



SOCIAL MEDIA MARKETING | For senior artists

WELCOME!

- About me
- C-SARN
- What we'll be covering today
- Introductions

TOPICS

- Social Media Marketing concepts
- Websites
- Facebook
- Instagram
- LinkedIn



INTRODUCTIONS

- Who you are
- Your artistic medium
- Social media platforms you are active on
- Goals?

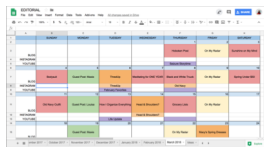
WHY SOCIAL MEDIA?



- Numbers game:
 - 2.2 Billion active monthly users on Facebook
 - 1 Billion active monthly users on Instagram
 - 300 Million active monthly users on LinkedIn
- Social media is a great way to connect both socially and with colleagues
- Social media tools are (mostly) free and require few technical skills

SOCIAL MEDIA GUIDELINES

- Consistency
- Creating the H2H connection
- Educating our audience
- Adding value
- Don't make it all about you (80/20 rule)
- Create engagement
- Don't autopost



WEBSITE

- Purchase a domain
- WordPress
- Wix
- Squarespace



YOUR WEBSITE

- Homepage with overview
- Gallery or Portfolio (examples of your work)
- About your art/practice/medium
- Bio or "about" page
- Resume/CV with downloadable option
- Purchasing info/galleries/etc
- Blog/current events/appearances/gigs
- Lead capture
- Contact info & social media

FACEBOOK

- Page or Public profile?
- Fill in all the blanks: profile pic, cover image, about, website
- Post 3-7x per week
- Mixture of curated and created content
- Thematic posts?
- Algorithm favors Native Video, Images and links
- Galleries
- Ask questions—generate engagement
- Ads?



INSTAGRAM

- Instagram is image-based, making it ideal for visual artists & performers (brand building)
- You can create images that don't need to be photos
- Post 3-5x per week
- Include a description, tag & geotag if applicable
- Hashtags are key! (30 max, 10/10/10 strategy)
- Engaging with others is VERY important on Instagram
- You can follow hashtags and engage with their content (comment not just like)
- Instagram stories—not subject to IG algorithm
- Link in Bio (under 10K)



LINKEDIN



- B2B or professional social networking
- Create a fully-rounded profile with lots of detail
- Can repurpose content from Facebook
- Share upcoming dates, shows, etc..
- Curated content from your field

DIFFERENT TYPES OF CONTENT

Curated	Created	Cultivated
Content that is related to your brand, but didn't come from you/your brain. Ideally, do not share from direct competitors.	Content that is created by you, from your brain—words/images.	Content about your work that is created by others.
Facebook & LinkedIn	ALL – especially Instagram	ALL – especially FB & LI

CONTENT IDEAS (MAP OUT ON CALENDAR)

DIYs, tips, how-tos	Work in progress
Inspiration	Images of your work in the world
BTS	Promoting causes/charities
UGC	Questions
Contests	TBT
Funny stuff/memes	Timely/calendar posts
Lifestyle shots	Facet!

TOOLS

- Snapseed
- Hash me
- Adobe Spark
- Promo Republic
- Pablo by Buffer
- Hootsuite
- Later
- Linktree



CONTACT

Rebecca Coleman

www.rebeccacoleman.ca

@rebeccacoleman (FB/Twitter/Instagram & Pinterest)
