

Creating Your *Online* Presence

How Social Media can be used to
Promote your **Artistic** Brand

Presenter: **Bonnie Hammer**

941-350-6396

bonnie@hammerized.com

What is Social Networking?

- ◎ **Social Networking** is the grouping of individuals into specific groups.
- ◎ **Social Networking** is popular online because, the Internet is filled with millions of individuals who are looking to meet each other and to expand their social universe through a **common interest**.

Why Online Social Media?

◎ **Artists** find **Social Media** handy, because:

1. It enables the artist to seek out people with similar interests and then meet them in real life Gallery settings.
2. Uploading your portfolio is **EASY** and **FREE**.
3. You can Send out invitations to invite people to your page.

Why do Artists Use It?

- It is available for anyone with an **internet connection**.
- Once you've **set up** an **account** and entered in your **basic profile info**, you can basically sit back and let the social networking activity come to you.

Why do Artists Use It?

- ◎ **The Social Networking website** searches what you've typed into your profile information and makes friend suggestions, page suggestions and group suggestions for you to build your social networking community.

How Can You Use Social Media?

- ◎ **Virtual Gallery.** Social media is built for images.
- ◎ **Build an active Fan Base.**
- ◎ **Killer Events.** Let your fans know about your gallery showings.
- ◎ **Sell.** Promote pieces that are available for sale.

Example 1. Create

◎ **Create.** Your New painting is finished...

1. So you upload it.
2. Aand then you promote it by writing about it as a blog post on your timeline.
3. You add a link to your Gallery.

Example 2. Share

◎ Share.

1. One of your fans 'likes' your post.
2. And then **Shares** it with *their friends* via Twitter, LinkedIn, Facebook, Google+, and Pinterest.

Example 3. Connect

- ◎ **Connect.** You find other artists' blogs or social media pages and you begin to participate in those discussions, which leads to more sharing, and more connecting.

Facebook

- **Facebook can be a great way to spread the word about your art.**
- **Update regularly.**
- **Own your Name.**
- **Be consistent.**
- **Make it interesting.**
- **Use your friends to help build your social network.**
- **Give people a good reason to visit and revisit your page.**

Privacy

- **Decide how public or private you want to be.**
- **If you want to advance the cause of your art, then make your profile and postings as Public as you feel comfortable doing.**
- **The more private you make yourself and the less accessible you are, the more difficulty people will have trying to communicate with you.**

LinkedIn

- ◎ **LinkedIn** is for **employment** networking.
- ◎ You can find employment and employers can find you.
- ◎ You can upload your resume and receive recommendations.
- ◎ **LinkedIn** also has **Company Pages**.

Twitter

- **Twitter** lets you **listen in** on conversations to find out what people are talking about, what is trending or what folks are promoting.

Pinterest

- ◎ **Pinterest** allows its members to "pin" images, videos and other objects to their **Pinboards**.
- ◎ **The Site includes standard social networking features and allows users to share, 'like' and promote their photos.**

Instagram

- **Instagram** is a fast, and fun way to share your life with friends and family.
- You can Take a picture or video, choose a filter to transform its look and feel, and then post it.
- **You can share** to Facebook, Twitter, Tumblr and many more.

How can SM Work for You?

- ◎ **Social Media** can be used to enhance or promote your "brand" as an Artist.
- ◎ **Pinterest & Instagram** can be used to get creative ideas or to show off your work.
- ◎ **Facebook & WordPress & Twitter & Tumblr** can help you spread the word.
- ◎ **LinkedIn** can track jobs and connect you with future employers.

Social Media is Mobile!

**Facebook | Twitter | LinkedIn |
Pinterest | Instagram | Tumblr |
WordPress**

- ◎ **All Social Media is available in the Apple App Store for iPad and iPhone, and at Google Play for Android mobile devices.**

Bonnie on Social Media

Facebook

- ◉ <http://www.facebook.com/HammerizedProductions>

LinkedIn

- ◉ <http://www.linkedin.com/in/bonniehammer>

WordPress

- ◉ <http://hammerizedproductions.wordpress.com/>

WWW

- ◉ <http://www.hammerized.com>

Private Lessons by Bonnie

- **Call or Text 941-350-6396**
- **Email gethammerized@gmail.com**
- **Now offering affordable in-home private consulting for all of your digital devices and personal project needs.**
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 - * Custom Cross-platform setup (OS X, Windows, iOS, & Android)
 - * Simplifying and organizing your files and photos
 - * iPhone / iPad, cloud, syncing, Apps, updating
 - * Web / Blog setup, social media and SEO
 - * Macintosh and Windows operation, including printer and wi-fi setup
 - * Graphic / Web Design, Illustration and photo editing