



strategy + support for
musicians creating change

Air Traffic Control

1475 15th St. San Francisco, CA 94103 | 415.255.0331 | www.atctower.net

HOW TO CREATE SOCIAL GOOD USING SOCIAL MEDIA

Artists today have a huge opportunity to do a major amount of social good— and gain a lot of attention for their efforts— by creatively and strategically using social networks to mobilize their fans.

Why Social Networks Are Valuable: Many Artists complain that they never know what to tweet about or write for status updates on Facebook. Communicating passion for a cause and/or non-profit is the perfect story to tell in 140 characters. This is also a great way for Artists to connect to their fans and build relationships while continuing to build their brand by articulating what they care about and what their values are. Social networks are also an easy and inexpensive way to gain distribution and gather attention for an issue and/or cause the artist cares about. Here are three examples of Artists and creative people leveraging social media to create an impact for change.

The Independent Artist: Chad Stokes Urmston, State Radio & Calling All Crows

State Radio’s Chad Stokes and tour manager Sybil Gallagher co-founded Calling All Crows, an activist organization, in 2008. Calling All Crows uses a three-prong service model to create sustainable change for women around the world: humanitarian aid, hands on volunteerism, and issue advocacy. Since December 2008, Calling All Crows has raised over \$200,000 to empower Sudanese women and invested more than 10,000 hours of service in local communities across North America and Europe.

Urmston is smart because he regularly engages his dedicated Twitter following on causes he is interested in and social good related events.

Counting All Crows’ Facebook Page has over 2,500 Likes. They use their page to invite their fans to participate in events in New York.



Chad Stokes Urmston
@chadwickstokes

Follow

Timeline Favorites Following Followers Lists

chadwickstokes Chad Stokes Urmston
Today's the 100th anniversary of International Womens Day!!! we're on the mass pike headed west for Denver.
1 hour ago

chadwickstokes Chad Stokes Urmston
Hats off to those workin to #saveservice today! Lots of @callingallcrows partners and ed programs like @CityYear + @TeachForAmerica at risk.
25 Feb

chadwickstokes Chad Stokes Urmston
Headin down on Amtrak to see p and b for some recording in jersey.. thinkin about the protesters in libya..
21 Feb



Calling All Crows

Will you be in NYC next week?! Join Community Organizer Krista Williams and other Crows on Tuesday for a Hunger Banquet with Oxfam to celebrate the 100th Anniversary of International Women's Day!



NYC Oxfam Hunger Banquet

events.r20.constantcontact.com

To Celebrate the 100th Anniversary of International Women's Day, join Calling All Crows and Oxfam International in a Hunger Banquet at the Mercy Corps Action Center to End World Hunger. Tuesday, March 8th, 7-9 pm @ Battery Park City, NYC.

They also use Facebook to give their fans the opportunity to ask questions about the organizations they support, report back to fans what sort of impact their collective work has had, and gently encourage them to also follow them on Twitter.



Calling All Crows

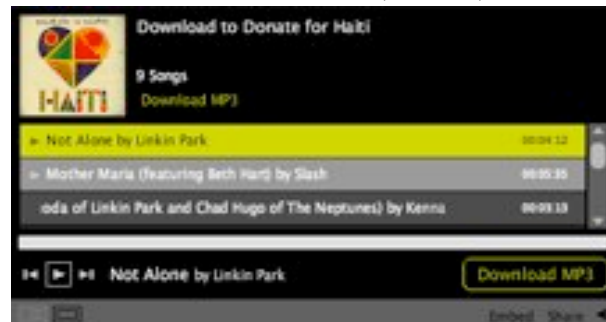
Our good friend Bob Ferguson with **Oxfam America** is in Sudan for the next couple weeks. On his agenda is checking in on projects YOU have helped to fund over the last couple years. Have a question or message for Bob? Leave it below or send him a Tweet!



Bob Ferguson (extrawack) on Twitter
twitter.com

Bob Ferguson (extrawack) is on Twitter. Sign up for Twitter to follow Bob Ferguson (extrawack) and get their latest updates

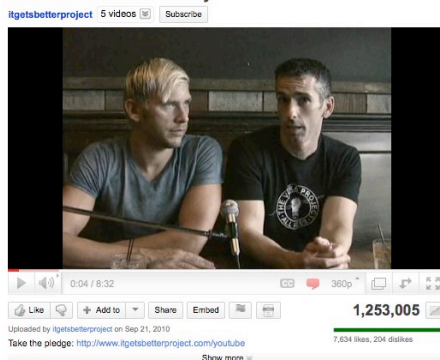
The Major Label Artist: Linkin Park’s Music for Relief (MFR): In response to the earthquake in Haiti, Linkin Park’s nonprofit, MFR, produced *Download to Donate V 1.0*, a downloadable album of songs from artists that included Alanis Morissette, Metric, Linkin Park, The Crystal Method and many others. Over 75,000 people downloaded the album and although no donation was required, for those who choose to contribute, the average donation was \$16.47. MFR used Topspin widgets to help spread the music around the Internet, and the album widget had about 9.7M views and 1.75M plays.



Music For Relief has its own online community on Ning (<http://www.musicforrelief.org/main/>), which helped to nurture and activate ardent MFR supporters to help spread the word on and offline.

Drawing Inspiration from Outside of Music: Celebrities for a Timely Cause: It Gets Better is a campaign created after several young gay students tragically committed suicide and bullying became a much more visible issue. Columnist and writer Dan Savage taped a video speaking to gay teenagers about the fact that it gets better after high school and posted it on a YouTube channel.

It Gets Better: Dan and Terry



Perez Hilton then posted his own It Gets Better video and took to Twitter asking other celebrities to do the same using the hashtag #itgetsbetter.

The campaign quickly became a YouTube and Twitter phenomenon and after two months of launching turned into a worldwide movement, through the creation of 10,000 user-created videos that had over 30 million views.

STEPS TOWARD CREATING SOCIAL GOOD USING SOCIAL MEDIA:

Identify the causes and issues Artist cares most about. Once identified and vetted, have the person in charge of social media for the Artist/band, begin to raise awareness around these issues on the social media profiles. These messages can include factoids about the issue, why it's important to the Artist; promote relevant and timely campaigns and actions that will help the issue, etc.

1. Offer fans ways to get involved. Use Facebook location targeting to let your fans around the world know how they can get involved.
2. Invite your fans to express why they care about the same cause. It does not have to be words—it can be videos, text messages, and artwork. Then find a way to feature your fans' contributions through retweets, your Facebook wall or YouTube Channel. They will then want to show this to all their friends and family.
3. Get competitive! Run a contest amongst your fans: encourage fans to volunteer and document their efforts with a picture and choose a fan to highlight on social media pages; have fans nominate their favorite charity/nonprofit for consideration of a donation, incentives could include tickets for a show, merchandise, music, a phone call from the Artist etc.
4. Use Causes' Facebook app to raise money from your fans on Facebook. They require a \$10 minimum donation and take a 4.5% cut but make it very easy for your fans to spread the word of your fundraising campaign.
5. Set up a text-to-donate system. The Red Cross raised over \$10M within days of disaster in Haiti because it was easy for people to use their mobile phones to text in a donation. The Mobile Giving Foundation (<http://www.mobilegiving.org/>) and mGive Foundation (<http://www.mgivefoundation.org>) are two organizations you can work with to set up a mobile donation campaign on the behalf of most nonprofits. Note that each of these services do take a percentage of the donation amounts and it can take some time to turn the donation around to the beneficiary – anywhere from 2 – 4 months.

About Red Magnet: ATC partners with Red Magnet on social media actions for good. Red Magnet is a digital agency that provides digital strategy, digital marketing and business development services for Artists and creative brands. If you are interested in creating social media campaigns, Red Magnet is available for a complimentary consultation on how to use social media to create social good. Just drop us a line at rachel@redmagnetmedia.com



Air Traffic Control (ATC) exists to help musicians play an effective, unique and vital role in the promotion of social justice. Musicians and managers established ATC five years ago to assemble an experienced and trusted team of leaders, resources and tools that would help them to create more effective social change collaborations with each other and with social justice organizations. As a result, ATC became an artists' air traffic control—one that develops capacity, efficiency, and coordination to produce stronger and more creative social change partnerships. For more information, please go to www.atctower.net.