Engagement / Short-form Video / 20-25 min

# The Stem Drop Challenge

## The idea

Release isolated parts of your track (vocals, drums, or melody) via a link in your bio and challenge your community to flip them.

## Objective

Generate User-Generated Content (UGC) to spread your sounds.

## Why this works

It gamifies your music. Instead of asking fans to listen, you are inviting them to *play* with your art, creating viral UGC.

## Hook bank

Direct / I’m giving away the vocal stems to my new single for free.
Curiosity / Who can make the best beat out of this weird sample I recorded?
Personality / I want to hear what happens when these sounds leave my hard drive.
Sarcastic / I made the ingredients. You are officially in charge of the chaos.

# How to execute

## 1. Plan the opener

Try this opener as a starting point: “I’m giving away the vocal stems to my new single for free”. Choose the first image or moment that makes its promise clear.

## 2. Make the first pass

Show your DAW session, mute all tracks except the stem you are offering. Tell them exactly where to download it and how to tag you.

## 3. Shape the sequence

Use this order for your first cut: Play the Stem > The Challenge > Instructions. Watch the first cut muted to check that captions and visuals carry the hook, then play it with sound to check levels.

## 4. Check and publish

Use this call to action as your starting point: "Tag me in your remixes, I'm reacting to the best ones!" Preview the finished post and verify that any link, tag, or instruction works.

## Suggested sequence

Play the Stem > The Challenge > Instructions.

## Call to action

"Tag me in your remixes, I'm reacting to the best ones!"

## What to avoid

Provide clearly named files with the tempo and key when relevant. Explain what participants can share, and do not promise to feature every submission.

## Make it yours

1. Singers: Drop a raw a cappella.
2. Producers: Drop a melody loop.
3. Creatives: Provide a line-art file for people to color.

## Try this next

The Nostalgia Flip
Studio to Stage Transformation
A Message to the Day-One Fans

## Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.