



# Australian Played Promo Kit

FOR ARTISTS & INDUSTRY



AUSTRALIAN  
PLAYED™



nightlife  
music for business™

# Australian Played Promo Kit

Thanks for your interest in joining crowdDJ®’s Australian Played Campaign to support Aussie artists during November’s AusMusic Month!

You, and the thousands of other music lovers, Nightlife clients and local legends alongside you, are all helping to rebuild the Australian music industry by putting our artists and collaborators centre stage. Now that’s teamwork!

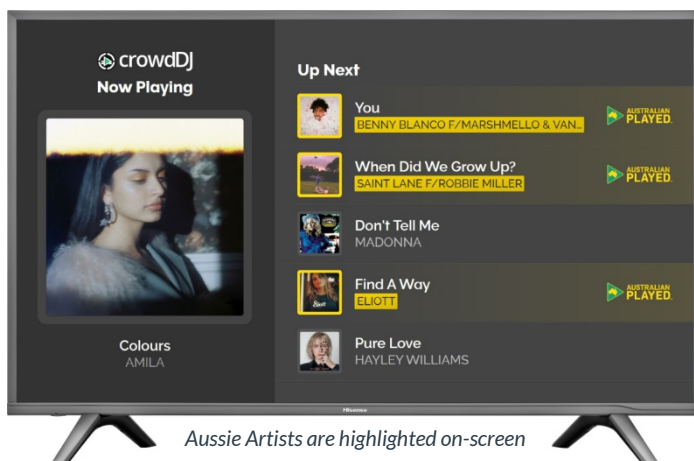
In this kit you’ll find all the resources you need as an artist to show your support for, and spread the word about, AusMusic Month.

You’ll also find all the information on how your fans can contribute to the Australian Played Campaign by playing your music, as well as other local favourites, using the crowdDJ® app.

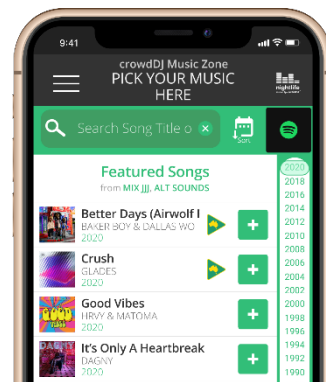
## Key talking points to share with fans

To help your fans and followers make an impact, as well as promote your music and other Aussie artists, make sure you’re sharing the following:

- **What is crowdDJ®?** crowdDJ is an app and touch-screen kiosk that anyone can use to choose the music that plays in their favourite venues.
- The **Australian Played** logo in the crowdDJ® app tells you which songs and artists are Australian, making it easy to play and support local.
- Each time an Aussie track is played using the crowdDJ® app, an artist gets paid!



Aussie Artists are highlighted on-screen



Australian Played Logo in crowdDJ App

## Socials will put your message front and centre

Social media is the key to motivating your listeners to focus on Australian music during AusMusic Month (and year-round!), so make the most of it.

Facebook, Instagram, Twitter and even LinkedIn are all great platforms to call on your friends, family, fans and followers to listen to Aussie music and use the crowdDJ® app.

Share information about AusMusic Month events, create branded cover images, post a photo of you listening at a crowdDJ® venue, the opportunities are endless.

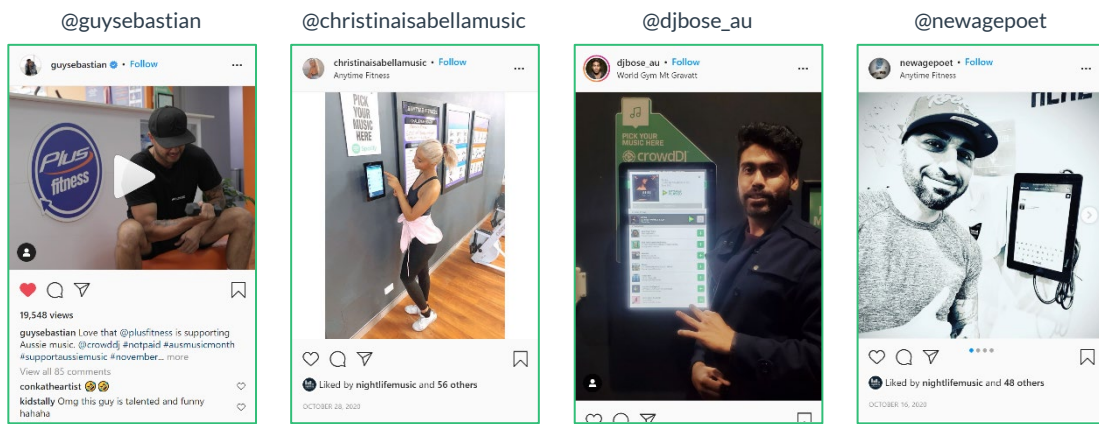
Having trouble getting started? We've got you covered. Check out our template folder with social images!

<https://www.dropbox.com/sh/y336hh2yru34hpb/AADbwLdFbEuizbLLdsxy10CKa?dl=0>

### Social Post Examples

Over the years, we've worked with a number of artists to help them educate their fans on how they can use the crowdDJ® app to support them.

Here are just some of the posts we've been tagged in:



### Captions share the story – make sure it's the right one!

Whether's it's a song lyric, a couple of hashtags or even a few sentences, captions are everything. Make sure to give your posts promoting AusMusic Month some context with the right ones.

To help get your creative juices flowing, we've written a few examples you can use to start:

- It's AusMusic Month! Make sure you use crowdDJ® to support me and thousands of other Aussie artists by playing our music in your favourite venues #AustralianPlayed
- crowdDJ® is making sure Australian artists are getting paid as part of the #AustralianPlayed campaign – join in by using the app to play Aussie music at your favourite venue!
- Did you know you can support Aussie artists like me while you're on the treadmill? All you need to do is download crowdDJ® and select my music to play at your local workout spot.

If all else fails, and you're still stuggling to find the sweet spot for your socials, check out what some of our other #superstarcrowddjs have done by [clicking here](#).

## Use your database to get the word out!

Whether it's on your website, or in your email signature, the Australian Played logo (which identifies Aussie music on the crowdDJ® app) is a great way to promote the campaign.

We've designed a pretty sweet pack of logos and images you can use on your website or in your emails to listeners! Check it out here:



<https://www.dropbox.com/sh/k25tnq3tnfujm7h/AADrsSQzXRpCrjpllrUHTeqKa?dl=0>

## Connect with us

We can't wait to see what you share during AusMusic Month! So that we don't miss a minute, tag us in your posts using [#AustralianPlayed](#) [#AusMusicMonth](#) [#crowdDJ](#) and [@crowdDJ](#).

We're always keen to promote Aussie artists, so if there's a particular picture you think we should share, or an initiative you're organising you want to promote, send us a message!

## Where you can find crowdDJ®

<https://www.facebook.com/crowddj>

<https://www.instagram.com/crowddj/>