



# SMMART

## Social Media Marketing for Artists

### **Music/Recording Artist Guidelines:**

We are accepting 16 music/recording artists of any genre and group size (solo artists, duos, bands and instrumentalists, etc.) with a goal to have 50% representation by Indigenous artists. Music artists will film two performance-style music videos of original songs. The audio tracks can either be recorded live-off-the-floor or you can provide pre-recorded tracks and lip-sync (like a standard music video). Artists will also be interviewed so you have interview footage to work with, as well as experience the interview process. The performance music videos and interviews will be recorded at the Creative City Centre.

**Deadline to apply is June 18, 2021.**

### **Application Guidelines for Music/Recording Artists:**

- Applications are open to all genres of music.
- Applications are open to Saskatchewan-based solo artists, duos and groups.
- Applications are open to emerging and established professional artists.
- Artists must submit two original songs, either a link to a song or a downloadable file.
- In the application form, we ask for your current social media information (i.e. number of likes, followers, etc.). Your application will not be judged on the number of followers or subscribers you have. We are asking for these numbers to form baseline data for this project and will also be recording the number of followers or likes you have at the end of the project. Please give us accurate social media information!
- If you do not have artist social media pages, please give us your personal social media page information.
- All applications will be adjudicated by a jury comprised of representatives from the partnering organizations.

- You will be adjudicated based solely on the information and attachments that you provide in the SMMART application form.
- A jury will be held in July, and selected artists will be notified by the end of July.

**Project Guidelines for Music/Recording Artists:**

- Selected applicants will be contacted to arrange the content creation component of this program, which includes photo, video and interview footage.
- Artists must be able to travel to Regina for their video recording session at the Creative City Centre. \*
- Artists travelling from out of town will receive an honorarium to cover travel costs.
- Artists must bring their own instruments to the video shoots.
- Artists will be filmed performing two original songs at the Creative City Centre. Please keep in mind the room where the filming will take place has limited space, so there is a chance we may not be able to accommodate large bands, depending on the number of people, types of instruments and social distancing guidelines in place at the time of filming.
- Artists will record a short interview at the Creative City Centre.
- Artists will receive edited digital copies of their music videos and raw interview footage for their own use. (These videos are intended to provide artists with content to use for their social media marketing with the new tools they learn in the online course.)
- Artists will participate in an 8-week social media marketing training program offered through Zoom with the other selected music artist applicants. The Zoom sessions will take place on a TBD night of the week from 7pm-9:30pm.
- Participants **must attend the live Zoom sessions** to complete the program; to allow participants to ask questions and to engage with fellow musicians, the instructors and guest speakers.
- During the training program, participants will begin to develop their own social media campaign using the digital content made during the SMMART video shoots.

- Artists will learn to track their campaign to evaluate and adjust it as required. We will also be tracking your campaigns to help us determine if we need to adjust the course curriculum or not!

**Summary of What You Get:**

- 8-week online course on social media marketing strategy (2.5-hour class per week)
- 2 performance-style music videos
- Promotional photos
- Interview footage
- All for FREE (valued at \$2500)

**\*Please be advised the filming will take place on the 3rd floor of the Creative City Centre, up two long flights of stairs. Unfortunately, there is no elevator, so artists will need to be prepared to carry their equipment up and down the stairs. – If there is an accessibility issue that prevents filming at the Creative City Centre, another filming venue will be arranged.**

**SMMART is funded through the support of the Canada Council for the Arts' Digital Strategy Fund and Creative Saskatchewan. Our partners include SaskMusic and Sâkêwêwak Artists Collective.**