

How To Promote Yourself and Your Groups on Social Media

I. Social Media is meant to be social

- A. In order to see results from social media marketing you need followers.**
- B. On any of the image based social platforms (Instagram, Pinterest, Facebook Business Pages) you won't begin to see any measurable results until you have over 1000 followers**
- C. In order to grow your followers, YOU MUST INTERACT. That means following others and commenting.**
 - 1. If you only follow other artists, you will only get artists following you. They are, for the most part, not your customers.**
 - 2. If you know your customers names, follow them on Instagram and Pinterest, and invite them to "Like" your business page on Facebook. More detail on that below.**
 - 3. Commenting on the posts in your feed on Instagram and Facebook will draw attention to your own account. On Pinterest, follow other accounts, repin (save) to your own boards and join appropriate group boards.**
- D. Do not pay for followers. If you see an account with only 20 posts but it has 5000 followers, it becomes obvious that these are not genuine. On some platforms you can be penalized for having fake followers.**

II. Descriptions

- A. On all three platforms it is important to include a well-crafted description**
 - 1. Always include your medium, even if you think it's obvious. .**
 - 2. If your business name is not your name, include your name too. People like to get to know the artist.**
 - 3. Tell an interesting story about the image. If you solved a problem while making it, talk about it. If there's something you especially like about it, mention it. Say something to set it apart.**

III. Hashtags

- A. Hashtags are keywords that follow the # sign**
- B. They work on Instagram, Facebook and now Pinterest.**
 - 1. Local 14 has official hashtags that you should use on every image or post. They are**
 - a. #local14artshow**
 - b. #l14artshow**

- c. #local14pdx
2. #local14 and #l14 are not recommended as they are already associated with other topics (trade union and tropical fish)
3. Please use these additional tags:
 - a. #local14pdx
 - b. #portlandartscene
 - c. #portlantartist or #portlandartists
 - d. #artshow
 - e. #leftbankannex
4. Use as many hashtags as are allowed. On Instagram you can use as many as 30. On Facebook it's better to keep it brief
5. Do a search on your hashtag to see what else it's associated with.
6. Most sites will tell you how many times a hashtag is used.
 - a. Use a mix of common hashtags and less common, specific ones

IV. Personal vs. Business Account

- A. Instagram, Facebook and Pinterest all allow you to have either a personal account or a business account.
 1. On Facebook you can have your personal account and then set up one or more business pages. You must have a personal account to have a business page.
 2. On Instagram or Pinterest you must choose one or the other.
 - a. The primary reason to upgrade to a business account on these platforms is so that you can get analytical data, and so that you can run ads.
 3. If you are using an Instagram personal account for your business, stick to business images. You won't gain potential customers if you post your pottery or painting one day, your awesome spaghetti dinner the next day, your cat doing something cute the next day, and then wait 5 days to post more pottery or paintings.
 - a. Because people do like to know something about you, sharing something personal every 25 to 30 posts is a good strategy.

V. How Often To Post

A. Every Day!!!!!!!!!!!!!!

1. If you can't post every day, post at least 4 times per week. Any less than that and you will lose followers.

2. **On the other hand, don't post too many photos in a day. It will look like SPAM and will also cause you to lose followers.**

VI. Specific Platforms

A. Facebook

1. Facebook uses an algorithm to decide which posts will be pushed through to users. The posts with many Likes and Comments are the ones that get seen. If a post only gets one or two likes, it goes to the FB graveyard. As I mentioned above, getting social media posts seen is dependent on how much you interact with each other.
 - a. **Always "Like" your own post. This will get your post started on its journey into the timelines of your followers.**
2. **Action Item #1: Please go to the Facebook page of Local 14 and "Like" it. Do the same for your fellow local 14 artists**
3. **Action Item #2: Comment on the posts on the Local 14 page. Every time you comment, it brings the post back up to the top of the Local 14 page and will also bring it back into general Facebook circulation. Scroll through the page and comment on older posts to help keep them active.**
4. **Action Item #3: Under each post is an option to share. Please click and share to your personal timeline. You can do this for Local 14 page posts and posts to your own business pages.**
5. **Action Item #4: In order to build up the following to a page, it's important to invite others to Like the page. Here's how you do that - When you are on the Local 14 page or your own business page, look for a Menu item called Community. If you are on a computer or laptop, it should be on the left hand side. If you are on a tablet or phone, that menu will appear under the main photo but above the posts. On a tablet or phone you may have to scroll horizontally to find the word Community in the menu choices.**

Once you find Community, click on it and you will see the option to invite friends to like this Page. Once you click or tap on that option, you will see a list of all your FB friends with a box that says Invite next to each name. Please invite every friend who is local or who you think would be interested in the page. Once you do this, likes and comments should increase right away.

6. **Page Administrator - As the date of the show gets closer, it is important to create an Event as well as post notices on the page's timeline. Event listings show up in the timeline of people who Like and Follow our page just like**

regular posts.

- a. In order for an event to get seen by as many people as possible, when you see the Event notice in your timeline, the rest of us should click the box that says Going or Interested. This will then notify your friends about the event in their timelines.
- b. You can also "Share" an event. When you choose SHARE, you'll get the option to invite others to the event, much like you invited them to like a page.

B. Instagram

1. Instagram is the most important social media platform for art and artists right now.
 - a. You get traffic on Instagram from two sources - followers and hashtags
 - b. Images on Instagram are always square. Instagram has some great photo editing tools built in.
 - c. The most common way to share images on Instagram is to upload them.
 - d. It's also possible to use an app to repost or regram the images of others. This is a great way for the Local 14 Instagram administrator to promote the accounts of our member artists. Two apps commonly used for this are named REGRAM and REPOST
 - e. It's easy to share Instagram posts to other platforms like Facebook or Twitter. You can set up your instagram account to automatically share your posts on Facebook, saving you time and effort.

C. Pinterest

1. Pinterest is a little more complicated than other social media platforms but for business accounts that boost posts, it has a great rate of return on investment.
2. It features "Buyable Pins" allowing shoppers to purchase directly from your image. This is available to business accounts only.
3. In order to get followers on Pinterest, you need to have more than just a board of your artwork. You will need to have a series of boards on topics that mesh well with your art and your brand. For instance, if you do Garden Art, it would be good to have boards on beautiful gardens or unusual plants, or garden sheds, etc.
4. As mentioned above, it's important to follow others with complementary boards and pins. Joining a group board, for instance a group board on handmade jewelry where you pin your own jewelry mixed in with that of others, is a great way to get seen.

5. On Pinterest, images need to have text "embedded" so that when someone "repins" the image, the text goes with it. If it's not permanently attached, the photo will get shared and shared but your name may not be associated with it as it makes its way around.
 - a. Images are best pinned from a web site or online store like Etsy. If you pin your image from an Etsy store, for example, the text will always stay with it as it gets repinned.
 - b. If you are pinning from your own web site, you need to upload your image to your site with alternative text coded in. Even if you are not planning to use Pinterest, others can pin from your web site. If you don't have alternative text for your images, they can get become unlinked to you and your brand.

VII. Social Media Management

- A. If you are serious about social media, it can be good to develop a calendar for when you post and what you post.
- B. There are a number of good (and often free) social media managers available. One of the most popular is called Hootsuite.