



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



Mary Early

HOME

SCULPTURE
WREATH SERIES
PAPER / PANEL
2007-2008

2004-2006
1999-2003

BIO
STATEMENT
CITATIONS /
PUBLICATIONS

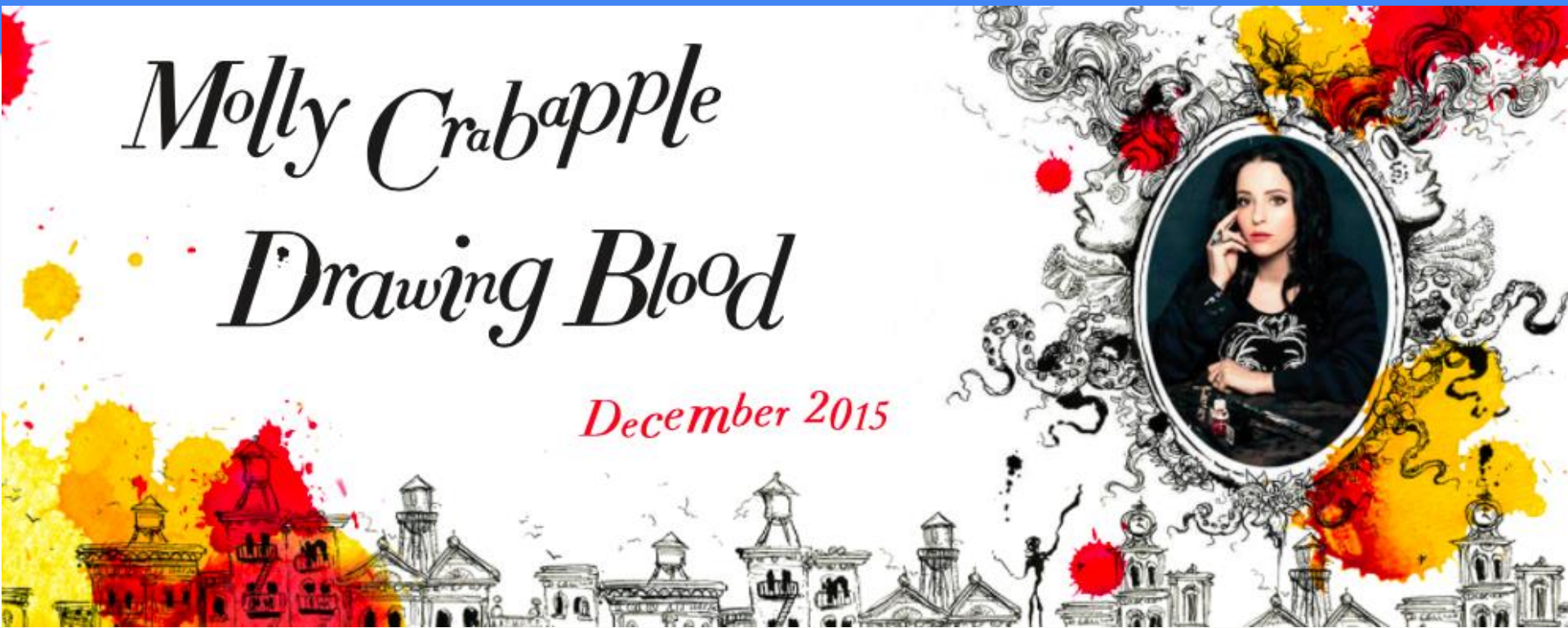
LINKS
NEWS/PROJECTS

FOLLOW
guestbook

Website: mollycrabapple.com

Molly Crabapple
Drawing Blood

December 2015



Instagram: Amanda Palmer



amandapalmer ✓

Follow

2,363 posts

145k followers

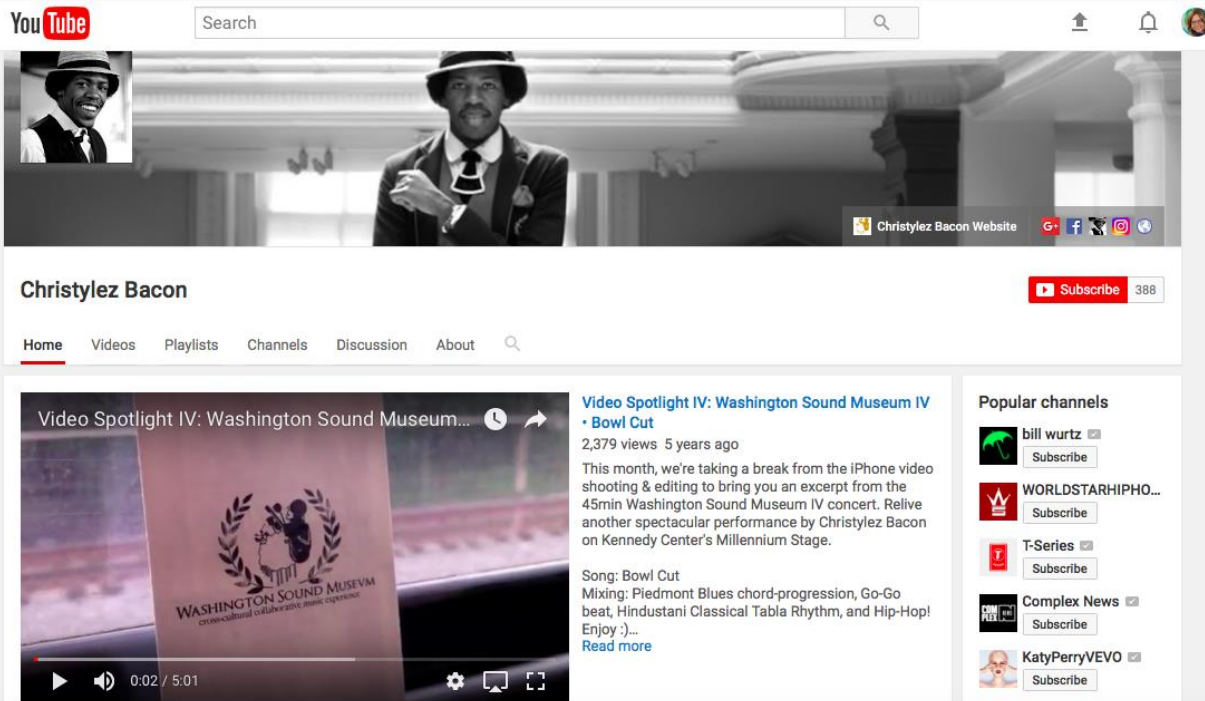
110 following

Amanda Palmer writer, musician, party thrower. my bestselling book & TED talk: "THE ART OF ASKING". patron-powered and loving it. join us.





www.patreon.com/amandapalmer






YouTube: Christylze Bacon






The screenshot shows the YouTube channel page for Christylze Bacon. At the top, there is the YouTube logo, a search bar, and navigation icons for upload, notifications, and profile. Below this is a banner image featuring Christylze Bacon in a suit and hat, with a smaller inset photo of her smiling. The channel name "Christylze Bacon" is displayed, along with a "Subscribe" button showing 388 subscribers. The navigation menu includes "Home", "Videos", "Playlists", "Channels", "Discussion", and "About". The main content area features a video titled "Video Spotlight IV: Washington Sound Museum IV • Bowl Cut" with 2,379 views from 5 years ago. The video description mentions a break from iPhone video shooting and an excerpt from a 45-minute concert. The video player shows a progress bar at 0:02 / 5:01. To the right, a "Popular channels" section lists "bill wurtz", "WORLDSTARHIPHO...", "T-Series", "Complex News", and "KatyPerryVEVO", each with a "Subscribe" button.

YouTube Search    

 Christylze Bacon Website 

Christylze Bacon  388

[Home](#) [Videos](#) [Playlists](#) [Channels](#) [Discussion](#) [About](#) 











Video Spotlight IV: Washington Sound Museum IV • Bowl Cut  

2,379 views 5 years ago

This month, we're taking a break from the iPhone video shooting & editing to bring you an excerpt from the 45min Washington Sound Museum IV concert. Relive another spectacular performance by Christylze Bacon on Kennedy Center's Millennium Stage.

Song: Bowl Cut
Mixing: Piedmont Blues chord-progression, Go-Go beat, Hindustani Classical Tabla Rhythm, and Hip-Hop!
Enjoy :)-
[Read more](#)

Popular channels

-  **bill wurtz** 
-  **WORLDSTARHIPHO...** 
-  **T-Series** 
-  **Complex News** 
-  **KatyPerryVEVO** 

Twitter: Ursula Vernon

The screenshot shows the Twitter profile of Ursula Vernon, who uses the handle @UrsulaV. The profile picture is a cartoon wombat wearing a green floral bowtie. The header banner features a whimsical illustration of a pig wearing goggles and a harness, with large, purple, feathered wings. The navigation bar at the top includes icons for Home, Moments, Notifications, Messages, and a search bar.

Profile Statistics:

TWEETS	FOLLOWING	FOLLOWERS	LIKES
63.9K	370	11.1K	30K

Profile Information:

- Name:** The Wombat Resists
- Handle:** @UrsulaV
- Bio:** I make art, write books & garden. I post sketches & pictures of bugs & have strong feelings about many vegetables. Buy Art Here: tinyurl.com/Rwombat
- Location:** North Carolina, USA
- Website:** redwombatstudio.com
- Joined:** December 2007

Recent Tweets:

- Pinned Tweet:** 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. (32 replies, 96 retweets, 855 likes)
- 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

The image shows a screenshot of a Facebook profile for Matt Sesow. At the top, the name "Matt Sesow" is in the search bar, and the user "Sarah" is logged in. The profile picture is a black and white photo of Matt Sesow at a desk. The cover photo is a large, colorful abstract painting with geometric shapes and patterns. Below the cover photo are navigation tabs: "Timeline", "About", "Friends" (70 Mutual), "Photos", and "More". There are also buttons for "Following", "Message", and "Friends".

Intro

see the latest paintings at <http://new.sesow.com>
the documentary at <http://film.sesow.com>

Me at Matt Sesow

UNITED NATIONS MATT SESOW STAMPS

Post | **Photo/Video**

Write something to Matt...

POSTS YOU HAVEN'T SEEN

Matt Sesow shared a memory.
4 hrs · 🌐

on this day, 2010:

SOCIAL MEDIA TOOLS

Join our Mailing List: ironcircus.com



join our mailing list

Iron Circus on Tumblr

Iron Circus on Twitter

Hootsuite for multiple social media channels

The screenshot shows the Hootsuite dashboard in a web browser. The browser's address bar displays "Secure https://hootsuite.com/dashboard". On the left, a search bar labeled "Find profile..." contains the text "yoursacredheal" and shows 3 results. The results list includes "yoursacredheal" with a Twitter icon, and two entries for "Your Health: A Sacred Mat..." with Facebook and LinkedIn icons. Below the search results is a button labeled "Add social network".

The main content area shows a tweet composition window. The text of the tweet reads: "Testing what this looks like for a workshop. Your Heath: A Sacred Matter's hootsuite has twitter, facebook and LinkedIn." Below the text is a field labeled "Add a link...". At the bottom of the composition window, there are social media share counts: 20 for Twitter, 1880 for Facebook, and 569 for LinkedIn. To the right of these counts are buttons for "Clear", "Save" (with a dropdown arrow), and "Send Now".

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

The screenshot displays the Buffer web application interface. At the top, the Buffer logo is on the left, and navigation links for "Upgrade to Awesome", "Help", and "My Account" are on the right. Below the header is a navigation bar with tabs for "Accounts", "Content", "Analytics", "Schedule", and "Settings". The "Accounts" sidebar on the left lists connected social media profiles: "yespleasem... Twitter", "yespleasemor... Instagram", and "Yes Please ... Facebook Page". The main content area is titled "All Recent Posts" and includes a message: "Your latest posts are looking good, keep it up!". Below this are filter buttons for "Recent", "Most Popular", "Least Popular", "All Posts", "30 Days", and "Export". A specific post is shown for "Wednesday 7th June" with the text: "Biker babe chefs! @monpetitchef and #yespleasemoreplease working with #aphrodisiac avocados. #softtailchefs #bikerlife #cheliflife um, helmet hair". The post includes a photo of two people and shows "0 Comments" and "24 Likes". A "Re-Buffer" button is visible to the right of the post. The bottom of the interface features a chat icon and a footer with "FAQ" and "Awesome Plan" links.

WHO IS YOUR AUDIENCE?

#hashtags can help you find your audience

Location #DC

Type of event #artopening

Tagging others who share #ACreativeDC

Keywords #publicart

Marketing Plan & Capacity

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



Mark Parascandola
**ONCE UPON A TIME
IN ALMERIA**

MASSEY

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massey-media.com