



Tips and hints on social media for your Swindon Open Studios event

GENERAL

- You are aiming to capture people's attention, so that they do not scroll on. Anything with **film or captions** is likely to get higher engagement. You can look at insights on your posts to check.
- **Instagram and Facebook** – they work slightly differently, but you can cross post to save time. If you create a post in Instagram, scroll down to 'also post to:' add your Facebook account.
BUT consider that your audience on Instagram might be different to those on Facebook, so your posts may need to reflect that.
- **Create a bank of social media stuff which you post later.** As you are working in your studio create a habit of photographing/filming before you start and when you finish and if you take a coffee break. You can then use this material later to create posts from.
- **Before you post**, engage with other 2-3 posts/accounts.
- **After you post**, be available to engage if people comment.
- **Do not worry too much about engagement.** People are often watching who do not engage.
- **Scheduling posts** works well for some artists.
- **When creating posts explore the options: Add a location** (Instagram), look at the other options available.

- **FACEBOOK EVENTS** – Create a Facebook event for your Open Studio. Invite everyone. Post in the event in the week leading up to it. It will send out reminders to those going & interested.

- **FACEBOOK BANNER** – use your Facebook banner to advertise your event. You can create a graphic in Canva (free software). Remember to change it once the event is over.

- **TAG people @:** example: I enjoyed a visit to see **@sheryllkfox_art** this weekend in her studio. This will then appear in their notifications. They will then hopefully like, comment & share your post. Alternatively, you can press, tag people option when you are creating your post.

- **HASHTAGS #** (Keywords) – used more on Instagram than Facebook. You can put these at the bottom of your post, or in the comments.
Think about: What are people searching for?
You can use up to 30, but around 10-20 is optimum.
Keep a bank of hashtags in a document on your phone/laptop. But do vary them.
Aim for hashtags with about (30k – 300k public posts).

Types of hashtag:

- **Location-based hashtags:** Like #swindon(582k) or #swindonartist (8k)
- **Industry hashtags:** That describes your niche, like #abstractpainter (890k) or #ceramicart (318k)
- **Community-focused hashtags:** To bring your community together, like #artistsupportingartists (713k) or #swindonopenstudios (1,7k)
- **Descriptive hashtags:** Which describe the content of your actual post, like #inmystudio (193k) or #sketchbookartist (362k)

- **REELS** (short films) on Instagram & Facebook – these should get more engagement than a post
 - **6 seconds** is the optimum length! So make sure the beginning is the best bit.
 - **You don't have to be on camera.** Film yourself painting, or if you paint flowers film a beautiful garden. Film topics relevant to what you like to paint.
 - You can use **timelapse videos**, available on some phones, or download an app to create these. You may need a small tri-pod to do these. These can be more engaging to watch than real time videos.
 - **Add captions** (square smiley sticker at top once video is selected from your phone), as most people view on mute.
 - **Try doing a voice over.** – record a short film e.g. of you painting. Tap the musical notes icon. You can mute the original sound recording, or lower the volume. Then add captions.
 - **TOPICS** – You can add 3 relevant to your post to help find the right audience for your post.
- **INSTAGRAM & FACEBOOK STORIES** – these work well if you cross-post.
 - These can be fun, they only last for 24 hours, unless you keep them as highlights.
 - You can add polls, ask questions (square smiley face icon)
 - You can turn a post into a story (in Instagram click on the arrow below the post)
 - You can create stories only.
 - You can share other people's posts as stories. (in Instagram click on the arrow below the post)
- **INSTAGRAM POSTS** – try to do more than one image (up to 10) a carousel, so that people swipe across to see the next post. These work well with text on – 'call to action/instructions'.
- **FACEBOOK POSTS** – click on those who 'like' your posts and invite them to 'like' your page.
- **VIDEO JUST BEFORE YOUR EVENT**– make a short video of outside your studio. Where is parking, what does the entrance look like. It can make it less intimidating for people visiting.
- **PROCESS VIDEOS/FILM** – people love to see your process. Keep them short – 6-30 secs. No more than a minute. Try these:
Timelapse of you creating, real time video of you flicking through a sketchbook, real time video of what's on your easel today, real time video of the mess after you've been working in the studio.
- **'LIVES'** – connect with another artist (up to 4) and do a 'live' call chat about your event. Ask each other questions about work, process, the open studio event. It's easier than talking about yourself.
- **REPOSTING/SHARING** –
Instagram - you can repost to stories easily. There are apps (such as repost) you can use to repost to your Instagram grid.
Facebook - share posts to your page and add a personal comment above. E.g. I love this artist's work.... Share your posts to appropriate groups (check group rules).
- **ADS – DO NOT BOOST posts.**
Facebook and Instagram advertising is not expensive and you can target an audience. Posts which have lots of engagement can converted to ads. Ads can work well for artists who do workshops and classes. Think carefully and get support, or experiment if you have the budget to do so.