

Angela's Artist Advice

Angela Marie Eidenmiller is the ISSA Associate Director of Artist Relations. Over the past few years many of our Award Winning Artists have benefited from Angela's sage advice.

Reclaim Your Feed: The Art of the Intentional Reset

Is your social media feed feeling a bit stale—or worse, totally out of alignment with where you're actually headed?

We often talk about algorithms as if they're mysterious, uncontrollable weather patterns, but it's time to stop fearing the math. At its core, an algorithm isn't a sentient being trying to bury your work; it's a mirror. If you don't like the reflection, it's time to change the variables in the formula.

Honestly, some days my feed acts like that one relative who still thinks I'm obsessed with a hobby I dropped in 2014. No, TikTok, I do not need more "extreme pallet project" tutorials. I've moved on. We've all moved on.

The Five-Word Rule
The most underutilized tool in your digital arsenal is the simple search bar. To reset your algorithm, you have to stop passively scrolling and start actively hunting. When you use that magnifying glass to search for specific topics—whether it's emerging tech, organic gardening, or stoic philosophy—you're sending a high-priority signal to the platform.

Intentionality is the secret sauce. If you're disappointed that your feed doesn't include the people you actually care about, ask yourself: when was the last time you actually digitally spoke to them? A "like" is the digital equivalent of a polite nod in a hallway, but a comment is a conversation.
Try the Five-Word Rule: When did you last leave a comment of five words or more on their page? That matters. It's the difference between being a ghost in the machine and a verified member of the community. Spend ten minutes a day searching for and engaging with exactly what you want to see. Watch the videos to the end, leave meaningful thoughts, and follow the leaders in those niche spaces. By flooding your history with these intentional interactions, you effectively drown out the old data.

The SEO Digital Handshake
While a reset helps you curate what you consume, SEO (Search Engine Optimization) dictates who consumes you. In the music industry, SEO isn't just a technical buzzword; it's your digital handshake.

Think of the internet as a massive, chaotic library. Without SEO, your music is a book misfiled in the basement next to a stack of damp 1990s encyclopedias. With it, you're on the "Staff Picks" shelf at the front door. SEO builds an "owned" audience, drawing people to your YouTube channel or website through intent-based searches rather than the random crumbs of attention from a fleeting social feed.

To dominate these results, identify your "keywords"—phrases like "independent acoustic artist" or "modern soul musician"—and weave them into your titles and metadata. (Seriously, change that file name from IMG_0988.jpeg to AwardWinningJazzArtistLisaJacks.jpeg).

The Pivot: YouTube Shorts as the New Front Line
I know what you're thinking—last month I was shouting from the rooftops about TikTok being the king of discoverability. I still stand by that; TikTok is where culture is born. However, if TikTok is the "party" where you meet new people, YouTube is the "library" where you build your legacy.

Because Google owns the platform, your Shorts aren't just fleeting clips; they're indexed data points. Right now, Google is aggressively training its AI models on Shorts content to understand context and sentiment. For the next 24 months, Shorts are your most powerful tool for "teaching" the algorithm who you are.

The 2026 Reality: Engagement Over Vanity

Here is the hard truth for 2026: The playing field has been completely leveled. The era of the "Mega-Follower Count" is officially over. Today, a brand-new account with your mom as the only follower has the exact same chance of going viral as a "perfect" influencer with a million followers.

Platforms no longer care about who you knew yesterday; they care about who you are holding right now. It's all about content quality and your ability to capture new eyes long enough to spark a real interaction. Attention is the currency, and engagement is the proof of purchase.

The Bottom Line: Real Over Rapid

At the end of the day, these platforms are just tools—they aren't your identity. The most important variable in the equation is you. In a world full of AI-generated noise, your only true competitive advantage is being authentic.

Don't let the pressure of "daily content" burn you out. If you can only post once a week, do it—but do it with intention. A consistent, high-quality long game beats a frantic "flash in the pan" every single time.

Test Your Digital Handshake:

Open an incognito window and Google your name. Does the "Staff Picks" version of you show up, or are you still buried in the basement? If you don't like what the search engine sees, start rewriting the narrative today.

Getting excited to see you all in Atlanta! Go get your fans voting, grow your communities, and keep creating.