MISSED-SHOW POSTS

HOW TO TURN A MISSED SHOW INTO SUPPORT.

Four Instagram story templates for your next gig.

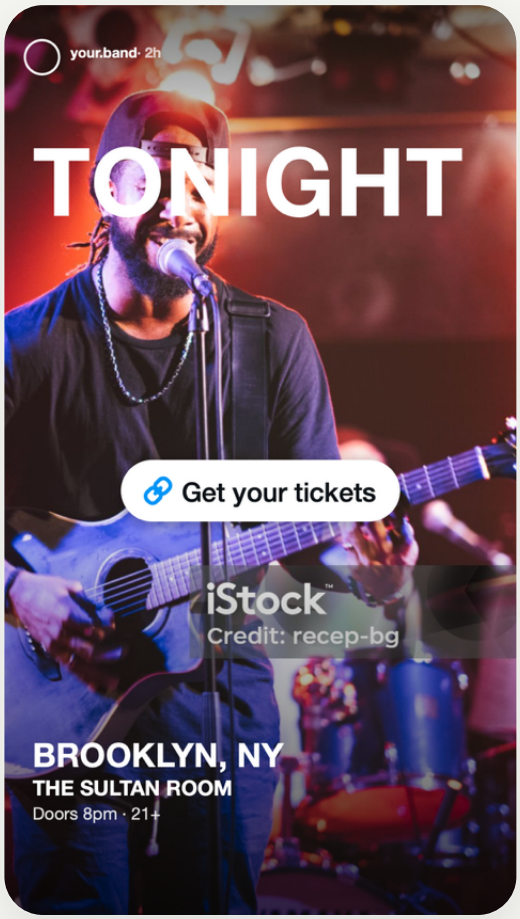
You already promote your gigs. The show-day post, the link to tickets, the countdown story. That's the easy part. But some fans can't make it. Sold out, working, too far away.

Post one of these stories alongside your usual show announcement. Fans who couldn't be there can still show up on Tipify. Pick the template that fits your style. Each one comes with the assets you need.

YOU ALREADY DO THIS

The typical show-night post.

You already promote your gigs. The show-day post, the link to tickets, the countdown story. That's the easy part.



What most fans don't know: playing live costs money. Venue fees, gear rental, travel, a ticket minimum you have to hit before you see a single dollar. A packed room doesn't always mean a paid night.

And some fans can't make it anyway. Sold out, working, too far away.

Post one of these stories alongside your usual show announcement. Fans who couldn't be there can still show up on Tipify and *every dollar goes directly to you* — no ticket split, no venue cut. Pick the template that fits your style. Or use your own. Each one comes with the assets you need.

SO NEXT, ADD ONE OF THESE →

01 The Tipify Treatment



The branded version. Black background, big, bold yellow and white message. Zero design work.

COPY

CAN'T MAKE IT?
SHOW YOUR LOVE ANYWAY.

BEST FOR

The most polished look. Fully branded.

POST IT

Afternoon of the show, or right after.

02 Brand on Band



A photo of you (live shot, backstage, soundcheck) with Tipify-branded text overlay. Keeps the brand consistent but anchors it in your face, your stage, your vibe.

COPY

CAN'T MAKE THE SHOW?
SHOW UP ON TIPIFY.

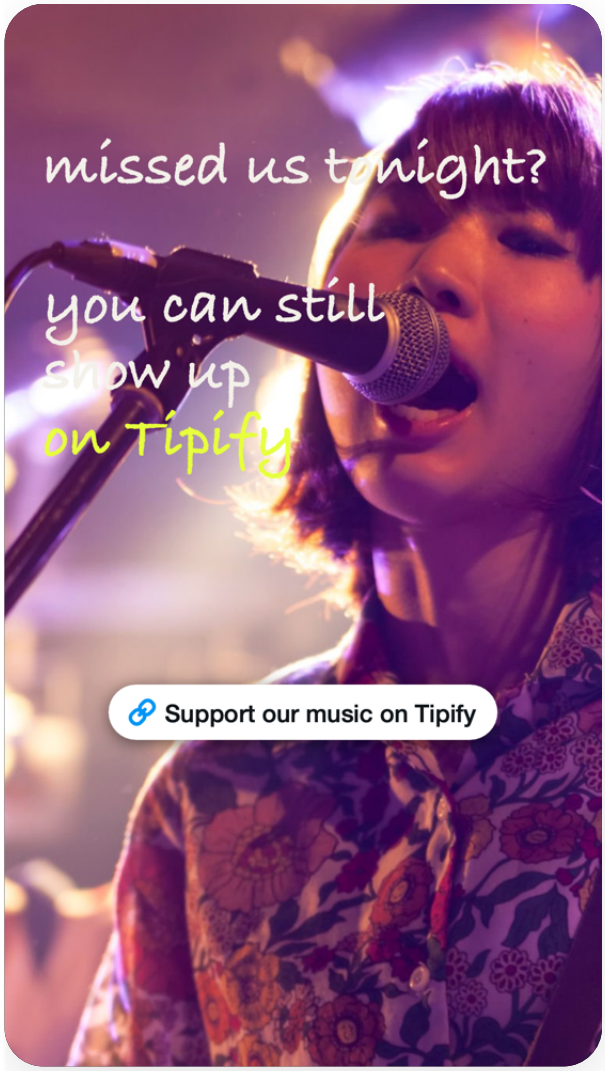
BEST FOR

Artists with strong performance or backstage photos.

POST IT

Afternoon of the show.

03 Made by the Band



A phone photo with your own handwriting on it. Looks like you made it yourself, because you did. Tipify wordmark small in the corner.

HOW TO MAKE IT

Snap a candid: the van, dressing room, parking lot, your sweat after the set. Open it in Instagram, use the marker tool, write the line by hand. Drop the Tipify wordmark in a corner.

HANDWRITTEN COPY

Missing us tonight?
You can still show up on Tipify.

BEST FOR

Keeping it personal. Often outperforms the polished versions.

POST IT

Afternoon before the show.

04 Talk to Camera



A short selfie video. You, the lens, no edit, no music, no filter. The most personal of the four and historically the highest-converting format on stories. Two scripts below — one for before the show, one for after.

HOW TO SHOOT IT

Vertical, hand-held. Backstage, in the van, walking off stage, hotel room, anywhere real. Don't read. Talk. End with a smile or a wave.

PRE-SHOW SCRIPT · ~15 seconds

"Hey. Playing [city] tonight. If you can't make it,

sold out, working, too far, it's all good.

You can still show up on Tipify. Link's in the bio.

We'll feel you in the room. See you next time."

POST-SHOW SCRIPT · ~15 seconds

"Hey. If you wanted to be at the show tonight but couldn't make it

working late, ticket sold out, doesn't matter,

it's all good. You can still show up on Tipify. Link's in the bio.

Means more than you know. Catch you next time."

BEST FOR

Highest conversion. The most personal of the four.

POST IT

Pre-show: afternoon of the show. Post-show: an hour or two after you leave the stage.

A FEW THINGS TO REMEMBER

- Always make sure the Tipify link is in your bio. That's where every story sends them.
- Don't apologize for needing tips. Keep it warm. Fans want to support artists they love.
- Pin these stories to a Highlight called **Tipify** so they live past 24 hours.