



THE BUSINESS OF BEING AND ARTIST

PRESENTING YOURSELF ON ALL MEDIA

2021

WHICH WEBSITE BUILDER TO CHOSE?

Wix and Squarespace are two popular website builders (together they have 55% of the website builder market). They offer a one-stop shop to create your website.

Here are a few YouTube tutorials with tips about both - worth watching before you start building your site:

- [Basic Wix website build tutorial](#)
- [14 Things You Need To Know Before Using WIX Website Builder](#)
- [Squarespace Tutorial for Beginners](#)
- [51 Squarespace tips](#)

Wix vs Squarespace - comparisons:

- [Wix vs Squarespace: 6 Crucial Differences To Know](#)
- [Wix vs Squarespace \(best website builder 2021\)](#)



SOCIAL MEDIA PLATFORMS: A ROUND UP OF AVAILABLE CHANNELS



Instagram - visual content, primary channel for artists



Twitter - news related, topical content, drives to Instagram and website



Facebook - good for conversation



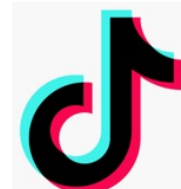
LinkedIn - useful to reach industry professionals and to find contacts, useful for self promotion



YouTube - longer form content, host videos, direct traffic to website



Snapchat - targeting a younger demographic



TikTok - video content, high growth rate, gen Z focus

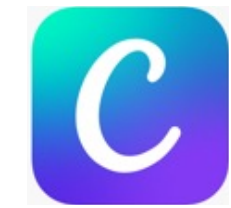


SOCIAL MEDIA PLATFORMS: USEFUL APPS

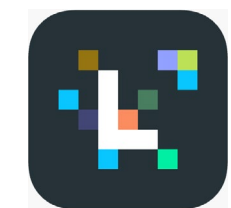
All these Apps operate a freemium model, meaning they give a certain amount of content for free and a (small) monthly fee gives access to improved functionality and premium content.



Lightroom - Adobe's App for editing photos, helps create presets and get a consistent feed on Instagram (note Lightroom is paid for on a computer)



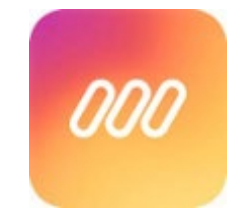
Canva - design anything: posts, presentations, video etc; useful to create your story template



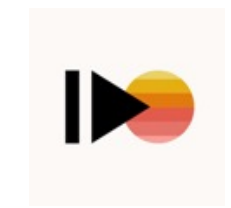
Later - Instagram post scheduler, good analytics



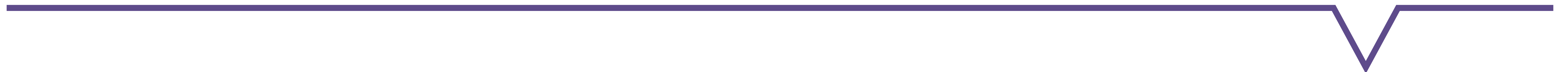
Plann - post scheduler across all channels, relatively low cost



MOJO - moving image content, helpful for creating animated stories for Instagram



Filmm - edit films, add effects and filters



SOCIAL MEDIA PLATFORMS: CREATING A 'KILLER' BIO

- 1. Show, don't tell: "What have I done" often works better than "Who I am"**
- 2. Tailor your keywords to your audience**
- 3. Keep language fresh; avoid buzzwords**
- 4. Answer the question of your potential followers: "What's in it for me?"**
- 5. Be personal and personable**
- 6. Revisit often**



SOCIAL MEDIA PLATFORMS: WHEN TO POST



Instagram - generally: 5am to 8am, then 4pm to 8pm with a peak at 6pm weekdays.

In London **Tuesday** and **Friday** are the **strongest days** of the week - 5-9pm - to post, **Saturday** is the **weakest**



Twitter - 1-3pm weekdays



Facebook - 1-4pm weekdays



LinkedIn - 7-8:30am and 5-6pm Tuesday, Wednesday, and Thursday

Find out the best time for posting from location around the world and more from [the Hubspot Engagement Report](#)

INSTAGRAM: STYLE AND FREQUENCY

Style / Theme

- **Create your own 'look and feel'**: think about posting content that fits into a visual theme. For example, you might post in threes to ensure visual consistency between topics across lines; alternatively, it could be about using a certain filter or a border
- **Curate your feed**: be specific about the content you include, ensure it is consistent and coherent

Frequency

- **Quality over quantity**: good quality and regular posting will ensure your followers receive your content
- **Post regularly**: determine what is achievable for you, x3 a week is a good start. No need to post too much, or everyday. Rather, allow your content to sit on your feed and build up views
- **Instagram stories** are slightly different, you can post more frequently and build them up through the week, for example do 4 to 8 stories, twice per week
- Use a **content calendar** to create all your content in one batch and release it at the time of your choosing during the week to assist with time management (use Later or Plann Apps)



INSTAGRAM: CREATING A BUSINESS PROFILE

- Switch your account to a business profile (flick the business switch in your Instagram settings)
- Ensure your contact details and bio are up to date. Have you written your 'killer' bio?
- Use the 'Insights' button to find out which type of post / hashtag is reaching most viewer



INSTAGRAM: CAPTIONS AND HASHTAGS

[HubSpot](#) extensive report shows that for highest engagement with posts you should use:

- Caption length of either 500-1,000 or 1,000-2,000 characters
- 20 hashtags

How to find the 'right' Hashtags for you?

- Check out a similar artist feed and look at their hashtag list
- Type your suggested hashtags into Instagram's search box - a good hashtag has between 100k and 1 or 2m followers (too many: you won't get found; too few: no one is interested)
- In addition, create your own hashtag set: 3 or 4 hashtags that relate to you and your practice, that you will consistently use in all your posts to build your profile



INSTAGRAM: SUGGESTION FOR A POSTING STRATEGY

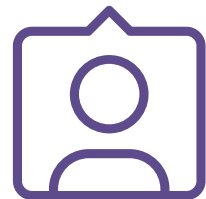
Start with the basic six types of updates we all post:



Links



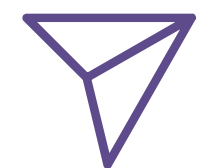
Videos



Images



Quotes



Reshares



Plain-text updates

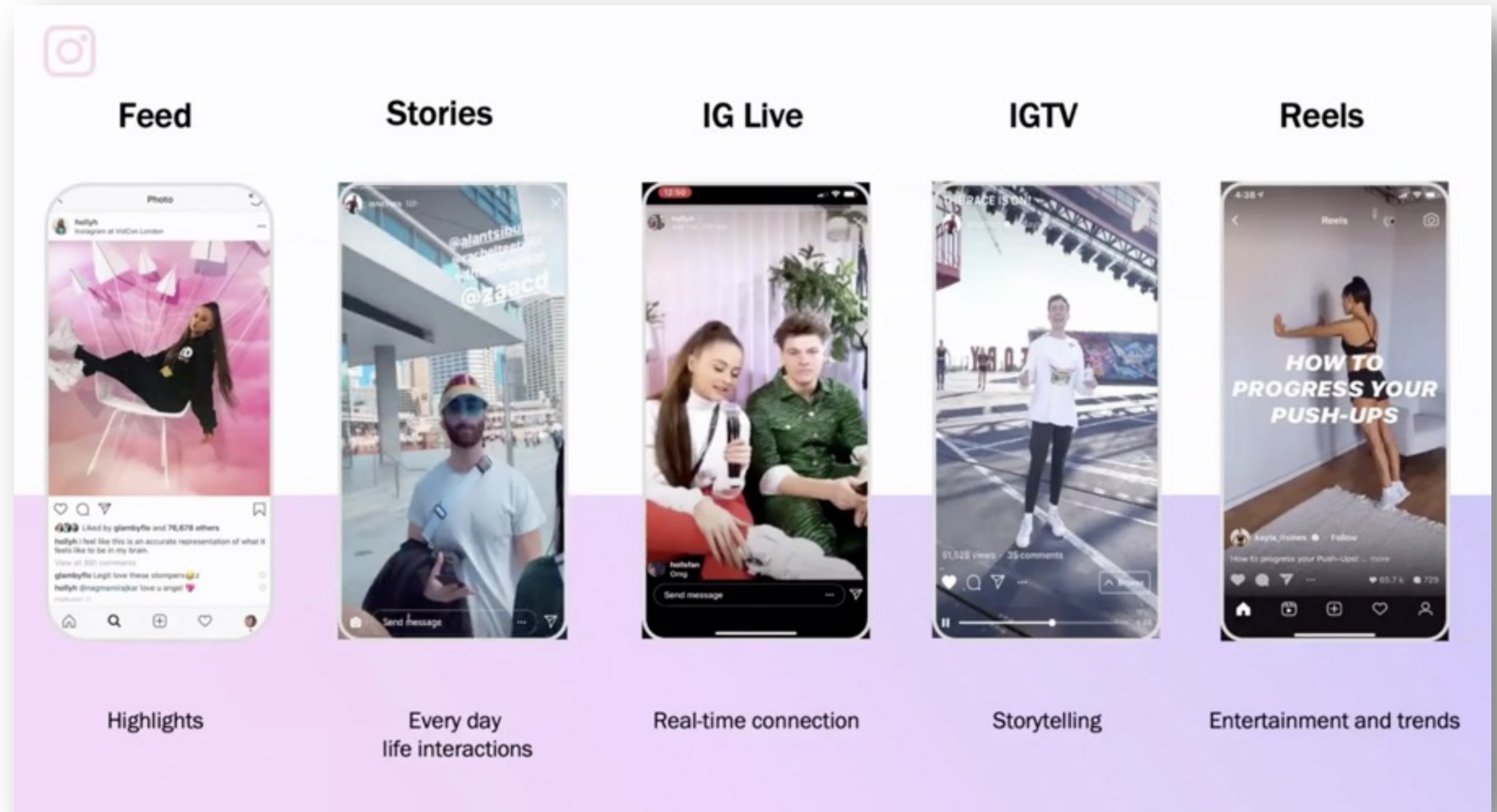
Create a 4:1 ratio of sharing:
for every four “staple”
updates, publish one
different type for variety

Choose a “staple” update, a
single type that will make up
the majority of your shares

INSTAGRAM: TYPES OF VIDEO CONTENT

Instagram is actively promoting video content, to compete with Tik Tok.

There are 4 main types of video content that you should consider using:



ARTIST STATEMENT: THE BASICS

Use these tips to write your Artist Statement, a press release, a funding application or an email.

Be **short and snappy** to grab your audience's attention from the first line of text, get noticed with a striking title or subject line

Keep it simple, use as few words as possible so people can 'get you' as quickly as possible. Write in a simple language and bear in mind that the person reading you may not be expert in your particular practice

Make it **personal and memorable**, include unusual facts about you and/or your work that will help the reader remember you

Include **professional photography** to make your work stand out

Leave them hanging, don't reveal everything in one go, make your audience read on, watch more of the video or swipe up to find out more about you

Finally always provide **links to your social channels**, website and contacts - make it easy for people to find you online



ARTIST STATEMENT: THE WHO / WHAT / WHERE / WHEN / WHY RULE

In your first paragraph use this rule to introduce yourself and what you aim to do:

Who are you?

What are you talking about?

Where are you presenting yourself?

When is the activity taking place?

Why are you getting in touch, what are you asking for?





 [@aliceBGB09](https://twitter.com/aliceBGB09)

 [in ArtULTRA](https://www.linkedin.com/company/artultra)

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

 artultra.net