

Social Media Management - Pitching a Crowdsourcer

What issue are we trying to crowdsource?

We are going to crowdsource a series of stories around the effectiveness of the Health Alliance for Austin Musicians (HAAM). We would like to gather and share musician's input on the benefits and downsides of the health care offered to working musicians by this non-profit organization with the goal of highlighting the strengths and potential areas of improvement of this service. Discussion on the logistics of HAAM in the Austin music community come in the wake of Good Looks guitarist Jake Ames being hospitalized after he was hit by a car on April 8, 2021 shortly after their album release show, and Nolan Potter's hospitalization in Los Angeles for head injuries while on tour with Nolan Potter's Nightmare Band. Through this crowdsourced story, we hope to offer a way for musicians to voice their thoughts on the effectiveness of HAAM for Austin musicians that may otherwise be lost in the widespread healthcare conversation. We can make readers part of the reporting process by relaying the timely stories applicable to the local service, such as the aforementioned incidents of musicians using HAAM being injured. We aim to reach a wider audience beyond the scope of local musicians and provide an opportunity for HAAM musicians to share their experiences with the service to the greater Austin community.

Why is this a story that we need to crowdsource?

This is a story that needs to be crowdsourced because each Austin musician who uses HAAM has a unique experience with the service, especially since most are low-income and have no other way to access healthcare other than this affordable resource. There is a large variety in the financial situations of musicians, with some who have secured a lucrative contract with a major label and others who need to play a show in order to buy dinner. Since Austin is the live music capital of the world, the audience for this story would be very engaged in how a city that is built on musicians takes care of its main driving force.

What are three communities we are trying to crowdsource from?

1. The primary focus of the story will be musicians, those who do and do not have access to HAAM, and we will reach out to the following bands on Instagram ranging from infantile and high profile projects:

ARTIST	IG FOLLOWERS	ARTIST	IG FOLLOWERS
Spoon	<i>78.6k followers</i>	Heartless Bastards	<i>15.4k followers</i>
Shooks	<i>2,085 followers</i>	Homemade Bangs	<i>277 followers</i>
Gary Clark Jr.	<i>469k followers</i>	Nolan Potter's Nightmare Band	<i>4,407 followers</i>
Good Looks	<i>2,359 followers</i>	Dayglow	<i>262k followers</i>
Photokem	<i>346 followers</i>	Sad Cell	<i>896 followers</i>
Charley Crockett	<i>157k followers</i>	Magic Rockers of Texas	<i>1,284 followers</i>

2. We would also like to hear perspectives on HAAM from the production side of the Austin music scene, so we will reach out to various studios who rely on the health and safety of musicians for the survival of their business. We will reach out via Instagram to Keeled Scales Records, Mr. Pink Records, (in)Sect Records, Secret Soup Records, and Mas Music Records.
3. We would also like to gain the perspective of the HAAM service from those who go to concerts and are invested in Austin music. To accomplish this, we will ask music venues to connect their patrons to our crowdsource project through social media.

What questions would we ask while crowdsourcing?

1. How do you think affordable health care services catered specifically to musicians helps struggling artists in Austin? Do you think the HAAM service is effective?
2. Why do musicians need services like HAAM? Why do you think this service is based in Austin?
3. If you do use HAAM services, do you think you would be able to access healthcare any other way?
4. Do you believe HAAM is a financially reasonable healthcare option for musicians?

5. How do HAAM benefits extend to other states, for example, when a band or musician goes on tour? When does HAAM expire— would it expire when a musician stops playing shows?

Crowdsourcing Social Media Posts

TWITTER: The Sunday death of Nané frontman Daniel Sahad marks another tragic incident in a string of Austin musician catastrophes over the last three weeks. We want to talk to musicians about the effectiveness of musician healthcare services like HAAM. What do you have to say? #austinmusic #haamaustin

INSTAGRAM: We want to hear from members of the Austin music community. How effective is HAAM in providing for healthcare needs, such as hospital visits? Would you be able to access another form of healthcare if HAAM was not available to you? Share your story.