



Social Media for Artists



Developing Your Social Media Plan

- » **A set of technologies used to accumulate and distribute information to members of a community**
 - > **Two Types of Social Media**
 - + **Social Communications**
 - + **Social Marketing**

Social Media Definition ›

- » **Teach**
- » **Write**
- » **Sell**
- » **Publicity**
- » **Galleries**

What Do You Want to Do

- » **Awareness**
- » **Engagement**
- » **Relationships**

- > **Brainard Carey – develop your strategic voice, not just your artistic voice**

Objectives

- » **Blogs**
- » **Facebook**
- » **Twitter**
- » **YouTube**
- » **Newsletter**
- » **Linkedin**
- » **Flickr**
- » **Pinterest**

Platforms

» **Determine who target audience is**

- > **Students**
- > **Collectors**
- > **Museums**
- > **Buyers**
- > **Wholesaler**
- > **Other Artists**

Target Audience

- » **The purpose of a listening strategy is to understand what your audience is interested in, what the industry trends are, and to provide you with up-to-date information**
- » **Use comments and posts to determine what your audience is interested in**
- » **Response to posts should be made the same day, if possible, but within 48 hours**

Listening Strategy

» **Content Strategy**

- > **Provide focused content that encourage engagement, trust, awareness, and creates relationships**
- > **People want to see something about who you are and how you think.” Brainard Carey**
- > **The purpose isn't to display work, although you want to do that. The purpose is to create awareness of you as an artist, to create relationships that move others, to find inspiration, and to inspire. Create informative posts about activity in polymer clay, not just yourself.**

Content Elements

» **In order to be effective regular activity via posts must occur. It takes time to develop participation. Management of your social media sites is critical.**

- > Advertising of site
- > Incentives
 - + To join the group
 - + To participate via posting
- > The goal is engagement, PARTICIPATION!

Content Needs

- » **Number of followers**
- » **Number of shares and likes**
- » **Number of comments**
- » **Number of photos**
- » **Number of reposts**

Key Impact Indicators

» **Content**

- > **What content had the highest hit for the month**
- > **What content type had the most posts or comments**
- > **Percentage positive and percentage negative per content**
- > **What content type had the most shares or likes**
- > **What content went viral and why.**

Meaningful Key Impact Indicators

» **Calendar of events**

- > **Workshops**
- > **Collaborations**
- > **Contests**
- > **Challenges**
- > **Online events**

» **Personal Stories**

- > **First products**
- > **Studio Walkthrough**
- > **Process Walkthroughs**
- > **Ask for help/thoughts**

» **Incentives**

- > **Give Aways**
- > **Tips on how to do things like Photoshop, creating a booth, links to sites**

>

Feature Programs

» **Social Media Platform**

- > **First Month**
 - + **Post all activities/events currently scheduled**
 - + **Start personal stories section**
 - + **Create a content calendar, but it doesn't have to be implemented yet**
- > **Second Month**
 - + **Announce your content calendar**
 - + **Post at least weekly**
 - + **Add incentive program**
- > **Third month**
 - + **Post twice a week**

Launch Strategy

Mondays	Tuesday	Wednesday	Thursday	Friday
Monthly Contest	Tool Tip			Weekly Wrap-up
	Tool Tip			Weekly Wrap-up
	Tool Tip			Weekly-up
	Tool Tip			Weekly Wrap-up

Content Calendar

Effectively Implement Your Social Media Plan

A cluster of five social media icons is positioned behind the text. From top-left to bottom-right, they are: a blue Facebook 'f' icon, a red and white circular icon, an orange RSS feed icon, a light blue Twitter bird icon, and a white icon with a pink circle and a blue dot.

- » **RT: Retweet**
- » **MT: Modified Tweet**
- » **DM: Direct Message**
- » **#Hashtag**
- » **Streams/Newsfeeds**
- » **Follower**
- » **List**
- » **Reach**

Definitions

- » **What is it?**
- » **Where do you find it?**
- » **Why would someone use RSS?**
- » **How do I create an RSS Feed**



Harness the Power of RSS – It's Really Simple

- » **Care and feeding of your RSS aka Publish, Publish, Publish**
- » **Separating feeds and publishing intelligently.**



RSS & Social Media

- » Using RSS with Twitter
- » Twitter is about relationships, and RSS can't foster relationships
- » Your person touch is still needed on Twitter.



RSS Tools- Twitter

- » **Site badges and plugins**
- » **Auto-posting via services**
- » **You need to define the engagement style you want. How personal should you get?**



RSS Tools-Facebook >

- » **Do you really need a newsletter?**
- » **Best practices for a newsletter publication?**
- » **Tools to use for creating and maintaining newsletters.**

RSS Tools-Newsletters

February 2013

Yellow House Designs

Spring 2013 Workshops

Loose Bead Society
Milwaukee
April 13-15

Great Lakes Beadworkers Guild
Michigan
April 16-20

New Work in Website Shop

Greetings!




For those of you who have subscribed to the newsletter recently, welcome! I typically try to send a newsletter out quarterly, unless something comes up that I want to share sooner. I hope this finds you well and that you are enjoying the issue of the newsletter. I typically try to send a newsletter out quarterly, unless something comes up that I want to share sooner. I hope this finds you well and that you are enjoying the issue of the newsletter.

Wishing you a great year!

Book News

Patterns in Progress

Dan + Tracy are heading back to the classroom...

 +  @ 

WORKSHOPS @ SYNERGY3

summer? Or, if you're down under, then welcome

weather, we hope you're well. We are. Back from a

for next projects, and excited as 6-year-olds on the

latest 'back to school' plans: two new workshops,

LOOK AROUND YOU!
BE INSPIRED!

blather & fun stuff from christi friesen
RSS Tools-Newsletters

Books | Tools | Supplies | Swellegant! | Beads | Sculpture | Classes

NEW WORKS

"Dance of the Maidens"

I've been saving up this eBlather topic for a few months now... waiting for when I had a bit of time to play with some of the stuff I'm going to chat to you about. Of course, when do I ever have time? When do any of us? Is it just me, or did someone set the knob to 'double-fast' when I wasn't looking?

One of the things that keeps my life on the fast lane is travel. That's a good thing, because when I travel I see a lot of new



Lisa Pavelka and I getting a sneaky mold of an antique

Newsletter Examples

- » **aka Put others to Work for You**
- » **What it is and how it works**
- » **K.I.S.S. for social sharing button placement**
- » **Promotion – it's not just digital, print is still here**
- » **Other venues that integrate with social media (on site or online teaching venues, etc.)**



Social Media Sharing ›

- » **Integrate RSS to feed social media platforms**
- » **Publish, engage, promote**
- » **Mobile-device friendly templates**
- » **Review and Revise Site Menus**

**Tips: Make Your Site
Work For You**

» **Questions??**

Thank you!!