canva and Create some promotional tiles**
6. **After you build your list with free shows, try creating ticketed shows that are not \$0!**
7. **Have FUN and if you have further questions please reach out to us at support@volume.com**