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**

» <u>**Relationships**</u>

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

Objectives

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

Platforms

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» **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

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- » **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**

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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

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» **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

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» **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.**

We're still talking...
About Craft Social!

piperewan everything i make IS personal. but you won't see any mentions of relationships or photos of my bottom on the internets. **#craftsocial**
5 days ago · reply · retweet · favorite

Shibaguyz RT **@kpwerker** A7: My personal life isnt RELEVANT to my work (unless it is), but its a huge part of who I am and I am my business **#craftsocial**
5 days ago · reply · retweet · favorite

MargotPotter I stay positive, whining gets

Join the conversation

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?**

Find us on Facebook

Craft Social

✓ Like   You like this.

You and 82 others like Craft Social.

RSS Tools-Facebook

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» **Do you really need a newsletter?**

» **Best practices for a newsletter publication?**

» **Tools to use for creating and maintaining newsletters.**

RSS Tools-Newsletters

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 <u>For</u> You

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» **Questions??**

Thank you!!