DCCAH June 12, 6-8PM
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Topic: Marketing Techniques for Streamlining and Optimizing Your Social Media Outreach

Get tips on building your online brand, creating an ongoing online engagement plan, and selecting the right software to streamline your outreach.

Social Media Channels
- Instagram
- Twitter
- Websites
- Facebook
- YouTube

Social Media Tools
- Hootsuite
- Buffer
- #hashtags
- Email lists / mailchimp

Branding

Content

Planning

Execution
Social Media Road Map for Artists - Fill In Notes

Branding

Colors

Adjectives

Verbs

#hashtags

Content

Who is your audience?

What is up next for you?
   Events
   New Work

Window into your thinking / intimate touch to artist
   Eye into the process

Feedback / criticism / reviews

Capacity

Social media you are doing now.
   How much time do you spend?

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

What can you do going forward?