

# StreetSounds

starting  
a street  
band?

pocket

## guide to promotion

for leaders & participants  
of community music groups



[www.cmvic.org.au](http://www.cmvic.org.au)

# Thanks for being a StreetSounds champion!

Here are some tips to help you  
build and sustain numbers in those  
tricky early weeks, & beyond.

*\*Don't panic! This is only a guide; it's up to you what you  
have the time and energy to do.... it's all about the music.*

## EMBRACE SOCIAL MEDIA: IT'S FREE & EFFECTIVE!

Set up a Facebook page for the band

Set up a Twitter feed if you tweet

Consider an Instagram account

Use YouTube to post short clips or send any you record  
to CMVic

Give a like to the other StreetSounds band pages on  
Facebook, to connect and stay in touch

## TAP INTO THE COMMUNITY AROUND YOU

Make friends at your local newspaper/radio or tv station.

Word of mouth! Encourage your members to tell their

mates and encourage them to bring a friend along

Post flyers in local cafes, neighbourhood houses, libraries  
and anywhere else they'll be seen

Follow up with anyone who seems to have stopped  
coming along

## USE COMMUNITY MUSIC VICTORIA

Ask CMVic's Communications Coordinator for some help

Use the group profile feature of the CMVic website to post  
material such as pdfs of tunes

Use Shout!, the CMVic monthly e-news to tell people what  
you're up to

Get stuck in and write an article for the CMVic blog  
or perhaps start a blog of your own!

CMVic: e: [info@cmvic.org.au](mailto:info@cmvic.org.au) t: 03 9662 1162

