Social Media Toolkit
Sample Posts (Facebook and Instagram)

Sample Post 1:
St Louis has had a rich tradition in its music scene; however, we recognize disparities and exclusionary efforts plagued and prevented our shared success and growth. To help shift the narrative and address previous disparities, exclusionary efforts with an open and equitable recognition of all voices, efforts, and people, we require your input to address these concerns.

Your voice matters and your voice counts.

Please take a moment to fill out this survey about the St Louis music ecosystem: (Link)

Sample Post 2:
Local artists, musicians, venues, and production workers are engaging in an important conversation about the future of the music economy in St. Louis.

Topics range from pay inequity for local talent to issues that arise within neighborhoods surrounding venues, and of course, the challenges that are arising as we collectively attempt a post-COVID recovery.

Each perception matters and is critical to building a sustainable and inclusive music economy in St. Louis. Be a part of the conversation and share your experience today!

Please take a moment to fill out this survey about the St Louis music ecosystem: (Link)

Sample Post 3:
Today, St. Louis is a must-stop for major concert tours of any genre.

Yet some of our local artists, musicians, venues, and production workers have been left behind like a worn-out cassette.

Some have been more impacted than others as disparities and exclusionary efforts plagued and prevented shared success and growth.

It’s time to address these disparities and ensure that the future of the music economy in St. Louis is not only sustainable, but inclusive.

We are in the beginning stages of this effort and our first step is to ensure everyone (and we mean everyone) is heard, valued, and welcomed in this important conversation.
Each perception matters and is critical to building a sustainable and inclusive music economy in St. Louis. Be a part of the conversation and share your experience today!

Please take a moment to fill out this survey about the St Louis music ecosystem: (Link)

**Sample Post 4:**
Local artists, concert goers, venues, and production workers combine to make the backbone to any music community.

In St. Louis, the future of this ecosystem is being driven by post-COVID realities and a rapidly changing entertainment marketplace.

Difficult (but necessary!) conversations are happening in St. Louis about how to move everyone forward, equitably.

From neighborhood development to artist education and compensation to industry expansion and recognition - there is room for improvement for everyone from the Player to the Producer, to the Fan.

Each perception matters and is critical to building a profitable, sustainable, and inclusive music ecosystem in St. Louis.

Your feedback is critical to ensuring St. Louis regains its standing as a true music city with opportunities for all to succeed.

Please take a moment to fill out this survey about the St Louis music ecosystem: (Link)

Possible Taglines:
- A Strategy for Music in STL
- St. Louis Music Strategy
- A Music Strategy STL Can Sing About
- A Music Economy STL Listens to
- Make STL Music Heard
- St. Louis is Listening to the Music Industry
- Ensure St. Louis knows Music is #STLMade
- Music that’s genuinely #STLMade
- St. Louis Music is Sustainable, Profitable, and Inclusive
- St. Louis can have a Profitable, Sustainable, Inclusive Music Ecosystem
- STL’s Time to Face the Music
- Changing the tune of Saint Louis Music Economy
  Help the Saint Louis Music industry make key changes
  Saint Louis Music SEEN
Hashtags:
#STLMADE
#STLHEARD
#STLMUSICHEARD
#MUSICSTRATEGYSTL
#STLMADE MUSIC