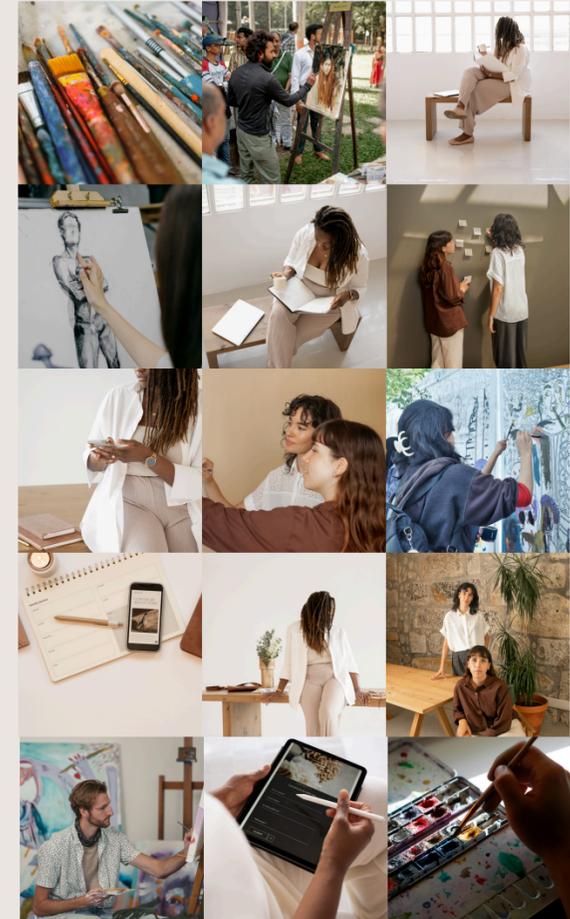




SOCIAL MEDIA MARKETING FOR ARTISTS



PROJECT NAME:

Social Media Marketing for Artists

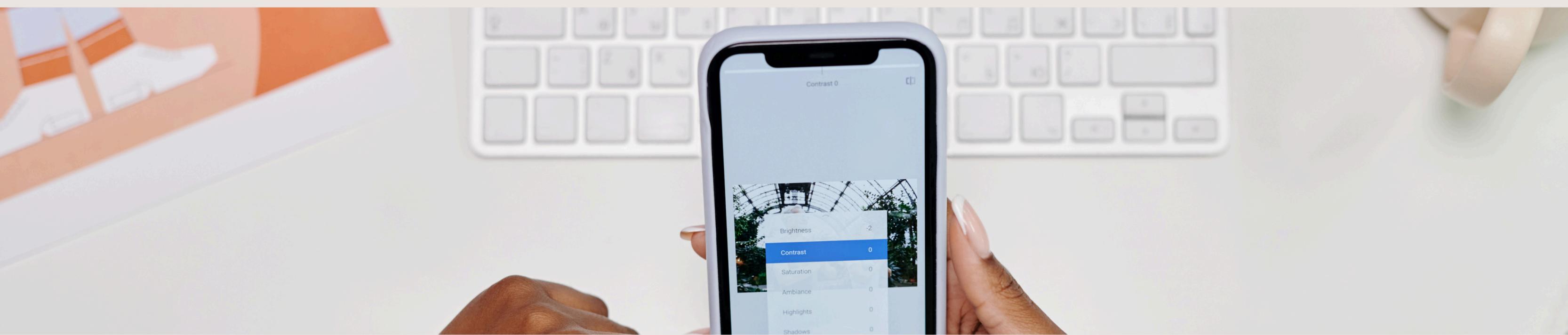
PRESENTED BY:

Amy Taylor

PRESENTED AT:

Bee Cave Arts Foundation

@beecavearts



OVERVIEW

- PROMOTE YOUR ARTWORK
- CONNECT WITH OTHER ARTISTS
- BUILD AN AUDIENCE
- FIND GALLERIES & OPPORTUNITIES
- SELL WORK AND GROW YOUR CAREER



INTRODUCTION

Why Social Media Matters for Artists

Social media helps artists:

- Show work consistently
- Build an audience without a gallery
- Connect directly with buyers
- Network with other artists
- Find gallery and exhibition opportunities
- Sell work independently

Your social media = your public portfolio.



CHOOSING THE RIGHT PLATFORM

*You don't need to be everywhere.
Pick 1-2 platforms to start.*

1

INSTAGRAM

VISUAL PORTFOLIO &
NETWORKING

2

TIKTOK/REELS

PROCESS &
BEHIND-THE-SCENES

3

FACEBOOK

GROUPS, COMMUNITY &
EVENTS

4

LINKEDIN/PINTEREST

ART CONSULTING
CONNECTIONS &
DISCOVERY



WHAT SHOULD ARTISTS POST?

Identifying and understanding your target audience is critical.



CONTENT IDEAS

- Finished artwork
- Work in progress
- Studio shots
- Process videos
- Before/after
- Materials & techniques
- Inspiration
- Upcoming shows
- Packaging & shipping orders
- Personal artist story
- People love seeing process, not just finished pieces.



CONTENT THAT PERFORMS

People follow artists, not just art.

Audiences engage with:



TIME-LAPSE VIDEOS

Set up the camera in the corner of the room and let it capture the process.



STUDIO ROUTINES

DITL is a great way to put a video together with snapshots of your daily routine.



ART TIPS

Share tricks of the trade, no matter how obvious,



MISTAKES

Learning more with personality and authenticity, show vulnerability.



ART STORIES

Share your own personal stories or inspiration behind a particular piece of art.



POSTING TIPS

Content Strategy



GOOD LIGHTING

High quality images, infographics, videos.



CLEAN BACKGROUND

Focus for the audience



CONSISTENT STYLE

Post regularly (1-3 times a week minimum)



CLEAR IMAGES

Provide quality content that represents your art

Consistency beats perfection.



CONNECTING WITH OTHER ARTISTS

Support other artists →
community grows.

*Comment regularly on accounts that interact
with followers (@beecavearts).*



WAYS TO BUILD ARTIST COMMUNITY:

- Add your own comment to posts in your feed
- Share posts to your story
- Collaborate on projects
- Join artist challenges
- Participate in local events
- Join online artist groups



FINDING GALLERY OPPORTUNITIES

People follow artists, not just art.

Social Media Helps You:



DISCOVER

Discover galleries in the area or potential partners



FOLLOW

Follow curators and art spaces as a way to digitally connect. Follow @beecavearts for engagement and collaboration



OPEN CALLS

Search for open calls and learn submission styles



RECOGNITION

Build recognition before applying or reaching out



TIPS

Follow local galleries, attend openings, and engage before pitching



HOW GALLERIES FIND ARTISTS

Galleries look for:

- Consistent body of work
- Professional presentation
- Engaged audience
- Reliable posting
- Artist story & identity

Your page should feel like a portfolio.



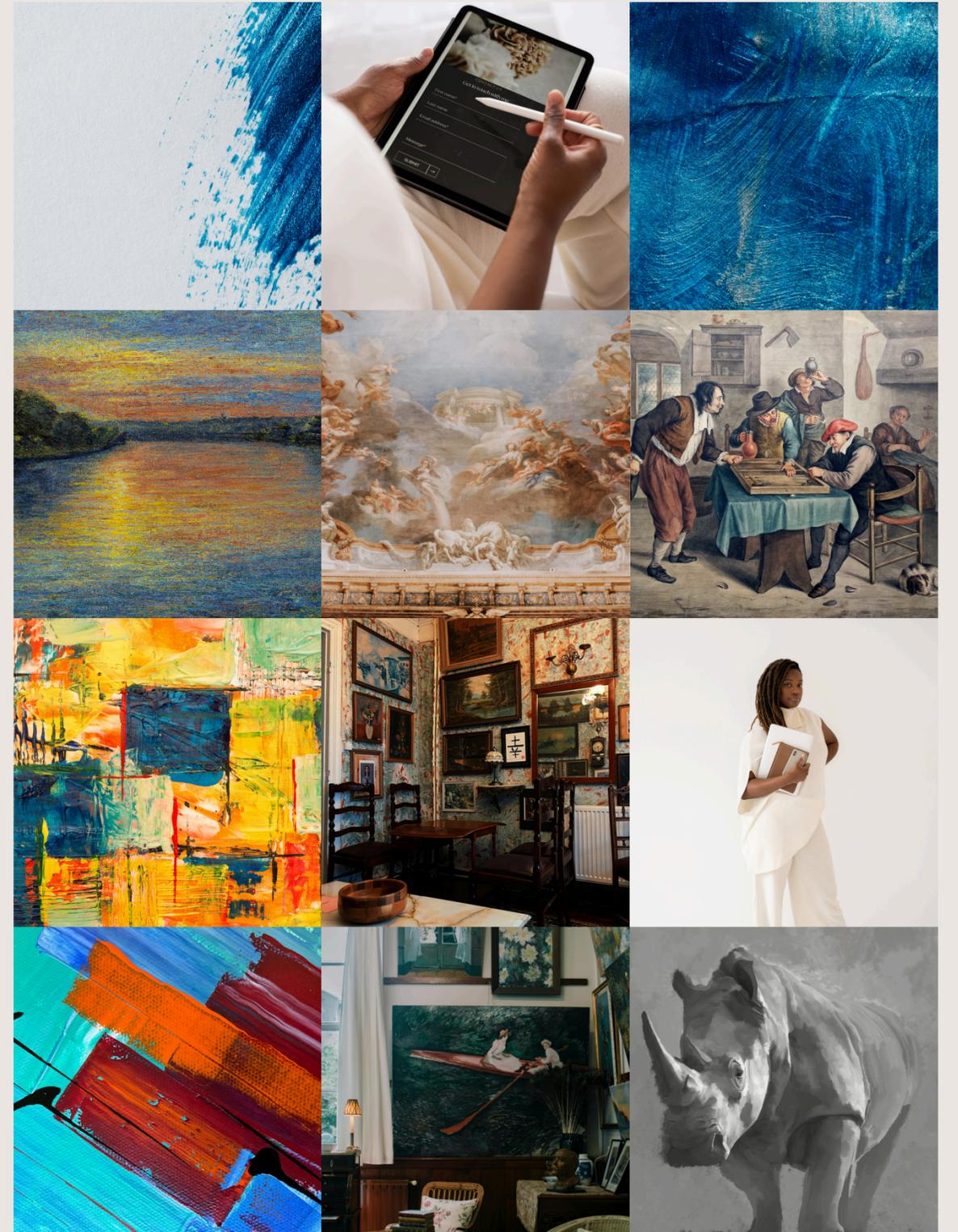
SELLING ARTWORK ONLINE

Ways to sell:

Instagram sales posts
Website links
Etsy/online shops
Direct messages
Commission requests

Always include:

Artwork size
Medium
Price or availability
Contact info





EDITORIAL CALENDAR

A well-structured editorial calendar helps you plan and organize your content in advance. 3 posts/week is enough to grow steadily.

MONDAY:

Work in progress

TUESDAY:

WEDNESDAY:

Finished artwork

THURSDAY:

Studio/process video

FRIDAY

SATURDAY

Personal or inspiration post

SUNDAY

MONDAY:

Story from the weekend

TUESDAY:

WEDNESDAY:

New Project Idea

THURSDAY:

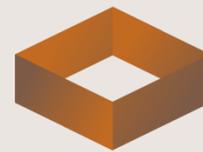
Past Work Highlight

FRIDAY

SATURDAY

SUNDAY

Video tutorial



ACTION STEPS

- Update your profile photo & bio
- Post one artwork or studio photo
- Follow 10 artists you admire
- Engage with posts daily
- Post consistently for 30 days
- Tag **@beecavearts** in your next post

START TODAY!