The Business of the Arts: Marketing Techniques for Streamlining and Optimizing Your Social Media Outreach

DC Commission on the Arts & Humanities

June 12, 2017
What are the social media channels?

- Website
- Instagram
- YouTube
- Facebook
- Twitter
- & more!
Cultivate your brand online

MAIN: What is YOUR story?
Colors
Fonts
Consistent and meaningful iconography
Share your story
Be different. Be energized.
Consistent Look
Colors, Moods
Molly Crabapple
Drawing Blood
December 2015

Website: mollycrabapple.com
Instagram: Amanda Palmer

www.patreon.com/amandapalmer
YouTube: Christylze Bacon
Twitter: Ursala Vernon

The Wombat Resists

I make art, write books & garden. I post sketches & pictures of bugs & have strong feelings about many vegetables. Buy Art Here: tinyurl.com/Rwombat

North Carolina, USA
redwombatstudio.com

Pinned Tweet

The Wombat Resists @UrsulaV · Feb 9
PLEASE NOTE: Not a kid-friendly Twitter! I was a good role model once, but then politics happened, and now it’s all just wine and screaming.

Amazon just sent me an email that I might like a book I wrote. It also notes that there’s so much more to explore… all of which I wrote.
Facebook: Matt Sesow
SOCIAL MEDIA TOOLS
Hootsuite for multiple social media channels

Choose one of these handy guides to set up the most useful stream listen, engage and grow your audience on social:
Buffer posts to multiple social media channels with analytics.
WHO IS YOUR AUDIENCE?
#hashtags can help you find your audience
Location #DC
Type of event #artopening
Tagging others who share #ACreativeDC
Keywords #publicart
You have a project or show coming up and you need to drive audiences

Create a timeline

Branding / visually presenting yourself / knowing your audiences

What social media are you doing now?

What social media are you NOT doing that you should be?

What can you do going forward?
Example: Once Upon a Time in Almeria Book Launch Indiegogo fundraiser party

Social media elements:

Facebook invite

Email invite

Multiple posts with content on Facebook and Twitter

Timeline:

Create event on Facebook

Social media posts to drum up attention

Collect emails