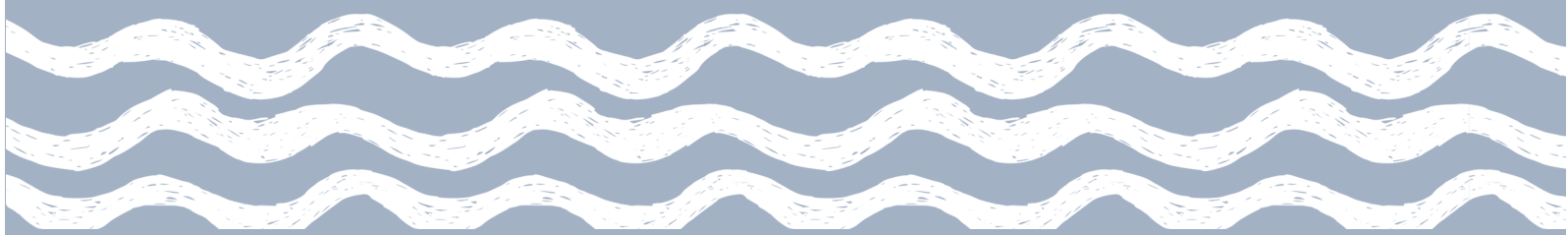


Arts Media CONTACTS

Social Media
Advice 2020



Honing your social media skillset

Social media has become an essential part of every arts PR's armoury, and with this comes a need to understand the latest trends and styles. Before you hurtle down a particular social media path it's advisable to think through what you are looking to achieve.



INSTAGRAM: GET SEEN ABOVE THE NOISE

YOUR FOLLOWERS

A simple tip is to check when 'your' followers are predominantly online - this information is held within the Instagram app itself, and will dictate when is the best time to post your content to the page.

HASHTAG TOOLS

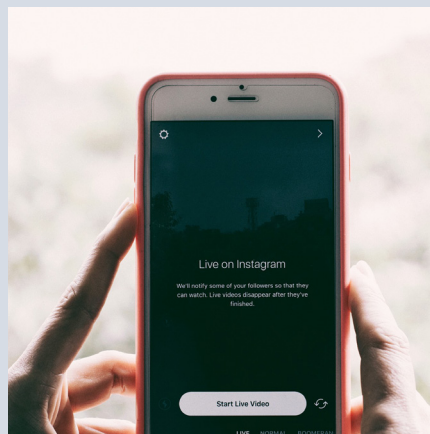
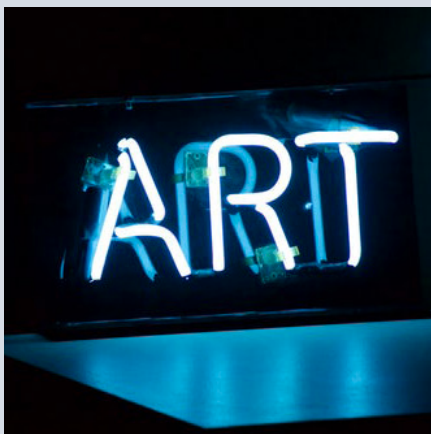
As hashtags flicker in and out of favour, use third party sources such as <https://keywordtool.io> to get inspiration and source relevant hashtags for your post. Post daily and research hashtag holidays to shoehorn into your content to get a wider reach – for example #NationalGardensDay is the day to post that South of France painting that you have been saving.

REPOSTING

Keep your content relevant by sharing others' posts. There are many Instagram repost apps to choose from – we use Reposta which takes the post and reshapes it to your page.

INSTA STORIES

Instagram stories are a great way of getting seen by a wider audience. Choose and keep one style of font, and share more 'behind the scenes' posts that will disappear after 24 hours (but will be saved to your profile). Live streaming is another growing area, but make sure the sound is of a broadcastable quality, and the light is good enough to see the speaker.





GET REAL ENGAGEMENT ON TWITTER

Twitter is often overlooked by galleries lured by the immediacy of Instagram post likes – so here’s how to use Twitter to benefit your art business.

IDENTIFY INFLUENCERS

When promoting a show, firstly research any useful contacts around your subject matter, and tag them into posts. It is far more likely you will get real engagement on Twitter than a quick ‘like’ as people scroll through images on Instagram. We use Twitter to reach out to journalists and share our users’ press releases to a large and receptive audience. Create lists of your key influencers and accounts and check in with them on a regular basis.

POST DAILY

Building relationships on Twitter is relatively straightforward and often leads to direct meetings and business interest. We post daily to our Twitter accounts, and would suggest Twitter works best by engaging with others - give it a try.



EXPLORE FACEBOOK ADVERTISING



Facebook, owners of Instagram, operate the largest social media platform and it offers huge potential for events, galleries and artists. The platform is regularly updating its paid for advertising options, and honing the analytics to ensure paid-for content is pointed at the designated target audience for a relatively small budget. When managing international art events, we have used Facebook ads to reach a wide and receptive audience.

USE TIME-SAVING SOFTWARE AND APPS

This multi-channel PR activity can seem like a huge amount of work to manage each week. Luckily there are an increasing number of apps and ideas available to help you save time and which will work remotely.

HOOTSUITE

We use Hootsuite at AMC to prepare, edit and schedule posts for the four main platforms (Facebook, Instagram, LinkedIn and Twitter). When working with clients, we create teams on their social platforms to schedule content and give our clients 'eyes on' control of information before it is posted to their social pages.

BITLY.COM

Remembering the goal of social media, which, in most cases, is the 'hook' to tempt readers to find out more (and direct them to a booking or website) we encourage the use of apps like Bitly.com which will shorten web links. This gives you the facility to track social engagement from individual streams and edit the weblinks to include the client's own tag e.g. - bit.ly/AMCHP (Arts Media Contacts Home Page).

CREATE IMAGE BANKS

It is now extremely rare to post on any social profile without an image. While artists and galleries are often spoilt for choice when it comes to imagery, we sometimes create a mood board using free sites such as www.unsplash.com to bolster the image banks for social media posts.

DEDICATE TIME TO YOUR SOCIAL MEDIA

There are many tips and tricks to ensure your social media is well received, but in a nutshell – dedicate some real time to your social content. A scattergun, unplanned, sporadic account is transparent to others and could actually have a negative effect on your business.

We offer a choice of social media support services at Arts Media Contacts as follows:

OUR SUPPORT FOR YOU

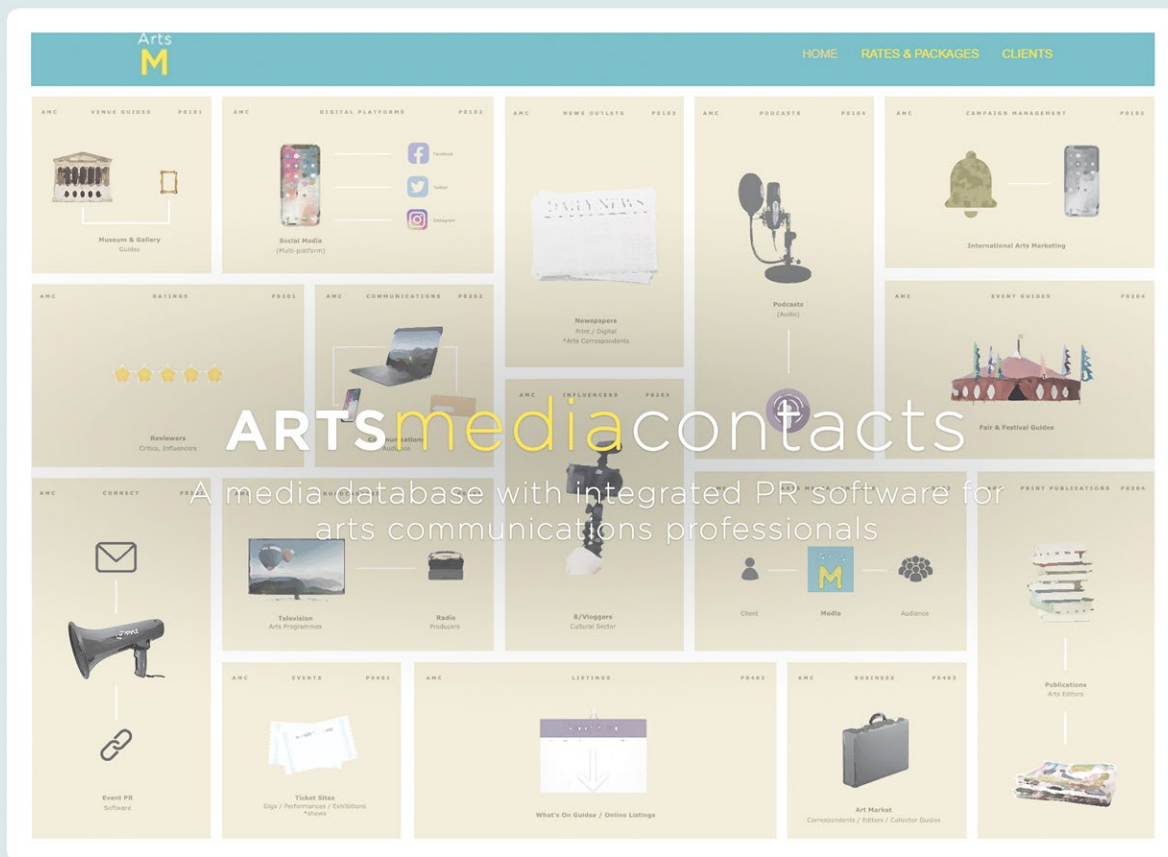
At Arts Media Contacts we offer free and paid-for social media support for arts organisations:

AS PART OF YOUR SUBSCRIPTION:

- We promote all press releases in the system via our own social media channels.
- We follow all our subscribers' social media output and share and push out to the press.

ADDITIONAL PAID-FOR SERVICES:

- Workshops.
- Individual social media training. On the telephone or in-house.
- Reports and reviews: we can go through all your platforms and advise you on ways to boost them.
- Management: join our portfolio of galleries, artists and arts organisations across the UK and let us curate your social media platforms for you.



ARTSmediacontacts

A media database with integrated PR software for arts communications professionals

ARTS MEDIA CONTACTS ONLINE

www.artsmediacontacts.co.uk

- User-friendly interface to manage your PR campaigns
- Constantly updated database
- Fully International
- All the social media feeds
- Individual email addresses for journalists
- Press release templates and distribution
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TO FIND OUT ALL THE LATEST FEATURES

