

The Orchestra of Influence

Empowering Musicians to be
Digital Ambassadors

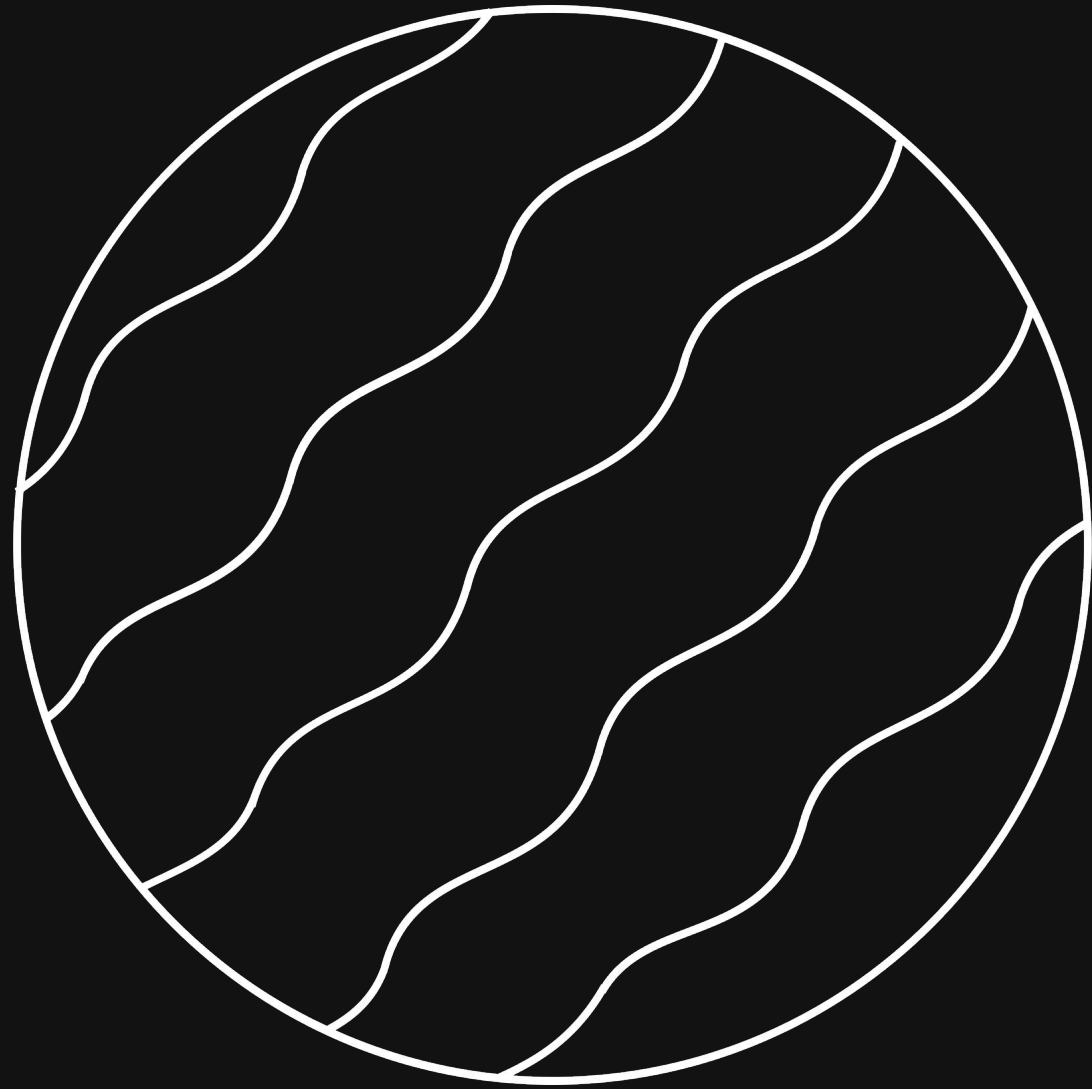
David Taylor

Consultant & Coach

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St Louis Symphony Orchestra



**The world has
changed...**

and so must we

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Why TikTok could be the future of classical music

Social media is now key to classical music's survival. These are the composers and musicians leading the charge

By Sophie Carlin
15 June 2024 · 4:09pm

X f t e b



Esther Abrami: a 26-year-old Paris-based violinist who started posting on TikTok aged 19 and hasn't looked back | CREDIT: JOEL SAGET/AFP via Getty Images

“

The writing is on the wall,
and the future is clear:
classical music will live – or
die – on social media

”

The Telegraph

“

A fifth of under-18s want to see **more classical music** on social media, Royal Philharmonic Orchestra's research shows.

18-34-year-olds are six times **more likely to follow classical organisations and artists** on social media than over-55s.

The Telegraph

”



I wanna be where the people are.

**How can we do more on
social media?**

“

People come to our concerts
because they love our musicians
and feel like they know them

”

**Do we really showcase
our musicians?**

Why is this important?

- In the digital age, audiences expect to be able to connect with athletes, artists, actors, and figures on social media
- Allows organizations to create content at scale, expand significantly from their existing audience base, and build strong personal connections with audiences
- For the artists and athletes, they have been able to build personal brands and leverage this attention into additional revenue streams

Sports

- Know who all the players are – first team, reserves, and even the academy
- Investment in training and empowering players in media
- Investment regardless of output
- Clear you are engaging with the voice of the individual, not the organization
- Players can have larger followings than teams



 56.6m



 32.4m



 2m



 159k



 6.7m



 4.2m

Parasocial relationships

“ Parasocial relationships are one-sided relationships, where one person extends emotional energy, interest and time, and the other party, the persona, is completely unaware of the other's existence

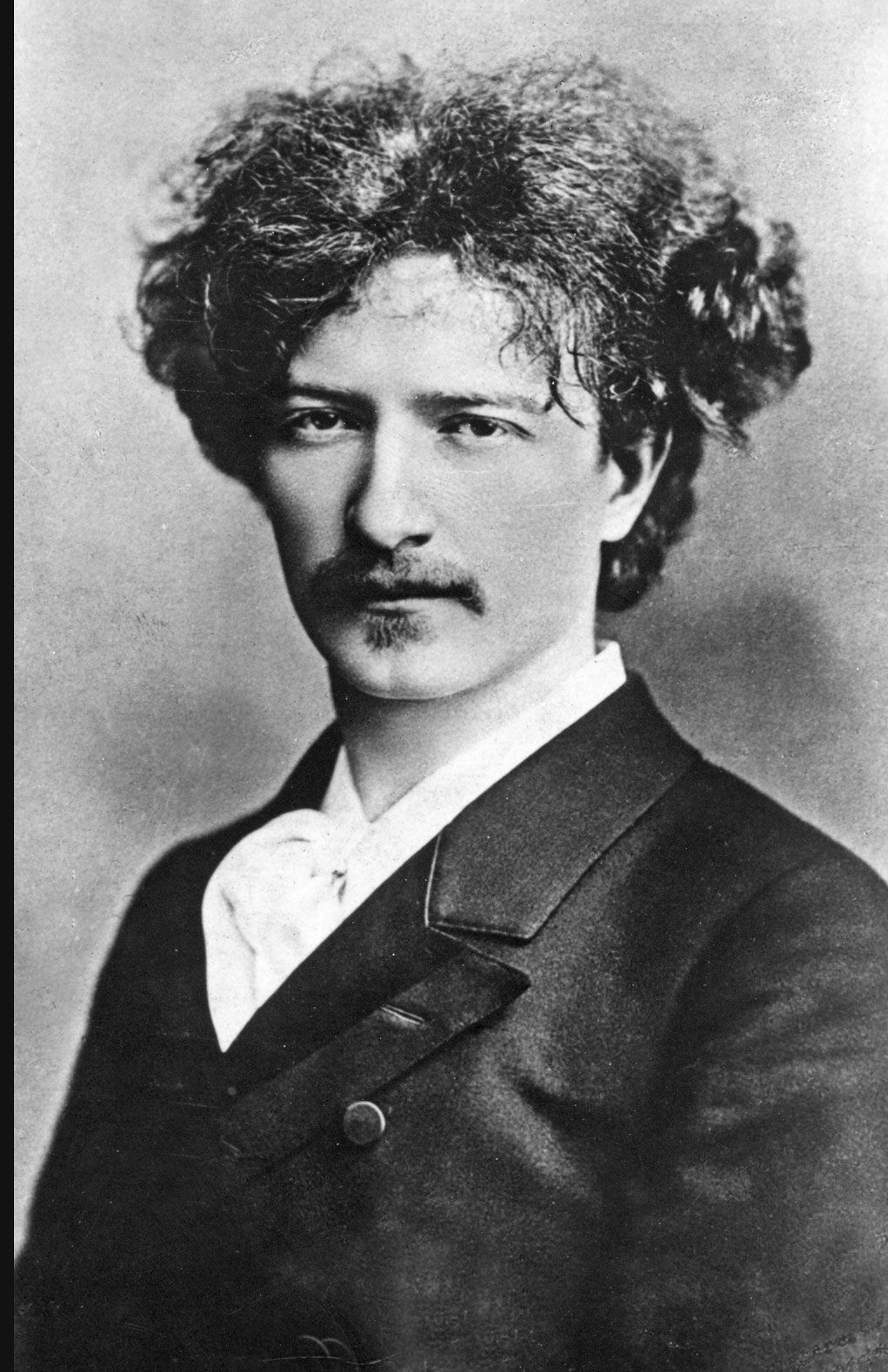
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Influencer

- “An influencer is someone in your niche or industry with sway over your target audience.” (Sprout Social)
- 49% of all consumers make purchases at least once a month because of influencer posts (Sprout Social)

Musicians as entrepreneurs & self-promoters

Paderewski



Paderewski

- Curated public image, actively sought publicity
- Early adopter of photography
- Created and distributed his own flyers
- “Paddymania” – first global celebrity of popular culture
- Leveraged attention for greater opportunities
- Business minded



THE PADEREWSKIS OF BOSTON.

How Some of Our Public Men Would Look in the Great Musician's Style of Headgear.



NATHAN MATTHEWS, JR.



GEORGE FRED WILLIAMS



JOHN W. CORCORAN



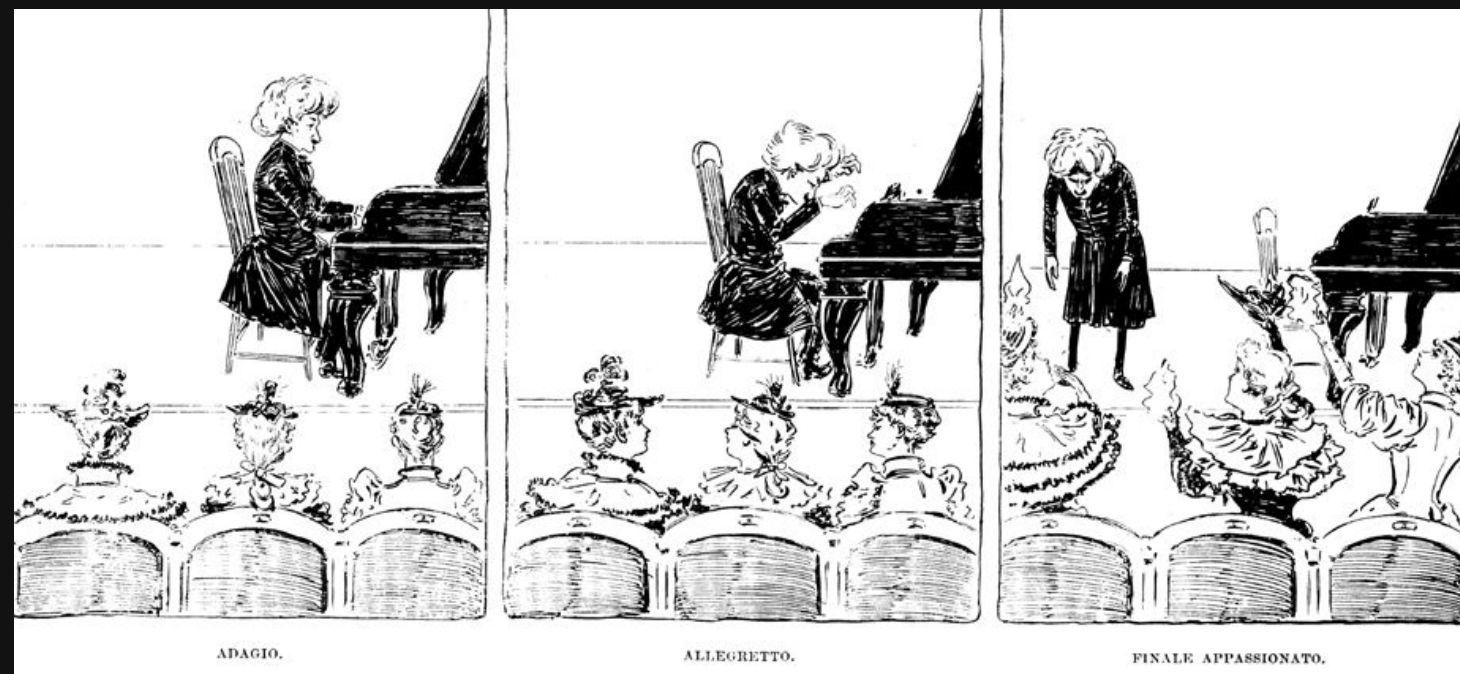
GOVERNOR GREENHALGH



ELDAR A. MORSE



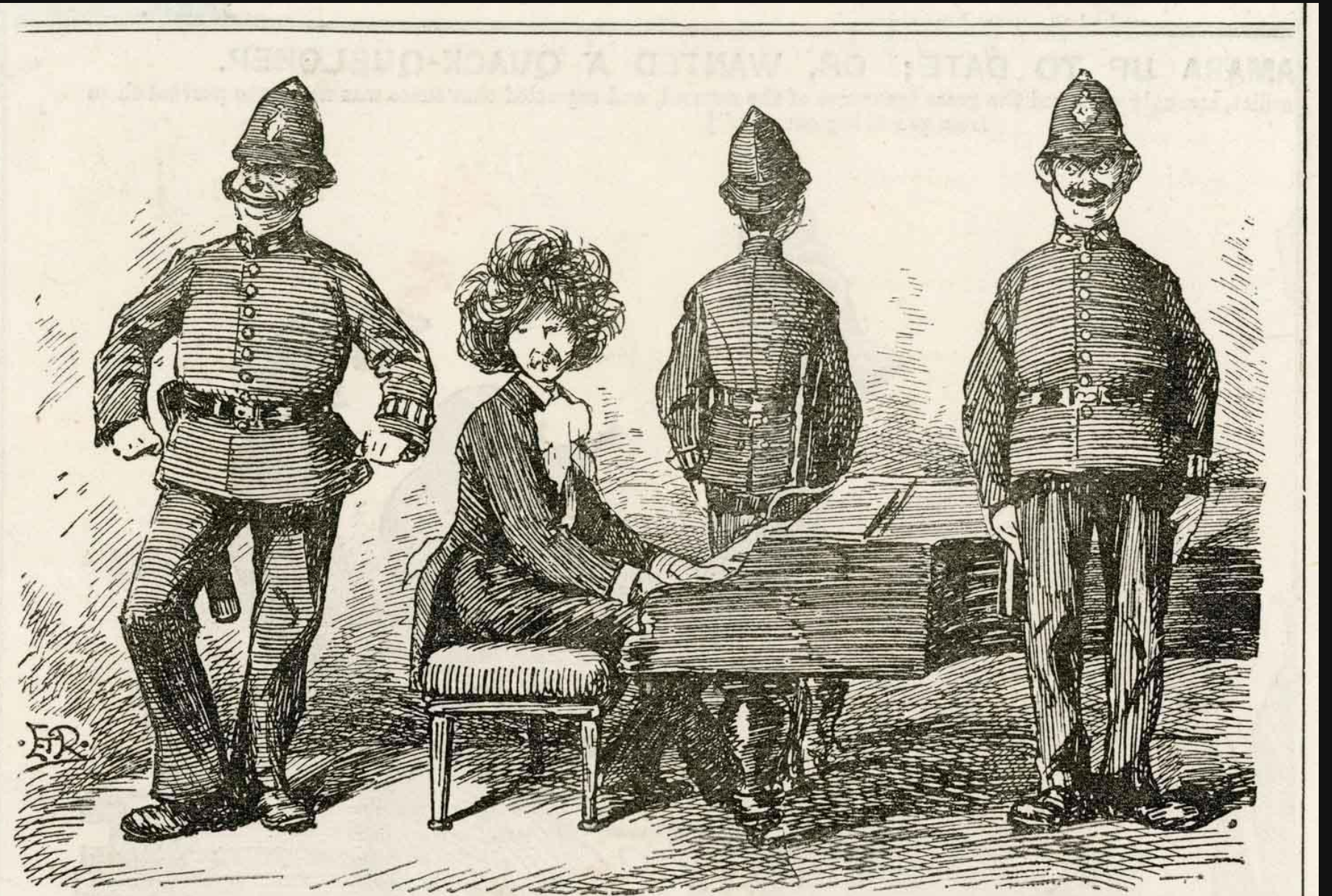
WILLIAM F. DRAPER



ADAGIO.

ALLEGRETTO.

FINALE APPASSIONATO.



POLICE PROTECTION FOR PIANISTS!!

MADE NECESSARY BY THE ANTICS OF THE PADDED-ROOMSKI DEVOTEES AT ST. JAMES'S HALL, WHO RUSH AT, TRY TO EMBRACE, AND DECK WITH ROSES, A CERTAIN MASTER WHENEVER HE APPEARS.

Sarah Willis

Berlin Philharmonic Orchestra



 100k

 19.3k

 96.2k

 67.9k

Nathan Chan

Seattle Symphony



 11k

 32.3k

 35.7k

 46.4k

“ Developing an online social media presence has been an incredible boon for me. What started first as a fun way to post old concert footage has given me a platform to explore my creativity, give people a window into a behind-the-scenes look of a professional musician, and allowed me to connect with a community of classical musicians as a support group. **It has completely changed the arc of my career** and given me a chance to expand into a greater sense of musicianship beyond the concert hall. ”

Nathan Chan

**Our musicians are
offline influencers**

**What would it look like if we
empowered Musicians to be
Digital Ambassadors?**

“The Orchestra of Influence”

Orchestra of Influence

- All musicians act as ambassadors and advocates for the orchestra while being empowered to reach their own individual goals
- Musicians are empowered to have their own social media presence and become influencers in their niche
- “House of creators” - supercharging output
- Mutually beneficial culture - normalizing a modern role for orchestra musicians

Orchestra of Influence - program

- Training program for musicians (and administrators)
- To empower participants to have their own social media presence and become micro influencers
- 20 week program - mixture of group and individual coaching
- Tailored to participants - create their own roadmap
- Integrated into the organization - bespoke

Benefits

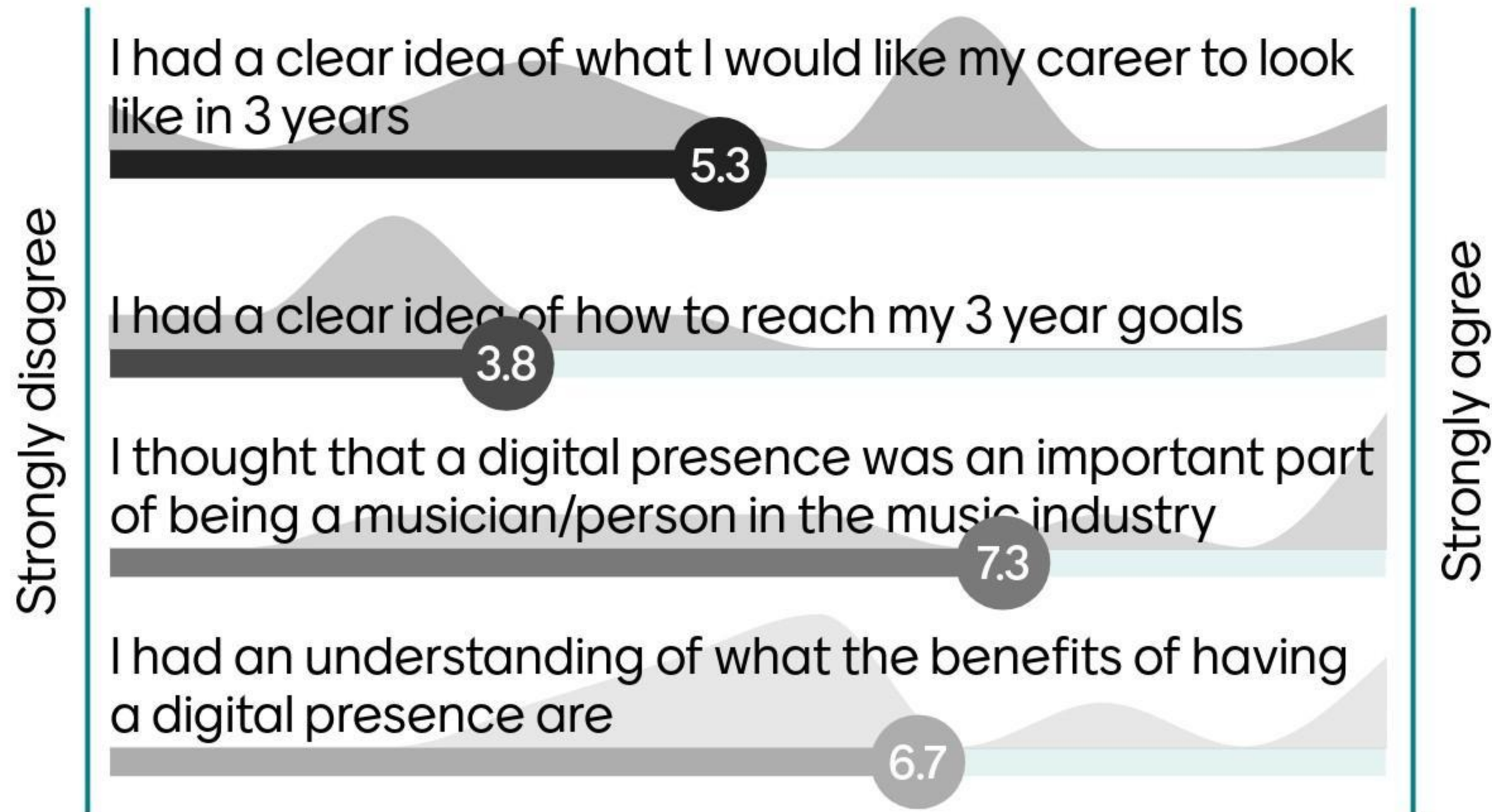
- Available to organizations of any size and type
- Support musicians and their careers at a time of disruption
- Low cost – high return on investment - elevating your musicians is free
- Supercharge output
- Human driven marketing
- Can be a more trusted voice than an institution

Case study from the Philharmonia

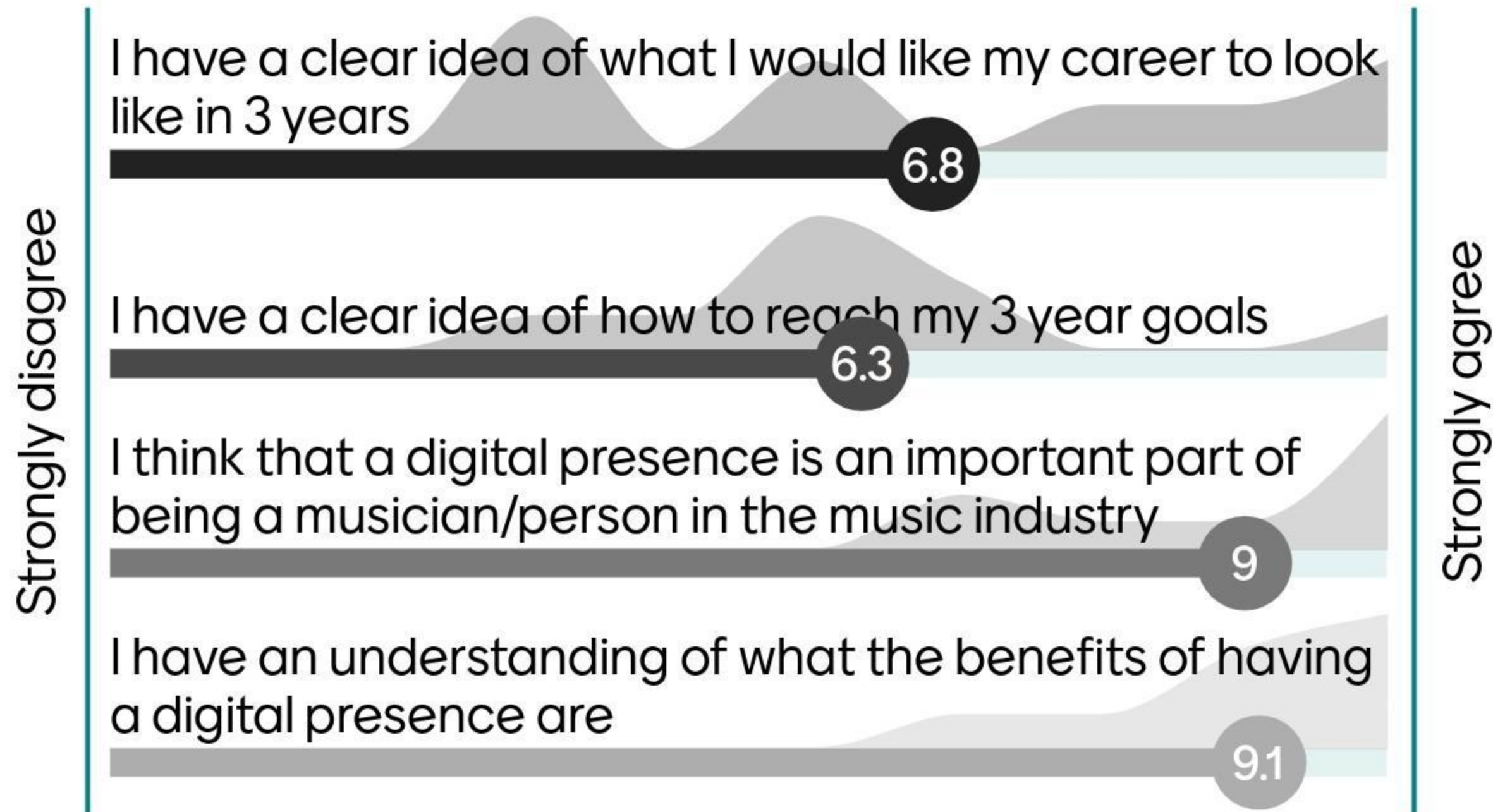
Halfway through this programme, what words would you use to describe your thoughts around using social media professionally?



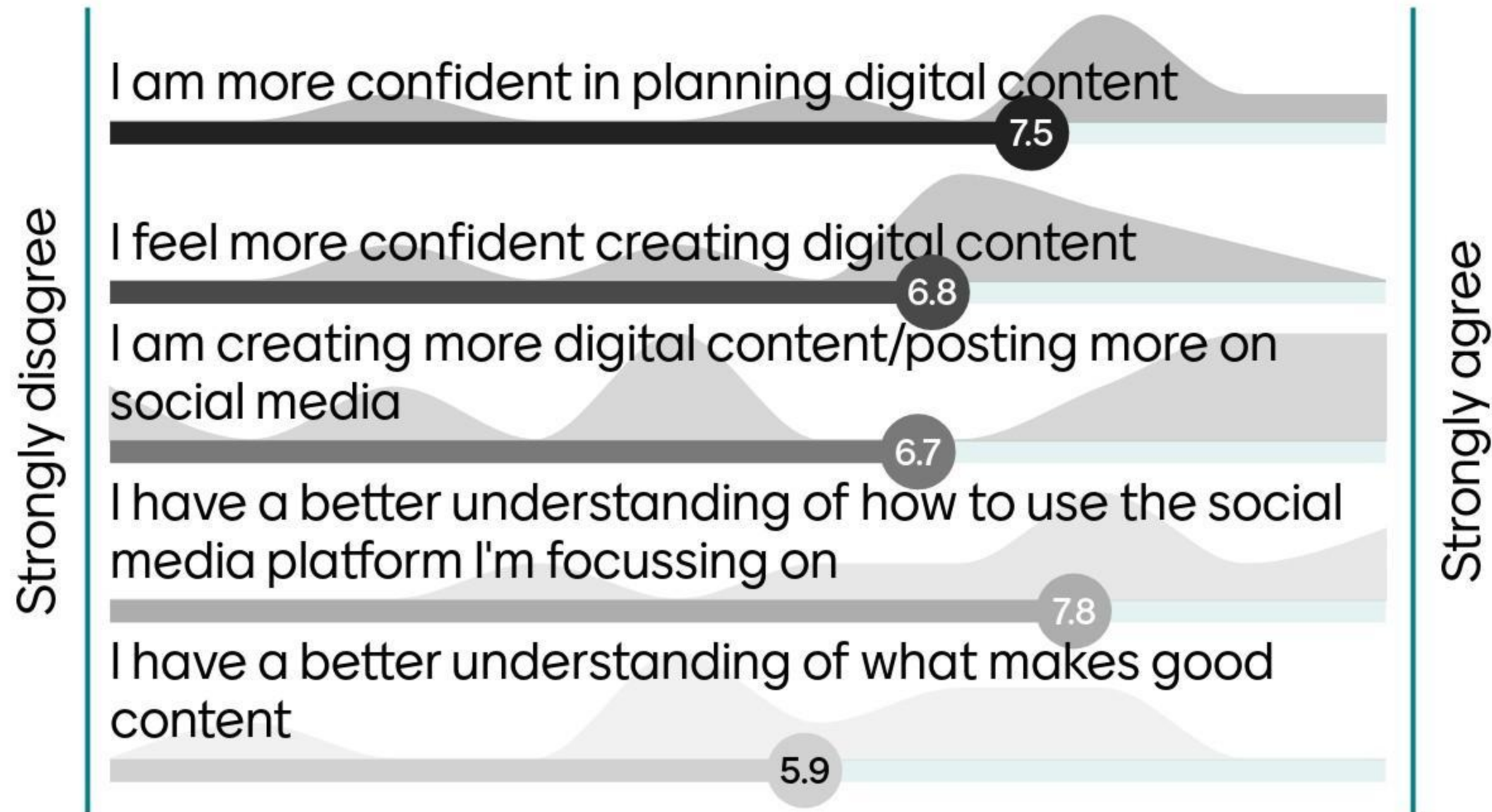
How much do you agree with the following statements: "Before this programme..."



How much do you agree with the following statements: "Halfway through this programme..."



How much do you agree with the following statements: "Halfway through this programme..."



“

As orchestras, we are too often shrouded in mystery to our audiences, and I highly recommend Orchestras of Influence to develop players outside performing, and to bring the brilliant work we do, and the power of great music, to audiences in an understandable, relatable way

Alexander van Ingen - CEO, Philharmonia

”

Make the case internally

s/sO

Our Digital Goal

To establish the SLSO's digital presence as a **second physical location**, where people can feel a sense of belonging and joy, ultimately creating a virtuous cycle of in-person attendance.

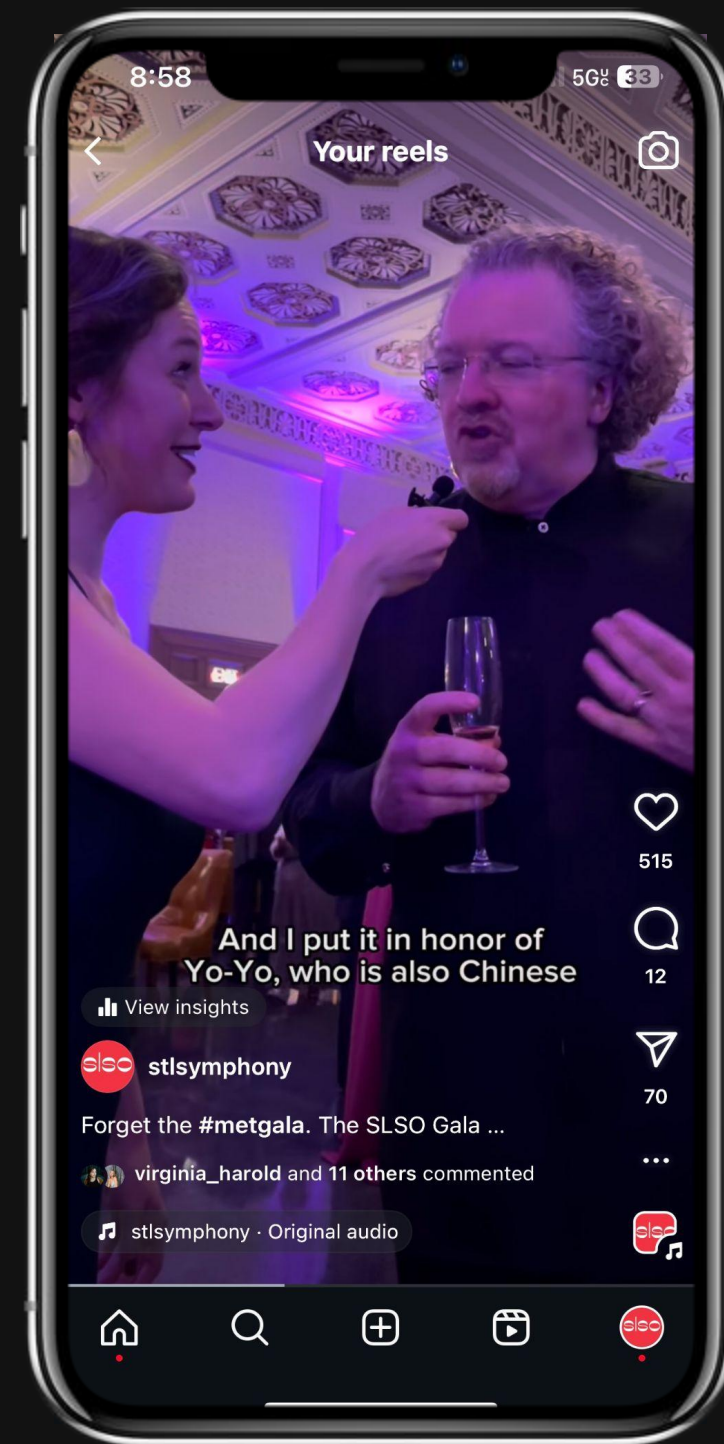
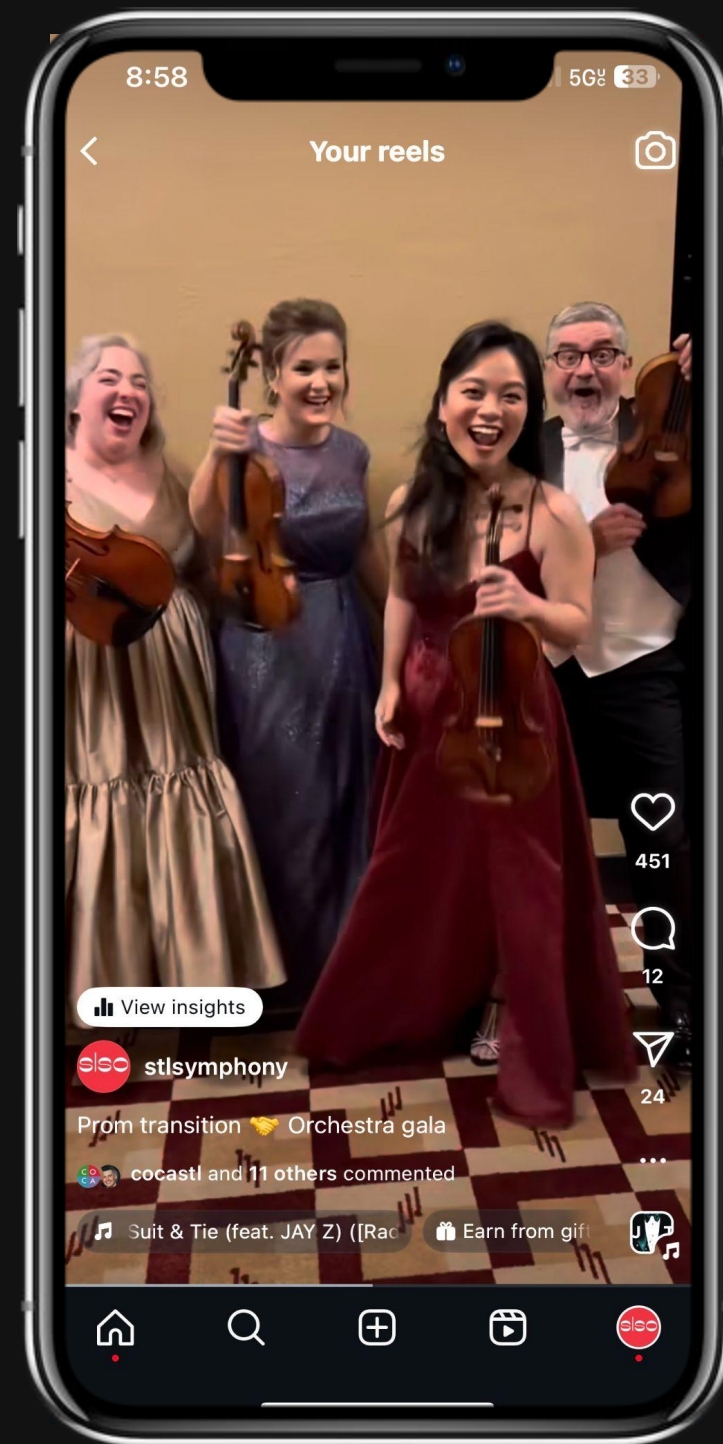


Content Creation Pillars

Community Connections

Demystification

Relevance



s|s|o

s|so

+

David Taylor

Pitching the Program

GOAL

To elevate musician personality by equipping them with digital skills, thus maximizing positive organic reach in the community as an extension of our influencer marketing strategy.

OVERVIEW | DAVID TAYLOR

- Classical music thought leader
- Arts Entrepreneur, Coach, Consultant
- Described by the BBC as an “arts innovator”
- Named on Forbes 30 under 30 Europe 2018 list
- Consulted with New World Symphony, Leeds International Piano Competition, & more



OVERVIEW | ORCHESTRA OF INFLUENCE PROGRAM

- **INSPIRATION** | Inspired by sports teams creating brand ambassadors in players
 - Ex: Patrick Mahomes has more followers than KC Chiefs
- **TAILORED TRAINING** | Trains musicians to identify digital niche and scale their reach to their networks
 - “The idea is to focus on the uniqueness and strengths of each musician rather than on a one-size-fits-all message.”
- **MARKETING GOALS** | Aims to add credibility to institutional marketing strategy through the voices of the orchestra
- **MUSICIAN SUPPORT** | Increases musician versatility to create more personal opportunities

PROGRAM STRUCTURE

●

Group Workshops **Part 1**

Five 1.5 hour workshops, including...

- Introduction Workshop
- Entrepreneurship and Creative Thinking
- Websites, Platforms, and Social Media
- Content Creation for individuals
- How to Create Your Roadmap

7.5 hours

●

Individual Coaching **Part 2**

Four 45 min individual coaching sessions over 8 weeks

3 hours

●

Group Workshop **Part 3**

One group workshop for reflexive group learning, taking stock of the current journey, and addressing any issues or themes where it is more efficient to cover as a collective group

1.5 hours

●

Individual Coaching **Part 4**

Four 45 min individual coaching sessions over 8 weeks

3 hours

●

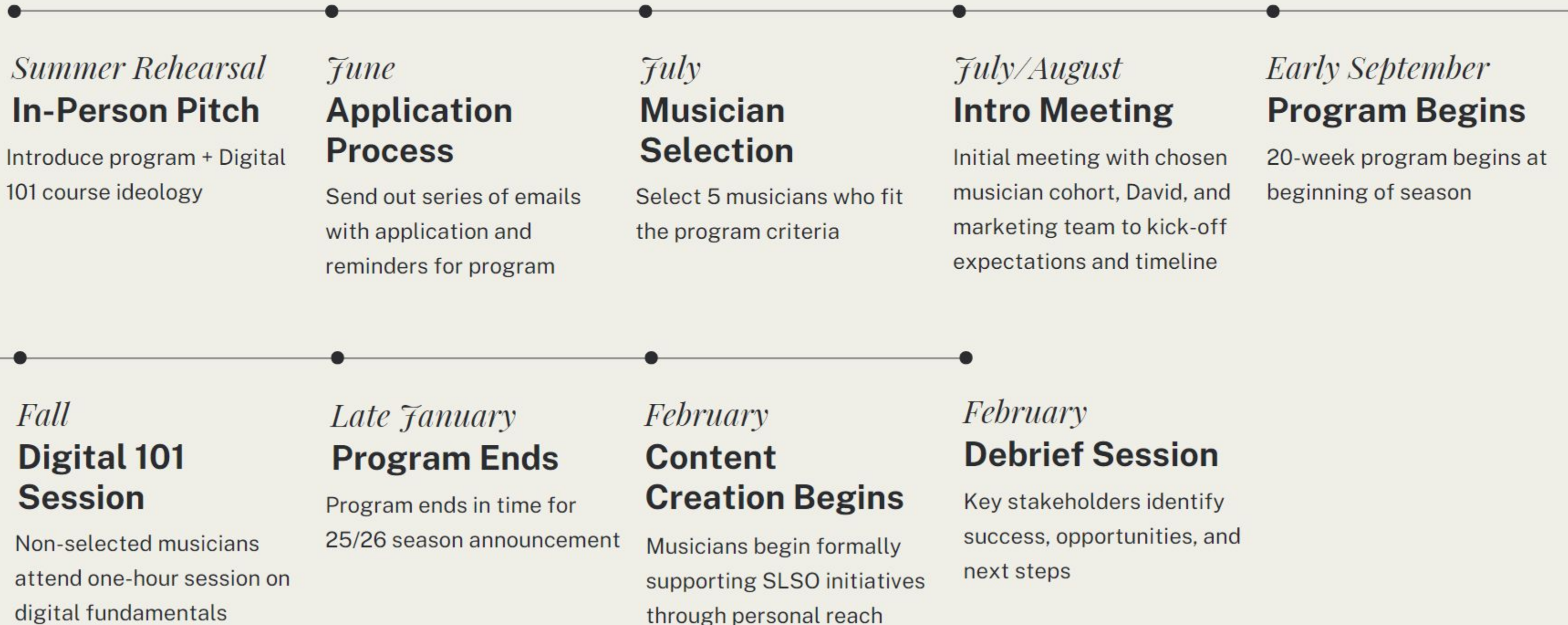
Final Group Workshop **Part 5**

A final group workshop for reflexive group learning, sharing progress, taking stock of the training program, and identifying future roadmaps for both the participants and the organization.

1.5 hours

= 16.5 coaching hours over 20 weeks

SLSO TIMELINE



Potential Barriers

(and solutions!)

Resentment among
non-selected musicians



Digital 101 Course

Misaligned use of new
musician platform



Re-outlining musician social
media policy

CBA infringements



Clarifying expectations &
close monitoring

Program Aspirations

Musician Braintrust

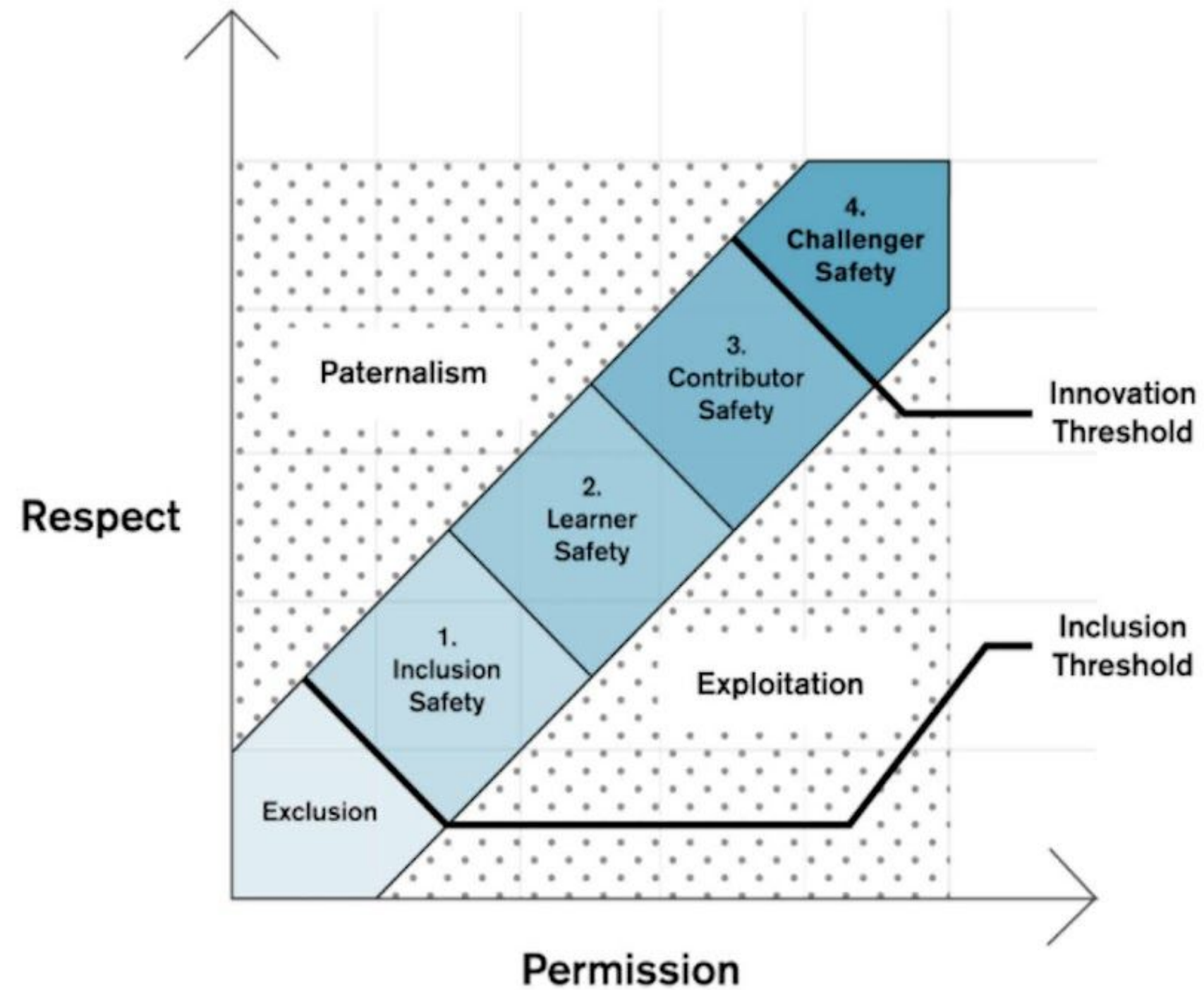
Farther Behind the Scenes

Specific Concert Support

Organizational Readiness



The 4 Stages of Psychological Safety



Tim Clark's "4 Stages of Psychological Safety" Model

How to do this

Challenges participants face

- Anxieties around self-promotion/being visible
- Worries about what colleagues and contemporaries will think
- Alien concept
- Perfectionist mindset
- Not used to practicing in public

Ethos before skills

- Buy in to the idea is vital
- Historical examples given context
- “House of creators” - makes this the norm
- Comparisons to music world - journey focussed development, reflection etc
- Helping musicians see this as a vital part of their career helps long term sustainability

Everyone is different

- “One size fits all approach” doesn’t work
- People have different skills, strengths, communication styles, circumstances
- Each participant should have their own journey
- Focus on how musicians feel - need support and space to explore ideas

**Make sure everyone is
included**

Co-creation

- Enables buy-in and ownership
- Creates pride in projects from participants
- Avoids the feeling of being told what to do

How to choose musicians

How to choose musicians

- What kinds of influencers are you following, both in and out of the music world, and why do you follow them?
- If you were part of this program, what would you hope to achieve?
- How do you think social media could be used as a tool to broaden the SLSO's reach?
- On a scale of 1-10, how willing are you to go outside of your comfort zone?

Orchestra of Influence Cohort Application

Please complete this form by XXXX to apply for the SLSO's Orchestra of Influence cohort.

5. What kinds of influencers are you following, both in and out of the music world?

An influencer is someone in the digital landscape that has a loyal following in a particular area.

Enter your answer

6. Why do you enjoy following these particular people?

Enter your answer

7. Do you have any experience in content creation (e.g. video editing, photography, blog writing, etc.)?

If yes, please elaborate. If no, what would you most be interested in learning?

Enter your answer

**Follow the SLSO to see
how this unfolds**

Q&A

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DAVID TAYLOR

**THE
FUTURE
OF
CLASSICAL
MUSIC**

A COLLECTION OF ARTICLES,
TALKS, AND IDEAS

PART 2