



University of North Texas College of Music

Doctoral Lecture | Monday, March 3, 2025 | 5:00 p.m. | Recital Hall

Mike Korson

Marketing for the Saxophonist:
Investigating and Implementing Social Media Strategies in
Saxophone Performance and Pedagogy

Program Notes

Since the creation of Facebook in 2004 and the rise of other mediums such as Instagram, Twitter, LinkedIn, TikTok, and X, social media has become an integral presence in our musical society. These platforms allow its users, including musicians and businesses, to market themselves in a manner that would not be possible prior to the twenty-first century. Musicians, specifically saxophone performers, now can transition from being an unseen artist to a trending musician as a result of posting significant content. Saxophone professors are now able to recruit heavily for their institutions from the palm of their hands by earning a substantial following on their studio platforms. It is difficult to imagine what the music world would be like without the different types of social media accessible to today's saxophonists. A presence on these social media platforms is a necessity to become a successful musician, particularly in the field of saxophone performance. This project is meant to serve as an investigation of current social media practices that are used in this field and the implementation of those successful practiced to yield positive, professional outcomes.

*Program three hundred forty-four of the 2024–2025 season
Photography and videography are prohibited*