

How to Build a Facebook Guitar Teacher Page

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As you may already know, Facebook has quickly become a hotbed for musicians and guitar teachers to connect with fans/students, showcase their music/teaching and expand their audience and student base to a global level.

While you may already have a personal Facebook page, and may be using it to double as your guitar teaching page for now, you might not have set up a page directly for your guitar teaching career, or you might have set up a page and don't really know what to do with it.

To help you get your Facebook page in order, in this article we'll be looking at how to initially set up your Facebook Guitar Teacher page, or clean it up and get it nice and spiffy looking if you already have a page and it's not doing what you want it to do.

Getting Started With Facebook

So, to begin, let's look at the steps needed in order to actually open up a separate Guitar Teacher page that is distinct from your personal page, and that focuses solely on your teaching career.

- Sign in to your personal Facebook account and then visit this link <https://www.facebook.com/pages/create.php>
- Select the "Company, Organization or Institution" tab
- Under "Choose a Category" pick, "Education"
- Enter your name or business name in the box below the Category tab
- Agree to the terms and click "Get Started" that's basically it!

Once you have your basic page set up you'll need to do a few things in order to get it looking the way you want, in a way that tells potential students who you are and what you do, as well as provides value for your current followers.

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Here is a list of things that every Facebook Guitar Teacher's page should have in order to be fully set up and ready to go:

1. Upload a Cover Photo

There are some rules about this, such as not having any website addresses bigger than 20% of the photo or asking people to do anything besides look at it, so a nice photo of you with your guitar or in a teaching situation is usually a good way to go.

2. Upload a Profile Picture

This is the small picture under the cover photo and it should be either your business's logo, a different picture of you or you and a student, or something else related to what you do as a guitar teacher. This is what people see in their news feed so make sure it represents you and can easily be identified with you and your guitar teaching in some way.

3. Fill in the "About" Section

Here is where many guitar teachers miss an opportunity to connect with students by not putting their website in a visible area on their page. When you fill this section out, put a one-sentence description of you as a teacher and your webpage address in the "About" section. Then, put your bio in the "Description" section so that people can still read about you and your teaching in more detail, but you will also put your webpage front and center on your FB page.

As for your biography, keep it short and sweet, between 150 and 300 words is about right for this area of your Facebook page. If you have a longer bio that you want people to read, just post that on your webpage and place a link with the sentence "To read my longer bio click here" and then post the link to your full bio. This will allow you to not lose people's attention on Facebook when they read about you and your music, while at the same time giving those that want to read further about you the opportunity to do so.

4. Enter Basic Info and Contact Detail

Here is where you put the boring stuff, Basic Info, and the very important stuff, Contact Details, on your page. For the contact detail, you might just have a link to your website, though you could also put your Twitter address, Reverb Nation address, Soundcloud Address or YouTube Channel address here in order to give people the chance to visit your other sites right from your Facebook page.

5. Add Your First Photos

Apart from your cover and profile photo, you should add in at least one photo album of you or you with a student that gives people a pictorial idea of what you do and what kind of teacher you are. Mixing in head shots, live photos, candid pics and other photos to this first album is a good way to go. That way people can see who you are through your pictures as well as through your bio and posts etc.

A good example of this is to post a picture of you teaching in a classroom situation if that's what you do, rather than a private lesson, which you may or may not do, and vice-versa.

Please note that if you intend to upload any photos containing pictures of people other than yourself (such as some of your students) then you should first obtain a simple photo release agreement in writing from the person(s) in the photo, and most importantly never use a photograph of anyone under the age of 18 (such as children you teach) without the written consent of at least one of their parents.

Warning! Don't post personal pics on your guitar teaching page! Ever! Keep it professional at all times. Before posting a photo to your page think to yourself:

"If a parent of a potential or current student saw this would it be appropriate or would it send the wrong message?"

So keep your drunken, late-night party pics for your personal page, and use only professional-quality photos for your guitar-teaching page. Believe me, you'll thank me later for this little nugget of info.

6. Add Your First Video

Facebook is a great way to connect directly to your fans so adding a few videos to your page can go a long way in strengthening that connection, while giving your followers exclusive footage of you at the same time. Two great videos to upload when you first start your page are a "Welcome" video, where you just introduce yourself and maybe play a short tune to introduce you as a player as well, and an exclusive teaching video that followers can't see anywhere else.

Don't reupload videos that are already available on YouTube, followers can see through this kind of doubling-up on material and many won't be impressed. Give your Facebook followers videos that they can only see on that page, as kind of a Thank You for following your page and keeping up with what you are doing on Facebook.

Again, keep it professional, personal but professional. For the welcome video you can be a bit more loose and friendly, of course you want to show your personality, but remember that young kids might be checking out your page so keep the language at an appropriate level if possible.

7. Attaching Links To Your Music

Last but not least, you'll want to put some music or teaching samples on the page so that people can hear you play, alongside your teaching examples in the video section. But, there is some dispute over how much control Facebook has over audio that is directly uploaded to the site, so we would recommend using a third party such as Soundcloud, and then just linking to those recordings on your Facebook page rather than uploading them directly to the site itself.

You can link to these recordings in your posts, in the about section of your page or by installing an app on your page. When you sign up for Soundcloud you can easily access their Facebook app that connects a player to your page, allowing fans to hear your tunes on your page without uploading them directly to Facebook itself.

Think about these tracks as you would an demo recording, so include a variety of tracks that showcase the range of things that you do. As a guitar teacher, you might post a rock, classical and jazz track if those are the styles of music that you focus on in your performing and teaching career.

There you have it! Your Facebook Guitar Teaching Page is up and running, looking great, full of solid information and goodies for your followers....So now how do you actually get people to see your site and follow you?

Building a Following on Facebook

Now that you have your Facebook Guitar Teacher Page all set up and looking good, it's time to round up some followers and interact with current and potential students through your page.

When first starting your page you will want to get your current fans and friends to check it out, giving your current following a chance to connect with you on Facebook.

Here are a few things you can do right away in order to let your current students and friends know about your new Facebook Guitar Teacher Page.

- Send out an email announcement to your personal or professional email list
- Post a notice on your personal Facebook page and ask your friends to like your guitar teacher page
- Send out posts on any Forums or Facebook Groups that you belong to announcing the new page
- Put a link to your Facebook Guitar Teacher Page in your email signature
- Post a link to your new page on your other pages, such as Twitter, LinkedIn, Reverb Nation etc.
- Put your page on all of your promo material, posters, flyers, business cards, etc.

Once you start getting the word out on your new Facebook Page, people will start to come over, check it out and give it a like. When they do, you have to be ready to interact with them, engage them in a meaningful way, and expose them to your teaching and music without overdoing it and seeming pushy.

The Biggest Myth About Facebook Pages

One of the biggest misconceptions about Facebook is that it is a giant billboard, and that if you simply post things on your page your followers will see everything that goes out on your page.

But this isn't the case. In fact, only 6-13% of your followers on average will see anything you post on your Facebook Guitar Teacher Page in their newsfeed, unless you want to pay for "sponsored posts" that will go out to a larger percentage of people, but that will cost you some decent cash to send out.

So, how do you make sure that you get the maximum amount of eyes on your posts? The answer is actually quite simple, interaction.

Interaction on Facebook means that a follower "likes," "shares" or comments on one of your posts. By doing so, it puts a little star next to your page's name in their Facebook database that they like your page, and so more posts from your page should show up in their newsfeed.

This can really help you get more eyes on your posts, more ears on your music and also develop a closer connection to your audience as you connect with them through comments and posts on your page.

As well, whenever anybody "likes," "shares" or comments on one of your posts, photos, videos or songs that you post, it will show up in their sidebar so that all of their friends can see it. This means that you are now reaching out beyond just your current friends, and your posts are now being seen by friends of followers, which can go a long way into drawing new people to your page and increasing your followers over time.

So, now that you know that you need to get people interacting on your Facebook page, how do you go about getting all those "likes," "shares" and comments?

5 Tips to Facebook Interaction

1. Types of Facebook Posts To Send Out

One mistake people make when they first build a Facebook Guitar Teacher page is that they show up once in a while, post something about an upcoming gig, or openings in their guitar studio, and then don't post for a long time in between.

Because only a small percentage of your followers actually sees any given post, it's good to send out posts on a regular basis, which increases your chances of reaching more potential students and gives you more opportunities to interact with your followers.

I recommend posting at least once per day, but no more than 6 times (once every 4 hours). If you post less than once per day, you risk people forgetting about you or not seeing a post by you for days, if not weeks, on their newsfeed. But, if you post non-stop, then you risk annoying your followers and having them block, unsubscribe or un-follow you, which is not good at all.

So, finding a good schedule for posting on your page will take a bit of experimenting to see how many posts your fans want to see each day/week, and then moving forward from there. Since you will be sending out one or more posts per day, you also want to have a wide variety of things that you send out on your site.

Here is a list of different types of posts that you can send out in order to give your followers a variety of items to check out on your page, and help you to interact with other pages at the same time, which I'll explain below.

- News Updates
- Upcoming Gig Dates
- Questions
- Famous Quotes
- Openings for New Students
- Links to Audio and Video
- Links to Other Teachers and Musicians
- Links to Relevant Blog and News Stories from Other Sites

One of the best things that you can do to grow your following and reach out to other teachers, publications, press managers and related people in your field, is to post links

to videos, blog posts and photos etc. from other teachers on your page. Say you post a video by Joe Smith Sax Teacher, you simply tag his name by putting up a link to the video and saying “Check out this great video from saxophonist @Joe Smith.”

When you do this, Facebook sends a little not to Joe that you tagged them, so he is now aware of who you are and might come over to your page, and more importantly give it a like, or comment on your video post. As well, it will show up on his page that you mentioned him, giving you a chance to reach out to his followers as well.

You might be surprised at how many people you can meet by just posting about them and tagging them on your Facebook page. Networking in this way is very easy to do, and it can open up a lot of doors for you that a “hard sell” or “cold call” could never accomplish.

2. Using Photos to Engage and Gain Exposure

When you post photos, Facebook tends to show them to more of your followers than regular posts. This means, that you can use photos to gain more exposure to your site and to connect with your followers, and hopefully friends of followers, at the same time. Just like you would with any post, you want to have variety when you post photos on your Facebook page, so here are some examples of the types of pics you could send out to your followers.

- Live Concert Photos
- Photos From Inside the Teaching Studio
- Student Band Rehearsal Photos
- Headshot and Other Professional Photos
- Funny or Inspiring Photos From Other Sites and Pages
- Photos of Your Instruments
- Photos That You've Taken of Your Favorite Artists
- Student Submitted Photos

A couple tips on posting photos on your Facebook Page. The first being that you should always put your website address and/or band/artist name on any original photos that you post. This way you will discourage people from using your pics without permission, and if people see them they might go check out your website link from the pic itself.

The second thing, watch when you post pics of other artists or share photos from other pages/websites. This is perfectly fine to do, as long as the other person/site has shared them on Facebook first, and you are just passing them along, or if they have given permission to you, or anyone else, to share those photos online.

Just avoid taking photos from any site/artist and sharing them on your page that aren't available for public sharing. The last thing you need is to anger someone in your field, or risk a copyright lawsuit for sharing photos that you weren't supposed to. Be careful with this and use common sense and you will be fine.

3. Uploading Video and Audio

Another great way to engage with your fans is to post videos and audio of your performances and/or guitar teaching in action. But, you need to watch how you do this, as videos and audio on Facebook may only be visible to your followers, and you want to gain the most exposure possible from any media that you post online.

One of the best ways to share your music on Facebook through audio and video is to either post those files on your website and then share links on your Facebook page, or to post them on sites like SoundCloud and YouTube, then share those links on your page as well.

By sharing your music this way, you are increasing the exposure that you can garner from these audio/video files as you are reaching out to the YouTube/SoundCloud community as well as the Facebook community with the same media. As well, YouTube videos will show up in searches on the site, and on Google and Bing etc., while Facebook Video and Audio might now depending on your privacy settings.

So, working with a third party site, posting your audio and video on YouTube and SoundCloud for instance, then sharing those links is a great way to reach out to a larger audience, share your music with your Facebook followers, and hopefully draw some people from YouTube and SoundCloud over to your Facebook page at the same time.

4. Answer All Comments and Messages

One of the most important and easiest ways to engage your followers on Facebook is to simply reply to any question or comment you receive on any of your posts, in posts on your wall from followers or in private messages sent to you through your page.

By replying to all comments/questions from your followers, you will not only make them feel like you are listening to what they have to say and taking the time to respond, but each time you do, you can tag them with the @ symbol in front of their name to send them a notice and have the conversation show up in their sidebar.

As well, replying to private messages on your page will help you develop relationships with your followers, and make things more personal between you and the people that take the time to send you notes, comments and questions.

Sometimes Facebook can seem a bit impersonal, especially on Guitar Teacher Pages, but by directly responding to questions and comments posted by your followers, you can make your page a little more personal, which can go a long way in developing trust and a personal connection with your fans.

5. Keep Facebook Separate From Twitter

The last piece of advice we'll give is that you should always keep your Facebook and Twitter pages as separate entities. Sometimes people will set up apps that link the two together, so that every post you do on Facebook shows up on Twitter and vice-versa. But, these two sites are fundamentally different, as has been explained in this book, and they have different followers and different ways of interacting with fans.

It's always a bit weird to see #jazz or some other hashtag on Facebook, as this is something that, at least until recently, is used only on Twitter. And it's just as strange to see a post on Twitter cut off half-way through because it was from Facebook and was longer than the 140 characters allowed on Twitter.

So, make sure that if you use both Twitter and Facebook that you keep your posts separate on these two networks, and that you take the time to interact with your followers on both pages in the manner that is appropriate for each social network. Your fans and followers will appreciate it.

Bonus Tip: Understanding Facebook Insights

Overview

This is the first page that you see when you arrive at your Facebook Insights data.

Here is a short description of what each item on that page means and why it's important for you to monitor these numbers on a weekly or monthly basis.

Total Likes – This is the total number of people that are following your page on Facebook. If this number starts going down, then you are losing followers and need to figure out why. If it is going up, you can look at why you are gaining new followers and try to emulate that process and result in the coming weeks and months to continue this growth trend.

Friends of Fans – The number of total friends that your followers have, which can be a surprisingly large number of people. This is the number of people that you can potentially reach when/if your posts/comments/likes/shares show up in the sidebar of your fans.

People Talking About This – The number of people that are liking, sharing, commenting on or creating their own posts about your page. This is the number that you really want to bring up, as it is basically the rating of how much your followers are interacting with your posts, and how many possible friends of fans you can reach every time you send something out on your page.

Weekly Total Reach – The total amount of fans and friends of fans that saw your posts this past week. This is another number that you want to increase as the more people that see your posts on their friends' pages, the more likely they are to stop by your page and give it a like.

Total Subscribers – This is the number of people who have subscribed to your posts, so that they will show up in their newsfeed, but have not liked your page. This is new to Facebook business pages, and so time will tell if it sticks around and how important it becomes to your page growth.

Well, there you have it, everything you need to launch your Facebook Guitar Teacher Page, build your follower base, interact with your followers and analyze your Insights in order to get the most out of your page. Oh, and feel free to drop by the [RGT Facebook Page](#) to see any of these items in action!