



THE SOLO ARTIST SOCIAL MEDIA GUIDE

Build an Audience for Your Story

Practical strategies for promoting your show
without turning your entire life into content.

SHARE THE JOURNEY.
INVITE THEM INTO THE STORY.

SOCIAL MEDIA IS NOT JUST AN ADVERTISEMENT

For a solo artist, social media can do three jobs at once: **build connection, document the journey and invite people to take action.** If every post says “buy a ticket,” audiences tune out. Let people become invested in the artist and the story before asking them to show up for the performance.

This is a strategy guide, not a rulebook. Platforms and algorithms change constantly. Focus on principles that travel well: strong storytelling, original content, consistency, conversation, clear calls to action and learning from your own analytics.

YOUR CONTENT SHOULD ANSWER ONE OF THREE QUESTIONS

- **Why should I care?** Share the story, theme, stakes or personal connection.
- **Why should I trust you?** Show the work: rehearsals, process, experience, reviews and collaborators.
- **What should I do next?** Buy a ticket, join the list, watch the trailer, donate, share or book the show.

DON'T ONLY PROMOTE THE PERFORMANCE. PROMOTE THE JOURNEY.

YOUR CONTENT PILLARS

THE STORY

Themes, inspiration, why you wrote the show, what you hope audiences feel.

THE PROCESS

Writing pages, rehearsal, blocking, character work, costumes, props, tech, travel and the imperfect middle.

THE ARTIST

Let people know you. Share your perspective, values, humor, expertise and life as an artist without feeling obligated to share everything.

THE PROOF

Reviews, testimonials, awards, press, audience reactions, festival selections, sold-out notices and presenter quotes.

THE INVITATION

Tickets, dates, booking information, crowdfunding, mailing-list signups, workshops and calls to action.

THE VALUE

Teach something connected to your expertise: acting, writing, history, culture, research, creative process or the subject of the show.

A useful balance: Most of your content should give people a reason to connect, watch, learn or feel something. Promotional posts then become a natural invitation rather than a constant sales pitch.

WHAT TO POST - BEFORE, DURING & AFTER

Stage	Content Ideas
DEVELOPMENT	Why I am creating this show • research/inspiration • writing discoveries • character glimpses • creative questions
REHEARSAL	Behind the scenes • rehearsal clips • director/artist collaboration • props/costumes • “what I learned today”
PRE-LAUNCH	Trailer • key art • countdowns • venue reveal • ticket link • press • collaborator spotlights • audience promise
PERFORMANCE RUN	Day-of reminders • backstage moments • audience reactions • reviews • sold-out/limited-seat updates • post-show reflections
TOURING	Travel diary • city arrival • venue load-in • local connections • festival moments • “where should we go next?”
BETWEEN SHOWS	Throwbacks • clips • lessons learned • testimonials • educational posts • next destination • booking availability

CAPTURE WHILE YOU CREATE.

You do not have to stop rehearsal to become a content creator. Capture a few short clips, photos or voice notes while the work is already happening. Later, one rehearsal can become several posts.

ONE MOMENT = MANY PIECES OF CONTENT

Repurposing saves time and keeps your message consistent. For example, one rehearsal can become:

- A 20-second vertical rehearsal clip
- A still photograph with a short story in the caption
- A behind-the-scenes Story
- A quote from the director or artist
- A carousel: “3 things I discovered in rehearsal today”
- A longer reflection for your email list
- A throwback post during the performance run

PLATFORM THINKING

Instagram — strong for visual storytelling, Reels, carousels, Stories, community interaction and maintaining a polished home for your project. Instagram's Professional Dashboard includes a Best Practices education area covering creation, engagement, reach, monetization and guidelines.

TikTok — useful for personality, process, storytelling, discovery and short-form video. TikTok's Creator Academy and analytics can help you learn what your particular audience responds to.

YouTube — useful for trailers, interviews, longer behind-the-scenes pieces and Shorts. A strong archive can also help presenters researching you.

Facebook — still useful for events, community groups, established networks and video/Reels, particularly when your target audience is active there.

You do not need to dominate every platform. Choose the one or two where your audience and your own creative energy make the most sense, then repurpose selectively.

MAKE THE POST EASIER TO FIND & EASIER TO ACT ON

- **Lead with the hook.** The first sentence or first seconds of a video should give someone a reason to continue.
- **Use searchable language.** Name the subject, city, festival, theme or type of performance naturally in captions and on-screen text.
- **Caption your video.** It improves accessibility and helps viewers who watch without sound.
- **Tag strategically.** Tag the venue, festival, collaborators, presenter and relevant organizations when appropriate.
- **Use hashtags with purpose.** Favor a small set of genuinely relevant tags over a wall of unrelated ones.
- **Use location thoughtfully.** When touring, city and venue context can help local audiences understand that the event is for them.
- **Give one clear call to action.** “Tickets in bio,” “Join the mailing list,” “Share with a teacher,” or “DM for booking information.”
- **Make the link easy.** Do not make a potential audience member hunt for tickets or a presenter hunt for your booking page.
- **Respond.** Social media is social. Meaningful comments and messages are opportunities to build community.

VIEWS ARE NOT THE ONLY WIN.

For a touring artist, a post that reaches one presenter, professor, journalist or future collaborator can be more valuable than a post with thousands of passive views.

20 CONTENT PROMPTS FOR SOLO ARTISTS

1. Why I had to tell this story	2. The moment the idea first came to me
3. Meet the character	4. One line from the show - and why it matters
5. What audiences often ask me after the show	6. A rehearsal discovery
7. What is in my rehearsal bag?	8. Before and after: page to stage
9. A prop or costume piece with a story behind it	10. The hardest part of creating this show
11. A funny rehearsal moment	12. A theme from the show that still challenges me
13. Three things I want audiences to leave thinking about	14. A collaborator spotlight
15. A review or testimonial with context	16. What happens 30 minutes before curtain?
17. Tour diary: arriving in a new city	18. A question for my audience
19. Where I hope to perform next	20. How to bring this show to your school, theatre or organization

Batching idea: Pick four prompts at a time. Record or draft them in one sitting, then schedule or save them for later. Consistency becomes much easier when you are not inventing every post on the day it needs to go live.

A SIMPLE 4-WEEK CONTENT PLAN

This is not a posting quota. Use it as a menu and adapt it to your schedule and platform.

Focus	Possible Rhythm
WEEK 1 - STORY	Post 1: Why this story • Post 2: character/theme • Stories: question or poll
WEEK 2 - PROCESS	Post 1: rehearsal/process clip • Post 2: creative discovery • Stories: behind the scenes
WEEK 3 - PROOF	Post 1: testimonial/review • Post 2: press, milestone or collaborator • Stories: throwback
WEEK 4 - INVITATION	Post 1: trailer/event details • Post 2: personal invitation • Stories: countdown/reminder/link

CONSISTENCY DOES NOT MEAN CONSTANTLY.

Choose a rhythm you can maintain. A thoughtful artist posting a few meaningful pieces consistently can build more trust than someone posting constantly for two weeks and disappearing for two months.

YOUR SOCIAL MEDIA PLAN

Decide what you want social media to do for your show before deciding what to post.

Decision	My Plan
My primary goal	Tickets / awareness / bookings / fundraising / community / other:
My primary audience	Who specifically do I want to reach?
My main platform(s)	Where is that audience already spending time?
My 3-5 content pillars	What themes can I return to again and again?
My realistic rhythm	How often can I post without draining the creative work?
My main call to action	What is the next step I want people to take?
My content capture plan	Who can take photos/video during rehearsal and performances?
My monthly review	Which posts led to saves, shares, comments, clicks, inquiries or ticket sales?

YOUR STORY IS THE CONTENT.

You do not have to manufacture a social-media persona. Share enough of the real creative journey for people to understand the work, care about the artist behind it and know how to join you when the curtain goes up.

Please note: Platform features, algorithms and recommended practices change frequently. Use each platform's current creator education and analytics tools to supplement these principles.

ONE MORE OPTION

If all of this sounds too overwhelming for you at this point, you can always hire a social media person and include that in your budget. You can find a young person to do it for a reasonable fee.