THE FALSE PREMISE

The False Premise campaign · Summer 2026. Eight Instagram posts with their captions, composed at 1080 × 1080 for square-feed publishing.

This set exists to change one belief: that artists must offer something in return before they can ask for support. Every post leads with evidence, not advertising, and closes with the link-in-bio call to Tipify.

08 POSTS 2 CAROUSELS · 13 SLIDES 1080 × 1080

POST 01 · SINGLE IMAGE

The T-Shirt Truth

01



1080 × 1080 · SINGLE IMAGE

CAPTION

It's about the only mechanism available to say: I believe in you. Keep going. Tipify is that mechanism, without the shirt getting in the way.

A direct line from fan to artist. No tiers. No merch. No subscription guilt. Just support, on their terms.

Link in bio.

#IndependentArtists #MusicIndustry #ArtistSupport #Patronage #Tipify

POST 02 · SINGLE IMAGE

47%: The Patreon Stat

02



1080 × 1080 · SINGLE IMAGE

CAPTION

On the platform most aggressively built around the quid pro quo, nearly half the fans paying don't need the quid pro quo.

They were going to support the creator anyway. The tier was the platform's requirement, not the fan's.

If you're an artist who's ever felt you couldn't ask without giving something back, the data says you're wrong about your fans. Tipify is built on that truth. Direct support, no exchange required.

Link in bio.

#MusicBusiness #IndependentMusic #CreatorEconomy #Tipify

POST 03 · CAROUSEL · 8 SLIDES

The False Premise

03

THE 8 SLIDES · 1080 × 1080



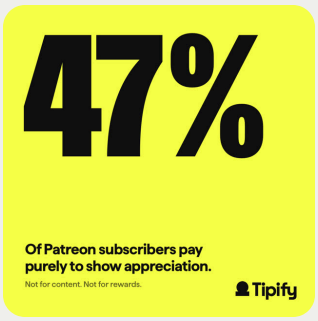
01 · HOOK



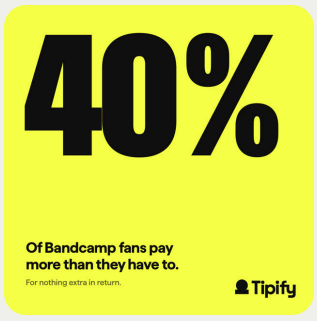
02 · BELIEF



03 · REFRAME



04 · 47%



05 · 40%



06 · TWITCH



07 · T-SHIRT



08 · CTA

CAPTION

Every platform you've ever been offered teaches you that fan support requires justification through consumption. Patreon. Bandcamp. Merch stores. Subscription tools. All built around the exchange model.

You've absorbed that lesson so completely it now feels like fan psychology.

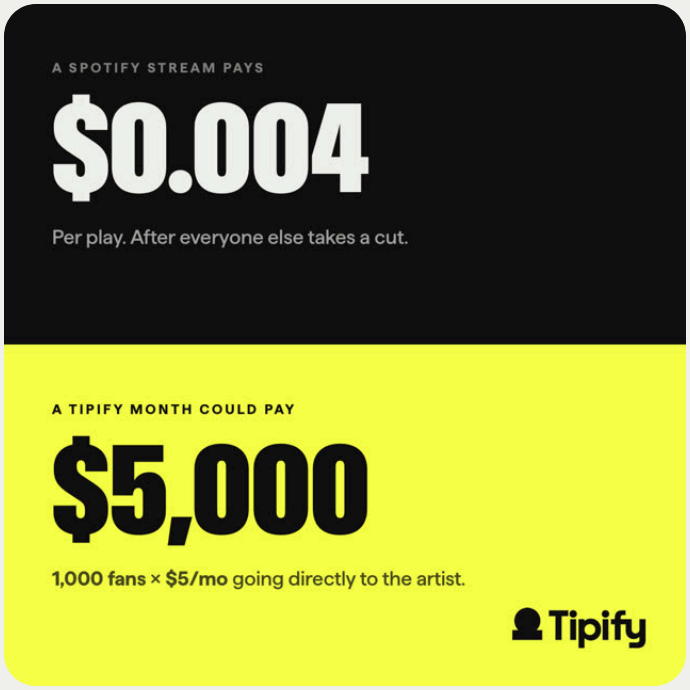
It isn't. It's platform architecture. And the research is clear: your fans don't need the exchange. They've been waiting for the invitation. Tipify is the invitation. **Link in bio.**

#IndependentArtists #MusicIndustry #ArtistPatronage #CreatorEconomy #Tipify

POST 04 · SINGLE IMAGE

The Spotify Math

04



1080 × 1080 · SINGLE IMAGE

CAPTION

Not a campaign against streaming. Just a number.

When you stream an artist on Spotify, they receive about $0.004 per play. If 1,000 fans supported that same artist directly on Tipify at $5 a month, that's $5,000 a month going to the artist.

Keep streaming. Just know there's a direct line if you want to use it.

Link in bio.

#MusicBusiness #StreamingEconomy #SupportArtists #Tipify

POST 05 · SINGLE IMAGE · PULL-QUOTE

The Twitch Quote

05



1080 × 1080 · PULL-QUOTE

CAPTION

The Chief Monetization Officer of Twitch said it out loud at TwitchCon 2024.

The most direct form of fan financial support, real-time giving to a live performer, is already happening at enormous scale in gaming. The motivation is support, not reward.

Music fans aren't psychologically different from gaming fans. They've just never been given the same direct line. Tipify is that line, for music.

Link in bio.

#MusicIndustry #CreatorEconomy #ArtistSupport #Tipify

POST 06 · SINGLE IMAGE · STAT

$113: Superfan Spend

06



1080 × 1080 · STAT

CAPTION

Your fans aren't spending because they're receiving proportionally more content. They're spending because supporting the artists they believe in is part of who they are.

$113 a month on live shows. $39 a month on physical music. 73% buy merch regularly.

The generosity is already there. The money is already moving. Tipify is just the most direct version of what your fans are already trying to do.

Link in bio.

#MusicSuperfans #IndependentArtists #MusicBusiness #Tipify

POST 07 · SINGLE IMAGE · CULTURAL

The Michelangelo Line

07



1080 × 1080 · CULTURAL

CAPTION

Artists have always had patrons. The Medicis funded the Renaissance. The jar at the busker's feet funds the next song.

Tipify is not a new idea. It's the most direct version of an old one, rebuilt for the way artists and fans actually find each other now.

No tiers. No deliverables. No subscription guilt. Just the oldest exchange in art, with the friction removed.

Link in bio.

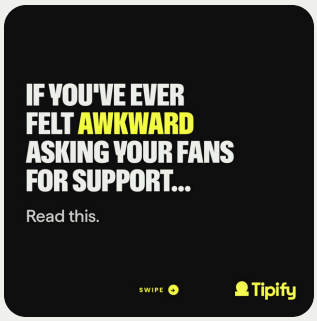
#ArtistPatronage #MusicHistory #IndependentArtists #Tipify

POST 08 · CAROUSEL · 5 SLIDES

What You Are Not Doing

08

THE 5 SLIDES · 1080 × 1080



01 · HOOK



02 · NOT CHARITY



03 · NOT FAILURE



04 · NOT PRESUMING



05 · REFRAME

CAPTION

The discomfort artists feel about asking is real. But it belongs to you, not to your fans.

The research is consistent: fans don't experience the patronage ask as presumptuous. They experience it as an invitation they've been waiting for.

Save this for the next time you hesitate. Tipify is built for the artist who's ready to stop apologizing for asking. **Link in bio.**

#IndependentArtists #ArtistMindset #MusicBusiness #Tipify