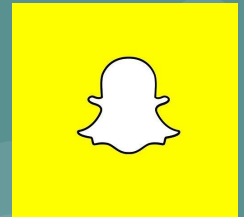
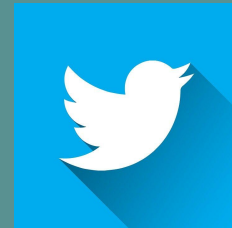


Promoting Your Art with Social Media

Melissa Hernandez - FinerWorks
LIVE CHAT 6:30p - 8:00p CST



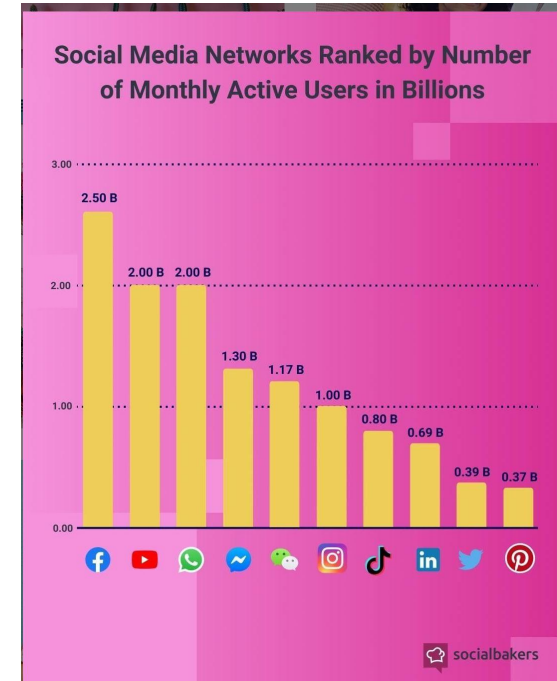


A look at Social Media

- A promotional tool to drive traffic to your website
- Billboards and connection on the internet highway
- Sort of free (you invest your time in content creation)
- You do not own the platform and can lose everything on there
- Your images are subjected to the terms of the site
- Great testimonials but also trolls
- Is in constant upgrade

Which social media should I be on?

- The one with the most eyeballs
- The one that has you demographic of art collectors
 - Painting bluebonnet fields - Not Tik Tok
- Focus: Facebook & Instagram most eyeballs & can link











Facebook






The Facebook logo, which is the word 'facebook' in white lowercase letters on a blue rectangular background.



- You have a Profile needed to be a part of the social network but it is limited to 5000 “friends”
- Build a Fan Page that works best for you as there are several types
 - Artist Page
 - Shop
 - Business
- The Fan Page will host events and posts which you can share to your personal profile
- You can stream Live here
- You can link to your Instagram
- You can use shop feature if you have no e-commerce site

FACEBOOK PROFILE:





Melissa






BLACK LIVES MATTER


Melissa Hernandez

a lunatic on the loose


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Intro

 From San Antonio, Texas


[Edit Details](#)













 Live Video  Photo/Video  Life Event

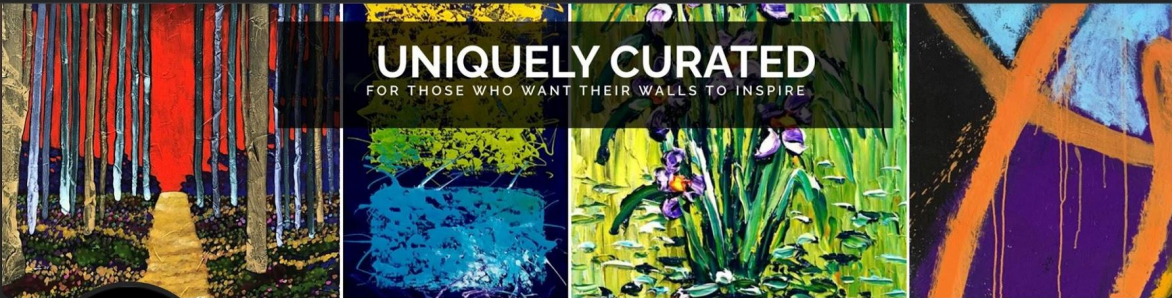



FACEBOOK FANPAGE:





 Melissa 








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 **Create Post**

 Photo/Video  Check in  Tag Friends

 **Ao5 Gallery** 4h · 

Can you name the song featured in this eclectic [Slaughter Fine Art's](#)





Instagram



- You want a business profile Instagram
- If you have a personal one and have a large following you may want to update it to a business profile and create a personal one for you
- You now have access to Insights
- You can run ads
- You can create a shop if you have no e-commerce site

1:34 91° P

80%

geogalleries ▾

[See COVID-19 Business Resources](#)220
Posts193
Followers194
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Art

A home for art lovers.

Representing fine art prints by artists all over the world.

Our fine art prints are done by @finerworks

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New



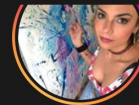
Works



artists



gio.dizurita

417
Posts7,505
Followers2,416
Following

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Art

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1104 Nolan St., San Antonio, Texas 78202

Followed by [nainleon](#), [orta_osvaldo](#) and 21 others[View Shop](#)[Following ▾](#)[Message](#)[Contact](#)

Originals



Happy Custo...



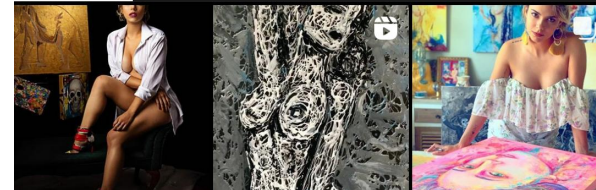
Tiktok



Think!?



My life





Social Media Platforms Reward For Followers & Engagement

Why?

You get followers that create accounts on their platform which increase their number of eyeballs to advertisers. That is something quantitative that they can sell.

You keep them engaged that is measured time on their platform again that they can sell to advertisers

Followers & Engagement on your account give you social clout



Social Media Platforms Reward For Followers & Engagement

FOLLOWERS:

- Never buy followers - ghost accounts that give no engagement and DO NOT buy from you.
- Build an organic follow number
- How long to grow?



Social Media Platforms Reward For Followers & Engagement

Tips to building a following

- Keep name same across
- Direct from Email List
- Direct from website
- Direct from other social
- Mentions from larger accounts “influencers”
- Friend & Family support posts
- Collaboration Introductions with other artist
- Contest with prize to get more followers
- Social mining for followers using hashtags and larger accounts



Social Media Platforms Reward For Followers & Engagement

ENGAGEMENT:

It is created by how often you post/like/comment/share on a platform + how often your followers like/comment/share your post and how often you are mentioned in their posts.

Creating engagement with content of post that are amplified by hashtags, tagged people and products



Social Media Platforms Reward For Followers & Engagement

ENGAGEMENT: (Content - Workflow & Tools)

- Pick one day of the week or a few days of the month to create
- Create a cloud workspace for the post and images (Google drive)
- Use a post scheduler like Hootsuite or SproutSocial
- Research hashtags and posting times
- Marketing Calendar (or follow @thrivemedia.co)
- Instagram Search tool & Instagram Insights
- Photo & Video apps PicsArt and KineMaster





Social Media Platforms Reward For Followers & Engagement

ENGAGEMENT: (Content)

- Images (work across many platforms)
 - IG Carousels work the best 2-10 images
 - Ones that work the best are with you in the image
- Blog posts (if you have a blog on your site)
- YouTube videos (good posts to Facebook and Twitter)
- Reposts (across platforms)
- Screenshots (across platforms)
- Inventory items
- Always a link or info on how to buy - the call to action



Social Media Platforms Reward For Followers & Engagement

Content Photo Ideas

- IG Carousel Post for multiple images 2-10 best
- Photos of complete work
- Photos of complete work and detail shots (great for carousel photos)
- Photos of studio or works space (single or multiple views)
- Photos of tools of the trade
- Photos of work in progress
- Photo of your favorite painting, a book, or coffee roast with your art behind you mentioning a national product you truly like.
- Photo promoting your shows



Social Media Platforms Reward For Followers & Engagement

Content Video Ideas

- Time lapse of you working
- Video tour of your studio
- Video tour of show
- Video of hanging show
- Video of you chatting about a piece of your work
- Video chat of walk looking for inspiration
- Video of you checking out a show



Social Media Platforms Reward For Followers & Engagement

ENGAGEMENT: (Content - Stories & Live on Facebook & Instagram)

(New Instagram Reels to compete with Tik Tok)

Stories on either Facebook or Instagram last 24 hours unless you archive them.

Live stays up during the duration of your broadcast unless you save it to your post on Instagram you can save to your IGTV.



Virtual Art Shows

- How many social platforms do you want to have this air on?
- How often do you want to do this virtual show (monthly/weekly/daily)?
- How much promotion time will you give yourself which will depend on how frequent you are doing a virtual show?
- Do you want to show actual products? (how will you light them or show close ups)
- How do you want to direct sales: to a website or on the shop of the social platform?
- Can you manage the chat or do you need another person to help?

Tell people when and where with a Facebook Event

Make posts (photo or video)

Speak about it on Stories and Live shots



Resource Videos

How to make a Fan Page for Artists / Business / Shop

2020 Facebook Business Page Tutorial (For Beginners) Step by step by Santrel Media (22:26)

<https://youtu.be/9eufY-LICBg>

How to make an Instagram Business Profile

How to Create an Instagram Business 2020 [Step by Step Tutorial] - Make Money on Instagram - By Santrel Media (7:14)

https://youtu.be/wYbvA2VBI_c

How to link Instagram to Facebook Page

Link Instagram to Facebook PAGE | QUICK & EASY! - By YouTubeMarketing! (4:45)

<https://youtu.be/PzDP6PsLDVU>

How to create a Facebook Event

Facebook Event Tutorial - by Five Minute Social Media - Jerry Potter (12:22)

<https://youtu.be/qImL9xbw7kA>

Hashtag help

How to Use Instagram Hashtags for Maximum Exposure by Social Media (10:31) Examiner

<https://youtu.be/bgNmS2Pdooc>