



I'm not robot



Continue

## Digital dj tips instagram

In this article, we look at five tips that will help you get on top of your Instagram game and grow an active follower. There are thousands of DJs out there – how to separate? In addition to improving the technique and developing your own sound, it is crucial to get your name (and face) in front of people. You used to be supposed to hand out flyers, print posters, but today you're growing engaged tracking on platforms like Instagram is a key component of your personal brand. So here are our five tips for cultivating an engaged follower on Instagram... Our 5 Instagram Tips 1. Growth secret: Engage more than you post Explore other Instagram users' profiles and spend more time commenting on and liking them than you post on your profile to build engagement. The best way to grow your Followers on Instagram is to interact with users more than you post photos. This may sound counterintuitive, but unless you're a celebrity (I don't think Tiesto, Carl Cox, Hardwell) people have any reason to follow you yet. Get fans to look at your profile by liking and commenting on their posts, but be honest (avoid spammy Cool profile, follow me and I'll follow you! comments). Don't forget to respond to their comments on your photos later, too. That's how you build a fan community and serve your audience - it's better to have a few hundred engaged followers than a few thousand who never communicate with you. Never resort to services that allow you to buy likes or followers! Social Knowledge Tip: You don't always have to post something right away, sometimes you'll want to spend some time choosing the best photo to appear on your profile. Use my rule three when taking snaps - take a photo either from your daily life (food, travel, hobbies), work/school, or DJ (exercises, meters, your bedroom studio, and so on). Surely you will come across something worthy of your profile in at least three of these areas. Just use your phone's camera to keep taking pictures, and then choose one you're happy with later. Over time, you'll find out which photos resonate more with your audience (and which ones you'd like to see), so just get on with it and don't be afraid of posting, especially if you're just getting started. Doing beats overthinking. 2. Use DJ-related hashtags when possible Instead of putting a ton of hashtags in the photo caption, add a comment with all selected hashtags immediately after you post the photo. He will automatically hide and tuck in when people start commenting on him. In the photo above, I hid most of my hashtags in a separate comment so the post wouldn't look too unwanted. The use of hashtags continues to evolve: it used to be a way to index tweets on Twitter, and today people use it from different mostly because of the humor. You don't have to. Have. It's funny to use hashtags effectively: just add DJ-related tags to your Instagram posts to index along with other similar content. This way, your photos are seen by users who wouldn't otherwise know who you are when they view photos by hashtags. Of course, use it only when what you post is relevant to the DJ - if you take a photo of your bubble and squeal breakfast, you might want to skip it (use the food-related hashtag in this case). Some hashtags to use: #dj #djlife #djing #djproducer. Music genres that get a lot of attention include: #EDM #deephouse #techno. DJ brands and models also work well, such as: #pioneerdj #naiveinstruments #seratojd #ivirtualdj, for example. Use the Instagram tag search function to see which HASHTAGS associated with the DJ have active tracking and select accordingly. Social knowledge tip: Instead of filling your description with a ton of hashtags that would make it look spammy, add a comment immediately after you post the photo and put all the hashtags there. It will work in the same way as the hashtag in the description, and when people start commenting on your photo, it will tuck under them. 3. Active on Instagram Stories Instagram Stories lets you share photos and videos that destroy themselves after 24 hours. Instagram just launched a new feature called Instagram Stories. Allows you to take pictures or videos in 10 seconds where you can add filters and draw, which disappear after 24 hours. It's not as permanent as what you'd post on your main Instagram profile, and as a result you can post more casual/mundane things, as opposed to more polished photos. Think of it as Snapchat for Instagram, with that advantage of consolidating two types of content into one platform for your audience. Social Knowledge Tip: See the stories of users you follow and reply to their stories by sending messages within the feature. This is a newer, different way to interact with Instagram users besides liking and commenting on their photos. After you send a message, it goes to that user's inbox and you can run a chat thread for a more personal interaction. When someone answers your story, always send them a message back. 4. Promote your shows, but don't overtake Instagram is a great way to promote your gigs, just don't make your profile look like a flyer collection. The rule I adhere to is if my first nine photos are all shown posters, I promote it too much and I should break it by adding other content (pictured above, my first photo is the only gig poster in the set). Some DJs use Instagram as a platform to continuously promote their gigs, and what happens is that their profile starts to look like rave leaflets. Over-promoting your gigs is one of the fastest ways not to be followed by fans. Here's how I'm going to make sure I'm Over-promoting: If the first nine photos on my Instagram profile are all gig posters, I'm probably too nosy about my upcoming show. Remember, not everyone who follows you in the same city/city/country/region as you do. Just don't overdo it – it's ok to post your show posters, but break them down by putting other content between promotional material. Social Savvy Tip: Always use the links section in your Instagram biography for promotion. Do this by adding the URL of the upcoming gig event page. Whenever you post a flyer for an upcoming gig, add the Link in my bio line in the photo description as a call to action for people to click on that URL. You can also use this if you have a new mixtape or production that you want people to check, because Instagram doesn't allow links in photo captions or comments. 5. Don't forget to shoot videos, too Boomerang is an Instagram app that lets you record mini-videos that play back and forth. Instagram also lets you record up to 60 seconds of video. Get on camera and talk about the music you listened to, share a quick workout clip, or post a video of your audience during a gig. This is one way to add diversity to your profile and break down the types of content you post, especially if you were only focused on adding photos. Social Knowledge tip: If the videos in 60 seconds are too much for you, you can try using Boomerang, which is an app off Instagram. Allows you to create a short stop-motion video loop that plays back and forth. It looks like a GIF and is a fun way to share a bite-sized action when a normal photo or longer video just won't do it. Again, a clever way to add diversity to your Instagram profile and have fans keep coming back to check it out. Finally... Instagram is not a competition to get the most likes or followers. The goal is to create a community of fans that you interact with. It should never be a one-way street: always serve your fans first and add value, whether it's a group of 100 followers or 100,000. You've probably heard some DJs complain about how kids are focusing more on social media marketing these days instead of satisfying their DJ skills. While we agree that working on your DJ is more important than working on Instagram about your DJ (after all, you can't just grams through a DJ set...), it's still a key part of the modern digital DJ puzzle. Here's the truth of the internet marketer I swear on: People won't know who you are and how good you are if you don't tell them, so don't be afraid to talk. Spend a little time every day working on your Instagram game. Always keep the risk that it is about engaging and growing the fan community, and to do this, you must first serve your audience. While a high number of followers can stroke your ego, it is never the ultimate goal to be on social media. • Follow Digital DJ Tips on Instagram @digitaldjtips, and add me, @dijoesantos. Do you have any Instagram tips you'd like to share with us? Is Instagram an important part of your social media strategy, or are you more focused on other platforms like Facebook or Twitter? Share your thoughts below. The first part of our Zero To Hero series covered generating micro streams of revenue to keep your craft afloat. Then the second part discussed creating content, and part three of you learned about a strong visual brand. In the second part, the task was to fill your DJ/producer Facebook page. Today it's Instagram's turn. Now, standing out on Instagram is no easy feat - it's one of the hottest (if not the hottest) social media platforms right now, so competition is tough. Read on for the best access... 1. Build your profile and own your aesthetic Similar to Facebook, you want to ensure that your Instagram profile has all the parts filled out. Your handle (DJ/producer's name) should be search friendly. Take advantage of the small amount of bio space they give you and make it smart! Connect to something important for your brand, whether it's a site or Soundcloud, because they only allow one URL. Another part of aesthetics is the approach: whatever you do, make it authentic and personal. This means resisting the urge to buy fake followers or use bots for comments. Avoid the game follow, do not follow. Basically, don't trick people into following you. Thousands of them immediately at bat may look good on paper, but it's just dead space. This amounts to zero engagement or buzz, and your true fans will sniff it out eventually. Besides, bots won't go to your ingestas! Finally, introduce your DJ/producer personality with witty, unique or insightful subtitles. Nail the photo editing style by selecting several filters. Once you've sorted your style, stick to it — this is how you own a specific style or look. You need to create something special to the point that your followers can recognize that it's yours without seeing the name. 2. Level your content game People follow others on Instagram for two reasons: they like what they post or like personally. If you're lucky, it's both. Experiment with different types of content, test different post times, find what works best, and repeat frequently. Below you will find different categories under which content may fall... Posts A good rule to avoid clumsily cropping a photo makes them square, preloaded. Programs like InShot, Landscape, or Square Sized will solve this for you. Speaking of which, make those images stand out by editing in an app or something like VSCO or Darkroom. Clear, sharp, visual branded color palette... this is what makes users snap out of scrolling and pay attention. We generally stick to the colours contained in our logo or as Phil calls it. Decent contrast, cool tones, clear images - this is briefly your digital DJ Tips aesthetic. Pictured (left) DJ Joey Santos (right) Kid Koala Here are some substan conceptual ideas that work well: give your fans a peek at the new project in the works. This could be formed as a short video clip showing the production sketching. Try a contest for free download of the track, without cover at the upcoming gig or sampling of your merch. Regram posts from other users. As long as you give them proper credit (more on that below) they will be happy about the props and exposure. This can develop into a symbiotic relationship between accounts where you trade mentions and posts to reach beyond your networks. Publish no more than three times a day and spread them out in at least two hours, if possible. You don't want to blow up your fans and risk irritating them. In addition, publishing at different times has the advantage of reaching an alternative audience. Finally, before you guess post, be sure to add a call to action in the description, where applicable, giving fans the green light to comment below. The more users engage with your content, the more likely they are to discover one of their friends. On social media, it's always about talking. Stories Since Facebook acquired Instagram, it is now subject to the same algorithmic nonsense that keeps social media managers up at night. Bottom line: The platform greatly influences what you actually see, not necessarily what you want to see, based on different factors. We can also play an engagement game. Before the end of 2017, there were 300 million Instagram story users. If you use this time-sensitive feature gone in 24 hours, you have the advantage. The more engagement you get there, the more likely you are to appear in an ordinary feed. Stories take into account every action someone takes in this regard; You can ask them questions with a survey, they can answer any of your stories if you enable it, or they can send a story to their friends. You also have the option to add a story to your highlights at any time in that one-day period. It is pointed out that you remain on a profile near the top section until you delete them. Pretty cool yes? Live The popularity of live content has increased significantly in recent years. It has this quality to see why people click immediately, unlike regular videos that are postponed indefinitely. Live videos are a refreshing contrast to polished content, as users sometimes like to see raw footage. Once you go to live on the platform, it will appear in the Stories feed and notify everyone who has opted for it. Play a LIVE DJ set in your studio or just an informal chat, an important part is to use this feature. People are watching, you're getting involved, everyone's happy! 3. Always use tags are key to the Platform. It's extremely difficult to get recognition beyond small followers without them. Here are three types to get comfortable with ... Hashtags Hashtags are the life blood of Instagram; they make your content recognizable. They are one of the easiest ways to grow your network, both by using them on your posts and by collaborating with others using relevant brand labels. The hashtag used caps on 30 tags, although it was recommended by social media professionals to keep them around 11, as engagement gets negatively impacted beyond that. Put them in the comments section below the post so they don't stifle your description. When searching for them in the app, consider the keywords related to dj/producers and your specific post: #djs, #djproducer, #djlife, #housemusic, #musicproduction to name just a few. Suggestions will automatically get a little a little while you type, and you'll see a number that reflects the amount of posts that take it next to that tag. Take goldilocks approach and aim for something just right, not too popular or unpopular. You want to dwell on a tag that people are actually searching, but you won't be saturated to the point where you're pushed into the abyss. The more unique your keyword is, the more likely you are to end up in the top posts section, which, well, lives at the very top. To find the best keywords, you can do two things: use tools like Hashtagify or Hashtags For Likes to find the best, or you can explore what popular DJs and producers use on their content. You might also consider creating a branded hashtag, as we did with #DDJT. We encourage people to use it on their posts, they do, and they are in our weekly post Friday 9 October. It's essentially a collage of our favorite nine posts from that week. We shout them out, they're happy to be featured, and we have beautiful, user-generated posts on our feed. It's a win-win. Community-generated content is one of the best ways to engage, monitor healthily. An example of our community generates Friday 9 October 2017. It fits with our aesthetics, content is guaranteed every week, hashtags are in the comments (although we are guilty of more than 11), they are all tagged/mentioned and gets a decent engagement. Use #DDJT to see for yourself! User tags If one of your posts has another person or brand, tag them in the photo and @mention the description. Not only will they be notified, but they will also go to their tagged photo feed. In practice, let's say you're a DJ on Denon or Pioneer gear at a game, you have AIAIAI headphones, and you wear a Music Makes Everything Better T-shirt from the BNRD genre, this would be a great opportunity to sneak that in. Geotags Social Research shows that location information posts get about 80% more engagement online. You're basically signing up to the site and that makes your post widely available to anyone looking through that geotag, you can Use the location sticker in your Instagram stories to benefit from geotagging in all aspects of the platform. Giggling at a club in New York or visiting a friend in Japan? Mark it. Another useful way to use this label is to interact with others who have done the same. You can build a nice local following so you love and comment on their photos and follow them if you like what they post. They'll think who is this cool person who's super good to me?, click, and if your content and aesthetics are in place, it's another follower! 4. Take notes from an inspirational DJ/producer To choose our influential DJ/producer examples, they had to fit certain criteria to make the cut. They must some way engage with their followers, use hashtags and other tagging methods, have a completed biography, use stories, use subtitles wisely, publish a mixture of personal and professional content, and have an easily recognizable aesthetic. A lot of factors there, but it's not impossible to achieve! James Hype James Hype, dj/producer known for his hit More Than Friends, has over 11k engaged followers. His aesthetic is one of the most recognizable we've seen on the platform. Publishing every day, geotagging, using Story and answering when you engage in these stories are some of the many things James Hype does well. Take a look at his Instagram profile and you'll understand what it means to have a branded aesthetic. All of his images are distracted by a larger grid-style photo, so every six posts equal six small images within one larger one. What a great way to stand out on a platform that drowns in photos! ESKEI83 World Champion ESKEI83 publishes interesting content, denotes and often includes a call to action in its subtitles. He has 35,000 followers and fits every follower. Yes, really. Everyone on Instagram could be slightly more like ESKEI83. Charlotte de Witte DJ/producer on whose biography she plays techno and loves food, Charlotte de Witte certainly put her stamp on the platform. Her profile has an almost equal mix of DJs and behind the scenes of the footage. Occasionally uses tons of black and white pepper paint. For more than 106k followers, she's quite engaged in comments, and isn't afraid to throw in self-deprecating humor. It's behind the scenes, black and white and funny. Charlotte doesn't worry about everything being smooth all the time, even though she has a good part of it. Finally... Those four areas will drag you on your way to Instagram stardom. Choose a few tips and try them out, then go to the rest. Next we'll show you the ins and outs of mastering Twitter. Here are other parts in this series: Zero To Hero, Part 1: How To Hustle for DJ/Producer Success Zero To Hero, Part 2: How To Get Noticed Online As A DJ/Producer Zero To Hero, Part 3: Develop your DJ/Producer Brand Zero To Hero, Part 4: How to Fill Your Facebook Page Zero To Hero, Part 6: Power Up Your DJ/Producer Twitter Zero To Hero, Part 7: Getting Started on YouTube Zero To Hero, Part 8: How to Keep Your Fans a Happy Zero Hero, Part 9: Why humble newsletter DJ's secret weapon is zero to hero, Part 10: How to turn your mixtapes into DJ/Producer Podcast Zero To Hero, Part 11: Why old school networking is a killer trick for smart DJs Zero to heroes, Part 12: Collaborate with other smart DJs with which hashtags you collaborate on Instagram How would you describe your aesthetics? Tell us below! Below!