

Music Therapy Maven's Tips for an Effective Online Presence

Kimberly Sena Moore, MM, MT-BC | www.MusicTherapyMaven.com

Top 7 Tips and Suggestions

- 1) **Be patient**...it takes time to build a presence.
- 2) **Dive in**...you can learn as you go.
- 3) **Keep an ideas notebook**...digital or paper, ideas often come when you least expect them.
- 4) **Read a lot**...learn & implement what works and what doesn't.
- 5) **Create a regular, workable schedule**...weekly, daily, or monthly.
- 6) **Write regularly**...the more often you write, the easier it gets.
- 7) **Make friends with fellow online users**...they can be a source of inspiration and support.

My Personal Strategies for Success

Twitter, Facebook, and Blog readers have different needs and interests. *Consciously choose what you post, why, and how.*

- **Twitter:** I try to make sure any given update has 1) a link or a picture and 2) a hashtag. I try to retweet and share content often.
- **Facebook:** I try to post on my business page at least once a day. I post more personal information (e.g. lots of pics) on my personal wall and mostly links on my business page wall.
- **Blog:** I publish a new Maven article once a week and a new PT article once a month. Blog articles are advertised once on my FB business page (which automatically integrates with Twitter and LinkedIn). I also use [Twaitter](#) to automatically "future schedule" Twitter updates to current blog articles.

BONUS Tips

- ☑ *Be aware that EVERYTHING you post online is public!*
- ☑ *Always be kind and helpful. No one wants to hear you whine or be mean.*
- ☑ *Comment on blog posts and FB updates. RT and reply on Twitter. Reach out and start the conversation. This will help drive traffic to your blog.*
- ☑ *Don't take yourself TOO seriously. It's okay to be entertaining.*
- ☑ *Be CONSISTENT in how often you post information. Know it's OK to take breaks.*
- ☑ *Include variety with what you offer. Post text, pictures, audio, video, etc.*
- ☑ *Share LINKS. It's the easiest way to be helpful--without creating new content.*
- ☑ *Use the SAME picture for all your online sites. Register your pic for free at [Gravatar](#).*