

the

Online Promotion

contemporary

music centre

Ireland

What Does CMC Promote?

- Contemporary music events which include music by any of the 200+ registered CMC composers
- Calls/opportunities for composers/performers of new music in Ireland
- CMC's own events e.g. CMC Salon Series; CMC Summer Residency

facebook

www.facebook.com/CMCIreland

- Current audience of 3,619 on official CMC Facebook page
- *Contemporary Music Ireland* Facebook group, administered by CMC, currently has over 300 active members



Frequency of Facebook Posts

- 1 FB post for small event + post in *Contemporary Music Ireland* FB group
- 2 FB posts for large event + post in *Contemporary Music Ireland* FB group
- 2 posts for an opportunity - 1 initial call, 1 reminder + post in *Contemporary Music Ireland* FB group



@CMCIreland

- Current audience of 3,278 followers
- Twitter Lists for “CMC Composers” and designated hashtag for contemporary music in Ireland (#NewMusicIreland) monitored on a weekly basis



The screenshot shows the Twitter profile of CMC Ireland (@CMCIreland). The header features a banner for "DUBLIN SOUND LAB" by Fergal Dowling (Electronics) and Quinn (Organ), dated October 2016, located at High Street, Dublin 8. The banner also includes logos for the Arts Council of Ireland, the Arts Foundation, and the Contemporary Music Centre Ireland, along with the website www.cmc.ie. Below the banner, the profile statistics are displayed: 4,998 tweets, 1,359 following, 3,278 followers, 1,009 likes, and 7 lists. The bio states: "Ireland's archive and resource centre for new Irish music", with location "Dublin, Ireland", website "cmc.ie", and "Joined November 2008". There are 869 photos and videos. The profile picture is a circular logo with the text "the contemporary music centre Ireland". The tweets section shows a retweet of a tweet from Kaleidoscope Night (@KaleidoscopeDub) dated August 13, which mentions @dervan8r and the #ListeningRoom. Below this is a tweet from CMC Ireland dated August 13, announcing that Ian Wilson's work will be performed at BayChamber's Festival next week, with a link to a TinyURL and the hashtag #Maine.

DUBLIN SOUND LAB
FERGAL DOWLING (ELECTRONICS)
QUINN (ORGAN)

OCTOBER 2016
HIGH STREET, DUBLIN 8

arts council
the arts
contemporary music centre
Ireland

FOR FURTHER DETAILS VISIT
[WWW.CMC.IE](http://www.cmc.ie)

TWEETS 4,998 FOLLOWING 1,359 FOLLOWERS 3,278 LIKES 1,009 LISTS 7 Edit profile

CMC Ireland
@CMCIreland

Ireland's archive and resource centre for new Irish music

Dublin, Ireland
cmc.ie
Joined November 2008

869 Photos and videos

Tweets Tweets & replies Media

You Retweeted

Kaleidoscope Night @KaleidoscopeDub · Aug 13
Hear our very own @dervan8r speak all things Kaleidoscopic at this year's #ListeningRoom @CMCIreland (c.25 min)

Listening Crowd Session 1
Session 1 from CMC's Listening Crowd Conference at the Aula Maxima, NUI Galway on 13 June. More information on the conference here - <https://www.cmc.ie/youtube.com>

CMC Ireland @CMCIreland · Aug 13
Ian Wilson's work will be performed @BayChamber's Festival next week: tinyurl.com/z7u9j5j #newmusic #Maine

Frequency of Twitter Posts

- 1 - 4 retweets for small event in week preceding event and 1 tweet reminder on event day or day before the event
- 2 - 3 tweets for large event in the week preceding event and 1 tweet reminder on event day or before the event + retweets (remember to reference CMC Twitter account in posts)
- 5 - 10 tweets for opportunity spread across a number of weeks depending on lead time/deadline, 2 tweet reminders day before deadline and day of deadline + retweets

Instagram

CMC have recently set up an Instagram account (@CMCIreland) and are building an audience on this platform, with a focus on the promotion of CMC's products and resources

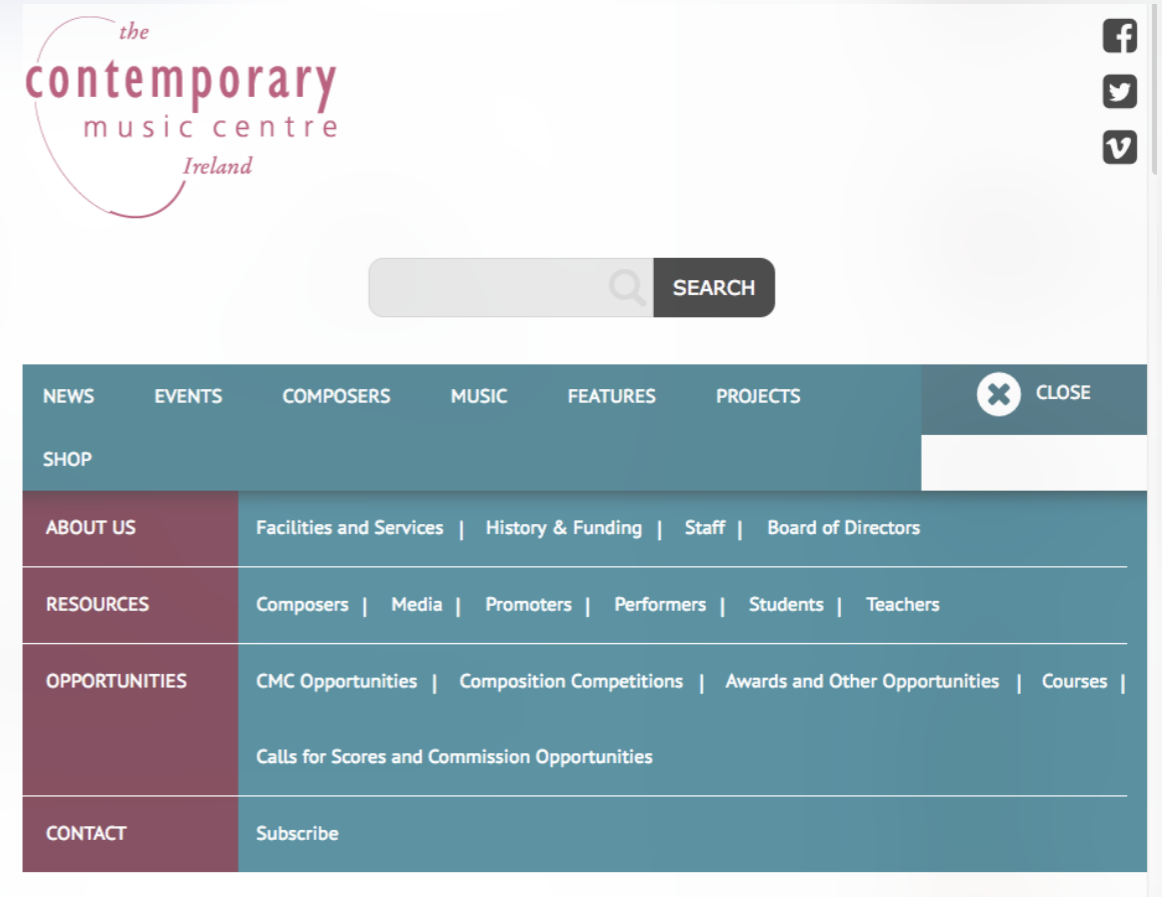




Website

CMC's website receives approximately 10,000 visits per month and is a key resource for the contemporary music community. It covers the following areas:

- Event Listings
- Features (video, audio etc.)
- News
- Opportunities
- Shop
- Composer biographies, music & information



Please submit your event listings, news items and opportunities to info@cmc.ie. Please contact jgrimes@cmc.ie if you are interested in enquiring about a feature or if you have content for a news item.

CMC Email Newsletter

CMC publishes two email newsletters:

- Monthly industry newsletter for composers (currently 190 subscribers) which includes opportunities and other items of professional interest. Please send your opportunities to mgreene@cmc.ie
- A regular CMC Newsletter with updates on CMC's projects and events, (currently 2,000 subscribers) as well as special features and other notable events and news in new music in Ireland and abroad



To subscribe to either of these e-mail lists, visit: <https://www.cmc.ie/contact-us/subscribe>

Terms & Conditions

- Please submit information on your event/release/opportunity as soon as possible. CMC needs three weeks lead time for promotion of any kind, (newsletter, website listing, social media, feature etc.)
- Events and opportunities must be listed on the Contemporary Music Centre website before they can be shared through the CMC Facebook, Twitter etc. Please send your content to be listed to jgrimes@cmc.ie
- All listings must be submitted with a high quality photograph in landscape (780x480 px or higher)
- All content created by the Contemporary Music Centre with the purpose of promotion must be correctly credited online.
- All events or opportunities financially supported by the Contemporary Music Centre must correctly credit the Contemporary Music Centre online.

Please Note:

- CMC's promotion of external contemporary music events on social media, our website and via our newsletter as outlined in this document is subject to satisfactory lead in time and is dependant on the quality and variety of content provided to CMC by the external organisation.
- The frequency of social media posts is subject to advance notice of an event or opportunity being provided to CMC, in addition to an adequate amount of usable content in relation to the event or opportunity being supplied by external organisation.