"Why Do I Need a Website If I Have Social Media?"

The Question:

"I have a Facebook page, an Instagram account, and a TikTok. Why do I need to pay for a website? Doesn't Facebook already do everything a website does?"

The Answer:

This is a question I hear a lot, and it's a fair one. Social media is free, it's easy to update, and it's where the people are. Facebook *does* allow you to post your bio, upload videos, and even set up a shop.

But here is the hard truth: **Building your entire career on social media is like building a house on rented land.**

Yes, Facebook can do *some* of what a website does, but a properly designed website does it better, and most importantly—**you actually own it.**

Here is why you need a website, even in the age of TikTok:

1. You Own It (The Algorithm Can't Evict You)

Mark Zuckerberg can change the algorithm tomorrow. Your account could get hacked, suspended by a bot, or hit with a link limit (like the 2-link rule we've talked about). If all your music, videos, and merch are only on Facebook, you are at the mercy of the landlord. A website is yours. No one can take it down, hide your posts, or charge you a "boost" fee to show your music to your own fans.

2. It's Your Clean, Uncluttered "Home Base"

You are right when you say Facebook is cluttered. It is.
When someone visits your Facebook page, they are hit with ads, suggested reels, and a messy feed. But when someone visits your website, **there are no**

distractions. It is a clean, professional window into your world. It is the one place online where the focus is 100% on *you* and your music.

3. It Captures Your Most Valuable Asset: Emails

Do you know what you can't easily get on Facebook? A direct line to your fans that doesn't rely on an algorithm. A website allows you to build a mailing list. When a fan gives you their email, they are saying "I want to hear from you." You can email them when you release a song, and they will actually see it. You don't have to hope the algorithm pushes it to them.

4. Professional Credibility

When a venue talent buyer, a music supervisor, or a journalist wants to check you out, they Google you. A Facebook page looks like a hobby. A professional website (*yourname.com*) looks like a business. It tells them you take your career seriously.

5. It Can Host Your EPK

As we discussed in the EPK article this month, your website is the perfect place to host your Electronic Press Kit. You can have a private page with high-res photos, your bio, and your tech rider, and all you have to do is send one link.

6. Better Direct-to-Fan Sales

Facebook shops and Instagram checkouts are great, but they charge fees and control the data. On your website (using tools like Bandcamp, Shopify, or WooCommerce), you keep a much larger percentage of the sale. You own the customer data, so you can market directly to them again.

The Bottom Line

You shouldn't quit social media. Social media is your **discovery engine**—it's how new people find you. But your website is your **conversion engine**—it's where people go to actually buy your music, book you for a show, and join your inner circle.

Don't build your house on rented land. Build the house, and use social media to invite people to the front door.