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SOCIAL MEDIA MARKETING FOR ARTISTS

Presented by C-SARN

Rebecca Coleman www.rebeccacoleman.ca @rebeccacoleman

1. WEBSITE

A. Choose a platform

- i. Wix
- ii. Squarespace
- iii. Wordpress

B. Pages for your site

- i. Homepage with overview
- ii. Gallery or Portfolio (examples of your work)
- iii. About your art/practice/medium
- iv. Bio or “about” page
- v. Resume/CV with downloadable option
- vi. Purchasing info/galleries/etc
- vii. Blog/current events/appearances/gigs
- viii. Lead capture
- ix. Contact info & social media
- x. Links to things you love
- xi. Photos

2. FACEBOOK

- i. Facebook.com/pages to create a business page
- ii. Cover image/Profile pic/ info/ bio/ website link
- iii. Create & backdate 10 pieces of content for your page so it doesn't look so raw
- iv. Invite people to like it
- v. Claim your FB unique URL (facebook.com/yournamehere)
- vi. Install link to FB page on your website
- vii. Publish content 3-7x per week (every second day, then work your way up)
- viii. Can do a mix of your own content and others'
- ix. Include calls to action on some of your posts

- x. Can create content on themes: ie Motivational Monday, Tip Tuesday/Testimonial Tuesday, Wellness Wednesday, TBT/Thirsty Thursday, Fun Friday/Flashback Friday
- xi. When you copy/paste in a link, after FB uploads the preview, delete the link (it looks cleaner)
- xii. Tag other pages/people if appropriate
- xiii. Include some personal posts as well
- xiv. Can share content from your page to your personal account sometimes
- xv. Use Facebook's scheduling tool to pre-plan posts in advance

3. INSTAGRAM

- i. Download Instagram app and install on your phone
- ii. Create an account, ideally the same as your FB/Twitter/etc..
- iii. Profile picture/ bio (160 characters)/ website link
- iv. Upload 6-9 photos so your account doesn't look raw
- v. Follow interesting people/ friends/ hashtag search for people
- vi. Post 2-5x per week
- vii. Each post:
 1. *Photo*
 2. *Description*
 3. *Hashtags (up to 30)*
 4. *Geotag (if appropriate)*
 5. *@mention or tag others in your photo (if appropriate)*
- viii. Spend 15 minutes daily scrolling through your Instagram feed and hashtags you follow, liking and commenting on other's posts

4. LINKEDIN

- i. Get LinkedIn account
- ii. Fill out profile in full:
 1. *Smiley, approachable profile pic*
 2. *Cover image*
 3. *Bio*
 4. *Work experience*
 5. *Education*
 6. *Prizes/awards*
 7. *Skills & endorsements*
 8. *Recommendations*

- iii. Connect your email to LinkedIn to see who you already know is on there, and send them connection requests
- iv. Connect with me: [linkedin.com/rebeccacolemanmmr](https://www.linkedin.com/rebeccacolemanmmr)
- v. Post content here when you have it: your blog posts, upcoming shows/gigs, relevant links
- vi. Log on a few times a week to check your messages and accept new connection requests

5. TOOLS

- i. Snapseed for editing photos on your phone
- ii. Hash me for researching hashtags for Instagram
- iii. Adobe Spark for creating text over image
- iv. Promo Republic for content ideas
- v. Pablo by Buffer for inspirational quotes
- vi. [Hootsuite](#) & Buffer for scheduling content to social media
- vii. Linktree for including multiple links in your Instagram bio

6. CONTENT IDEAS

- i. DIYs, tips, how-tos
- ii. Work in progress
- iii. Inspirational/motivational quotes
- iv. Images of your work in the world
- v. Behind the scenes
- vi. Promoting causes/charities that you love
- vii. User generated content—people who love your art
- viii. Questions to the audience
- ix. Contests & giveaways
- x. #TBT
- xi. Funny stuff/memes
- xii. Timely/calendar posts—Christmas, Easter, etc
- xiii. Lifestyle shots
- xiv. Personal updates