

MusicTogether Best Practices

MusicTogether.ca

**Support Ontario artists
without leaving home**

Ensure there are no distractions in the background. It's easy for people to get distracted by random items in your surroundings so keep it clean and clear.

Engage with your audience. It might sound obvious, but it's easy to get lost in your own sound when performing with no physical audience there. Remember there are people on the other side of that camera. Asking questions and telling stories are a great way to generate conversation and reactions during your performance. Some things you can do to keep the audience engaged:

- Take breaks between sets and ask people how they're liking the music
- Ask people what they'd like to hear - especially if you've released some music publicly
- Tell a story about how you wrote a specific song or something personal

Most importantly, be authentic. We chose you to showcase your music for a reason, so use this opportunity to shine a light on your authentic self and your music.