

Social Media Marketing



What platforms are out there?

- Facebook
- Youtube
- Instagram
- LinkedIn
- Tumblr
- Twitter
- Snapchat
- Reddit
- Pinterest
- MySpace
- Vimeo
- TikTok



What are they good for?

- Facebook: world's most popular SM platform with over 2 billion users. Lots of potential here for creating connections and promoting events.
- Youtube: over 1 billion users worldwide. Can easily host video uploads of performances, documentation of your making process, interviews, etc.
- Instagram: 700 million users and growing fast. Allows sharing of photos, video, and private messages.
- LinkedIn: 500 million users. Social network designed to allow professionals to share resumes, endorse one another, and post job listings.

What are they good for?

- Tumblr: 350 million users. Microblogging platform. Allows for multimedia posts and users can follow other user's blogs.
- Twitter: 325 million users. Users post and interact with 280 character "tweets."
- Snapchat: 250 million users. Mobile, fast direction person to person sharing, chronological "stories" and "discover" ad-supported short-form entertainment.
- Reddit: 250 million users. Members submit content that is voted up or down by other members and organized into "subreddits" to aggregate news.
- Pinterest: 175 million users. Members "pin" multimedia content to virtual boards that other members are able to see and discover

What are they good for?

- Vimeo: 100 million users. Community of video and filmmakers and enthusiasts where constructive criticism is encouraged.
- TikTok: 800 million users. Video-sharing social network used to create short dance, lip-sync, and talent videos.
- MySpace: 50 million active users. FB stole its thunder.
- Periscope: 10 million users. Twitter's video app.

But I hate social media!

- To the social media averse: it's here to stay and constantly changing the way we view and collect art.
- Let's talk about some common reasons artists struggle with social media and how to overcome them.



“I don’t have time.”

Most of use would rather be in the studio than posting to social media. SM influencers and major brands post 1.5 times per day. There are some free and easy to use tools out there that will schedule posts for you. You can schedule an entire week’s work of post in just a few minutes using platforms like:

- [Hootsuite](#)
- [Buffer](#)
- [Sproutsocial](#)
- [Tweetdeck](#)
- [Later](#)
- [Feedly](#)

“I don’t know what to write.”

In recent years, led by the popularity of Pinterest and Instagram, social media has been trending away from words toward images. Don’t worry about what to say. Give followers visuals that describe your practice.

- Share a work in progress
- Take a studio selfie.
- Snap a shot of your new supplies.
- Share an image of another artist’s work.

“I’ll just post and be done with it.”

Social media is called “social” for a reason. If you just throw up a post and never engage with your users or the post again, it’s like walking into a party and standing alone in the corner. Here are a few strategies to keep social media social:

- Reply to comments.
- Ask your follower questions.
- Participate in conversations.
- Reach out to other artists for advice.
- Ask to for studio visits.

“I don’t see returns.”

It’s easy to be discouraged by small numbers and feel that your social media presence isn’t making an impact, but don’t give up.

- Remember quality beats quantity. If a Facebook post gets 50 likes and those 50 people are actively sharing your content, that’s worth more than 500 followers who ignore your posts.
- Think about who you’re trying to reach and find out where they hang out online.
- Design your social media strategy backwards with your audience and goal in mind, and select the right platform based on that goal.

Having trouble deciding between platforms?

Or feeling overwhelmed by your options? Some points to consider when thinking about which platform or combination of platforms is right for you:

- Who is your existing audience?
- Who would you like to add to that audience?
- Do you need storage for lots of photos or media?
- How would you like your social media to work for you? Are you hoping to generate sales, promote events, or take your practice in new directions?

You've landed on a couple. Now what?

You've created accounts. Now what's the plan?

- How do you stay “on brand?”
- What are the advantages / disadvantages of having both personal and professional social media presences?
- How do you attract more followers?
- How do you avoid oversaturation; is oversaturation a bad thing?
- Do you approach promoting your work via social media and using social media as practice differently?

Your SM identity

A few tips that may help your social media identity or “brand” communicate more effectively:

- Don't waste your bio.
- Choose well composed images and think about color palette.
- Be authentic and use filters selectively.
- Link SM to your website and vice versa. According to Artsy, 70% of collectors prefer to follow an individual account rather than a gallery account.
- Use the same avatar or visual branding across all your SM channels.
- Think about consistency and cohesion. Do you want to distinguish between your personal social media presence vs your social media presence as an artist / producer?

Pros and cons of having both personal and professional presences (murky territory)

Pros:

- More control over who sees personal info.
- Delineates personal interests from business interests.
- Potential to capture more followers and generate more likes.

Cons:

- Requires more time.
- Risks “audience fatigue.”
- The two can easily become confused or muddled.
- Personal life and creative identity are rarely mutually exclusive.

Getting more followers and likes

- Follow other artists, musicians, writers, performers, curators, critics, collectors, influencers, or arts organizations you admire.
- Don't waste your bio! Link to popular / relevant content.
- Create a dedicated hashtag and promote on other profiles, platforms, and your website.
- Participate in popular conversations.
- Write descriptive captions that tell engaging stories.
- Think about how you want other users to respond to your content and come up with clever ways to encourage viral marketing through reposting, retweeting, etc.

Oversaturation and audience fatigue

If you're producing engaging content, this will hopefully not become a problem. But if you see your numbers waning, consider these tips:

- Join a hashtag event or topical conversation.
- Repost content from friends, other artists, writers, musicians, arts organizations, etc that you admire.
- Take time to thank your followers.
- Send private messages.
- Unplug and take a break!
- Conceptualize and execute a project that exists only on Social Media

More to read

- [Internet Fame Becomes an Art Practice](#)
- [Social Media and the Impact on Practice, Representation, and the Gallery](#)
- [Can Art Exist on Social Media](#)
- [Rhizome](#)

Action Items

- Look at SM platforms you're unfamiliar with or haven't used yet and choose one. Create an account and sync it with your existing SM output.
- Link all social media accounts to a website and vice versa.
- Join a hashtag event on Twitter.
- Create your own dedicated hashtag and begin to use it frequently.