

ItsMental and MusicNL - App - Content Overview and Approach

Content Categories + Sample Posts

Below are the four different categories of content. While it would be nice to connect these thematically (e.g. for four days all posts could be about overcoming rejection), that is likely not possible given the project scope and timeline.

1. Situation + Tip

Share a topic relevant to musicians and provide a tip related to wellness. For example:

Overcoming Rejection

We've all been there. "No." "Not right now." "Not what we're looking for." "Thanks for your time." Rejection in the music industry isn't easy to handle, but it's not unusual either. Our tip? Keep pushing forward. Seize every gig -- even the intimidating ones -- and be kind to yourself.

See Appendix A for a preliminary list of Situation + Tip ideas.

2. Advice from a Musician

Insert a quote from a local musician that would be good advice for other local musicians. For example:

"The best advice I have for getting through a long tour? Stay in touch with your family and friends. Facetime them. Call them. I even have mine set as my phone wallpaper." - Alan Doyle

3. Inspirational Anecdote/Quotes

Share a fact or song lyric that a musician would find inspiring. For example:

Dave Grohl. Beyonce. Kanye. Madonna. All rejected multiple times by record labels during their early careers. But, hey, they turned alright, didn't they? Roadblocks happen to the best of us.

4. Resource

Share a resource that will help musicians grow their careers, get mental health support, access funding, etc. (i.e. things that will better their professional and personal lives). For example:

Did you know MusicNL offers opportunities to grow your career locally, nationally and around the world? Learn more here:

<https://musicnl.ca/member-opportunities/>

Schedule

In one year, we'll share 365 pieces of content—one post/push notification per day—organized into the above four main categories. Try to have the same amount of content (92 posts) for each category. However, if that's not possible (especially if acquiring advice/quotes from musicians and sharing resources), increase the volume of the other categories.

In general, the content should flow something like this:

- Wednesday, September 1 – **Situation + Tip**
- Thursday, September 2 – **Advice from a Musician**
- Friday, September 3 – **Inspirational Anecdote/Quote**
- Saturday, September 4 – **Resource**
- Sunday, September 5 – **Situation + Tip**
- Monday, September 6 – **Advice from a Musician**
- ...and so on

Writing Tips for Meg

1. Timeliness

The four categories above are designed to provide a general outline of how content should be cycled every day throughout the year. However, you'll want to make sure your content is relevant to different seasons.

Here are some dates and periods that may impact the content:

- Holidays (Christmas, New Year's, Valentine's Day, St. Patrick's Day, Easter, Halloween, etc.)
- Self-employment tax season (winter/spring; see CRA regulations)
- Tour season
- MusicNL and ItsMental events
- Provincial and national grant/funding deadlines
- Award and application deadlines (e.g. SOCAN, ArtsNL)
- Awards season (e.g. MusicNL Awards, ECMAs, Junos, Grammys, Oscars, etc.)
- Local festivals (e.g. Folk Festival, Lawnya Vawnya, Iceberg Alley, etc.)
- News (e.g. funding announcements)

2. Tone of Voice

The tone of the content should be relaxed, relatable and approachable and informal. It should reflect the brand and be written to connect with target audiences. Review the MusicNL website and social accounts to better understand the brand voice.

3. Language to Incorporate

As you write the content, you may want to incorporate creative, playful language to keep the target audience engaged. Without being excessive (or leaning too heavily on puns), consider peppering some of the following language into the content.

amplify	invent	session
artist	lead	set
authentic	line	sheet
bpm	live	single
breakdown	lyrics	song
chord	mainstream	soul
chorus	melody	sound
collaborate	melody	standard
concert	notes	stop
cover	offbeat	strum
culture	piece	swing
entertain	play	symphony
feedback	record	tempo
folk	refrain	tone
fusion	refrain	tour
genre	remix	track
groove	repeat	tune
hit	rhyme	verse
hook	riff	write
inscribe	sample	

Appendix A - Preliminary List of “Situation + Tip” Post Ideas

MENTAL HEALTH

- Overcoming rejection
- Improving self-esteem
- Taking care of yourself
- Attaining goals
- Warning signs of burnout
- Overcoming burnout
- Warning signs of self-sabotage
- Overcoming self-sabotage
- Struggling with addiction and substance abuse
- How to cope with addiction and substance abuse
- Building healthy interpersonal relationships
- Maintaining healthy interpersonal relationships
- Finding work-life balance

- Recognizing mental health struggles in yourself
- Coping with your own mental health struggles
- Recognizing mental health struggles in others
- Supporting others' mental health challenges
- Compassion fatigue
- Homesickness

FINANCIAL

- Keeping your finances organized
- How to cope with financial issues
- Filing your taxes as a musician

CREATIVE

- How to overcome writers' block

- Taking musical risks
- Finding your voice/style

INDUSTRY

- Racial diversity
- Gender diversity
- Misogyny
- Harassment from industry professionals
- Harassment from fans/patrons
- Being "on" all the time
- Going on tour
- Getting along with bandmates
- Getting fair compensation and pay
- Negotiating contracts
- Applying for grants
- Finding a mentor
- Being a mentor
- Supporting other musicians