SPOTIFY PRO TIPS

Spotify allows you to engage your audience through music: you can crowdsource playlists and ask your audience to contribute, or create your own playlists to “personalize” your accounts. (We most often use Spotify for the latter — less as a stand-alone social platform, but more as a great library of songs “in the cloud” that can help us share our story on other platforms.)

Creating a Spotify account for your brand will be the same as creating one for personal use, but, whereas you may quickly create a personal Spotify account using your personal Facebook credentials, you should skip this option when starting your brand account and sign up using an email address instead.

CROWDSOURCING VS. CURATING

After creating a new playlist, you can choose to make it collaborative — meaning other Spotify users can add to it — or keep it closed so that only you can add songs. We use “closed” playlists most often, which help us keep track of what music we’re endorsing as a team. We like to use crowdsourced, collaborative playlists during in-person events: to capture the mood of Welcome Week through music, we asked students who stopped by our event to add songs to our Welcome Week 2013 playlist.

SHARE YOUR ACTIVITY ON OTHER PLATFORMS

Sharing your Spotify activity on other platforms helps introduce more users to your playlists and Spotify account.

KEEP PLAYLISTS FOCUSED AND TITLES SHORT

Build playlists around a focused theme that is relevant to your brand and goals, and use titles that briefly communicate that theme. One of our favorite playlists, for example, is titled “Bright Lights, Big City” and contains songs we enjoy that include New York City in the name or lyrics.