

## Guidance for posting on social media

Here are some tips for using your social media platforms to reach the community you're looking to represent on the PRS Members' Council.

- Add a voting link to your bio on Instagram, as well as any other social media channels that accept links in either your bio or "about" section.
- Share PRS's posts about the ballot to your personal social media channels, mentioning that you are standing for election.
- Try and actively engage with anyone mentioning the PRS Members' Council ballot on places like X, Facebook, Instagram and BlueSky.
- Post at different times of the day – try varying between morning, midday and evening to see when you get the most engagement (likes or comments).
- Post regularly during the ballot window. You'll typically reach anywhere between 1-10% of your followers each time you post, so by regularly posting (one-to-three times a week) with different messages and content types (text only, photo or video/reel) you're more likely to capture the attention of your followers.
- Ask music creators about the issues they face and what matters to them. You can then respond in the comments with your views and opinions so voting members can see what you stand for.
- Comment and engage with PRS's social media posts. Social media is about connecting with a community, and commenting on posts is a great way to increase your visibility and grow your audience.