



SOCIAL MEDIA GROOMING

SOCIAL PROFILE CHECKLIST

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Here are four of the most popular Social Media platforms to get the word out about your art, and stay connected with fans and potential buyers. Don't worry about mastering them all right away - start with Facebook (do it well) and go from there.

Use this checklist and follow our guidelines to make sure your Social Media is top-notch.

FACEBOOK

Facebook is for story telling.

- Content on this platform - it only works when it is in context.
- Pages - set up one for you as an artist or for the name of your studio.
- Keep it consistent - make sure your Facebook Page has a similar feel (brand) as your website.
- Pages Versus Groups:** Pages can get lost in people's feeds, but if you are a community builder, and you feel comfortable starting a group, just know that your content is much more likely to actually get seen by the people who are a part of your group than by the people who like your page.
- To that end: Join art related Facebook Groups - ones for your school's alumni, for collectors of contemporary art, for art fairs that you love or attend or show in, for festivals that feature art, for other artists, collectives, or studios, etc.

FACT: One out of every five page views in the United States is on Facebook.

Questions to ask yourself when posting content to Facebook:

- Is the text too long?
- Is the story interesting, entertaining or inspiring?
- Is the photo striking and high quality?



INSTAGRAM

Instagram is for beauty .

- Keep your feed here simple, clean and beautiful. Making all your photographs the same size, and not going over-board with filters really helps.
- There are other phone apps you can use to edit photos too, to get each image the way you want it. (VSCO, Afterlight)
- Here, a picture truly is worth a thousand words, so be sure your pictures say something clearly and beautifully.
- But - photos without captions are more often overlooked. Take the time to craft a short blurb or sentence about the photograph.
- Adding location and tags will link your photo to others with the same tags, and get noticed by different people.

Questions to ask when posting to Instagram:

- Is my image good enough for the discerning crowd of Instagram?
- Have I thought through my hashtags? Do I have enough of them?
- Is the story concise and appealing to someone who is quickly scrolling through?



TWITTER

Twitter is for eavesdropping.

- Proper use of hashtags is key: Finding a trending hashtag is important in getting your tweet noticed.
- Make sure to follow people or organizations that you are interested in. Following others can get you more followers, who are interested in the same things.

FACT: 347,000 Tweets are sent every minute.

Questions to ask yourself when tweeting:

- Is it to the point?
- Is the hashtag unique and memorable?
- Do my words sound authentic?
- Could I use a tiny URL instead of the normal one? (If you don't know this already, go to <http://tinyurl.com> and type in your URL to get a shorter one, then use that on twitter to use up fewer characters.)

PINTEREST

Pinterest is for glamorous pictures, like Instagram, but much more sharable.

Pinterest is for bookmarking internet imagery and inspiration.

- The way Pinterest is designed, including a click-through link with every photograph, allows you to drive traffic back to your website.
- The majority of users are women, who are typically in charge of discretionary spending for items in the home (i.e. art)
Of those women, half of them are mothers.

FACT: The most repined pin is a recipe for garlic cheese bread

Questions to ask yourself when posting to Pinterest:

- Do my boards have clever, creative titles?
- Does every photo include a hyperlink?
- Does every photo have a caption with your name in it? (As an image gets re-pinned, the description can be changed. You want people to associate the work with your name when they see the pin)
- IS this image easily categorized so that people don't have to think too hard to figure out where to re-pin it?