



WHY SOCIAL MEDIA?



BENEFITS OF SOCIAL MEDIA

- **Increased Engagement.** Activity → Interaction
- **Broadened Reach.** Attract new members and increase visibility.
- **Resource Sharing.** Share educational content, event information, member testimonials, leadership contacts, news and updates, etc.

GOALS & OBJECTIVES

What do you want to achieve through your social media efforts?

- Increase followers
- Enhance engagement
- Drive traffic

S.M.A.R.T.

- Specific.
- Measurable.
- Achievable.
- Relevant.
- Time-bound.



CONTENT STRATEGY & CREATION

TYPES OF CONTENT

Education

<p>DEBUNKING THE BIGGEST MYTHS ABOUT MTNA MEMBERSHIP</p>		<p>MYTH I need a music degree to be a member of MTNA.</p> 	<p>FACT Membership is open to anyone professionally engaged in any field of music activity.</p> 
<p>MYTH Members join for just a year or two.</p>	<p>FACT Teachers who join MTNA typically remain members throughout their careers.</p>	<p>MYTH Only piano teachers and classical musicians are members of MTNA.</p> 	<p>FACT Students, teachers and performers of every instrument and genre belong at MTNA!</p> 
<p>MYTH Only young students are encouraged to join as collegiate members—at a reduced rate!</p>		<p>FACT +6 College students are encouraged to join as collegiate members—at a reduced rate!</p>	

Information

music teachers national association

TEMPO

a virtual conference

april 25–26, 2025

mark your calendars

TYPES OF CONTENT

Entertainment

 <p>MOVING A PIANO should be an Olympic sport</p> <p>@mtnaorg</p>	 <p>PLAYING "LA CAMPANELLA" should be an Olympic sport</p> <p>@mtnaorg</p>	
 <p>TRYING NOT TO CRY AT "MADAME BUTTERFLY" should be an Olympic sport</p> <p>@mtnaorg</p>	 <p>FILING TAXES AS AN INDEPENDENT STUDIO OWNER should be an Olympic sport</p> <p>@mtnaorg</p>	 <p>GETTING YOUR STUDENTS TO PRACTICE EVERY DAY should be an Olympic sport</p> <p>@mtnaorg</p>

Engagement



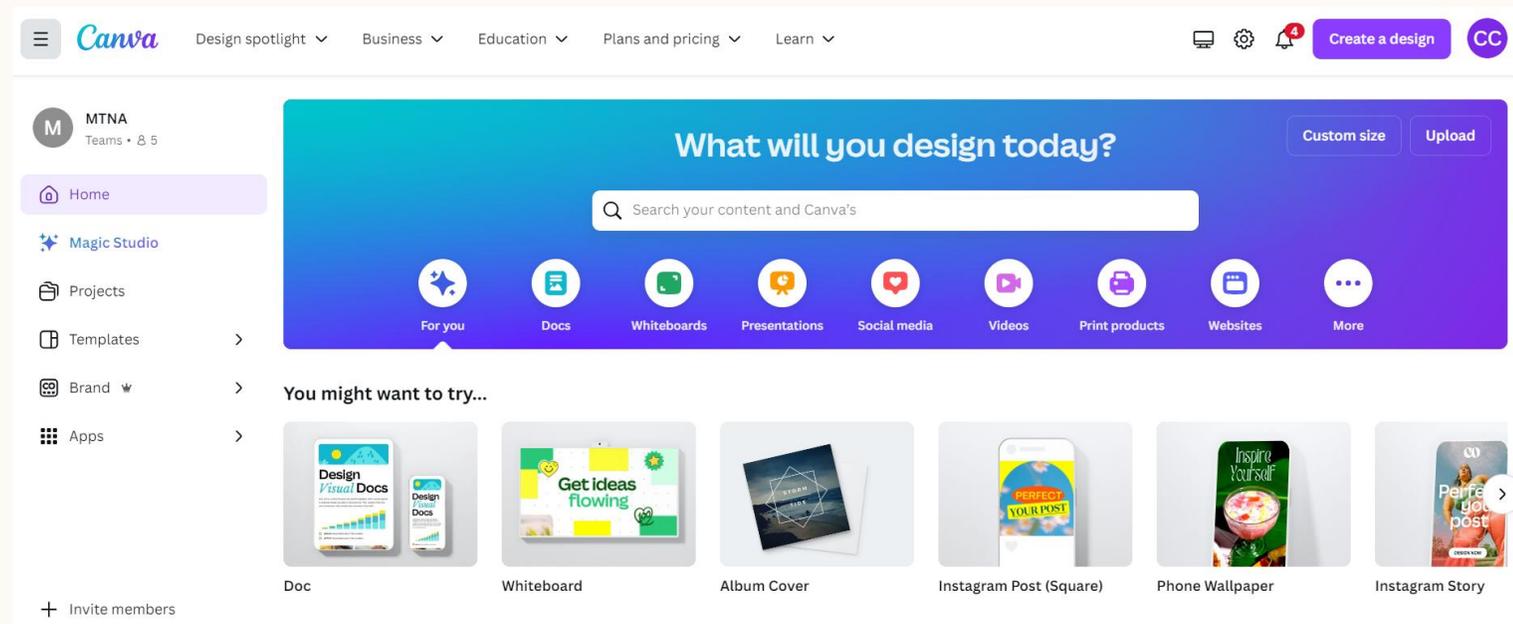
MTNA

#MUSIC
TEACHER
MONDAYS

The graphic features a dark grey chalkboard background with white and yellow chalk-style text. At the top left is a yellow treble clef, and at the top right are three yellow stars. At the bottom left and right are yellow eighth notes. The text 'MTNA' is in a white box at the top. The main text '#MUSIC TEACHER MONDAYS' is written in a large, white, cursive font.

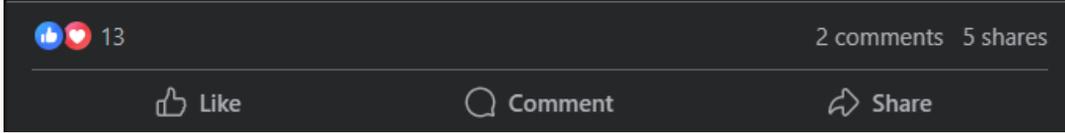
IMPLEMENTATION

1. Identify your Social Media Czar or Committee.
2. Update your accounts.
3. Develop your calendar.
4. Create content.
5. Track metrics.



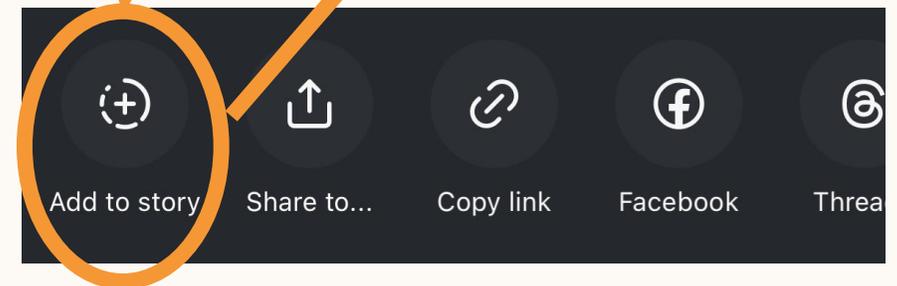
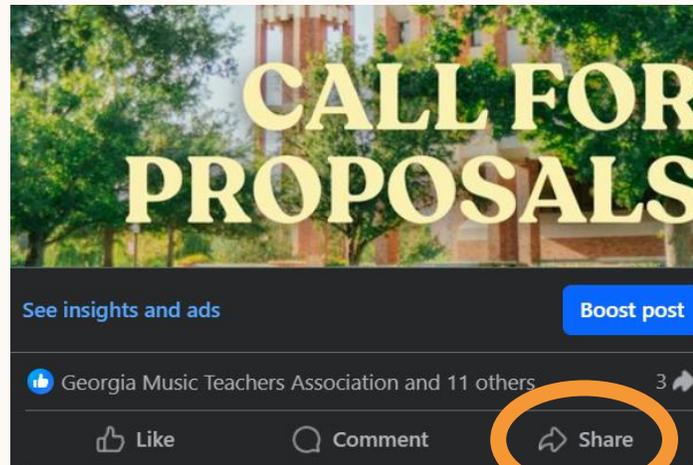
ENGAGEMENT

- Like
- Comment
- Save
- Tag
- Share



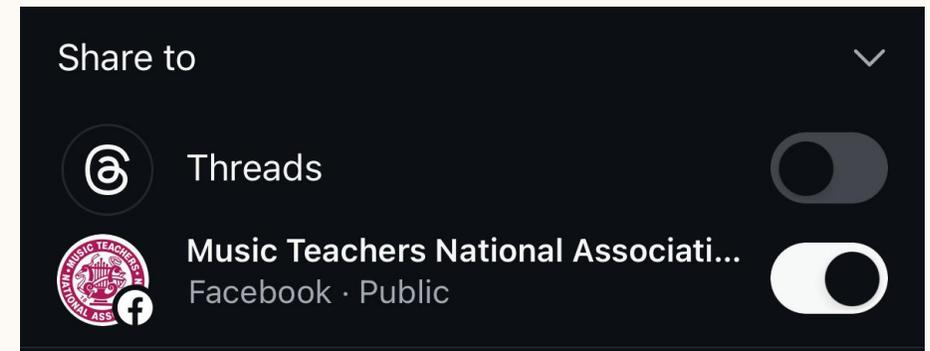
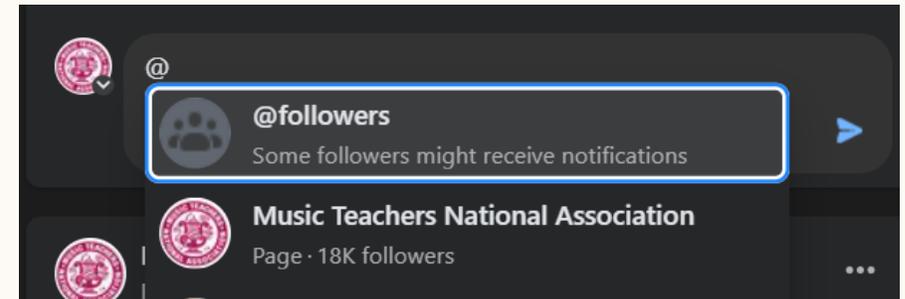
SHARING

- Facebook
 - Page
 - Group
- Instagram Story



TIPS & TAKEAWAYS

- Tagging @followers.
- Cross-posting.
- Use #hashtags.
- Familiarize yourself with platforms and trends.
- Collaborate with collegiate chapters.
- Get consent.
- Be authentic and have fun!





THANK YOU!

Questions?

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