Promotion / Photo / 10-15 min

The Co-Writer Shoutout

The idea

Post-release, dedicate a high-quality post entirely to a co-writer, session musician, or assistant who helped build the project. Share a story of how their specific input saved the song.

Objective

Promote a track indirectly by transferring the spotlight to a collaborator.

Why this works

It softens the self-promotion. By praising a collaborator, you remind people that the song is out while appearing incredibly humble and generous. It also strengthens your industry networking.

Hook bank

Direct / This song wouldn't exist without [Name].
Curiosity / We were completely stuck on the chorus until this guy stepped into the room...
Personality / This project changed direction because of one idea they brought into the room.
Sarcastic / My solo achievement appears to contain a suspicious number of helpful people.

How to execute

1. Plan the opener

Try this opener as a starting point: “This song wouldn't exist without [Name]”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Post a candid photo of them in the studio. Explain exactly what they contributed (e.g., "That crazy bassline in verse 2? That was all him"). Tag them prominently.

3. Shape the sequence

Use this order for your first cut: The Collaborator Photo > The Behind-the-Scenes Story > The Praise. 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: "Go follow [Name] and stream what we made together. Link in bio." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Collaborator Photo > The Behind-the-Scenes Story > The Praise.

Call to action

"Go follow [Name] and stream what we made together. Link in bio."

What to avoid

Credit the collaborator's actual role and let them approve personal details. Avoid implying you made everything alone before the shoutout.

Make it yours

1. Bands: Highlight the touring drummer who learned the set in 3 days.
2. Creatives: Highlight the printing press technician who perfected your colors.
3. Play the version before their contribution and the moment after it so their impact is easy to hear.

Try this next

The End of the Year Recap
The Real-Life Muse
The Silent Review

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.