A Guide to NetEase Fan Connect – the Artist Social Network
**NetEase Cloud Music Intro**

**NetEase Cloud Music**

- **NetEase Cloud Music (NCM)** is the fastest growing music service in China with **600m registered users**.

- It is the No.1 User-generated Music Platform in terms of Comments/ Playlists/ Shares etc. and as a result is the **largest Social Music Platform** in China.

  ![Statistics](image)

  - **900M** Total Number of “COMMENTS”
  - **1.6M** Daily Number of “COMMENTS”
  - **10M** Daily Number of “SHARES”
  - **60M** Daily Number of “LIKES”
  - **600M** Total Number of Playlists
  - **800K** Daily Number of New Playlists
  - **60%** Percentage of Listening by Playlists

- With more than **50% of all music listened to on NCM being non-Chinese**, which is way higher than that of other music services in China, it is important that **International Artists establish a direct link to their fans**.

- This is now possible with **NetEase Fan Connect** and provides Artists a way to stimulate more fans to increase their interaction via comments, shares, playlists and of course, listening more to their music.

- As NetEase Cloud Music is only available to users in China and geo-blocked internationally and with GDPR restrictions in Europe, this guide will advice Artists on the methods to setup and access their NetEase Fan Connect social account.
To interact with more than 600 million NCM users, it is first necessary to set up an **NCM Account**.

We offer **Official Account Verification** for Artists and Labels registered on NCM and this will manifest as **Verified account** indicated by a “V”.

The Verification will create a direct link between the **NetEase Fan Connect** Social Network Service **Account** and **Artist Page**, wherein all the fans of the artist page will be converted to be the Artist’s NFC social account followers.
NetEase Fan Connect (NFC) provides a H5-based English interface designed specifically for International Artists: https://music.163.com/fanconnect. Artists can easily register via their (international) mobile number and execute social posts (sharing music, video, picture and text).

- Benefits of A Verified Account
- Setting Up An Account
- Editing Profile
- Changing Password
- Logging Out
- Creating Posts
- Searching
- Sharing Music
- NCM Official Website
- Posting Tips
- Official Account Verification
Benefits of A Verified Account

NetEase Cloud Music

- **New Release Notification** to all your followers via your verified account on the release day.

- **Quick Following Button** on play page when users are listening to your songs.

- **Algorithm Recommendation**: An official artist account will be recommended to users based on personas. (An active account will have more recommendation opportunities with an algorithmic boost.)
Benefits of a Verified Account - Algorithm Recommendation

NetEase Cloud Music

**Friends:** Users can check posts of accounts they are following here.

**Posts of accounts followed.**

**Recommendation:** Content recommendation based on personas.

**Recommendation:** Content recommendation based on personas.

**Posts recommendation based on personas.**

**Artists you might be interested**

**Artists you might be interested**

**Artist social accounts recommendation based on personas.**

**Artist social accounts recommendation based on personas.**

**Music recommendation based on personas.**
Setting Up An Account
NetEase Cloud Music

Go to https://music.163.com/fanconnect

1. Set up via Mobile Number
2. Set Password
3. Done
1. My Posts
2. Search
3. Comment and Notification
4. Homepage
1. Edit Profile
2. My Homepage
3. Setting

Change Password
Log Out
Creating Posts
NetEase Cloud Music

1. My Posts
2. Create Post
3. Add Music
4. Post
1. Searching
2. Artist Page
3. Profile Page
Sharing Music
NetEase Cloud Music

1. Artist Page
2. Single Sharing
3. Album Sharing
4. Post

*Note: It is currently not possible for Artists to create Playlists using the English interface as music access is geo-blocked overseas.
NetEase Fan Connect via NCM Official Website

NetEase Cloud Music

Go to  http://music.163.com

NOTE: If you are able to visit our official website in your country (there are GDPR restrictions in Europe), you can also try to access your account here, but the interface will be in Chinese. [But we would recommend the NetEase Fan Connect website in English which is much more convenient to use.]
1. Editing Profile
NetEase Cloud Music

1. My Homepage

2. Edit Profile

3. Privacy Settings

4. Set as Private

Listening History
2. Creating Posts

NetEase Cloud Music

1. Moments

2. Create Post

3. Post

Add Picture

Add Music
• Preferably 20 - 30 posts every month but otherwise at least 10 posts monthly.
• Use different kinds of posts, combining texts, pictures, music or videos.
• Text should be easy to understand and 2-5 sentences should suffice.
• Posting in English indicates authenticity though this should not be elaborate concepts.
• Factual information like release info, tour dates and details can be posted in Chinese with external native speaker assistance.
• Add more pictures in posts to increase recommendation opportunities.
• Reply to fans’ comments to increase your connection with your fans.
• No external links in your posts.
• No content related to politics, promoting drugs or overtly sexual.
After the artist account is registered, email us the account link and the Account Administrator's passport scan. We will have it Verified and link the account to the artist page, after which all the fans of the Artist page will be converted to Social Account followers.

The Artist page will ideally require an Artist bio and photo - an Artist introduction (preferably in Chinese but otherwise at least an English version) and a photo image larger than 800x800 ppx. Please send us this information and we will get the Artist page completed.

Please contact Liyuan via huangliyuan01@corp.netease.com for Official Account Verification.