Engagement / Photo / 10-15 min

Setlist Democracy

The idea

Post a photo of a whiteboard with 8 songs locked in for your upcoming show, and 2 blank slots. Ask the audience to argue in the comments about which songs should fill the blanks.

Objective

Drive comments and concert anticipation via democratic curation.

Why this works

It builds real-world hype for the show while driving digital engagement. Fans will passionately debate deep cuts versus hits, proving they know your catalog.

Hook bank

Direct / I have two spots left on the setlist. You decide.
Curiosity / The band is arguing over the finale. What should we play?
Personality / You are helping choose the two songs I bring back into the set.
Sarcastic / The setlist meeting has been opened to the entire internet. Sensible.

How to execute

1. Plan the opener

Try this opener as a starting point: “I have two spots left on the setlist. You decide”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Write the setlist out physically on paper or a whiteboard for aesthetic value. Leave prominent blank spaces with question marks.

3. Shape the sequence

Use this order for your first cut: The Locked Setlist > The Blank Slots > The Question. Check that the subject reads at thumbnail size and that any text is legible on a phone.

4. Check and publish

Use this call to action as your starting point: "Most liked comment gets added to the show tomorrow!" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Locked Setlist > The Blank Slots > The Question.

Call to action

"Most liked comment gets added to the show tomorrow!"

What to avoid

Make clear which slots are open and what is realistically playable. Do not advertise audience control over a setlist that is already fixed.

Make it yours

1. Producers: Let fans vote on which unreleased beat you should preview on IG Live.
2. Creatives: Let fans vote on which sketch gets fully painted.
3. Let fans choose between two short acoustic or stripped versions for a smaller live session.

Try this next

The Reality Rant
First Take vs. Final Take
Q&A: The Worst Gig Ever

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.