All your fans. All in one place.

Connect lets you share audio, videos, photos, and ideas with fans around the world. Drop a demo, share an alternate cut of your new music video, post backstage candids, and share. On Apple Music, anyone who’s purchased or added your music to their library automatically follows you, giving you a built-in fan base as soon as you start posting. Remember to upgrade to the latest versions of iOS and iTunes, then follow this step-by-step guide to post to Apple Music.*

*While all users can view Connect posts and play audio and video posted in Connect on all devices, artists must post on their iOS device or Mac.

Add a New Post from your iOS device or Mac.

1. Tap the Connect tab in the bottom navigation bar. Click the New Post button (       ) in the For You tab of Apple Music or iTunes.
2. Choose the profile you want to post to. For band members, you can either post as the band, or as yourself.
3. Add a message — as text or include a link — and select Post to share with all of your followers and any fans who visit your Apple Music artist profile.
4. Follow the steps above, then select the plus button (      ) and choose the content you want to upload. On your iOS device, find videos and photos in your photo library and songs in your music library. On your Mac, you can upload content from anywhere on your computer.
5. For audio and video, add a title. You can also include a cover image and, for songs, a song type. Keep in mind that the title you give your content is how users will be able to search for it, so be descriptive.
6. You can also attach your audio or video content to an album by selecting Attach to Album at the bottom of the post screen and then selecting the album.
7. Finally, select Post to share with your fans.
8. After you’ve uploaded, you can create an embeddable player for any website — just add

Tools for Artists

• Apple Music is designed to give artists unprecedented access to their fans. With every post, you reach your entire fan base — anyone who follows you, purchases or adds your music to their library, or visits your artist page.
• Make sure you only post your own material in Apple Music. Posting content that you do not own the rights to may result in that post being removed, or even your access to Apple Music being revoked.
• Remember that anyone can access your feed and read your posts, stream the audio and videos, and see the photos you post. You can mark your content as explicit, which will prevent it from being accessed by our younger users.
• Although you can delete a post, you cannot edit a live post.
• See our FAQ for more detailed technical information.

Best Practices

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• Make sure you only post your own material in Apple Music. Posting content that you do not own the rights to may result in that post being removed, or even your access to Apple Music being revoked.
• Remember that anyone can access your feed and read your posts, stream the audio and videos, and see the photos you post. You can mark your content as explicit, which will prevent it from being accessed by our younger users.
• Although you can delete a post, you cannot edit a live post.
• See our FAQ for more detailed technical information.