



music as therapy  
international



## Sharing the power of music

How to increase awareness of the role of music in care  
and promote your service to your local community

# Sharing the power of music

We all know how powerful music can be; how it can help people connect and communicate, even when words are not possible.

But not everyone knows about how it can be used in the care of people with disabilities or facing challenges in their lives.

Letting people know about the role of music is important to raise awareness. It will also support your efforts to reach more people within your community who could benefit from music sessions.

**This leaflet gives three simple ideas you can use to promote your music service to a wider audience, including information on how we can support you to do this.**

## Idea #1: Have professional photos taken

Images are a powerful way to communicate the impact of music for the people you work with.

**Are there any local photographers who could take photos of a music session in action?**

These professional photos can then be used for your website and other marketing materials. This can help boost your credibility for people who discover you for the first time.

**Do you have consent?** Make sure everyone who will be photographed has given their permission and understands how the photos will be used in future. Get in touch with us for more help with getting consent.

## Idea #2: Contact your local media

One of the best ways you can reach a wider audience is through your local media.

### **Do you have a local newspaper or radio station you could contact?**

They may want to visit you to interview you and take photographs of your music session in action.

Getting featured in local media will help raise awareness of your music sessions for the people and families you are trying to reach.

**Do you have consent?** Remember to ask permission of everyone who will be featured. If they cannot give permission themselves, ask a parent or guardian if possible.



“ TV is a powerful platform for acknowledging your activities, for the image of organisation and for giving the word to the society about musical therapy.

**Teona Kacheishvili**

Georgia

## Idea #3: Make the most of social media

Social media can be a great way to engage people from your local community as well as a wider audience and share the impact of your work.

**Could you post about your music sessions on online pages or groups for your local community?**

**Could you run a social campaign to raise awareness?**

Asking people within your network to share your campaign posts can help create interest in your music sessions and raise awareness of the role of music within care.

**Why not use a hashtag?** Hashtags are a great way to make the key message of your campaign memorable and easy to share. Be sure to choose one that is simple and original (like our **#MusicCan**).



## How we can help you

**There are a number of ways we can help you to raise awareness of your work. We can:**

- Provide funding to commission professional photographs
- Share examples of a consent form
- Provide funding for sponsored posts on social media
- Share and re-post your social media posts
- Provide guidance on how to approach your local media

If you have an idea you'd like to discuss with us or would like more information, please email us: [makedamitchell@musicastherapy.org](mailto:makedamitchell@musicastherapy.org)