



## **Social Media Artistically Speaking**

*A discussion by artists for artists ~ how to start to use social media to your advantage, and help grow the arts in Richmond Hill, Ga. and beyond.*





## **Instagram and Facebook Demystified**

*presented by:*

*Heather L. Young, Fly Young Studio @flyyoungstudio and  
Joy A. Dunigan, Photopoint Gallery @joydunigan/@photopointgallery*



# **OVERVIEW: Instagram vs. Facebook... — and why you need both.**

**What is the difference between Facebook and Instagram?**

**Facebook is a desktop computer and mobile social media service: 2.5B monthly users, 2.26B mobile users, 1.47B desktop users, 1.59B daily mobile users, approximately 500M stories daily...**

**Instagram is primarily a mobile social media service: 1B monthly users, 500M daily users, to date the number of photos shared – 50B...**

**Instagram is owned by Facebook.**



# OVERVIEW: Instagram vs. Facebook... — your account status...

Do I really need separate accounts?

A personal account is for you —

Having a business page for your gallery, studio or work...

- Gives focus to just your work
- Enables you to work on developing an audience
- Allows followers to distinguish between you as a person, and you as an artist



# HASHTAGS: Instagram and Facebook

## What are they? How do I use them?

- Hashtags helps followers find your content
- When using them, be specific
- Go with hashtags that have around 60K-150K posts
- Check to see if the hashtags you are using are a good fit for you
- You can follow hashtags to also see what is trending

## Which ones do I use?

- First and foremost, brand yourself, create your own hashtag
- When brainstorming hashtags for your bank, think about location, technique, material, your audience, color, etc.
- Keep your number of hashtags to 10
- Change it up, go bold and share a post with no hashtags



# STORIES: Instagram and Facebook

## What are stories? Why should I post them?

- Instagram and Facebook stories self destruct within 24 hours
- Posted in real-time and do not have to be perfectly curated
- Keep them fun
- Story posts help you appear at the top of the screen for followers to see
- Think about timing of your posts (11 am) versus your stories (3 pm)
- Helps alert followers know you have new content on your Instagram 'Grid'



# INSTAGRAM: Your Account

## Bio

- Keep it short and sweet
- Tell followers who you are and direct them to where they can find more information about you by including a link

## What to Post

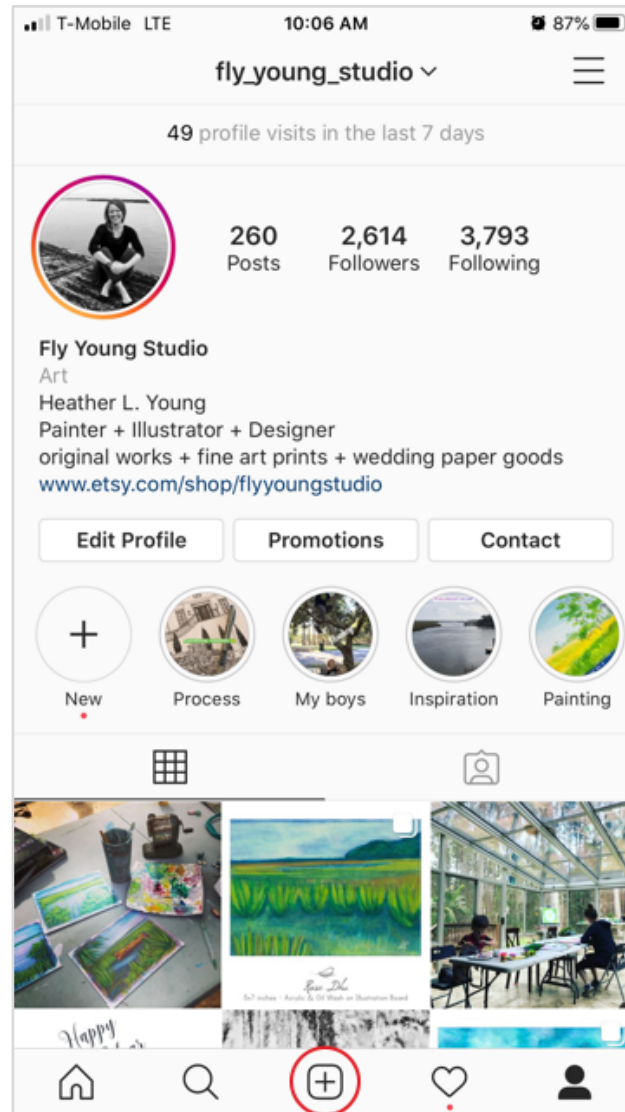
- Content should give followers a glimpse into who you are
- Photos of your work/studio space
- A work in progress #wipart (99K)
- Photos of you on vacation
- Your shop dog
- Consider a selfie too
- Keep it human



# INSTAGRAM: Step-by-Step

## Step 1

- Tap the '+' to add a new post



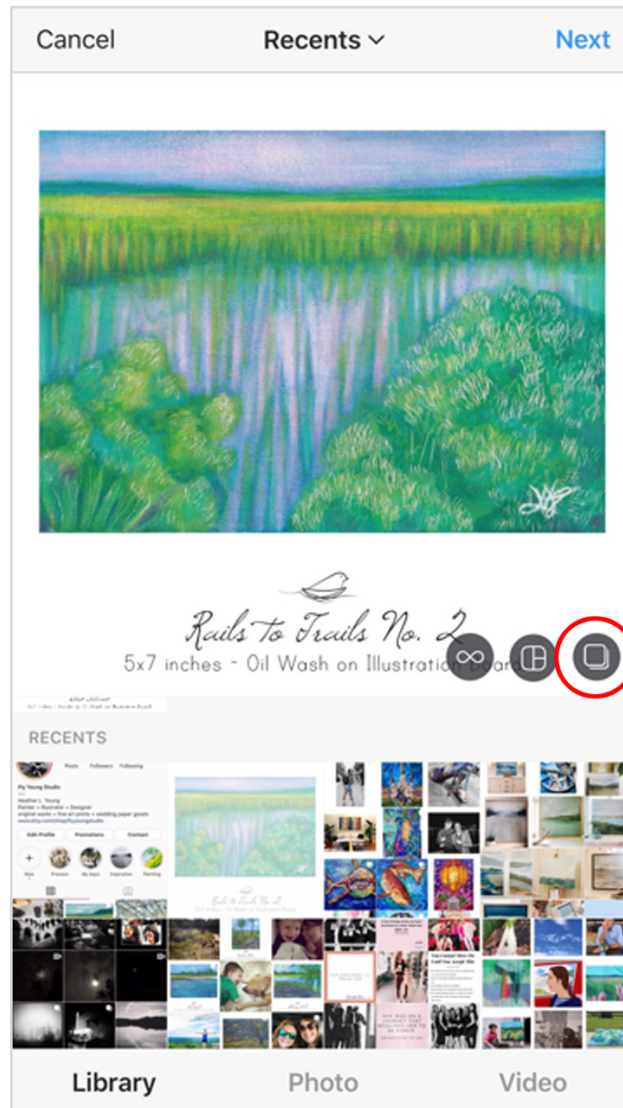
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# INSTAGRAM: Step-by-Step

## Step 2

- Tap the 'Select Multiple' button (farthest right icon)
- Scroll through your camera roll and tap up to 10 photos or videos to add to your post. They will appear in your post in the order that you select them.



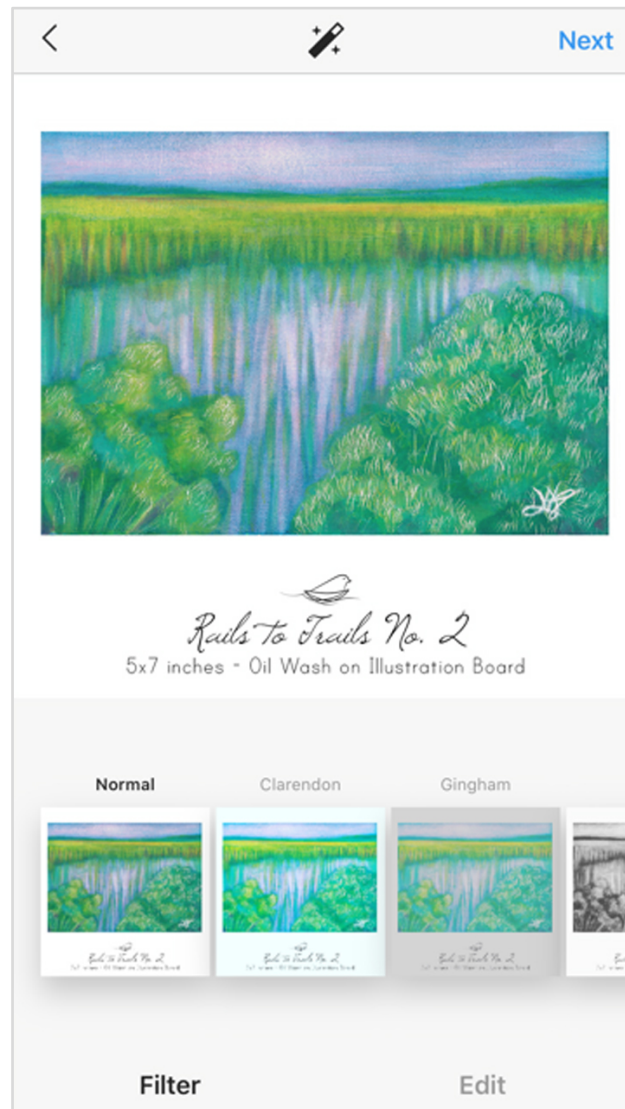
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# INSTAGRAM: Step-by-Step

## Step 3

- Choose a filter for your image(s), or not...



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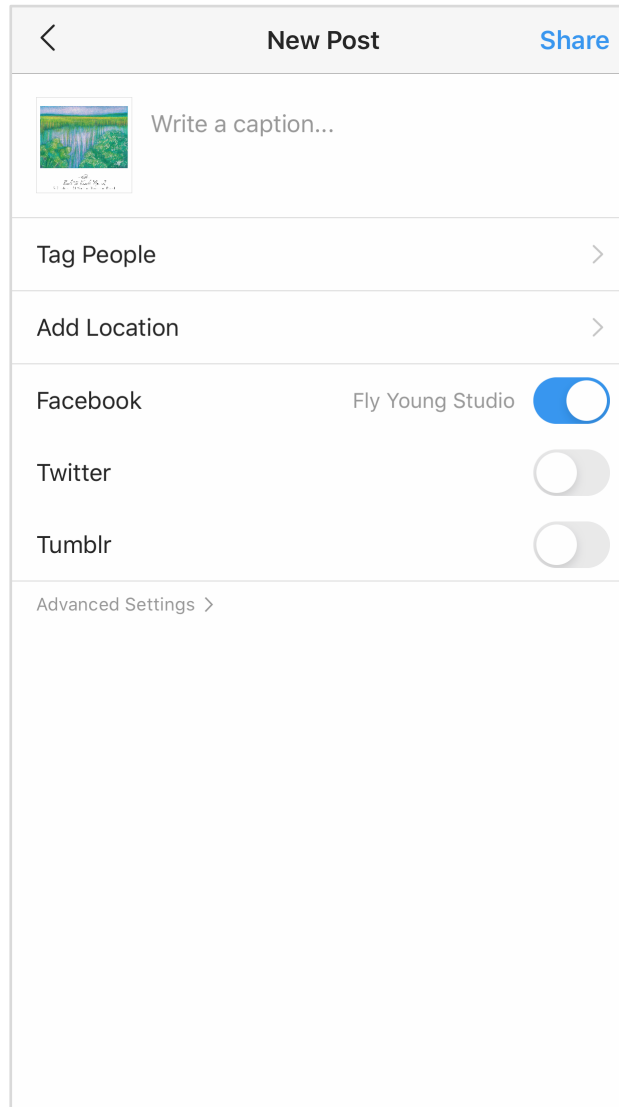
# INSTAGRAM: Step-by-Step

## Step 4

- Write your post and include hashtags (#artnite #rhgaarts)
- Tag your post to alert others about your new content (@artsonthecoastaoc)
- Link your Instagram to automatically share on other social media accounts\*

*\*You will need to go to the other social media accounts to re-tag that content in order to alert who you have tagged.*

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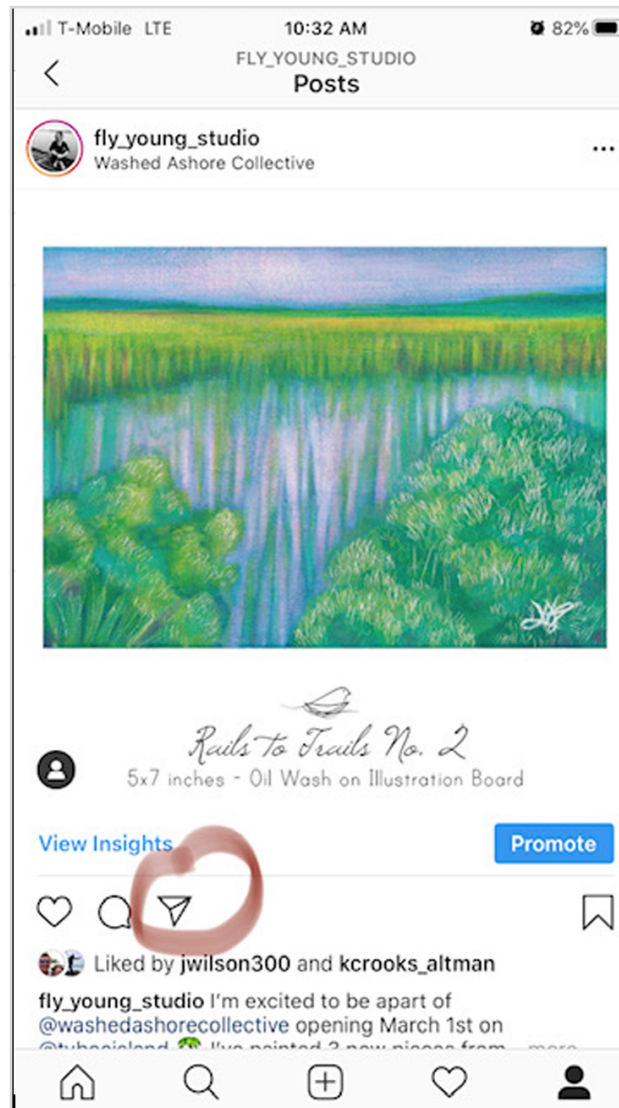
The screenshot shows the 'New Post' interface in the Instagram app. At the top, there is a back arrow, the text 'New Post', and a 'Share' button. Below this is a section for the post content, featuring a small image of a landscape with water and trees, and a text input field labeled 'Write a caption...'. Underneath the caption field are three options: 'Tag People' with a right-pointing chevron, 'Add Location' with a right-pointing chevron, and a section for social sharing. This section includes 'Facebook' with the account name 'Fly Young Studio' and a blue toggle switch that is turned on, 'Twitter' with a grey toggle switch that is turned off, and 'Tumblr' with a grey toggle switch that is turned off. At the bottom of this section is an 'Advanced Settings' link with a right-pointing chevron.



# INSTAGRAM: Step-by-Step

## Step 5

- Now that your post is live, tap the 'paper airplane' button below the post
- Then 'Add Post to your Story'



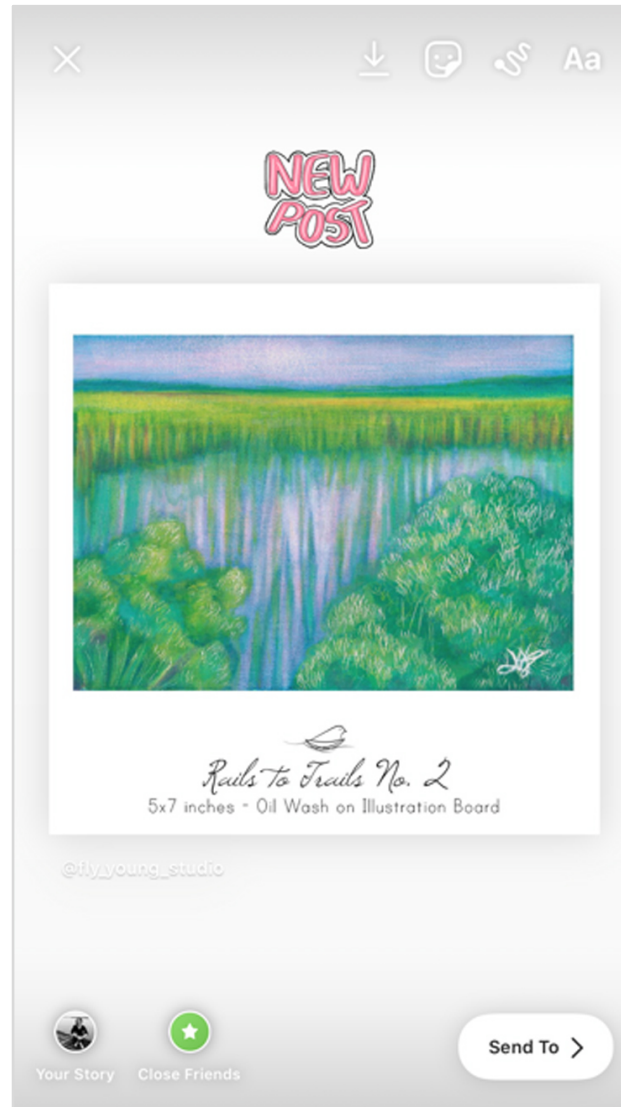
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# INSTAGRAM: Step-by-Step

## Step 6

- Adding a post to your story, lets people know you have posted new content



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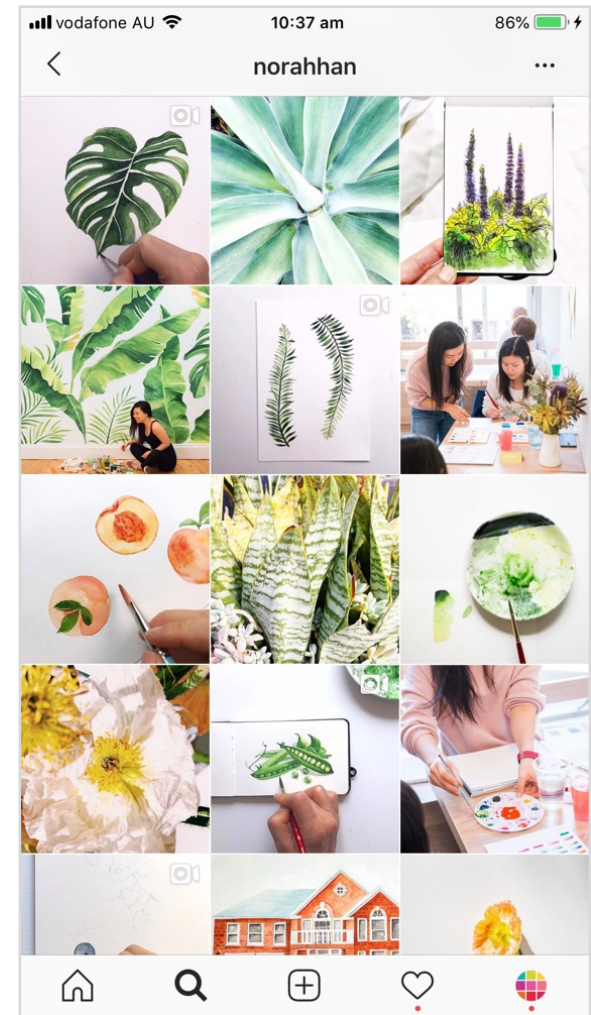
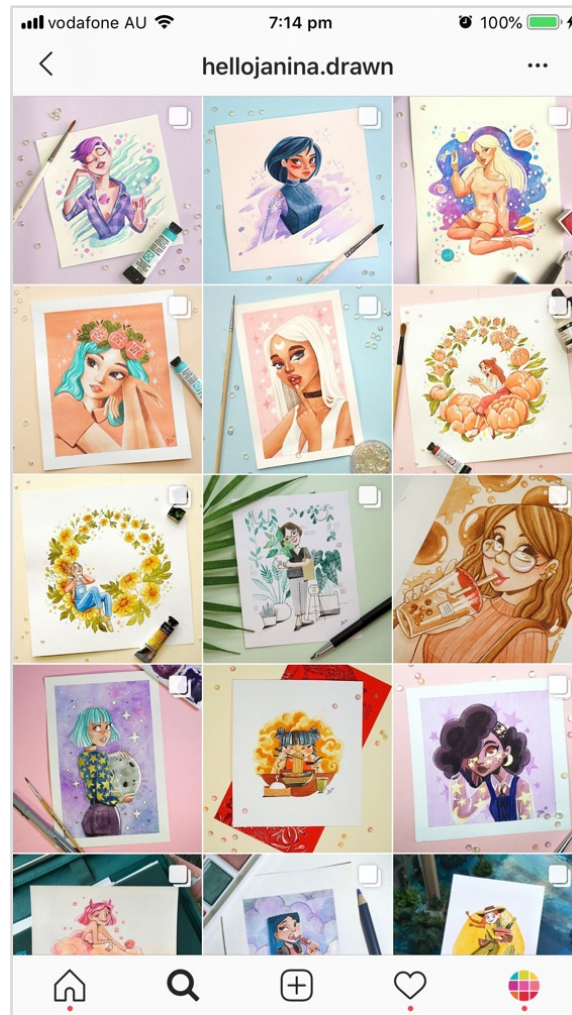
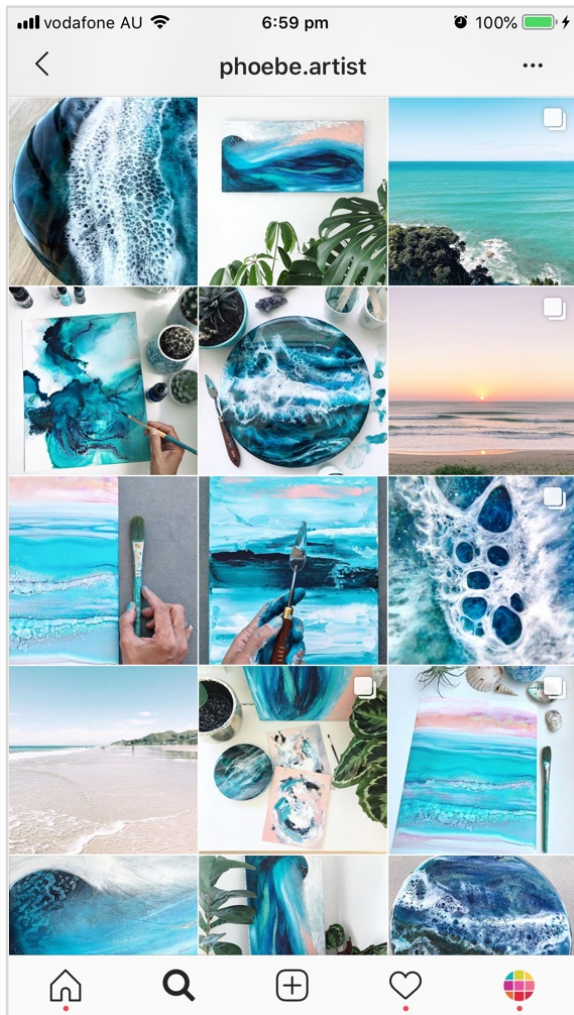
# INSTAGRAM: The Grid

## What is my 'Grid'? Why does it matter?

- When someone likes your post so much they decide to click on your profile, they are brought to your 'Grid'
- A clean looking 'Grid' keeps viewers looking through your profile and finding more and more content to 'Like'
- Follow a pattern with your posts
- It's part of your brand



# INSTAGRAM: Grid Examples



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# FOLLOWERS: Instagram and Facebook

## Be social...

- 'Like' (double tap) and comment on other peoples content
- Follow others with similar interests
- Follow hashtags that are of interest to find new people
- The more you engage, the more engagement you will receive in return
- Tag others in your posts
  
- Be careful, don't get thrown into Instagram jail...





# HASHTAGS: For Starters...

**#artsonthecoast**

**#rhgaarts**

**#artnite**

#coastalgeorgia

#art912

#wearerichmondhill

#richmondhillga

#landscapepainter

#savannahga

#blackandwhitephotographer

#artistsstudio

#artiststudio

#contemporarylandscape

#marshpainting

#coastalartist

#coastalart

#georgiacoast

#artsonthecoast #rhgaarts



# FACEBOOK: Events

## Why create a Facebook event?

- A Facebook event is a great way to get people's attention about an event that is happening — a solo show, a group show, lecture, etc.
- Has a calendar connection that allows users to connect the event directly to their mobile device
- Easy to create, especially considering the benefits
- Facebook automatically sends reminders to attendees
- Should be considered a regular fixture of your marketing strategy
  
- For the Arts on the Coast, Facebook events are key
- It helps us generate a buzz about our events
- As an organization, we need to work together to help spread the word about the events and help boost attendance



# FACEBOOK: Creating An Event

## Top Tips and Tactics:

- Name your event (clearly and concisely)
- Event Description (make sure it thorough)
- Venue (put the exact locations of where it will take place)
- Use an eye-catching event photo  
(compel people to want to find out more)
- Use keywords for tags (include relevant keywords in your tags section)

## In addition, consider...

- Letting people post on the event wall
- Pinning a post to your event wall
- Setting an end time to the event
- Partner up with co-Hosts
- Promote outside of Facebook
- Make sure you post your event well in advance
- Create a sense of urgency



# FACEBOOK: Interfacing and Interacting

## Where to find Facebook events

- **Go to a Page of Interest:**  
<https://www.facebook.com/ArtsOnTheCoastAOC/>
- 'Events' can be found in the left hand menu

## Select an event, and determine your level of interest:

- Interested
- Going
- Not Going

## Sharing an event

- Share as a Post (to your timeline, to your studio page)
- Share in Messenger (select those that you want to invite)
- Invite Friends
- All three above items help you get as much event promotion organically before having to spend money...



# FACEBOOK: Facebook Ads

Facebook ads allow you to promote an event to people who may be interested in attending but are not aware of that the event is happening.

Ads can help earn more attendees and build your following.



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# SOURCES

## Instagram

**Preview:** <https://thepreviewapp.com/instagram-feed-ideas-artists/>

**Influencer Marketing Hub:**

<https://influencermarketinghub.com/how-to-get-more-instagram-followers/>

**Mention:** <https://mention.com/en/blog/instagram-tricks-engagement-rates/>

## Facebook

**Sprout Social:** <https://sproutsocial.com/insights/facebook-events/>

**Thrive Hive:** <https://thrivehive.com/benefits-of-using-facebook-events/>

**AdEspresso:** <https://adespresso.com/blog/facebook-event-marketing/>



**THANK YOU!**

**Q/A**



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