

## The TikTok Teacher:

### Using social media to grow your voice studio

By Cynthia Vaughn

Independent Voices editor Cynthia Vaughn recently interviewed NATS member Phyllis Horridge, who has more than 100,000 followers worldwide and 2.3 million “Likes” on the video sharing social media service TikTok. Known online as Phyllis.Sings “THAT Singing Teacher,” she also is an active influencer on Facebook, Instagram, Pinterest, and YouTube. Phyllis.Sings video posts range from #warmupwednesdays to #auditionsongs and popular #teacherreact videos. Through free social media marketing, Horridge has attracted students locally in Baton Rouge, Louisiana, and internationally. She has added affiliate teachers to Phyllis & Friends Singing Lessons to meet the demand.

**Congratulations on your social media success! This sounds like a lot of fun, but what can a social media presence do for the typical voice teacher?**

**Phyllis.Sings:** Social media offers the independent voice teacher a unique opportunity to identify, pursue, and leverage the growth of your studio. The reality is there are social media influencers in every industry, and this type of FREE marketing can help voice teachers build a larger brand following. That visibility and engagement increase your credibility, and bring in more sales, new leads, and conversions.

**In other words, social media presence can help you gain more voice students.**

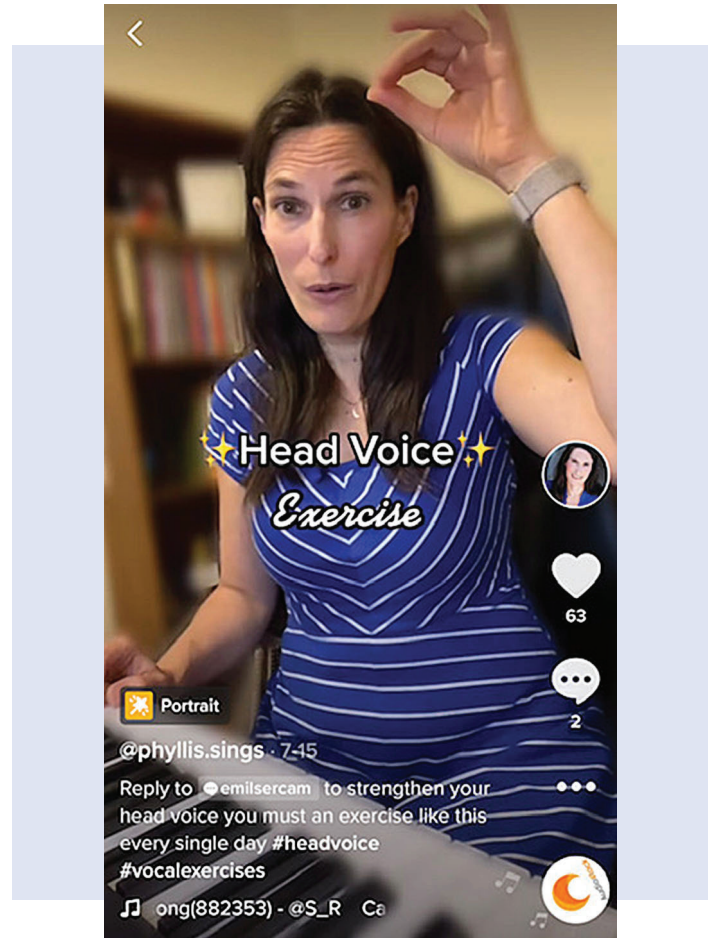
**Phyllis.Sings:** Exactly! A decade ago, the influencer marketing arena was limited to celebrities. Now, especially since the pandemic, we’ve seen social media on the rise. From Vocal Coach Reacts to “Going Live,” connecting globally has become something more of an interest.

**Doesn’t this kind of social media influence take a lot of time and work?**

**Phyllis.Sings:** Yes. Social media marketing can be extremely powerful if done well. But the truth is, building your presence takes patience and determination, and you will have to put in a lot of work before you start to see results.

**What suggestions do you have for building a social media presence for your voice studio?**

**Phyllis.Sings:** First, you must choose a very specific “niche.” Are you a holistic voice teacher? Do you teach the pop and rock sound? Do you prefer *bel canto*? The more



Phyllis Horridge on TikTok

specific you can get, the better your reach. Next, I recommend finding the right platform for you.

**Who are your ideal clients and where do they hang out? Do your ideal clients hang out on Facebook? Instagram? YouTube?**

**How do you know which social media platform is the best?**

**Phyllis.Sings:** Who are your ideal clients and where do they hang out? Do your ideal clients hang out on Facebook? Instagram? YouTube? If you are new to social media, it’s

important to pick only one platform to start. After you have built a following there, you can begin to add others. Don't overwhelm yourself!

### What next?

**Phyllis.Sings:** After you define your target audience, you can start developing content for this particular group. It will vary from platform to platform, so try to stay up to date with the things that are relevant on the one you select. For example, Instagram was originally a photo sharing platform, but it has now expanded, and more recently has been pushing for video content to be seen first. This means fewer photos, more video. Following these "trends" will lead to generating traffic and bringing in more audience engagement.

### What are some ways that you partner with others in social media?

**Phyllis.Sings:** In some cases, you may also get the chance to collaborate with influencers and/or create brand partnerships. For example, I have a collaboration with Sheet Music Direct and also Music Notes. Each month they provide me with a discount code that I can share with my followers. Users see the code and share it with others, ultimately helping me gain a stronger following.

### That's amazing!

**Phyllis.Sings:** Remember, this did not happen overnight. I have spent countless months, and in some cases YEARS to gain a good following on each of the platforms I have. Some have a small audience, while others are quite large.

### Is it worth the time spent?

**Phyllis.Sings:** Maybe. Some of my best clients have come directly from finding me on social media. In the past year, I have booked the most clients from my Pinterest. YES, PINTEREST! The next most popular platform my students have found me on is TikTok, where I have over 100K+ followers. These particular clients work with me virtually and come from all over the world. Ultimately being present on social media, whichever platform you choose, can help you grow and thrive in this very large voice community if you are willing to learn and put in the time.

*Phyllis Horridge holds a master's degree in music from George Mason University and a bachelor's degree in music with a minor in theatre from Lynchburg College in Virginia. She has been involved in NATS at the local and regional level, and she is a member of the Speakeasy Cooperative for Independent Voice Teachers. Horridge is an award-winning choir director, musical director, and she has served as adjudicator for many events*



**phyllis.sings**

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### Videos



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Pinterest: @phyllissings

TikTok: @phyllis.sings

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YouTube: @phyllissings

Google My Business: @phyllissings

Facebook: @phyllissings

[phyllissings.com](http://phyllissings.com)

*across the country. After years on the road as a traveling actor, she now calls Louisiana home, where she runs Phyllis & Friends Singing Lessons, a boutique multi-teacher studio that offers singing, acting, and audition prep.*