# **QSC Live Sound Social Media Guidelines**

QSC Live Sound currently partners with over 30 independent international distributors to administer and manage regional QSC social media accounts on Facebook, Instagram and Twitter. The purpose of this document is to communicate QSC brand, style, and execution guidelines for QSC Live Sound Social Media.

## **Goals and Purpose**

The main goals and purpose of QSC Live Sound Social Media are to:

* Engage an existing audience around the QSC brand and to build loyalty
* Educate potential or existing customers on topics related to the QSC brand and products
* Inform potential customers on how QSC products will help solve pain points and solve problems
* Enable QSC customers to succeed
* Entertain QSC followers so they engage and pay attention
* Provide next level customer service

## **Voice and Tone**

The QSC voice in social media is direct and to the point and our tone is warm, inspirational, positive, flattering and encouraging. Posts can be light-hearted and playful but not too cheeky or comical.

QSC does not sell products directly or show preference for any of our distributors or resellers.

We do however, “soft sell” our products, by pointing out features and benefits. For example, “The CP8 is everything you need in a floor monitor - loud, clear, light and portable. *(With a photo of a band playing on stage using CP8 as a floor monitor.)*

We do not publicly shame, correct, patronize or bully anyone in post or a comment. If necessary, we will direct message a user to offer information. We are religiously and politically neutral. We do not use vulgar language and are not crude.

## **Cadence and Consistency**

Consistency in Social Media is extremely important in growing and building a strong, engaged community. Posting, sharing, Liking and Commenting every day will grow the community and optimize reach and engagement.

It is important to be active in social media **every day. Post or share a post to the community every day of the week including weekends and holidays** if possible. Facebook allows the scheduling of posts in advance.

**Build relationships with QSC users in social media**. Search for QSC users and post positive comments on their posts and share their QSC-related posts to the QSC Facebook Pages you manage. Eventually you can build a team of social media influencers made up of QSC power users and pros, that regularly post photos of gigs using QSC gear, that you can share and repost to the QSC page. People love it when you share their post, and leave a positive comment. QSC (factory) and all our partners can magnify these impressions all around the world, simply by sharing.

**Develop relationships with the social media managers of your top retailers**. Send them content to post and share, and post content they are publishing about QSC.

Here’s an example of what PMT House of Rock has worked out with artist Toby Lee. He posts these videos on Sundays and mentioned QSC and PMT, and I reposted to the QSC Page.

<https://www.facebook.com/watch/?v=1169770979884153>

## **Formatting and Tone by Community**

Facebook, Instagram and Twitter

* Be inspirational, positive, encouraging, warm
* High quality imagery and short videos are best
  + A mix of product photos, situation and in-action gear photos, photos of our users with our products.
  + Note photos and videos showing QSC products must show products used safely and in accordance with proper rigging and installation practices.
* Soft sell products generally by pointing out features and benefits.
* Ask questions, be conversational
* Engage with other QSC users regularly – Like, Comment and Share Visitor Posts and User Posts to the QSC page. Make sure user posts that are “Shared” are using QSC products properly and safely.
* Do not do technical support in social media. Refer a user to the QSC Technical Support Portal. <https://qscprod.force.com/selfhelpportal/s/>
* Mentions – Make sure to “Mention” users, companies that are in the post, so that they will be alerted and can Share and Repost to their Followers.

Facebook

* Please use the main cover image QSC provides to you. QSC will update this image periodically and send it to Facebook administrators. This gives all QSC Facebook Pages a similar look that builds branding and confidence among followers.
* Post videos directly to Facebook Page (don’t post YouTube links)
* Generally, hashtags are not used on Facebook. But can be used for monitoring and search purposes for specific campaigns (for instance, #PlayOutLoud).
* When listing web URL in a post, refrain from verbiage like, “click here,” “click on this link,” as Facebook will suppress reach. Just post the link, after the post copy.
* Image size for posts can be square or 1200x628 pixels.
* Facebook Live:
  + Educational seminar
  + Interesting and entertaining performance using QSC products
  + Rig rundown or walk through of QSC products being used
  + For more information email brad.zell@qsc.com

Instagram

* Post in the Instagram story (only lasts 24 hours but gets good engagement) and on the Feed
* Utilize endorsers and artists to conduct Instagram Takeovers at special events.
  + Email brad.zell@qsc.com to request an Instagram Takeover.
* Use hashtags and mentions

Twitter

* Use hashtags and mentions

Hashtags

Use popular hashtags that that users may follow and search.

QSC Hashtags: #playoutloud #qsc #qscaudio #qscmoments #touchmix

Band/Musician Hashtags: #livesound #liveperformance #livemusic #guitar #bass #singer #keyboards

DJ Hashtags: #djlife #dj #mobiledj #weddingdj #weddingreception #birthdayparty

## **Images and Videos**

The highest quality, artistic, most interesting images and videos receive the highest engagement. Quality is more important than quantity. Good focus, lighting, etc are important in receiving highest view count and engagement.

There are three types of images that receive high engagement and views:

1. Play Out Loud – Close up shot of performer, capturing emotion, feeling, passion
2. Performer in action with QSC product in background
3. Close up QSC product – in an artistic and interesting angle/lighting
4. Stage set up with QSC – clean cables, with good lighting, etc.

When adding the QSC or Play Out Loud logo to an image or video, please follow the QSC Corporate QSC Style Guide. URL LINK HERE.

Facebook, Instagram and Twitter all support square photos but you can use different sizes depending on the image and the social media platform.

Do not post images that can interpreted as offensive in any way.

QSC Marketing manages and regularly adds to a folder of social media images on QSCrep.com, that can be used for posting.

https://www.qsc.com/qscrep/pro/pro-resources/high-resolution-images/

Document type - <Rep Social Media Images>

# **Posting About QSC (from a personal social media profile)**

Should Do:

* Clarify Your Opinion: When commenting, posting, or blogging, unless explicitly authorized by QSC to do so, you must specifically state that the views you express are yours alone and do not reflect those of QSC.
* Act responsibly, legally and ethically: There’s a person on the receiving side of your post. We encourage you to treat others with courtesy and conduct your online affairs in an honest, legal and ethical manner.
* Add Value: Words can be very powerful and what you say can influence others. Engaging in quality dialogue can add value to the way the world views us.

Should Never Do:

* Never Disclose Confidential, Proprietary or Trade Secret Information of QSC: QSC is a privately held company and we do not share confidential, proprietary or trade secret information of the Company or its customer publicly. Never share, post, or release any confidential, proprietary, or trade secret information (including financial information, strategies, pricing information, cost of goods, or forecasts, etc.).
* Never Misrepresent Yourself: Only designated employees shall make public statements on behalf of QSC. If you do not have prior authorization to make a statement on behalf of QSC, and you make any statement about QSC via email, press release, Twitter, Instagram, YouTube, Facebook, interview or any other form of media on your own, then you must state that the statement/opinion is your own and you are not making such statement on behalf of QSC.
* Never Disclose Customer/Supplier Information: Never share or publicize in any form any confidential information about our customers, suppliers, vendors, or any third party partnerships.
* Never Announce Promotions and Specials: Never announce or post about any promotions and/or specials that have not been approved or publicly announced yet.
* Never Make a Personal Assault: Do not post material that is discriminatory, harassing, defamatory, libelous or threatening in any way to another QSC employee, customer, channel partner, supplier, or any other entity associated with QSC.

## **QSC Live Sound Social Media Contact**

QSC Facebook: <https://www.facebook.com/QSCAudioProducts/>

QSC International Facebook Pages

QSC Instagram: <https://www.instagram.com/qscaudio/>

QSC Twitter: <https://twitter.com/QSC>

**Brad Zell**

Senior Marketing Manager, Live Sound

Email: [brad.zell@qsc.com](mailto:brad.zell@qsc.com)

Tel: +1-714-454-0345

Skype: bradzellqsc