

*For artists!*

# Social Media <sup>^</sup>101

# Think like a business

Aim for:      Consistency  
   Focus and  
specificity

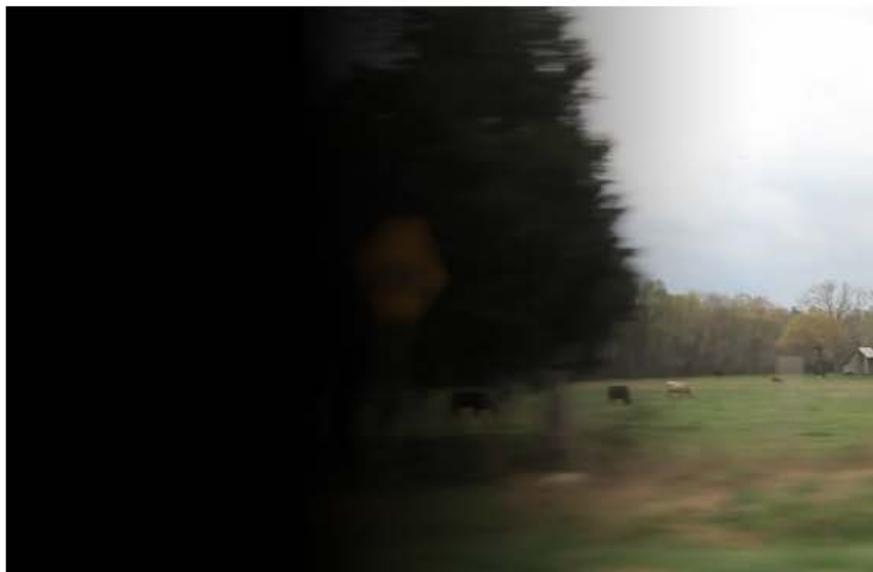
Engagement

# Focus your efforts

- Where is your audience?
- What kind of work will you be sharing?
- How frequently-realistically-will you be able to manage posting?
- What about Facebook?
- Be focused within each post

# Late Summer Updates

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## New Website

I'm excited to launch [my new website!](#)

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## Group Exhibition

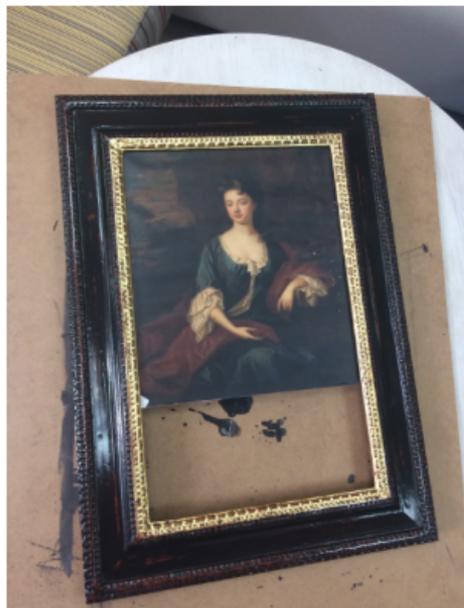
"Fine"

Atlantic Wharf Gallery, Boston

Through September 30, 2017

[More about exhibition here](#)

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## News

### **Ella Lyman Cabot Trust Grant Recipient**

I am honored to be a recipient of the Ella Lyman Cabot Grant in support of new large scale work. More details to come.

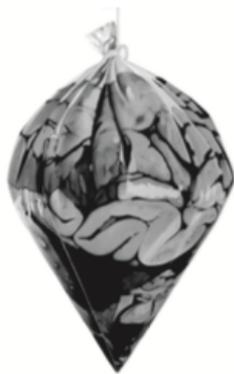
"Richard and Ella Cabot were willing; indeed, to gamble almost recklessly on the creative powers of human personality if there was even a slight chance of tipping the balance in favor of real and significant achievement."

### **Puffin Foundation Grant Recipient**

I am grateful to Puffin Foundation for a grant in support of new work.

# GHOSTBODIES

[HOME](#) [ABOUT](#) [TEXT](#) [PURCHASE](#)





The ICA/Boston @ICAINBOSTON · Feb 27

"...the show bulges with bright art and is almost harrowingly on-topic,"  
[@washingtonpost](#). See Art in the Age of the Internet now at the ICA  
[bit.ly/2o4HrLv](http://bit.ly/2o4HrLv)



# Put the basics in place

- Create a homebase: your social media channels should function as offshoots of your website; people should be easily directed to each from the other, and should be able to find any useful links and access your work even if they don't have an account on your platform (i.e. by including different links in an email signature)
- Be consistently named
- Be consistent in design
- Be consistently linked

# Schedule

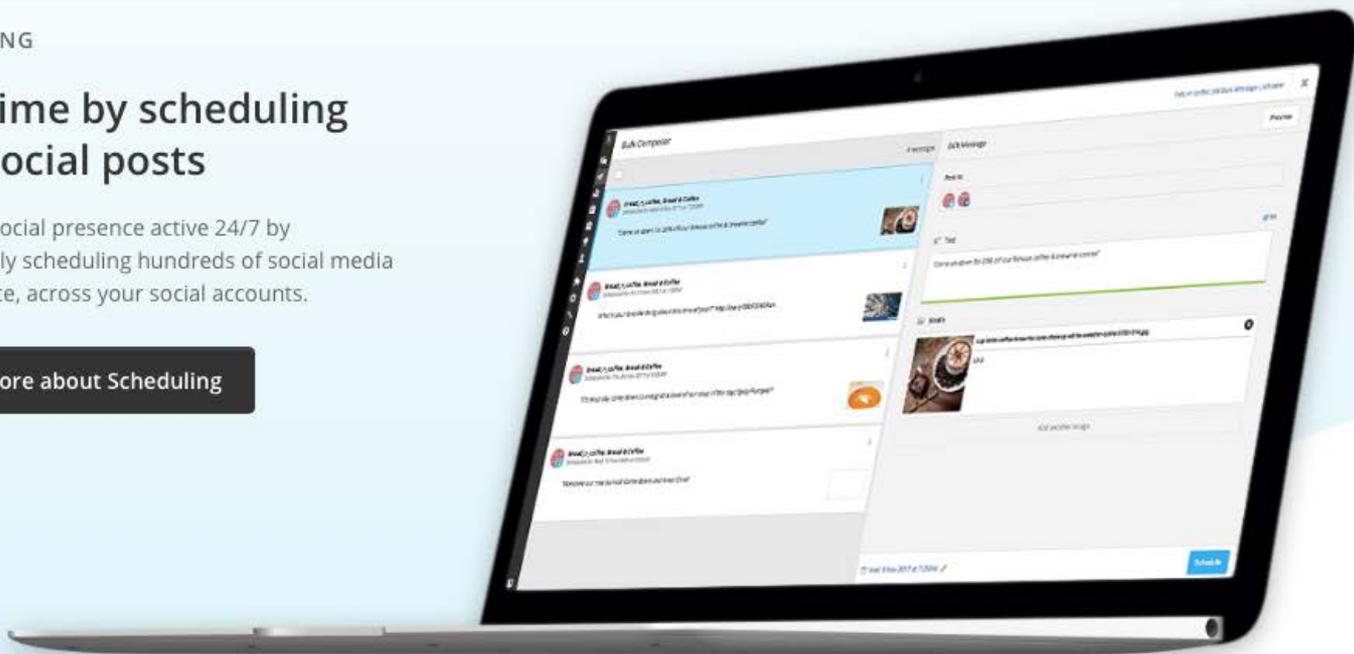
- Be realistic
- Schedule appropriately for the platform
- Work backwards
- Think about other efforts you can do periodically, quarterly or seasonally (i.e. updating your website, sending out an email newsletter)
- Delegate via Hootsuite

## SCHEDULING

## Save time by scheduling your social posts

Keep your social presence active 24/7 by automatically scheduling hundreds of social media posts at once, across your social accounts.

[Learn More about Scheduling](#)



# Diversify

- Diversify in terms of content - mix it up!
- Pay attention to analytics (...but don't obsess!)
- Diversify your networking
- Strategize what you share, not just what you post
- The people and institutions who show and support your work are your most valuable resource

# Platform specifics: Instagram

- Paradoxically, your posts should all be different yet also as cohesive as possible
- Use tags on every post, as many as you can think of...but also not too many
  - Be identical
  - Be consistent
- Think of tags as a way of networking specific to Instagram
- Know that Instagram will not drive traffic to individual links as much as other platforms

# Platform specifics: Twitter

- Have something specific to share
- And someone specific to share it with
- Always be on the lookout for content to share
- Pay attention to hashtags



**maia dolphin-krute** @ghostbodies · 15 Dec 2017



Great to see @thedeafpoets editor @blackTiresias featured!

**Johanna Hedva** @bighedva

how cool that i got to do my top 10 for the year-end lists of @walkerartcenter  
i gave some love to @seren\_sensei @nevebebad @sinsinvalid @ztsamudzi  
@restorecollectv @miamingus @blackTiresias @chaninicholas  
@poetastrologers @diamanda\_galas & more 🗣️❤️! ...