

My Digital Checklist 2024



- Have you [claimed your artist profile](#)? Once claimed, your profile will be verified, and you will have access to your artist dashboard.
- Make sure to update your profile, banner, and gallery images via Spotify for Artists.
- Do you have a biography and is it up to date?
- Create artist playlists to include your favourite tracks and artists alike.
- Set up your Artist Pick, direct listeners to your new release, a playlist you've created, your merch or alternatively, you can [set up a Fundraising Pick](#). Remember your Pick needs updating every two weeks, or it will disappear from your profile.
- Have you added your social platforms to your profile?
- [Upload a Canvas](#) to your releases via Spotify for Artists.
- Verify and link your profile on [Musixmatch](#) to get your lyrics on Spotify.
- [Link your Spotify to your Shopify account](#) to sell and manage your merch via your artist profile.
- You can [set up a Marquee campaign](#) or [Showcase campaign](#) via Campaigns within Spotify for Artists to promote your release.
- Add [Spotify Clips to your releases or to your artist profile](#) via Spotify for Artists.
- Be sure to link your profile to one of [Spotify's ticketing partner sites](#) to ensure your live shows appear on your profile.
- [Create Promo Cards](#) to share your music with fans across your social platforms.

Music

- Have you [claimed your Apple Music profile](#)?
- Do you have a biography and is it up to date? This can be updated via Apple Music for Artists.
- Make sure to add a profile and Banner image via Apple Music for Artists.
- You can upload [Motion Artwork](#) for your release or for your Artist Page.



- Have you [claimed your Amazon Music profile](#)? Once claimed you'll have access to Amazon Music for Artist.
- Make sure to upload or update your profile and banner image
- If you have a Twitch account this can be connected via Amazon Music for Artists.
- You can share a song, album or playlist and add a [personal Spotlight Message to fans](#) via Amazon Music for Artists.
- [Link your Merchandise on Amazon to you Amazon Music profile](#).



- Have you upgraded to an Official Artist Channel? These can merge your content and subscribers together from your YouTube channel, your Topic (music) and if you have one, your Vevo channel. [Request here](#). If you have at least one video live on each channel we will be able to request an OAC for you. An OAC will enable features including Ticketing, Merch and [Analytics for Artists](#).
- Read our [YouTube Channel Checklist](#) blog to ensure you are building a strong Homepage. This blog covers your channel artwork, trailer and how to create playlists and channel sections.
- Have you included your social platforms into your about section?
- Are you using YouTube [Shorts](#), [Community](#) and [Live Streams](#)? These are all great ways to build your audience, connect with fans and promote your music.
- Are you setting up Premieres for your videos? We've got all you need to know on [Setting up Premieres](#), and the best ways to use [Super Chat and Super Stickers](#) in your premiere campaign.
- Are you utilising YouTube's Multi Format Release Strategy? A content strategy that employs more than one type of content format to promote your release or project. [Check out their best practices](#).
- Have you discovered how you can use [YouTube's Live Redirect, Trailers and Countdown Themes](#)?



- Have you signed up for [Deezer for Creators](#)? Once you have access and have claimed your artist page you'll be able to update your profile image, biography and link your social media accounts.
- Choose to feature a new release, playlist, episode or podcast on your artist page via Deezer Highlight accessible on Deezer for Creators.
- You can also post Status's to your artist page to communicate with your audience.

TikTok

- Have you [certified your Artist Account](#)? Once certified, you will get access to features such as: Artist Tag in your bio page, Tag New Releases, Follow button on the music detail page and By Artist (where you can highlight your video at the top of the music detail page).
- Are you verified? We can request this on your behalf. Please contact your Label Manager for more information.
- Have you pinned your music? You can find this on the music tab on your profile. Pick your current marketing push or select your top songs in your catalogue.
- Are you posting regularly? You're recommended to post 3-4 times a week for best audience growth and engagement.

Meta

- Are your pages verified? We can request this on your behalf. Please contact your Label Manager for more information.
- Are your images consistent across socials?
- Are your bio & about sections up to date?
- Pin your key posts to the top of your profile.
- Gather a monthly social media content plan of what you're going to post. Keeping in mind your release plan, content you need & what your fanbase would like to see.



- Make sure to add a profile and Banner image to your profile.
- Do you have a biography and is it up to date?
- Have you included all your social media links on your account?
- Have you signed up for [Soundcloud for Artists](#)?
- Is your profile verified? You can request this under [Account Settings](#)