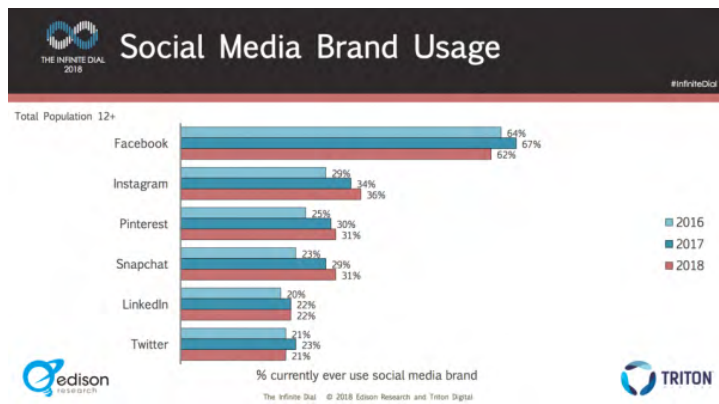


What We're Talking About: Facebook Groups Just Between You, Me and 9,000 People

by Cynthia Vaughn, Associate Editor, "Independent Voices"

There is an interesting and inevitable shift happening in Social Media. Have you noticed that while Facebook groups for voice teachers and voice professionals continue to grow and proliferate, our teen and young adult voice students have mostly abandoned Facebook for Instagram. Marketing experts agree that Instagram attracts younger users because it is more mobile-friendly, has better discovery through unlimited hashtags, and is generally considered a much more positive place than Facebook. #facebookisforoldpeople. (Yes, that's a real Instagram hashtag.)



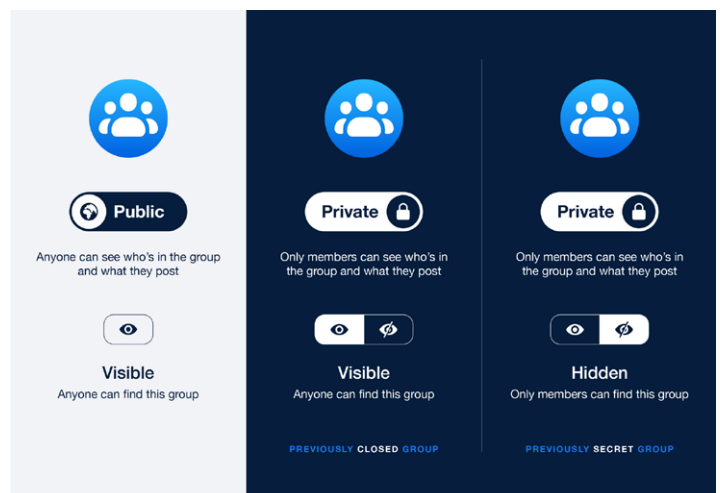
Source: Edison Research

Instagram (which is owned by Facebook) is expected to surpass Facebook in popularity in the next two years. Meanwhile, some amazing conversations and teacher-to-teacher connections are still happening in Facebookland. Younger voice teachers familiar with technology but new to teaching, and experienced voice teachers new to technology are joining existing voice teacher Facebook forums at a fast pace. Others are creating their own groups including the recent FB forum on "Singing Through Change: Women's Voices in Midlife, Menopause, and Beyond".

In any online social media forum it is important to know the size, the rules, the culture, and the privacy settings. In other words, "read the room." Before adding to a conversation or starting your own discussion thread, it's a good idea to observe or "lurk" for a day or two. Always read the description and About section. You may learn who the moderators are and how hands-on they are. Some forums are well-moderated, while others are more like the Wild Wild West. You probably won't change the

culture of an existing forum, so I recommend leaving (without comment) and finding a group that is a better fit. In any forum, use the search function frequently to find if your topic has already been discussed. It usually has. Consider whether you can add to the previous conversation rather than ask the same question again and again. Most forums have rules about self-promotion and only allow marketing posts on certain days such as "Self-Promotion Saturdays" or "Feature Fridays #FF," or not at all. Blatant self-promotion posts from individuals who do not actively engage in the forum discussion are spam and will be deleted by the moderators or reported by the forum members. Most private forums also have strict rules that discussions (or screenshots) cannot be shared outside the forum. Not everyone, however, follows the honor code, so even in a private group it is prudent to post as if anyone could see your comment.

Facebook updated the Group Privacy Settings in August 2019. Previously, groups were Public, Closed, or Secret. The update simplifies privacy settings to Public or Private. Private groups have an option of being "visible" or "hidden" in searches. According to Facebook management, "With two clear options, this new privacy model is much more intuitive. Public groups allow anyone to see who's in the group and everything that's shared there. With private groups, only members can see who else is in the group and what they've posted."



Source: Facebook

continued: What We're Talking About: Facebook Groups

Here is a sampling of some recent topics in FB voice forums. Search keywords in any forum and you'll find out what has posted recently or in the archives.

Studio Management

- My Music Staff
- Music Teachers Helper/Studio Helper
- Acuity
- Fons
- Good old fashioned Xcel spreadsheets

Best Resources for Recorded Accompaniment Tracks

- Appcompanionist
- PianoTrax
- Hal Leonard ProVocal Series
- karaoke-version.com
- Apps to transpose prerecorded tracks:
Any Tune Pro, www.transposr.com

Voice Science, Pedagogy, and Vocal Health

- Inertance and Impedence
- Menopause and HT
- E-cigarettes and vaping
- Muscle tension dysphonia
- SOVT exercises (Are anesthesia masks the new straws?)

The Spring 2020 issue of "What We're Talking About" will be all about Instagram and ways that voice teachers are using and discovering the IG platform to reach students. If you are already hip enough to be using Instagram for your studio, please share your experience. Email me at CynthiaVaughn@mac.com or message cynthiavaughn via Facebook or Instagram.

Here are some voice teacher groups to check out on Facebook:

- [NATS CHATS for Voice Teachers](#) (public forum for members and non-members)
- [The Studio Challenge](#) (music school owners)
- [Voice Teachers for Young Singers](#)
- [Professional Voice Teachers \(PVT\)](#) (9,500+ members)
- [The New Forum for Professional Voice Teachers](#) (splinter group from PVT)
- [The Voice Forum](#) (well-moderated, focus on vocal health)
- [Voice Geek Group](#) (voice science and mentoring)
- [The Vocal Instrument 101](#) (basic pedagogy)
- [The SpeakEasy Cooperative](#) (co-working mentoring group via subscription)
- [Singing Through Change: Women's Voices in Midlife, Menopause, and Beyond](#) (vocal health and aging)

CALL FOR POSTER PAPERS

DEADLINE:
Dec. 1, 2019

The National Association of Teachers of Singing invites all NATS members and friends to submit abstracts for presentation consideration in poster paper format at the 56th National Conference in Knoxville, TN, (June 26-30, 2020). Topics for poster papers may include:

- ▶ Voice Pedagogy
- ▶ The Private Studio
- ▶ Vocal Repertoire
- ▶ Commercial Styles
- ▶ Voice Science
- ▶ Technology and Teaching
- ▶ Performance Practice
- ▶ Musicological Studies

... or any other topic related to the art and science of singing and teaching singing.



Abstracts should not exceed 500 words in length and should be uploaded in PDF or MS Word format as a file attachment through the submission portal at nats.org. Only electronic submissions will be considered.

To submit a poster paper proposal: Visit nats.org/knoxville2020 and complete the online application. You will be asked to upload your abstract through the online portal. **Only online submissions will be accepted.**

NATIONAL ASSOCIATION OF TEACHERS OF SINGING
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