

FACEBOOK/SOCIAL MEDIA TIPS

EACA Facebook Address: <https://www.facebook.com/eldoradoarts>

EACA Instagram: <https://www.instagram.com/eldoradoarts> or search #eldoradoarts

FACEBOOK

Facebook is used by nearly 2 ½ million people around the world – approximately 1/3 of the world's population. It is a wonderful free resource for promoting your own work and for the organizations to which you belong

To Promote Your Work

- If you have a personal page, also start a page just for your artwork
 - Note: you do not have to sacrifice your security to do this. Do not give your personal details like family members, where you work, your birthday, etc. Use fictitious dates, names etc if you must supply an answer. Keep your business page, strictly business related.
- Be sure to invite all your friends on your personal page to like and follow your new business page

To Promote the Studio Tour (All EACA Members)

- **Like, Follow** and **Share** our EACA page : <https://www.facebook.com/eldoradoarts>
- Visit the page as often as possible and **Like, Comment** and **Share** posts about everyone – not just when posts are about you or someone you know. This builds traffic. Also **Tag** friends who may also like a specific post. • If you have a business page for your art – Like the posts from that page because you will then get added exposure yourself! Also consider **Sharing** pages now and then from your business page.
- Go to the Events page <https://www.facebook.com/pg/eldoradoarts/events> and indicate that you are going.

General Guidelines

- Do not use text in images
- IF there is a physical piece, like an invitation to post, scan it – do not photograph it
- Be sure all images are of high quality and sized correctly – 72 dpi and approx. 756 pix wide (height is whatever the format of the image needs)
- Try to post 1-3x's per week but not more often – people need time to see and react to the posts • EACA Hashtag is #eldoradoarts use this to be seen by those who follow us

Interesting Stats About Effective Marketing on Facebook

- Video is the best performing post type (15-30 seconds)
- Evenings are the best time to post, Thursdays best day to post
- Weekends see the most engagement
- Shorter posts perform better

INSTAGRAM

Instagram is a very visual and image-based communication owned by Facebook. It is a social media platform mostly for use on your smartphone (although you can log onto Instagram from a computer but with limited functionality).

General Guidelines

- If you already have a business Facebook page, you can work simultaneously with Instagram and Facebook. You can post in one format and with a click of a button share to your Instagram account.
- Gather photos from previous events, photos of your studio, photos of your work
 - note: Instagram works with photos in a 1:1 aspect ratio so you may need to edit them to fit. On most phones you can do this easily by going to your photo edit feature then click on the 1:1 ratio.
 - Instagram works best from your phone (more features) but can be accessed on your computer.
 - Most efficient way to work your Instagram posts is to write your text in a word document or something similar and save on your computer. (Sometimes you will want to repost the same copy, if it is saved you will always have it)
 - Include any tags and hashtags you choose with your post text.
 - Plan your content - When putting together your post you have several options
 - Use your computer to initially start the post – upload the photo to Instagram, then copy & paste your text from your saved document, then go to your phone for any additional features if needed
 - Use your phone for all. If you save your photos and documents to a cloud service, you should be able to retrieve them on your phone.
 - Use a service like Canva.com (free) to develop your post. You can upload photos, add text (again copy and paste) and other decorative elements. Save and download to your computer then upload to your Instagram account when ready to post it.
- Types of posts
 - Short videos, Photos with you in them (people like to see who you are, it helps to create a better connection), Photos of your work or interesting sections of your work , Notifications for upcoming events you will be participating in.
 - Ask for engagement – “for more info go to my website”, ask a question and encourage to answer in the comments, ask for feedback if adding something new to your repertoire, ask them to like and follow you, etc
- Hashtags and tags
 - A **hashtag** (#) puts your post on the feed for that hashtag. Example: #eldoradoarts, when used your post will show up on the feed for those who follow our Instagram account or who search for us.
 - Note: unlike Facebook your post will not show indefinitely. So be mindful of when you post (see Stats on Effective Marketing on Facebook on page 1). Also don't be afraid to repost that same post every couple of months for those who may have missed it the first time around
 - You can use up to 30 hashtags per post
 - Brainstorm a list of hashtags that will work for your type of art and those who are your target audience that you will use all the time. Then add some that are very specific to that post.
 - Examples of hashtags: #santafeartists #newmexicoartists #eldoradoarts #newmexicoweavers #pleinairerepainting #floralabstractpainting #macramewallhanging #bluepottery
 - A **Tag** (@) will notify that person or organization that you have mentioned them in one of your posts. Example: @eldoradoarts will let us know that you mentioned or tagged us in one of your posts. We can then be aware of that post and can comment or like it to help with your post traffic and hopefully draw people to ours. Tags work great when you tag the organizations you belong to, vendors whose products you used in a

particular art piece.

To Promote the Studio Tour

- Start posting tour related material several weeks prior to the tour, your art, work in progress, your studio, you working in your studio, etc.
- Be sure to mention dates of the tour, the preview gallery and that along with yourself there will be lots of other artists showing a wide range of arts and crafts at in all price ranges. Be sure to list our webpage so they can see the catalog on-line (eldoradoarts.org) and don't forget your studio number or other artists sharing your studio.
- • If you obtained sponsors for the tour, be sure to tag them on your posts, especially those talking specifically about tour dates/times.