

Beginners Social Media for Artists

Dougherty Arts Center

Artist Resource Center Professional Development Workshop Series



There are new
social media
platforms
emerging
everyday.

Tonight we will focus on two of the most popular and useful platforms for artists, Facebook and Instagram.

We will cover:

- Creating business accounts
- Posting
- Analyzing insights
- Promoting posts



Facebook

Facebook Business Page

What you'll need to set up a Facebook Page:

- A name for your Page and a blurb about your business
- A profile photo and cover photo
- The action you want people to take when they come to your page

From: <https://www.facebook.com/business/learn/set-up-facebook-page>

Image for Facebook pages

The most important photos on your Facebook page are the profile picture and cover photo. Your profile picture is seen every time you create a post. Your cover photo is displayed at the top of your page.

Your profile picture is displayed as a square on your page, but as a circle in your posts and ads. The size is displayed differently on different devices. It displays largest at 170x170 pixels on a computer.

Your cover photo is rectangular and also displays at different sizes on different devices. It will load fastest as an sRGB JPG file that's 851 pixels wide, 315 pixels tall, and less than 100kb.

Facebook does not require particular sizes and you can adjust/crop images within Facebook as you add them.

Complete your About section

Your About section is important for letting viewers know who you are, what you do, and how to get in touch with you.

- Category
- Name
- Phone, email, website
- About
- Biography
-and much more!

Only fill out what are comfortable with the public knowing.

Other Facebook tabs and buttons

Other things to consider setting up on your Facebook Page:

- **Buttons:** Book Now, Contact Now, Sign Up, Call Now, Contact Us, Send Message, Get Quote, Send Email, Use App, Play Game, Watch Video, Learn More
- **Sidebar:** Events, photos, videos, email signup, services, offers, shop, jobs, groups

Facebook Shop

Adding a shop section to your facebook page is fairly new and can be done in several ways.

- Check Out on Facebook – payments and fee processed by Facebook and connected to PayPal or Stripe
- Check Out on Another Website – shop on Facebook, but links to another website for processing
- Message to Buy – allows customers to message you through Facebook about products they are interested in

Publish your page, invite friends to like it, and get to posting!

- When you're completed setting up your page, be sure to publish it.
- You can then invite your Facebook friends to like and share your page.
- Start posting!
 - Posts with photos get better responses.
 - Include a call-to-action in your post to get people engaged.
 - Post often! It's the best way to engage and grow your audience.



Instagram

Instagram is an amazing place for artists!

There are multiple reasons why Instagram is such a wonderful platform for artists:

- Visually driven
- Mobility
- Ability to tell your story
- #hashtags
- Ability to be found and build an audience

Account Set Up

Because of its simplicity, the set up for Instagram is much quicker and more straightforward than Facebook.

What you'll need:

- Determine your username (handle)
- Email
- Short bio
- website

Start to tell your story...

Determine how you want to represent yourself.

- Portfolio
- Process shots
- Inspirational shots
- Glimpse into your personal life

Any mix of the above is acceptable. See what people react to, but be sure to be as cohesive as possible with your posts.

Filters and Captions

One way of creating a cohesive look to your images is by using the Instagram filters. By using the same filter on all of your images, you create a consistent look to your profile.

Each photo you post can have a caption. Keep your captions short and to the point. People are on Instagram to view your images. More information can be listed on your website and you can drive viewers there by saying "Link in Bio" in your caption. Be sure your profile has an up to date website listed. This can even be the link to your Facebook page.

HASHTAG!!!!

Each caption should include hashtags. When you add hashtags to the caption, this automatically adds your photo to groups of other photos with the same hashtag.

Using hashtags is a way for people to find images and new accounts to follow. They expose you to more people and help you to gain more followers.

Creating an Instagram Business Profile

- <https://business.instagram.com/blog/creating-a-business-profile-on-instagram/>

Analyzing Insights

Both Facebook and Instagram can give you insights into who is viewing your page and posts.

This data can be valuable in determining what kind of posts to create, what time of day to post, and who you should be marketing to.

Promoting Posts

Both Facebook and Instagram allow you to promote posts as an advertising method.

This does require adding a credit card to your account and setting a promotional budget. You will determine how much you want to spend over a certain amount of time and the demographics of your audience you are trying to target.

Once you determine the post you want to boost and your budget and audience, the post goes for review. Too much text in your image may mean that it is declined. Facebook even has a tool for determining if your image has too much text. You can find out more information by reviewing the advertising policies.

Stories and Live

A newer feature on both Instagram and Facebook is the stories and live video. Both are most easily used through the mobile apps.

With a story, you can add photos and videos that can be viewed, but will disappear after 24 hours.

A live video is a great way to show your audience what you're up to and people can ask questions through a chat. Instagram live video will disappear, but Facebook live video can be saved as a post for viewing later.