



FRONT ROW MUSIC

SOCIAL MEDIA STRATEGY + MANAGEMENT

A social media strategy for music tuition provider, Front Row Music. Followed up with regular posting and engagement - see posts live on [Facebook](#) and [Instagram](#).

-
Audience / the Front Row Music community,
geared for parents and school partners.

Niche / Music & Education

Voice / U.K. English

Objectives



Inspire the community about the power of music.



Showcase the brand's personality and point of view.



Nurture relationships with parents, teachers, and schools.



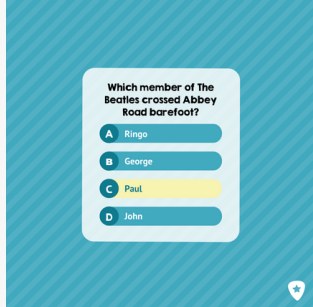
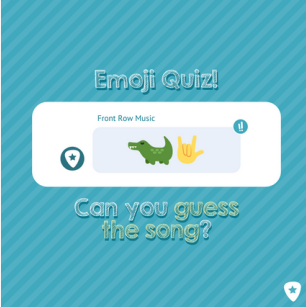
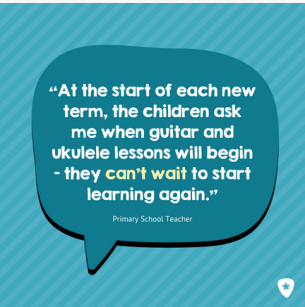
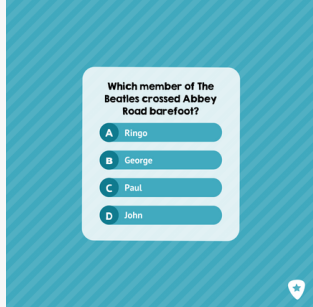
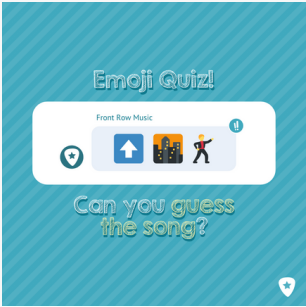
Improve brand awareness and relevance online.

Content Strategy

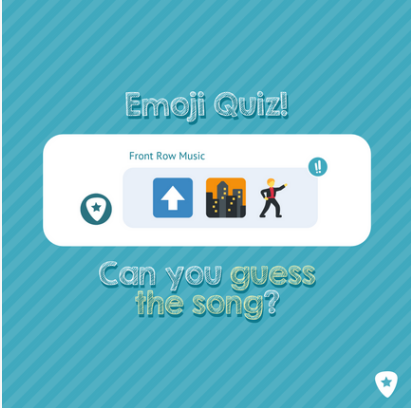
Create 12X social posts per month on Facebook, Instagram, LinkedIn and Twitter.

Content themes: promotional, helpful, and fun/silly.

Sample Posts



Sample Grid



Caption Copywriting

JYQXHIPSTB
 PLKMBWXD
 TBCDONTEV
 ODCSJLIEMI

#FindTheSong! Here are your clues...

Genre: Latin pop meets reggaeton 🎶
 Release Date: 28 February, 2006 📅
 Artist: Celebrates her bday TODAY 🎂

#FlashbackFriday

A few years ago, some of our students performed at Gardenia Music Festival in Hulme!

Who else is ready for festival season???? 🕶️ ☀️ 🎵 🍉



Our guitar students are simply the BEST 📖 🎸

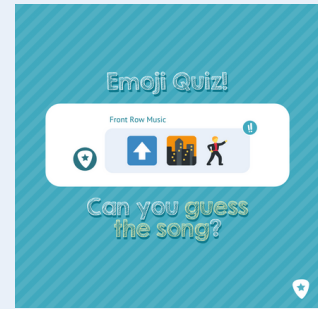
"Music is part of our mental health. Playing music together, everyone making a racket in assembly, is a healing thing for everybody." - @damonalbarn ❤️

As this year's #ChildrensMentalHealthWeek comes to a close, we're reflecting on a very special school day back in 2019 when Damon Albarn worked with some of our East London students 🎸 🎵

Damon's visit reminds us that music education is so much more than teaching notes and scales. It has the power to heal, transform, and inspire kids to live their very best life 🌟



3 emojis. 1 song. Can you name it?



Wishing a very happy birthday today to country music legend, Dolly Parton! 😊 😊 😊

What's your favourite song by Dolly? Here's our top 3:

- 🎵 Jolene
- 🎵 9 to 5
- 🎵 Islands in the Stream

Golden by Harry Styles, performed by Year 3 students at @Stedwarddarwen! 🌟 🌟

Want to get your students excited about music too? Get in touch today to book a FREE assembly for your primary school!



Follow the Live Feed





HMC

**For new project inquiries, please feel free
to get in touch.**

Shelby Hale
Writer, Content Marketer &
Communications Specialist

shelby@halemc.com
[Instagram](#) | [Facebook](#) | [LinkedIn](#)