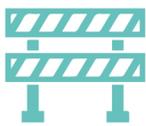


Social Media Marketing

for artists

THREE COMPONENTS



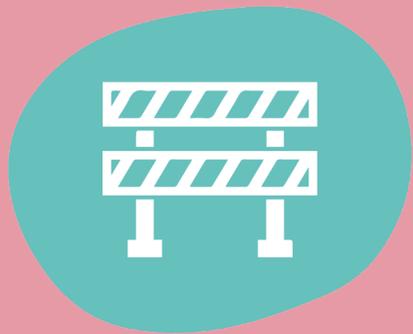
Boundary Work:
Finding Your Ideal
Relationship with
Social Media



Marketing Lite:
Artist
As A Brand



Tool Belt:
What You Need
To Successfully
Market Your Art



Boundary Work

Protecting Yourself and Your Work from
Burnout on Social Media

Boundary Exercise #1 Three Categories of Content Sharing

In order to prevent burnout and foster a healthy relationship with social media, it's crucial that you know your boundaries and what you are willing to share with your followers. Just like a relationship with any other person, knowing your boundaries will protect you from social media resentment and burnout. Brené Brown: "Discomfort over resentment." I think about this quote a lot when I'm posting, answering DMs and most importantly, making my art.

To protect yourself and your art practice, categorize content ideas into these three buckets:

- I want to share
- I'm willing to share
- I will not share

Use this to map out your dream practice...

Boundary Exercise #2

Dream Exercise

Write down your dream practice. Envision what it would look like if you didn't have to plug into Instagram or sell art. What would your pace be? Would you paint daily, weekly, etc. What kind of art would you make, and who would your art be speaking to?

Boundary Exercise #3

Creative Engine

Your creative engine is the parts of you and your practice that are abundant. These are the things that if given unlimited resources, you could do and would want to do forever. For me, this is my acrylic painting practice, thrift shopping for inspiration, and my daily walks.

- Identify all the things that make up your creative “engine”
- Your “engine” comes before anything else

Once you’ve outlined your creative engine, you will have a clearer picture of what your sustainable art practice looks like.

Boundary Exercise #4

Productivity and Happiness Log

- Write down everything you do in a day and rate each task from 1-10 both for how productive it is and how happy it makes you.
- This will provide insight into how you are spending your time and what value you are extracting from it. For the tasks that are low on both scales, reevaluate how much you need them in your day.



Marketing Lite

The Artist as a Brand

Golden Thread Exercise

Your golden thread is the aspect of your work that allows viewers to connect on a deeper level with you and your art. For me, it's the themes of childhood in my work and sharing my "one painting a day" journey.

Think of the aspects of your work that can form your golden thread. What are the key themes that tie all your content together?

It's important to develop an outward facing golden thread so that your followers can understand where you've been and where you are going. Customers are more likely to buy from someone who they feel a deeper sense of bond with.

Golden Thread Tips & Tricks

General marketing says “streamline” everything:

- One style
- One kind of art
- One subject

Streamline only what feels natural...don't worry about the rest
However, this doesn't always work for artists. It's ok if “you” are the only thread. You are not a polished company. Sometimes it takes time for a thread to reveal itself. Golden thread is your mission statement, everything you put out has to answer to this.

What's my story → Artist statement → convert into social media strategies

Beauty in the By-product

What are things in your practice or everyday life that you can document and turn into content?

- Writing and ideas
- Related content → Books, movies, etc. that inspire you
- Process photos
- Educational “How To” Demos

Beauty in the By-product Exercise

Write down all the things you do in any given day, no matter how mundane.

- Take that list and pull byproduct ideas that you can turn into content. Keep in mind what might feel mundane to you will be exciting to your super fans.
- Use to this to create a master list of everything that contributes to your creative practice. For example: photos of your studio, media that inspires you, your walk to your studio, things in nature that inspire you, other artists you look up to etc.

Turning By-product into Marketing

Obviously, your art is going to echo your 'Golden Thread' but it's important to identify your byproduct (parts of your process) that double down on these themes.

- Inspiration

Other artists who inspire you, elements of nature, colors, mood boards, different fields of study (astrology, sciences, parts of history), cultural elements, etc.

- Process

Reference photos, editing tools, time lapse of you working, snap shots of WIPs, strategies unique to you.

- Product

Paint brushes, palettes, paint splattered floors, scraps of materials, easels, drop cloth, messy hands after a long day, your walk to your studio, etc.

Your Story Spine Exercise

This is a time-honored format that creative writers use to build plot and keep their narrative consistent.

As I said in the video, creating a succinct narrative about who you are is key to forming an identity online. Virtually all pieces of content should reinforce this narrative in some way.

Here is the structure:

1. Once Upon A Time...
2. Every Day...
3. Until One Day...
4. Because Of That...
5. Because Of That...
6. Because Of That
7. Until Finally...
8. And Ever Since Then...
9. The Moral of the Story

Story Spine Exercise: My Example

Once Upon A Time... A painter struggling to make art in the face of past traumas decided to escape her funk by making one painting or drawing a day for a year.

Every Day... She created a new piece of work, without concern for its quality or significance.

Until One Day... She began to regain the confidence she once had in college and her love of painting returned.

Because Of That... Painting everyday became routine and exciting.

Because Of That... Her audience online began to grow and become familiar with her story. Her work started to confront the personal struggles previously holding her back.

Because Of That... Within a year, she was selling small pieces and challenging herself to explore new styles and subject matter.

Until Finally... Her style became recognizable and viewers and fans saw her as an authority on technique and the business of selling work.

And Ever Since Then... She has become even more prolific and her business continues to steadily grow. Her popular teaching methods inspired her to found Not Sorry Art School, an online painting course with hundreds of members.

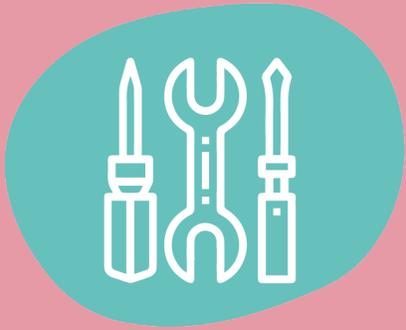
The Moral Of The Story... Develop a routine and a purpose for why you create art and an audience will be invested in your journey.

Social Media Inspiration Exercise

Find artists who have the practice you are aspiring to and analyze how they use social media.

- Write down all the social media actions they take— even ones you may not like— and come back to the list and decide, with the help of boundary work and previous exercises, which strategies you could adopt for your marketing.

- Cross out the items that are in the “won’t share” category (refer to Boundary Work) and then parse from there.



Tool Belt

What You'll Need to Successfully Market Your
Art

Monthly Content Ideas

Introduction

Giveaway

Email list

Q&A

Auction

Other things that can't be weekly

How to Photograph Your Work

Taking a good photo is a critical step in having a successful post. Make sure you have the tools to succeed:

- White foam boards/cardboard painted white/Masonite/etc.
- Wallpaper prints/yoga mat/natural wood/fiber
- Think about the surfaces you want (how can this be incorporated into the grid)
- Soft light vs. Direct Light
- Diffused window lights (blinds/sheers)
- Direct light can be an option depending on surface texture/glare

Cross Promotion

Although Instagram is my primary platform, having a presence on multiple apps has been critical to building my audience.

Since I have my IG streamlined with FB, it's an easy way to get my work on two platforms instantaneously. If you have the time/bandwidth, experimenting with various platforms is a great way to unlock more content creating skills and spread out your work.

An example of how to make use of other popular sites:

Pinterest – upload your work with direct links to your website

TikTok – if you're already making reels for IG, posting them to TikTok as well is an easy step

YouTube – Time lapse videos make for great content for fans and new artists. Your followers will get a better understanding of your process and feel more connected to you.

Build a Social Media Strategy

B.A.T.O.N

- Balance - Boundaries, carving out your limits beforehand
- Aesthetics
- Time – How much are you willing to invest in growing your social media presence?

- Outreach - Giveaways, Lives, Comments/DMs, Hashtag movements, Groups, sharing, Stitches (TikTok), etc.

Network - Making friends/relationships with people/organizations/movements/galleries/businesses to serve and help grow

How Artists Use Social Media

Four Examples & Schedule Templates



#1 The Landing Page

This person is using social media as a way to be found if directly searched and as a way to redirect people to a primary intake platform i.e. email. This person's handle and name is simply their professional name. Their page will have at least a handful of best works and very little personal information.

Updates are infrequent. Email is clear in bio.

This person will not expect growth or engagement through their platform, only a way to be tagged and found.

Effort and Upkeep:

Initial set up and low maintenance, no paid promotions.

How Artists Use Social Media

Four Examples & Schedule Templates



#1 The Landing Page *Example Content Schedule*

Daily:

Sit down one day and plug in your basic information across desired social media platforms. Pick a username/handle and plug in:

1. Headshot/Profile Picture
2. Website link
3. Email (or desired way of contact)
4. A few of your most relevant pieces of art

Weekly: N/A

Monthly: N/A

How Artists Use Social Media

Four Examples & Schedule Templates



#2 The Part-Timer

This person is seeking to engage with followers and utilize the explore feature of social media platforms, however, they are limited in time and/or resources. This person seeks to make the most out of an infrequent upload schedule. Limited attention is paid to analytics, engagement and customer acquisition. Creating an upload schedule and utilizing time of day apps, hashtags, tagging and other interacting methods is vital to this strategy. This person will likely post 2-5 times per week on main feed and up to daily on stories/less formal features. The part-timer is less interested in rapid growth of followers and more interested in meaningful connections, networking and creating community.

Effort and Upkeep: Weekly planning strategy plus informal daily content.

Moderate maintenance.

Limited paid promotion.

How Artists Use Social Media

Four Examples & Schedule Templates



#2 The Part-Timer *Example Content Schedule*

Daily:

Main Feed Post: Share content (new painting, work in progress, process shot with writing, upcoming event promotion, Throwback Thursday etc.)

OR...

Story/TikTok: Answer commonly asked questions about process. Ask audience their thoughts. Share and react to those answers. OR...

Update Pinterest: I do this once a week by adding all the paintings I made during the week. Start work on newsletter: Take photos and create concept for newsletter.

How Artists Use Social Media

Four Examples & Schedule Templates



#2 The Part-Timer *Example Content Schedule*

Weekly:

Monday: Painting and documenting process.

Tuesday: Promoting upcoming shows and product launches.

Wednesday: Painting and documenting process.

Thursday: Throwback Thursday.

Friday: Painting and documenting process.

Saturday: Off

Sunday: Off

How Artists Use Social Media

Four Examples & Schedule Templates



#2 The Part-Timer *Example Content Schedule*

Monthly:

Week 1: Promote new collection launch.

Week 2: Catch up on orders and focus on painting.

Week 3: Focus on painting and inspiration for current and upcoming work.

Week 4: Reach out to galleries with pitches.

How Artists Use Social Media

Four Examples & Schedule Templates



#3 The Full-Timer

This person is seeking to engage with followers and utilize the explore feature of social media platforms as well as maximizing the algorithm and maximizing potential followers. Moderate attention is paid to analytics, engagement and customer acquisition. This person seeks to make the most out of their frequent and organized upload schedule of daily content. A central part of their content strategy is social media. This person posts daily on their main feed and on some days multiple posts (7-8 main feed posts per week) and is always engaged in informal features.

This person will utilize all apps and have a key marketing theme (a golden thread). This person will also have a recognizable brand and tone. This person is balancing a personal, authentic presence with more formal social media marketing strategies.

Effort and Upkeep: Weekly and daily planning strategy. Constant informal content. High maintenance.

Potentially significant paid promotions.

How Artists Use Social Media

Four Examples & Schedule Templates



#3 The Full-Timer *Example Content Schedule*

Daily:

Main Feed Post: Share content (new painting, work in progress, process shot with writing, upcoming event promotion, Throwback Thursday etc.)

Story/TikTok: Answer commonly asked questions about process. Ask audience their thoughts.

Share and react to those answers.

Update Pinterest: I do this once a week by adding all the paintings I made during the week.

Start work on newsletter: Take photos and create concept for newsletter.

How Artists Use Social Media

Four Examples & Schedule Templates



#3 The Full-Timer *Example Content Schedule*

Weekly:

Monday: Administrative tasks (email, content planning, cleaning). Painting and documenting process.

Tuesday: Filming day (filming content for TikTok /YouTube and using it for the rest of the week). Painting and documenting process.

Wednesday: Promoting upcoming shows/collection launches etc. Painting and documenting process.

Thursday: Filming and meeting with clients (Zoom meetings). Throwback Thursday.

Friday: Miscellaneous day (weekly live and/or posting YouTube video). Painting and documenting process.

Saturday: Mostly off (Spillover day, catching up on painting. Filming if needed)

Sunday: Off. Posting content made earlier in the week.

How Artists Use Social Media

Four Examples & Schedule Templates



#3 The Full-Timer *Example Content Schedule*

Monthly:

Week 1: Promote new collection launch. Create a paid promotion.

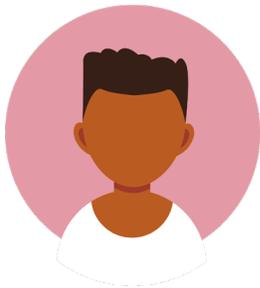
Week 2: Fulfill and catch up on orders. Re-stock inventory (paints, canvasses, printer paper, shipping materials etc.) Catch up with all commission inquiries. Focus on painting.

Week 3: Focus on painting and inspiration for current and upcoming work.

Week 4: Reach out to galleries and publications with pitches. Update website.

How Artists Use Social Media

Four Examples & Schedule Templates



#4 The Marketing Team

This person/team is likely a recognizable brand with a capacity for a marketing team. This team has a social media advertising budget and employees/assistants dedicated to posting content.

Heavy attention is paid to analytics, engagement and customer acquisition. Individual people are assigned to different aspects of social media. (Graphics, analytics, copy, sales) This team is trying to create an authentic voice and tone despite very clearly being a business.

Effort and Upkeep: Constant planning and strategy. Constant informal content. High maintenance.

Strategy is based around paid promotions.

How Artists Use Social Media

Four Examples & Schedule Templates



#4 The Marketing Team *Example Content Schedule*

Daily:

Main Feed Post: Shares multiple pieces of content (still photos and videos alike)

Story/TikTok: Extensive story/TikTok content with graphics.

Newsletter: Construct email campaigns for multiple newsletters per week.

How Artists Use Social Media

Four Examples & Schedule Templates



#4 The Marketing Team *Example Content Schedule*

Weekly:

Monday: Multiple posts and creating cross-platform content for rest of week. Responding to current events.

Tuesday: Multiple posts and creating cross-platform content for rest of week. Responding to current events.

Wednesday: Multiple posts and creating cross-platform content for rest of week. Responding to current events.

Thursday: Multiple Throwback Thursday posts and creating cross-platform content for the rest of the week. Responding to current events.

Friday: Multiple posts and creating cross-platform content for rest of week. Responding to current events.

Saturday: Posting pre-made content.

Sunday: Posting pre-made content.

How Artists Use Social Media

Four Examples & Schedule Templates



#4 The Marketing Team *Example Content Schedule*

Monthly:

Week 1: Focus on creating steady content. Meet with team members regarding long term goals and plans. Interpret and leverage analytics. Create paid promotion campaigns from designated budget.

Week 2: Focus on creating steady content. Meet with team members regarding long term goals and plans. Interpret and leverage analytics. Create paid promotion campaigns from designated budget.

Week 3: Focus on creating steady content. Meet with team members regarding long term goals and plans. Interpret and leverage analytics. Create paid promotion campaigns from designated budget.

Week 4: Focus on creating steady content. Meet with team members regarding long term goals and plans. Interpret and leverage analytics. Create paid promotion campaigns from designated budget.