

The background features a dark blue gradient with several circular gauges and arrows. The gauges have numerical scales ranging from 140 to 260. Some gauges have solid lines, while others have dashed lines. Arrows indicate a clockwise direction of movement. The overall aesthetic is technical and modern.

SOCIAL MEDIA MARKETING FOR ARTISTS!

A BRIEF LOOK INTO THE SOCIAL MEDIA WORLD
TO SEE HOW YOU CAN USE IT MORE EFFECTIVELY

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WHAT IS “SOCIAL MEDIA MARKETING”?

A term that describes the use of social media networks, online communication, blogs, wikis, or any other online collaborative media for marketing, sales, public relations and customer service.

Common social media marketing sites:

Facebook, Instagram, YouTube, Twitter, TicTok

Don't forget: Websites, Blogs, and Email Lists

WHO ARE THE “BIG PLAYERS”?

- The Top 15 Social Media Sites and Apps by Active Users

- 1. Facebook – 2.74 Billion Active Users
- 2. YouTube – 2.291 Billion Active Users
- 3. WhatsApp – 2.0 Billion Active Users
- 4. Facebook Messenger – 1.3 Billion Active Users
- 5. Instagram – 1.221 Billion Active Users
- 6. Weixin/WeChat – 1.213 Billion Active Users
- 7. TikTok – 689 Million Active Users
- 8. QQ – 617 Million Active Users
- 9. Douyin – 600 Million Active Users
- 10. Sina Weibo – 511 Million Active Users
- 11. Telegram – 500 Million Active Users
- 12. Snapchat – 498 Million Active Users
- 13. Kuaishou – 481 Million Active Users
- 14. Pinterest – 442 Million Active Users
- 15. Reddit – 430 Million Active Users

YEAH— BUT WHAT DO THEY DO?

It's important to know a little about each platform so you can use each one effectively.. It also helps narrow down the playing field to help eliminate platforms you might not be interested in using.

Facebook: Social Network

YouTube: Video Sharing Site

Instagram: Photo Sharing Site

Website: Info Sharing

Email List: Direct Communication

Twitter: Microblogging site

WordPress: Blog Hosting Site

FACEBOOK

- Despite its immense popularity, Facebook isn't the **most visited website in the world**. Somewhat surprisingly, its 25.5 billion monthly visits are bested by YouTube's 34.6 billion and totally eclipsed by Google's 92.5 billion.
- In comparison to other social media platforms, Facebook is the most popular amongst users aged between 12 and 34 years, although their US-based share of this demographic is most definitely shrinking.
- **How would you use it?** Easy online presence, easy to build a following, easy to keep in contact with your audience. Easily connects to Instagram and easy to create/upload mini videos.

YOU TUBE

- The second-most popular social media platform on our list, YouTube comes in at a super-impressive 2.29 billion registered users.
- However, since ANYONE can enjoy YouTube content, regardless of whether or not they're a registered user, this figure may not be the most accurate representation of the platform's true popularity.
- YouTube is also one of a tiny selection of social media platforms that reaches very young age groups. A 2020 study conducted by Pew Research revealed the following about the viewing habits of **US children under the age of 11**.
- YouTube also boasts some remarkable stats for reaching the adult demographic. Almost **three-quarters (74%) of all adults** in the US use YouTube. Facebook comes in second at 68% and Instagram is third with 40%.
- **How would you use it?**

INSTAGRAM

- The world's most popular photo-sharing app comes in at number 5 with a total of 1.22 billion global active users.
- Demographically, Instagram appeals primarily to users under the age of 35, with **71% of the app's user base** falling into this category.
- It's also an immensely popular platform for B2C marketing, with **more than 70%** of US businesses actively using it as a marketing channel. Instagram offers incredible engagement rates in comparison to Facebook, its biggest competitor.
- Despite offering relatively similar functionality and engagement mechanisms, Instagram posts see, on average, a **23% higher engagement rate** than images published on Facebook.

OKAY... HOW DO I USE SOCIAL MEDIA EFFECTIVELY AS AN ARTIST?

The answer revolves around TWO questions:

WHAT are your goals?

and

WHO is your audience?

WHAT ARE YOUR SOCIAL MEDIA GOALS?

There's nothing more frustrating than the feeling that you're spinning your wheels and valuable time and accomplishing absolutely nothing. Setting your goals and realizing WHY you're getting into social media helps you effectively use social media to achieve those goals.

1) Get the word out about yourself as an artist (Introduce the kind of art you create, generate leads for commissioned pieces, generate interest in your artistic medium- the focus is YOU, you become an "influencer" or a recognized authority on your field of expertise)

2) Boost attendance to events you are participating in (Build a following/contact list)

3) Sell your art (Build an audience)

WHO IS YOUR AUDIENCE?

Analyze who typically purchases your art or shows interest in it. Are there any common denominators between all these people?

1. Gender
2. Age
3. Subject Matter of your piece
4. Location where most of the sales take place
5. Income Bracket

DECIDE YOUR BEST APPROACH/ ELIMINATE OPTIONS

Once you have the reason why you're getting into social media and who your audience is, you can decide what direction you need to go in.

STARTING INTO SOCIAL MEDIA.. LET'S MAKE IT EASY!

Facebook

Build a following/connect with your audience

Get the word out on your wall and FB Groups

Generate interest in your work

Advertise where your work is located

Instagram

Easy connection to FB

Group Emails/ Email Lists

Connects directly to an audience that already knows about your art (qualified leads)

Websites

Central hub for all info regarding your art. Place to post blogs, generate leads, & grow your email list

STARTING FACEBOOK

- Create an account– or a PAGE under a current account
 - Different approaches to using FB–
 - Personal friends & family (HIGH regulation on privacy)
 - Extension of your business/brand (low privacy regulations)
 - Division of both personal and business (FB Page managed by your personal account)
- Create posts!
 - Use pictures or 30 second videos, progress posts of your projects, ask questions to get input– try to generate interaction
 - Advanced: connect to Instagram so all posts are automatically uploaded
- SHARE not only your own ideas and art but those of your friends or other organizations you support

COMMENTS ON FB...

- Your Group of “Friends” (the people who follow you)
 - Main Characteristic: They ALREADY know who you are
- Everyone ELSE you’re trying to get your message to
 - HOW do you reach them???
- Broaden your Reach!
 - Post not only to your “wall”
 - Walls of your Friends
 - Personal BAAA Friend Community & BAAA Group FB Site
 - South Oregon Coast Art & Events other related groups