



Reverb

5 Things You're Doing
Wrong on Social Media

Mallory Nees

Social Media Manager & Influencer Strategist

- Largest online marketplace for buying / selling music gear
- News, demos, video lessons & more
- 10 million monthly visitors
- 1.8 million followers on social media
- One social media manager



Who is Mallory, Really?

- Tenure at Reverb: ~3 years
- Has a degree in...
- Feels there should always be 3 things in a bulleted list

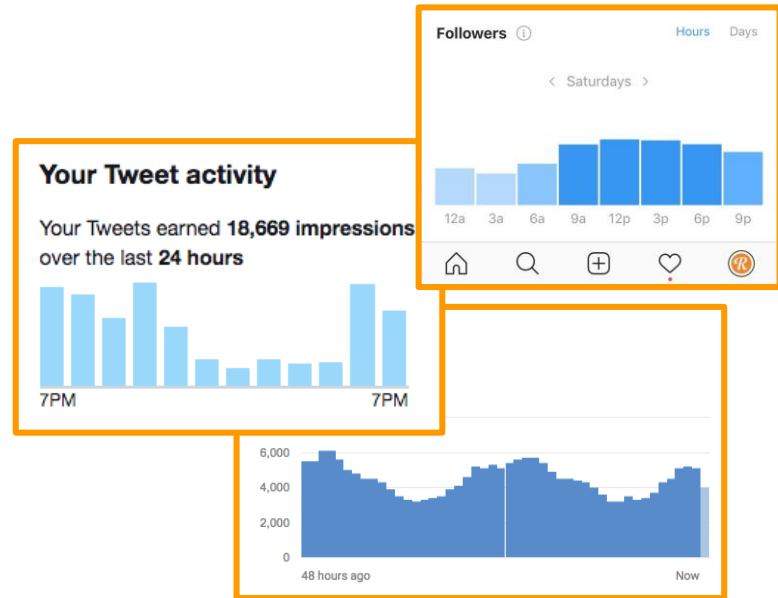


Mistake #5

You're Posting at the Wrong Times

When Should You Post?

- More often
- ...but not *too* often
- ...and at the right time of day
- ...and keep it snappy



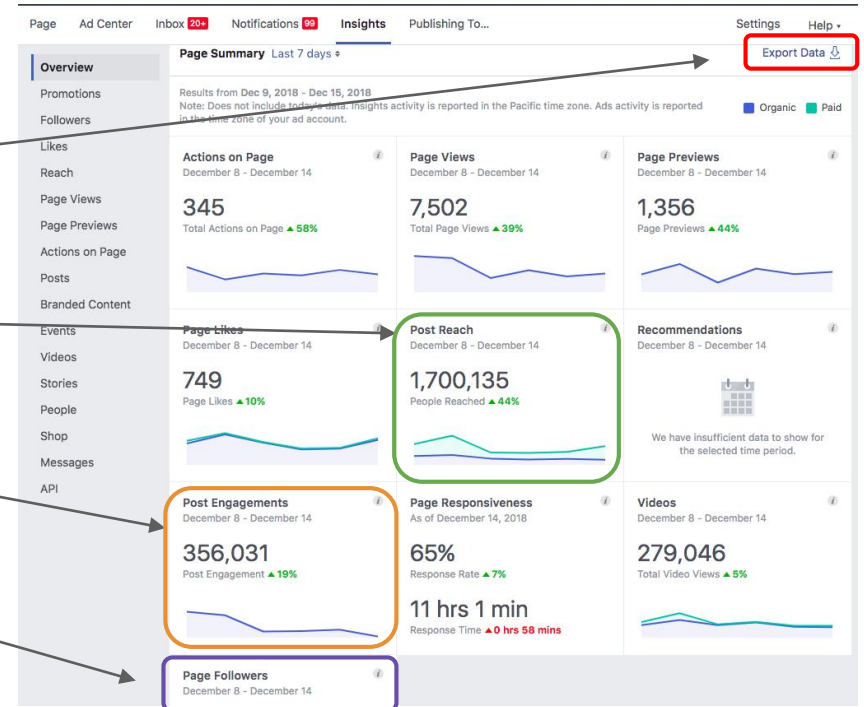
Mistake #4

You're Looking at the Wrong Analytics

Are You Suffering From Data Overload?

Here are some important metrics:

- **CLICKS**
- **REACH**
- **ENGAGEMENT**
- **FOLLOWERS**



Mistake #3

You're Ignoring the New, Fun Stuff

What's New on Instagram?

Instagram Stories

- Polls & Questions features
- 24-hour lifespan
- Save successful Stories to your Story Highlights



Reverb.com 

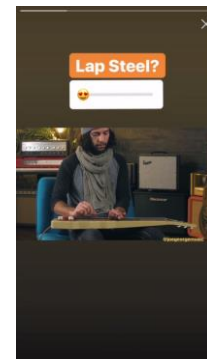
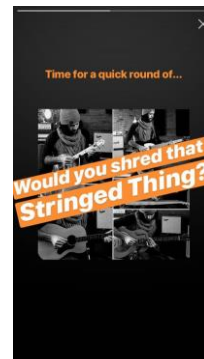
Musician/Band
Browse Cool Gear on the Marketplace for Musicians
goo.gl/RusNxD

3,603 posts 387K followers 2,057 following

[Follow](#)

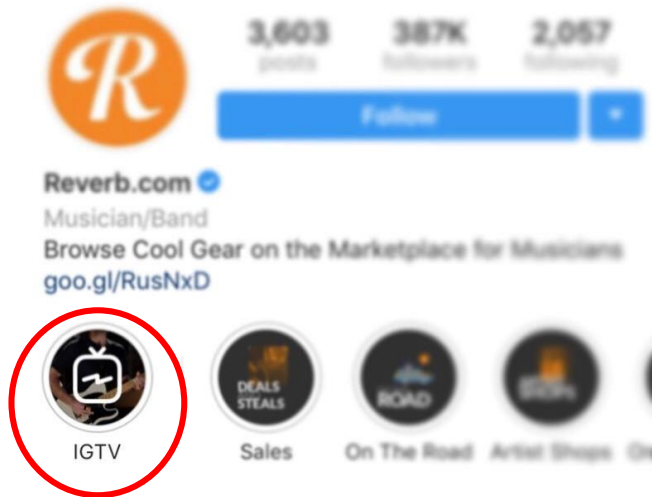
DEALS STEALS ROAD ARTIST SHOPS ON OUR RADAR WIN T

Sales On The Road Artist Shops On Our Radar Win T

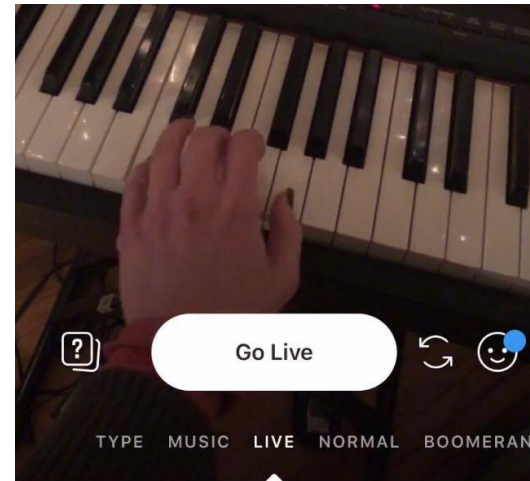


What's New on Instagram?

IG TV



Instagram Live



What's New on Facebook?

- Facebook Live
- Facebook Polls
- Facebook Q & A
- Facebook Video Premieres

 reverb.com created a poll.
August 22 · 🌐

Which of these classics has the most epic saxophone solo?



"Baker Street"



"Careless Whisper"

This poll has ended.

2K Votes

What Other Platforms Can You Explore?



Active users are 40 or younger
81% female



SNAPCHAT

85% of active users are age 18-35



Make professional connections
and expand your brand

Mistake #2

You're Not Supporting Your Community

Learn to Be a Follower



Start conversations in threads from other pages



reverb • Is this actually a cover of Billy Ray Cyrus' "Achy Breaky Heart" for the 21st century?

2w 33 likes Reply

iammarkronson • @reverb no but it's a brilliant idea

2w 80 likes Reply



If you didn't love me at my then you dont deserve me at my



reverb • We saw you swear ON TELEVISION, and we are fully scandalized. But it felt good as hell. 🙌



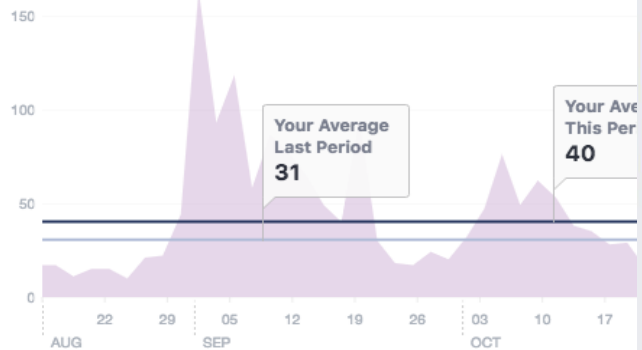
reverb • Okay, we have to ask: does the name have any correlation with the Smokey Eye Tutorial? #ProbingQuestions

Sharing Is Caring

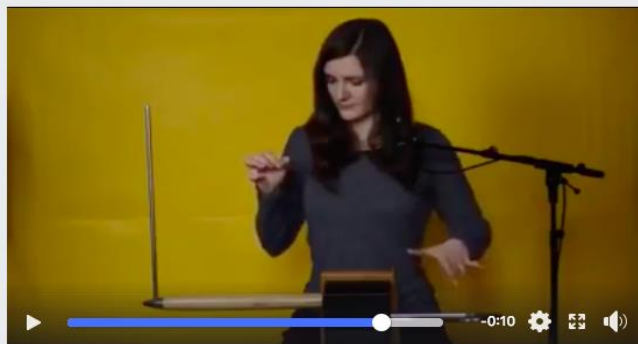
Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.

- Ads
- Your Page
- News Feed
- Restored Likes from Reactivated Accounts
- Page Suggestions
- Search
- Other



Video Details



reverb.com: Ennio Morricone's "The Ecstasy of Gold" on Theremin - Carolina Eyck...
Sorry. Can't talk. Our jaws are on the floor thanks to theremin genius Carolina Eyck.

1:00 · Uploaded on 08/27/2018 · Owned · Appears Once · Copy Video ID

Total Video Performance

3-Second Video Views **4,052,519**

Aug 27-Dec 16
3-Second Video Views



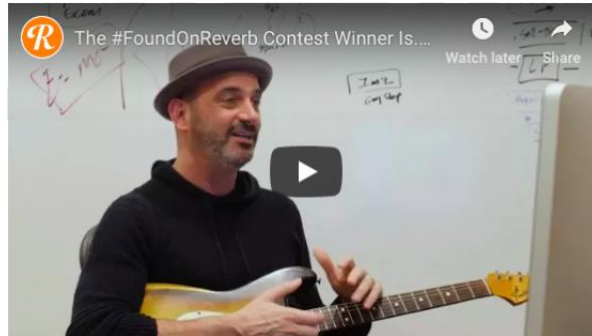
Sound Off 45% (1.8M)

Page Owned 26% (1M)

Shared 74% (2.9M)

Treat Your Audience Well

Who doesn't love free stuff?



 **Reverb** @reverbdotcom · Jan 5
#CawCaw: it's #NationalBirdDay. From #Hummingbirds to #Firebirds, there's plenty of avian gear in the air out there. Reply and tell us about your favorite #BirdGear. We'll send some fun swag to the top response. 🍷

 **reverb** • Following

reverb Wanna be a part of Reverb's #NAMM fam? We saved you a seat. If you'll be in SoCal during #NAMM2018, post a photo of your favorite Reverb purchase using the hashtag #ReverbAtNAMM. The first 25 posts will receive 2 guest passes to the NAMM Show in sunny Anaheim, CA (January



Mistake #1

You're Marketing to Yourself

You Are Not Your Audience

- Avoid alienating potential followers
- Embrace diversity
- Celebrate without pandering





See you on social!

Instagram: @reverb

Facebook: @reverbmarket

Twitter: @reverbdotcom

YouTube: [youtube.com/reverb](https://www.youtube.com/reverb)

Reverb