

**SOCIAL**

**MEDIA**





# Hi, I'm Kimberly!

## 3 Fun Facts About Me:

- I am originally from the snowy New England area but have been living in mossy Savannah for 5 years now.
- I have a background in art and business, which helped me to write *Businify Your Art Life*.
- My all-time favorite tv show is the X-Files





**Marketing** yourself is the only way to get your artwork or business out to the world and, luckily, we live in a time where you don't need to go door-to-door or hope someone "discovers" you. Social media has provided an incredible way to get yourself and your work out into the world at a minimal or nonexistent cost.

Each social media platform has pros and cons. The best thing you can do is just pick one that resonates with you most and start there. Platforms like Facebook and Instagram allow you to link your artwork or other for sale items for purchase directly from the post, while other platforms allow you to display your work in a more unique, creative manner. The most important social media plan is being consistent! You can always repurpose content you create to be featured on other platforms in order to gain more exposure.





# Call To Action CTA

A call to action is directing your audience to do something, whether that be signing up for your email list, commenting on your post, sharing your post, or purchasing your items for sale. To save time and to make sure you are consistent with your posting, you can use third-party social media schedulers such as Later or Buffer to name a few.





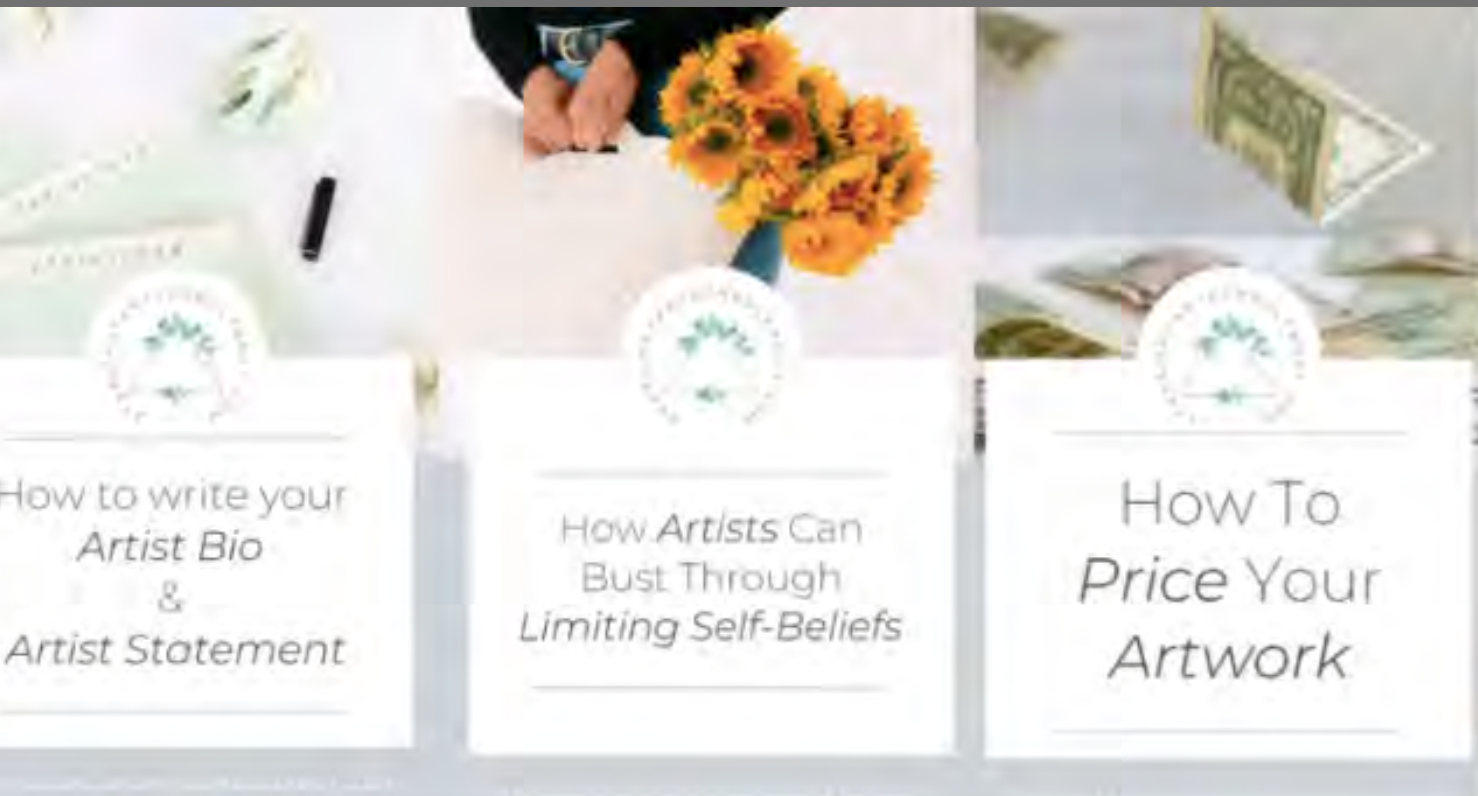
# Using **geotagging** and **hashtags** will ensure you have access to more potential supporters.

## Example

Geotagging is when you tag a geographical area where you want to connect with your ideal customer or supporter.

The screenshot shows an Instagram post from the account 'starlightartconsultancy' located in San Diego, California. The post content includes three freebie cards with the following titles: 'How to write your Artist Bio & Artist Statement', 'How Artists Can Bust Through Limiting Self-Beliefs', and 'How To Price Your Artwork'. Below the cards is a banner that reads 'FREEBIE ALERT' and 'LINK IN BIO'. The post text asks 'Artists, looking for some help with your art business?' and provides a link in the bio for freebies. The post includes a list of hashtags: #womeninthearts, #artsy, #artsydc, #artconsultant, #artconsultants, #artconsultancy, #sourcingart, #curatorial, #artdirector, #artinhomes, #artistsoninstagram, #interiordesign, #contemporaryart, #painting, and #artforsal. The post has 67 views and was posted on February 22, 2021. Two yellow arrows point to the location tag 'San Diego, California' and the account name 'starlightartconsultancy'. Three green arrows point to the three freebie cards.





**starlightartconsultancy**  
San Diego, California

**starlightartconsultancy** Artists, looking for some help with your art business?  
I got you 😎 Link in bio for some freebies to help you!  
59w

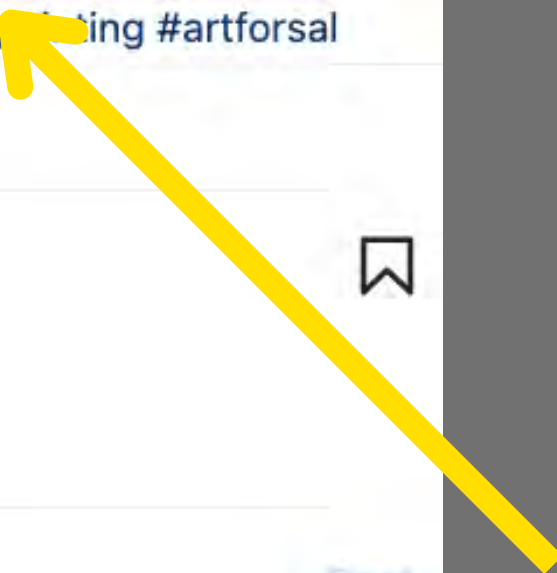
**starlightartconsultancy**  
#womeninthearts #artsy #artsydc #artconsultant #artconsultants #artconsultancy #sourcingart #curatorial #artdirector #artinhomes #artistsoninstagram #interiordesign #contemporaryart #pricing #artforsal

[View Insights](#)

67 views  
FEBRUARY 22, 2021

Add a comment... [Post](#)

**FREEBIE ALERT**  
LINK IN BIO



### Example

You'll want to use hashtags that are relevant to your posts, location, or what criteria your ideal customer or supporter would be searching for. You can use up to 30 hashtags for Instagram and up to 10 hashtags in Instagram stories. You can hide the hashtags in your Instagram stories by adding a GIF or sticker over them. You'll want to create groups of hashtag listings that you can easily copy and paste.



# Hashtag Brainstorm

- List ten geographical hashtags to reach your ideal collector/non-profit supporter:
- List ten hashtags to describe your artwork/non-profit:

Instagram is a great search engine tool. When you type in one of your hashtags from above, a listing of related hashtags appears.

- List 20 hashtags that auto-fill when you search for each of the previous hashtags using the Instagram search button.

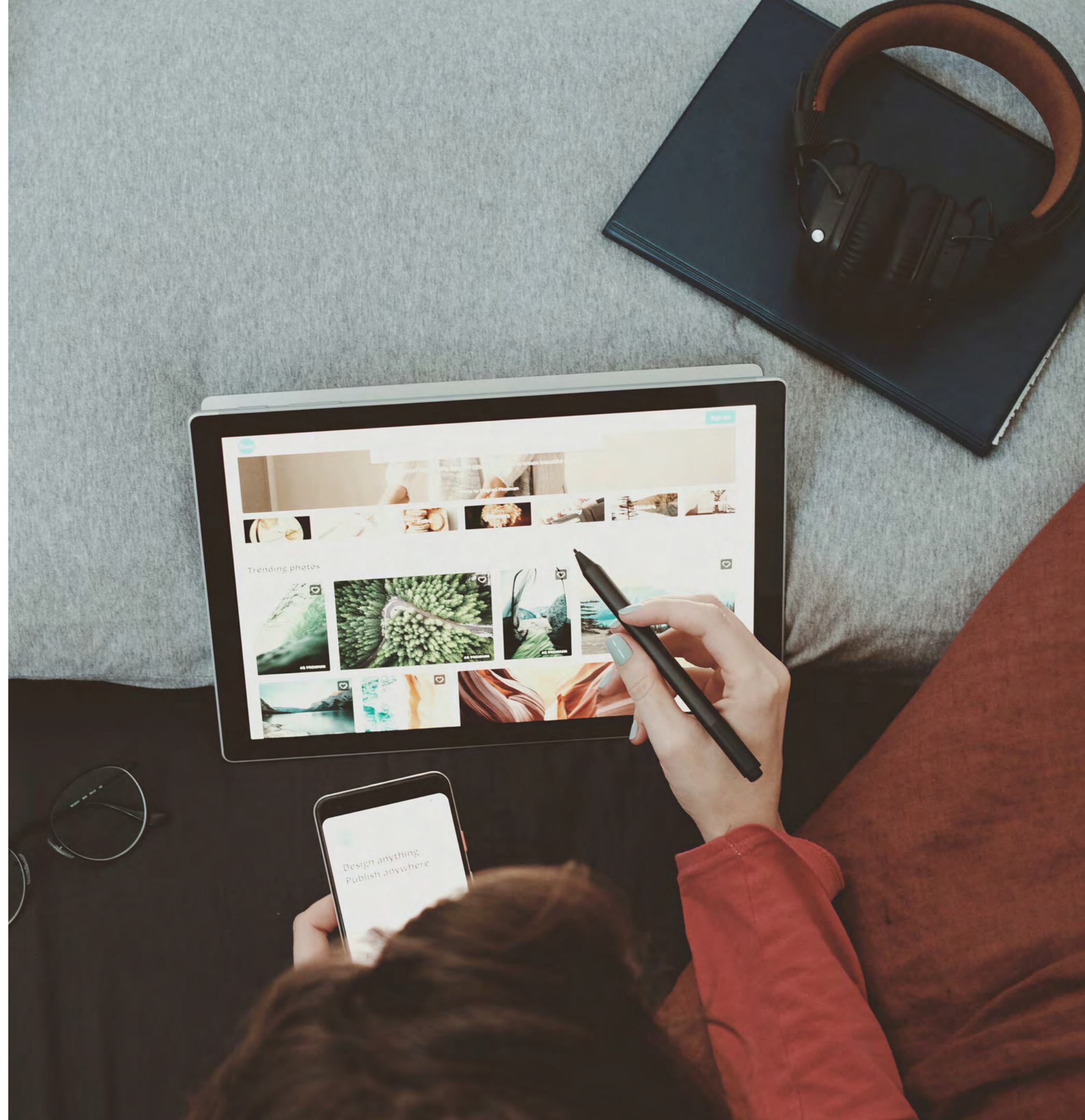
Canva is a great tool to create social media posts, emails, and non-profit infographics. You can utilize your branding when using Canva designs too. Linktree is nice to utilize when you want to direct your collectors/non-profit supporters to multiple website links.





**The next 7 slides are brainstorming ideas for you to complete and to use to create daily posts. It is important to organize your time in a way that allows you to be creating artwork or finding supporters of your non-profit more than you are playing around on social media.**

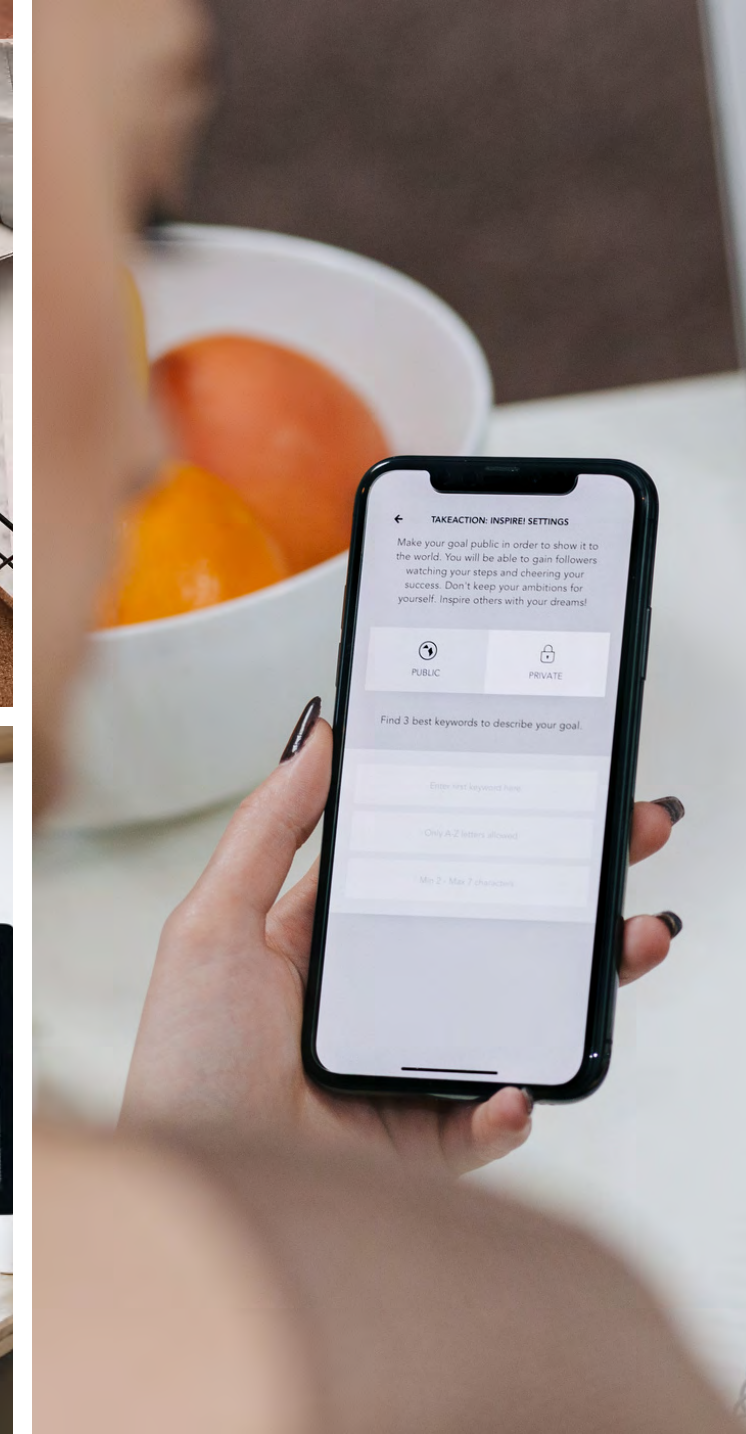
You can accomplish this through a technique known as *batching*, which means completing all your weekly/monthly posts, videos, and email newsletters all at once.





# About Me Post

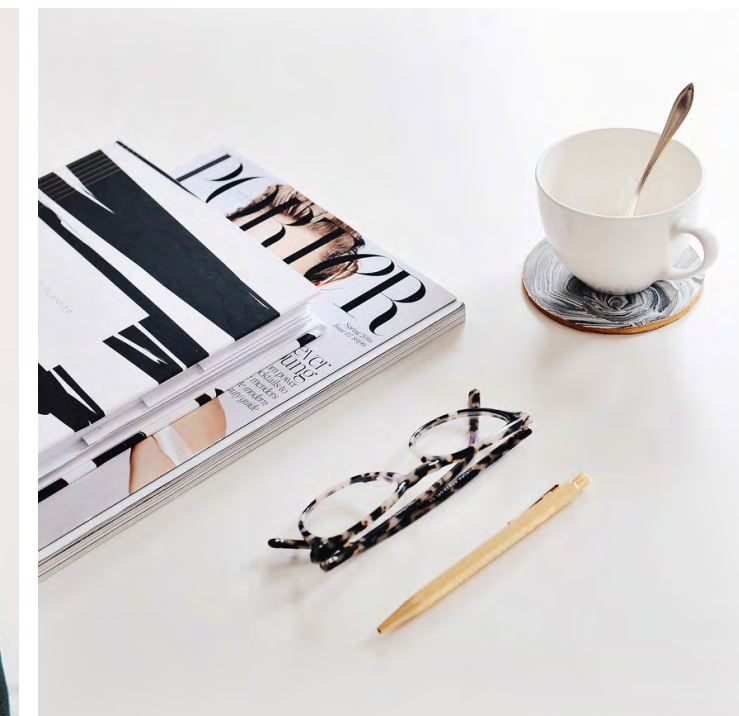
- Image of you or your non-profit
- What would you like your audience to know about you or your non-profit?
- Call to Action





# Behind-the-Scenes Post

- Image or video of you or colleagues working
- What would you like your audience to know about your behind-the-scenes life?
- Call to Action





# Your Why Post

- Image of you and your artwork, other items for sale, fundraising goals, or non-profit employees/supporters
- What would you like your audience to know about why you create art, what your work is inspired by, who inspired the non-profit to be established?
- Call to Action





# Inspirational Post

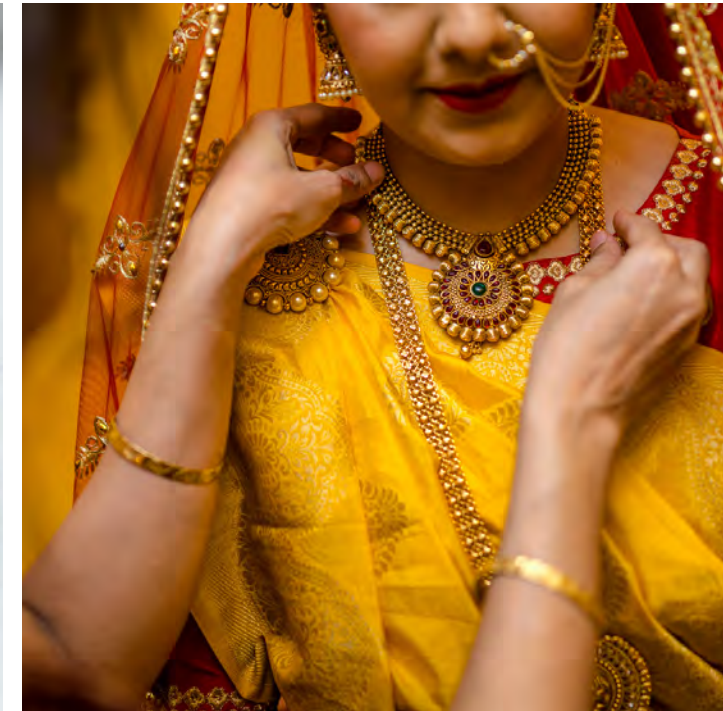
- Quote
- Image of you, your artwork, or those benefiting from the non-profit
- What is something that you have overcome personally or professionally that you'd like to share with your audience?
- Call to Action





# Helpful Tips Post

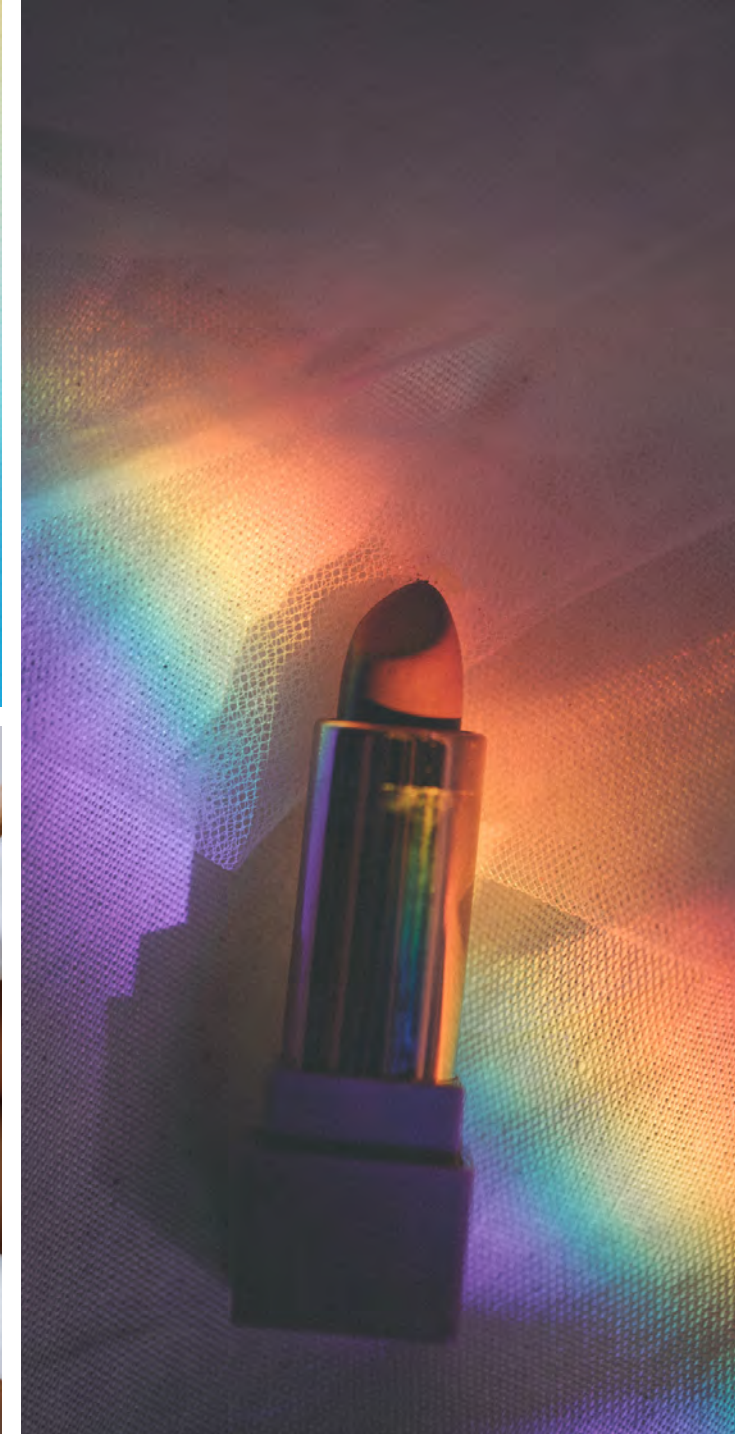
- Image of the tips
- Image of you, founders/supporters of non-profit
- What helpful tips will you share with your audience?
- Call to Action





# Artwork/Fundraising Post

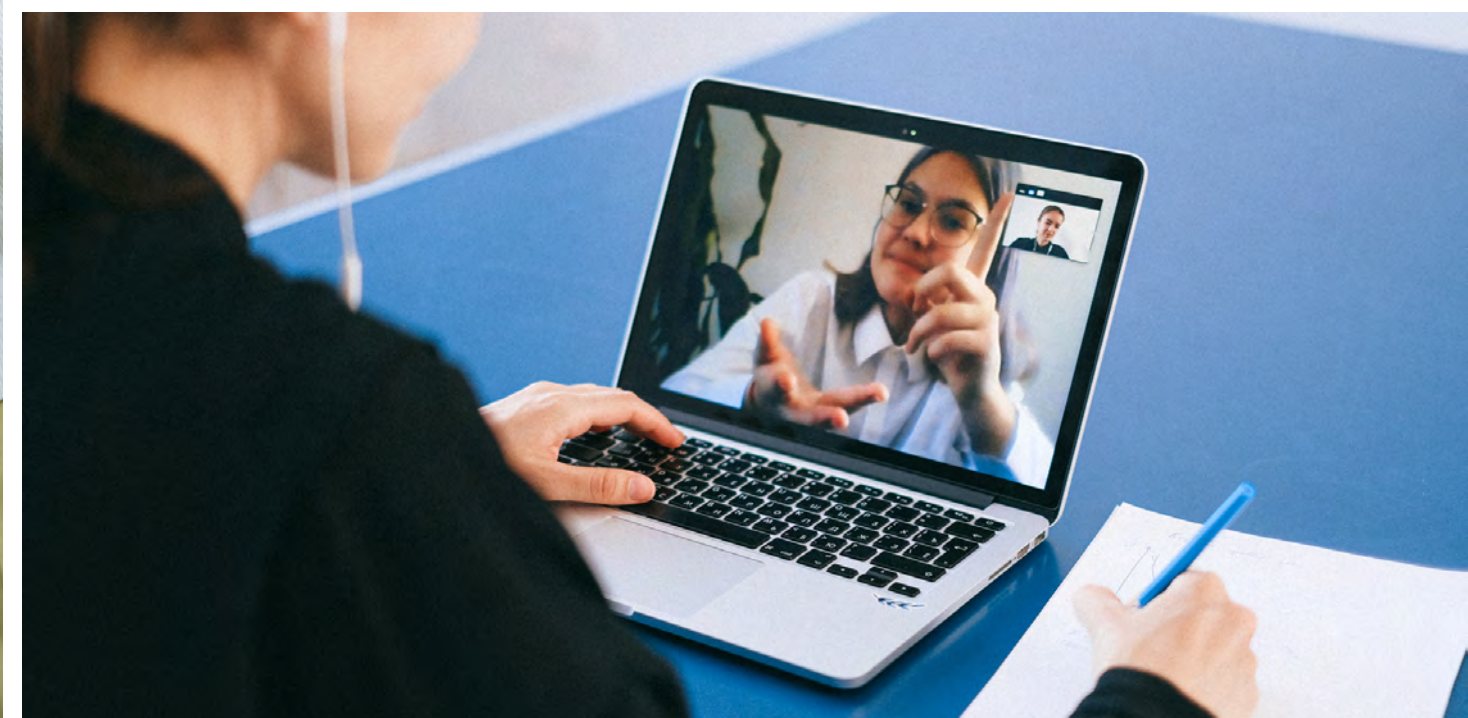
- Image of your work with info, non-profit fundraiser goals, and link to purchase/donate
- What about this artwork or fundraiser would you like to share?
- Call to Action





# Collector/Supporter Review Post

- Image of review/supporter
- Image of purchased work, donation, who benefited from the non-profit
- Share how you feel seeing this review/donation...
- Call to Action





# Building Your Audience

The best way to increase your number of social media followers is to authentically engage with your audience. Be aware that you might get contacted by people who use bots which claim to “help you gain 1000s of followers” for a price. These are not real followers and may hurt the algorithms established by social media platforms. Stay away from them. Engaging with your followers will be the quickest way to establish that you are a real person and show appreciation for them taking the time to view your artwork or non-profit. Below are daily habits that you can set up to increase your audience.

Send personalized “Thank You” DMs (Direct Messages) to each of your new followers.

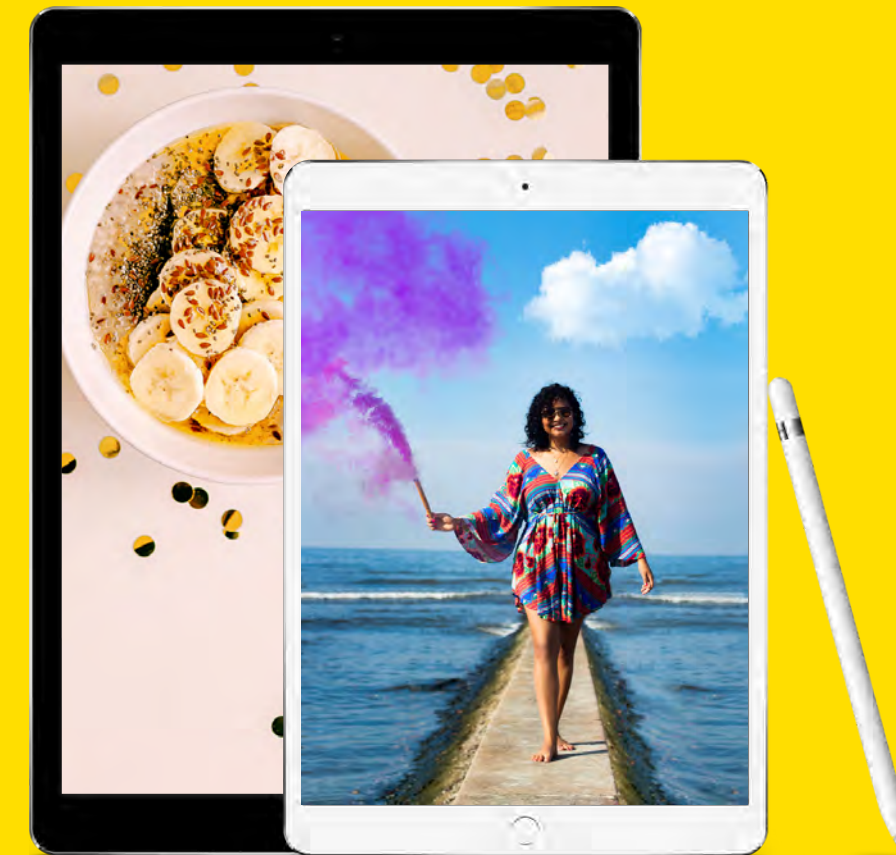
- What will your “Thank You” message consist of?

Reply to each comment your followers leave on your posts.

- Did you reply authentically to each comment?

Follow five new profiles that are your ideal collectors/supporters.

- Did you follow, like posts, and genuinely comment on each?







# Email List

In addition to social media, establishing an email list is a great way to have control over your past and future collectors/non-profit supporters. Social media is great, but you have no control over how big social media companies handle and control your followers. Establishing an email list can help you keep your access to those followers even if social media companies decide to make changes. In short, email lists give you control and help you to maintain it too. Creating a newsletter that goes out at the same time every week or month keeps you consistently connected with your people. This allows them to see what new artwork you have created or non-profit goals and keeps you at the forefront of their mind. Using email platforms such as Mailchimp can help you keep track of your email subscribers and easily create emails. Your emails can consist of new products, donations/fundraisers, repurposed social media posts, or videos of you creating your artwork or non-profit accomplishments. Just like your social media posts, each email should have a call to action for your subscribers.

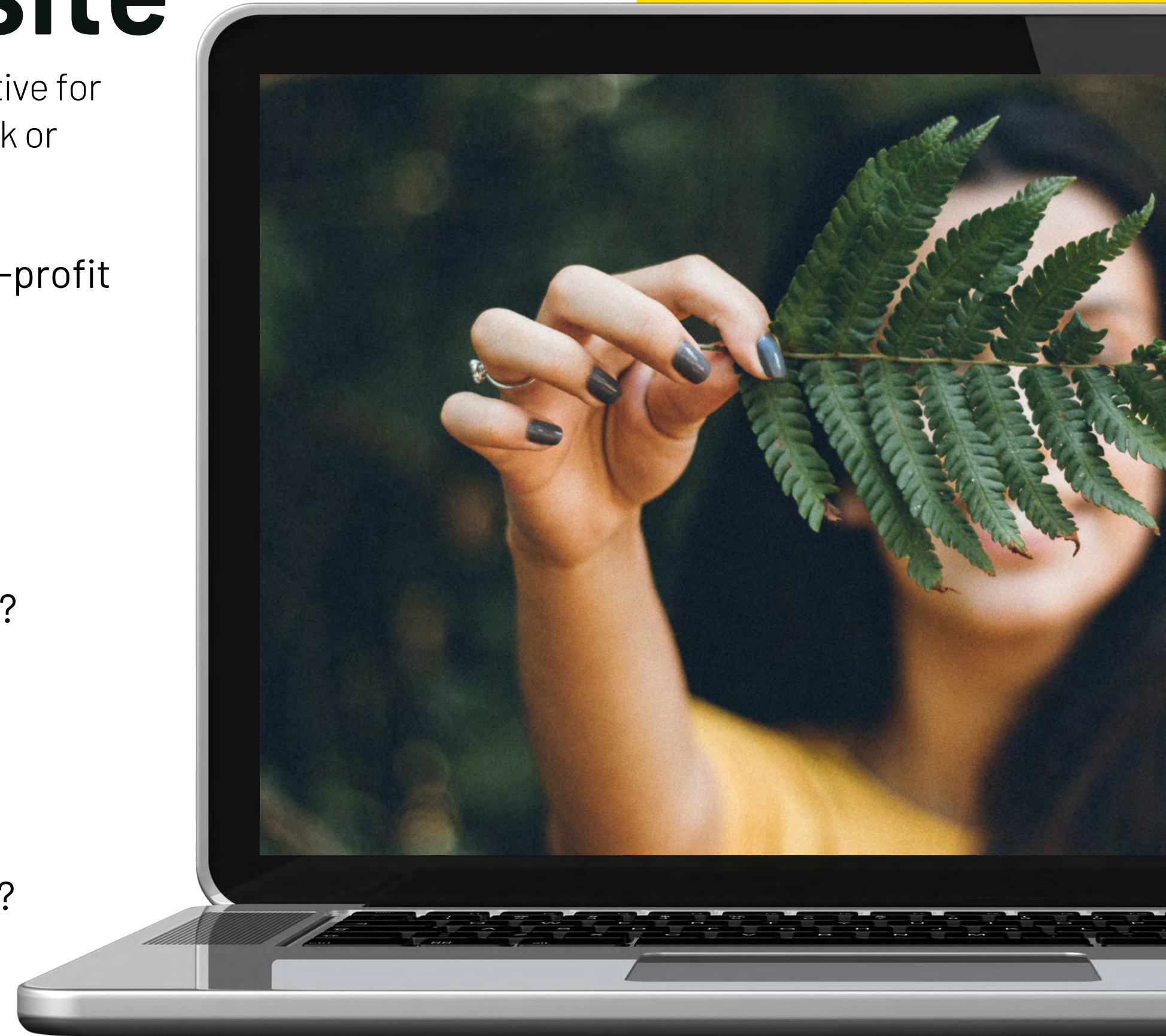
- 1 How often will you send out an email? (Weekly/Monthly)
- 2 What day of the week or month will you batch your social media posts and emails?



# Creating Your Website

Having a clean, organized, and easily accessible website is imperative for visitors to see who you are and how they can purchase your artwork or donate to your non-profit with ease and comfort.

- Do you have your artist biography/artist statement or non-profit mission listed on your website?
- Do you have your email address listed?
- Do you have a contact form listed?
- Do you have your social media links listed on your website?
- Are your artwork images high quality?
- Does your artwork list title, medium, size, price?
- Does each piece of artwork listed have a purchase button?
- Can people donate easily to your non-profit?
- Are the proper non-profit tax information easily available for viewing?





# SEO

You have probably heard of everyone talking about SEO and might have wondered, what the heck is that?! *Search Engine Optimization* is the practice of using keywords to drive traffic to your website. You can add these keywords to descriptions of your products, blog posts, or the backend of your website. So how do you figure out the right keywords? You can use search engines such as Google or Pinterest search bars. It is pretty straightforward: just type in words or phrases that describe your products and the autofill words that come up are what you'll use as your keywords. These autofill words are the phrases that the majority of people search for when they look up words similar to your artwork or non-profit. By attaching these words to your website, you make it more likely that you'll come up in the search results. To have these specific keywords easily accessible, you can start a google document to save them in.



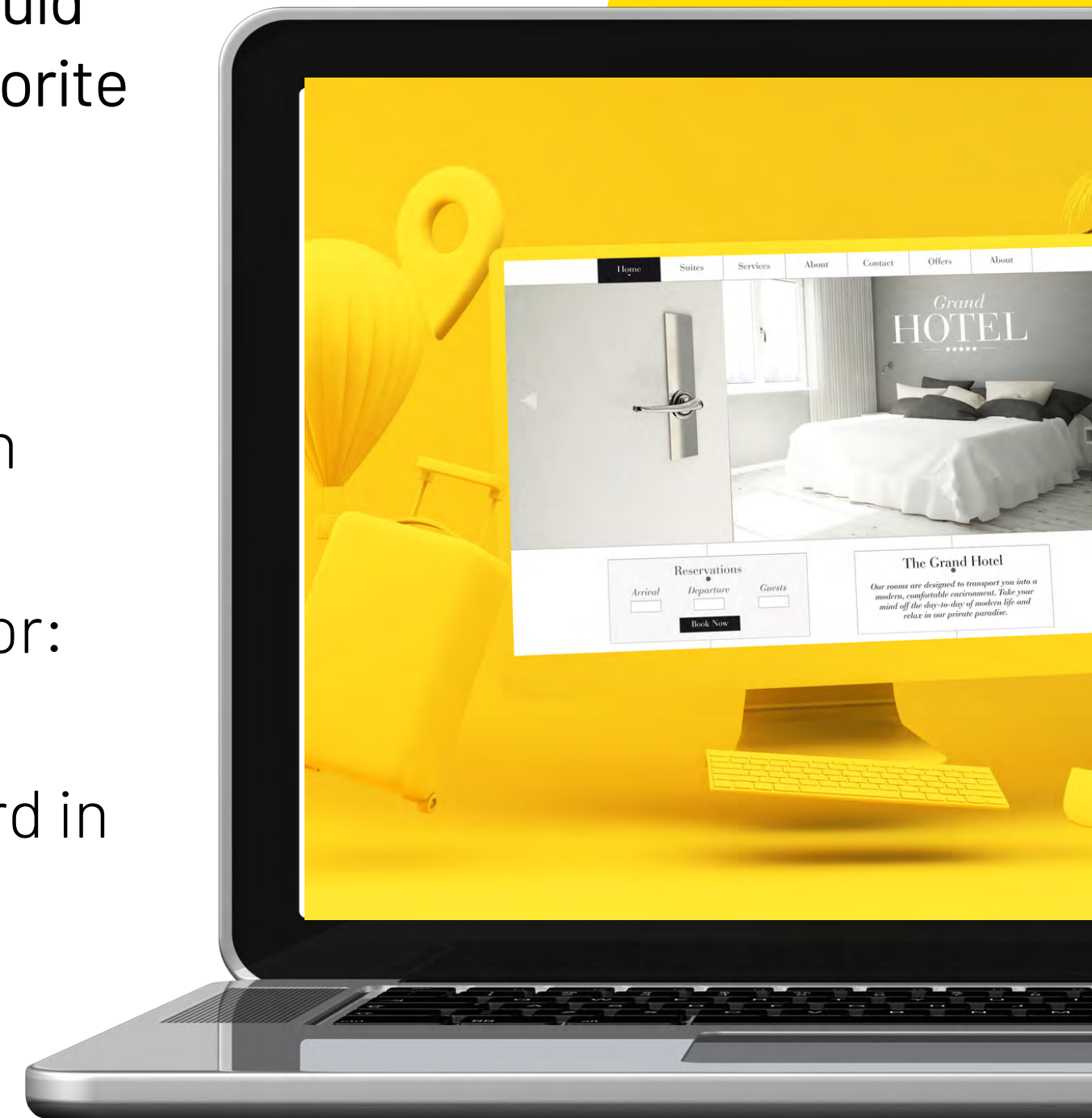


# Blog Posts

A great way to utilize SEO further is by creating a blog where you can utilize certain keywords while writing your posts. Your blog posts could be a combination of repurposed social media posts, helpful tips, favorite art supplies, non-profit best practices, and so on.

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- List five words to describe your artwork or non-profit mission
- List five words your ideal collector/supporter would search for:
- Using a search engine like Google or Pinterest, type each word in and list the first autofill below:





# Networking

Another way to market yourself and your artwork or non-profit are to collaborate with others, such as other artists, non-profits, or people your ideal collector/supporter follows. This could also look like setting up pop-up shops with local cafes, stores at the mall where you could do live artwork demonstrations, or partnering with other non-profits. These are ways to build relationships with other creatives and non-profits. You each have your own following and could share each other's platforms; the relationship is mutually beneficial, which helps eliminate any negative competition you might otherwise feel.

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- List five artists/non-profits you'd like to collaborate with:
  - List five local businesses you'd like to collaborate with:
  - List five people or businesses that your ideal collector/non-profit supporter would follow:





# Helpful Resources!

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Buffer - <https://buffer.com/>

Canva - <https://www.canva.com/>

Later - <https://later.com/>

Linktree - <https://linktr.ee/>

Mailchimp - <https://mailchimp.com/>

Squarespace - <https://www.squarespace.com/>

WordPress - <https://wordpress.com/>





# QUESTIONS?

Thank you!

I'd love to stay connected follow me here:

Instagram: [@StarlightArtConsultancy](https://www.instagram.com/StarlightArtConsultancy).

Email: [Hello@StarlightArtConsultancy](mailto:Hello@StarlightArtConsultancy)

Website: [www.StarlightArtConsultancy.com](http://www.StarlightArtConsultancy.com)

