

VIRTUAL  
MUSIC  
MANAGER

VM  
VM

# 90 DAY SOCIAL MEDIA CALENDAR

**BUILDING AN ENGAGED FOLLOWING ON SOCIAL  
MEDIA COMES DOWN TO THIS**

## **KNOW. LIKE. TRUST**

**YOU WANT TO SHARE MORE THAN THE MUSIC SO  
THAT YOUR FANS GETS TO KNOW YOU, THEN LIKE  
YOU, THEN TRUST YOU.**

**THIS CALENDAR IS BASED ON POSTING  
3 TIMES A WEEK.**

**BLUE = PERSONAL POST  
ORANGE = MUSIC POST**

**REMEMBER TO LOOK AT THE RESULTS OF YOUR  
ENGAGEMENT - LIKES, SHARES, COMMENTS.  
IF YOUR AUDIENCE LOVES A TYPE OF POST - DO  
MORE OF THOSE.**

**HAVE FUN AND SHART SHARING - X KATE**

(c) 2020 Westwood Management

**PHOTO OF  
YOUR  
FACE/SELFIE  
OR TAKEN BY  
SOMEONE  
ELSE**

**1 MIN VIDEO  
OF A NEW  
SONG YOU'RE  
WORKING ON**

**1 MIN VIDEO  
OF YOUR  
PROJECT OR A  
LIFE UPDATE**

**YOUR LOCAL  
COFFEE OR  
PUB OR  
BRUNCH  
PLACE**

**SONG FREEBIE  
FOR EMAIL  
LIST SIGN UP**

**WHAT YOU  
WANTED TO BE  
WHEN YOU  
GREW UP**

**AN ARTIST OR  
SONGWRITER  
WHO INSPIRES  
YOU RIGHT  
NOW**

**THE LAST GIG  
YOU WENT TO**

**A PHOTO  
FROM A YEAR  
AGO FROM  
YOUR PHOTO  
ROLL**

**BEACH OR  
MOUNTAINS?**

**YOUR STUFF  
ON ITUNES  
INCLUDING  
LINKS**

**HOW YOU  
TAKE YOUR  
TEA/COFFEE**

**AN ARTIST OR  
SONGWRITER  
WHO INSPIRED  
YOU TO GET  
INTO MUSIC**

**YOUR MERCH  
ON  
BANDCAMP  
INCLUDING  
LINKS**

**CATS OR  
DOGS?**

**TOP 3 ROAD  
TRIPS SONGS  
TO SING LOUD  
AND PROUD**

**A LIVE VIDEO  
OF A RECENT  
GIG/SHOW**

**A NEW AUSSIE  
BAND/ARTIST  
THAT YOU  
LOVE RIGHT  
NOW**

**YOUR BIGGEST  
FAN RIGHT  
NOW AND  
WHY**

**1 MIN VIDEO  
OF A NEW  
SONG YOU'RE  
WORKING ON**

**YOUR FAV  
PLACE IN THE  
WORLD**

**SOMETHING  
DEEP ABOUT  
YOU**

**JOIN YOUR  
FAN CLUB  
INCLUDING  
LINKS**

**BOOKS OR  
MOVIES?**

**ANY  
ALLERGIES  
YOU HAVE OR  
FOOD YOU  
HATE**

**A VIDEO ON  
YOUTUBE  
INCLUDING  
LINKS**

**PHOTO OF  
YOUR  
FACE/SELFIE  
OR TAKEN BY  
SOMEONE  
ELSE**

**SOMETHING  
YOU NERD  
OUT ABOUT**

**SONG FREEBIE  
FOR EMAIL  
LIST SIGN UP**

**1 MIN VIDEO  
OF YOUR  
PROJECT OR A  
LIFE UPDATE**

**YOUR FAV  
THING TO DO  
ON THE  
WEEKEND**

**YOUR STUFF  
ON SPOTIFY  
INCLUDING  
LINKS**

**A SOCIAL  
CAUSE YOU'RE  
PASSIONATE  
ABOUT  
INC. LINKS**

**SHARE YOUR  
HIGH SCHOOL  
EXPERIENCE**

**YOUR STUFF  
ON ITUNES  
INCLUDING  
LINKS**

**A DAY IN THE  
LIFE OF YOU**

**WHO YOU'D  
LOVE TO HAVE  
DINNER WITH  
DEAD/ALIVE?**

**1 MIN VIDEO  
OF A NEW  
SONG YOU'RE  
WORKING ON**

**THE THING  
THAT MAKES  
YOU THE  
HAPPIEST**

**PHOTO OF  
YOUR  
FACE/SELFIE  
OR TAKEN BY  
SOMEONE  
ELSE**

**JOIN YOUR  
FAN CLUB  
INCLUDING  
LINKS**

**YOUR BIGGEST  
REGRET**

**A BIT ABOUT  
YOUR FAMILY**

**PROMO FOR  
AN UPCOMING  
GIG/SHOW**

**1 MIN VIDEO  
OF YOUR  
PROJECT OR A  
LIFE UPDATE**

**VIDEO - HOW  
YOU GET  
YOUR SONG  
IDEAS**

**A REVIEW OF  
YOUR MUSIC  
OR GIG FROM  
A FAN**

**THE HARDEST  
THING ABOUT  
BEING AN  
ADULT**