

Musician's Social Media Pyramid

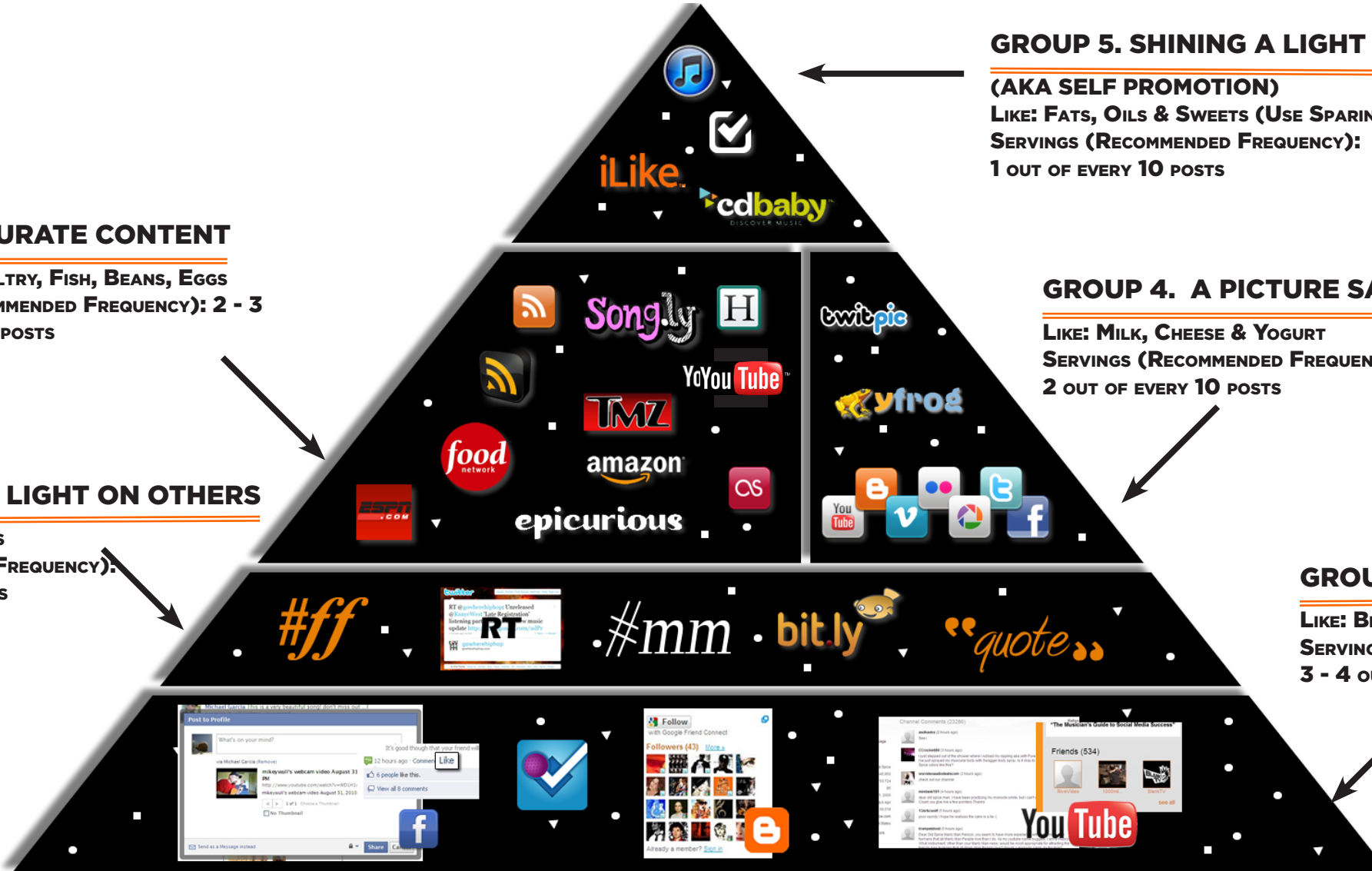


GROUP 3. CURATE CONTENT

LIKE: MEAT, POULTRY, FISH, BEANS, EGGS
SERVINGS (RECOMMENDED FREQUENCY): 2 - 3
OUT OF EVERY 10 POSTS

GROUP 2: SHINE A LIGHT ON OTHERS

LIKE: FRUITS & VEGETABLES
SERVINGS (RECOMMENDED FREQUENCY):
2-3 OUT OF EVERY 10 POSTS



GROUP 5. SHINING A LIGHT ON YOURSELF

(AKA SELF PROMOTION)

LIKE: FATS, OILS & SWEETS (USE SPARINGLY!)
SERVINGS (RECOMMENDED FREQUENCY):
1 OUT OF EVERY 10 POSTS

GROUP 4. A PICTURE SAYS 1,000 WORDS

LIKE: MILK, CHEESE & YOGURT
SERVINGS (RECOMMENDED FREQUENCY):
2 OUT OF EVERY 10 POSTS

GROUP 1. DIRECT ENGAGEMENT

LIKE: BREAD, CEREAL, PASTA
SERVINGS (RECOMMENDED FREQUENCY):
3 - 4 OUT OF EVERY 10 POSTS