

The background of the top half of the image features a repeating, light gray floral and scrollwork pattern on a white background. The pattern consists of stylized leaves, vines, and floral motifs arranged in a symmetrical, repeating fashion.

**MARKETING  
YOUR ART  
ON SOCIAL MEDIA**

## **QUESTIONS YOU MAY BE ASKING YOURSELVES:**

**What is social media and what do you use it for?**

- **Connecting with family, friends, colleagues and like-minded people**
- **Promoting products, services and events**
- **Sharing pictures, opinions, interesting articles**
- **Selfies!**

## **QUESTIONS YOU MAY BE ASKING YOURSELVES:**

**How is social media relevant to my art?**

- **The downside of social media is that there is SO much content on social sites (Facebook, Twitter, Instagram, Pinterest, YouTube, etc.)**
  - **Low attention spans**
  - **High-impact images and interesting content to catch attention**
- **Social media = sharing pictures**
- **Art = ???**
- **Get people to see my pictures!**

## QUESTIONS YOU MAY BE ASKING YOURSELVES:

How can I sell my art using social media?

### SMART STRATEGY

**Specific:** What *exactly* is your goal?

**Measurable:** Put a number on your goal

**Actionable:** What actions are required to meet your goal?

**Realistic:** Are you capable of achieving your goal?

**Time-bound:** The urgency will force you into action:  
“By Christmas, I will have 5 new customers.”



## STRATEGIC PLANNING

**What?**

**Who?**

**Where?**

**How?**

**When?**

## WHAT?

**Objective:** What do I want on social media in terms of my art?

- **Cha-ching! I want to sell my art**
- **I want to meet, inspire and be inspired by other artists**
- **I want to be recognised for my artistic skills and enjoyment – Likes, Comments, Shares**

## WHO?

**Audience: Who is my strategy targeted at?**

**If objective is sales: audience = art collectors, parents, animal lovers, other kinds of collectors**

**If objective is meeting like-minded people: audience = other artists**

**If objective is to be recognised as skilled and to get Likes and Comments = other artists, informal art appreciators**

## WHERE?

**Social media platforms:**      **Where will your marketing efforts take place? Where will your strategy be launched from?**

**Where will you find your target audience?**

- **Art pages?**
- **Niche pages?**

**Where can you be contacted?**



## HOW?

### How to “DO” social media:

**Personal Page**

or

**Art Page?**

| <b>More interests than art?</b>  | <b>Audience will only see your art</b>  |
|--|---|
| Audience can see when you wish your cousin a happy birthday  |   |
| Existing audience: family and friends; easier to encourage likes and shares                        | Need to start growing your new audience from scratch  |
| Cannot see any metrics (number of likes or follows or shares)                                      | Full access to metrics – is your audience made up of male/female, old/young, how many people out of your total audience actually saw your pictures? |
| Some audiences prefer a ‘personal relationship’ with the artist – that’s who they are investing in | Some audiences are just interested in seeing your pictures  |

## HOW?

### How to “DO” social media:

- Which are the best social media platforms for art promotion/marketing?
- If I have a website, do I still need social media?
- Personal opinions

## HOW?

### How to “DO” social media:

- **How/What to post:**
  - **Image best practice**
    - **High quality images with clear details**
    - **True to colour with art**
    - **Rotated right side up**
    - **Crop image to only show painting; OR**
    - **Post with yourself(ie) in the photo**

## HOW?

### How to “DO” social media:

- **How/What to post:**
  - **Best time of day**
    - **Tuesday 10AM**
    - **Depends on audience time zone**
    - **Most people browse Facebook when they should be working, and Instagram while on the toilet or immediately before bed... do your research to find out which platforms are most frequented by whom and when**
    - **Do your own experiments – post your art at various times of day**

## HOW?

### How to “DO” social media:

- **How/What to post:**
  - **What information to include in posts:**
    - **IMAGE** of art
    - **Artist name – reinforce**
    - **Medium: “Acrylic on canvas”**
    - **Size: 120cm x 80cm, or 40” x 30”**
    - **Price: Quickest way to not get messed around in your private messages**
    - **Call to action: “Contact me”, “Don’t lose out on this great artwork, email me to purchase”, “Please share”, etc.**

## HOW?

### How to “DO” social media:

- **How/What to post:**
  - **How frequently to post:**
    - **When audience is invested in seeing more of your work, keep them satisfied**
    - **Post 2 – 3 times a week (as long as it takes to complete high quality artwork)**
    - **Don't post repeats too many times or audience will lose interest and Unfollow**
    - **If you post too infrequently, your audience might miss your posts or simply gloss over them**

## HOW?

### How to “DO” social media:

- **How/What to post:**
  - **Should you promote/boost your posts?**
    - **Do you want to spend time (build an audience who will organically view, like and share your work)?**
    - **Consistent and long term because they like you**
    - **Do you want to spend money (pay Facebook to show your posts to a wider audience)?**
    - **Once-off and short term because you paid them**

## HOW?

### How to “DO” social media:

- **How do you get people to share your art?**
  - **Self-promotion**
  - **Engagement**
  - **Be a nice person**
  - **Competition vs collaboration**
  - **Do unto others...**



# **HOW TO SUPPORT ARTISTS FOR FREE**

**1. RETWEET/REPOST THEIR STUFF:  
SOCIAL REACH (EXPOSURE) IS EVERYTHING TO AN  
ARTIST. IF YOU CAN'T AFFORD TO SUPPORT THEM  
FINANCIALLY, THEN SHARE THEIR ARTWORK, HELP  
PROMOTE IT**

**2. COMMENT (DON'T JUST LIKE & LEAVE)  
LIKES ARE GREAT, BUT IT CAN BE UNDERWHELMING.  
IF YOU TAKE THE EFFORT TO COMMENT IT MEANS  
THE WORLD TO THE ARTISTS, AND SHOWS THEM  
YOU TOOK THE TIME TO REALLY APPRECIATE  
THEIR WORK**

## QUESTIONS

**What was your best or favourite moment on social media regarding your art? (A sale or best feedback or critique)**

**What unintended yet pleasant result have you had from spending time on social media when marketing your art?**

**If social media isn't working for you, why do YOU think this is the case?**