Social Media, Marketing & Online Presence

Liberty Center

Prof. Kristen Palana

Learning Objectives for Day 1 (out of 12 Sessions)

- Settling In/ Housekeeping
- Course Overview & Instructor Introduction
- Brief Student Intros
- A Day in the Life. How I use my website(s), social media channels, and mailing list to make my life as an artist and small business owner easier
- Overview: Web/ Social Media Content Dos and Don'ts
- Your Turn
- Co-create our next sessions
- Q&A

Introduction Time

- What will be your biggest strength?

- Why do you want to take this course?

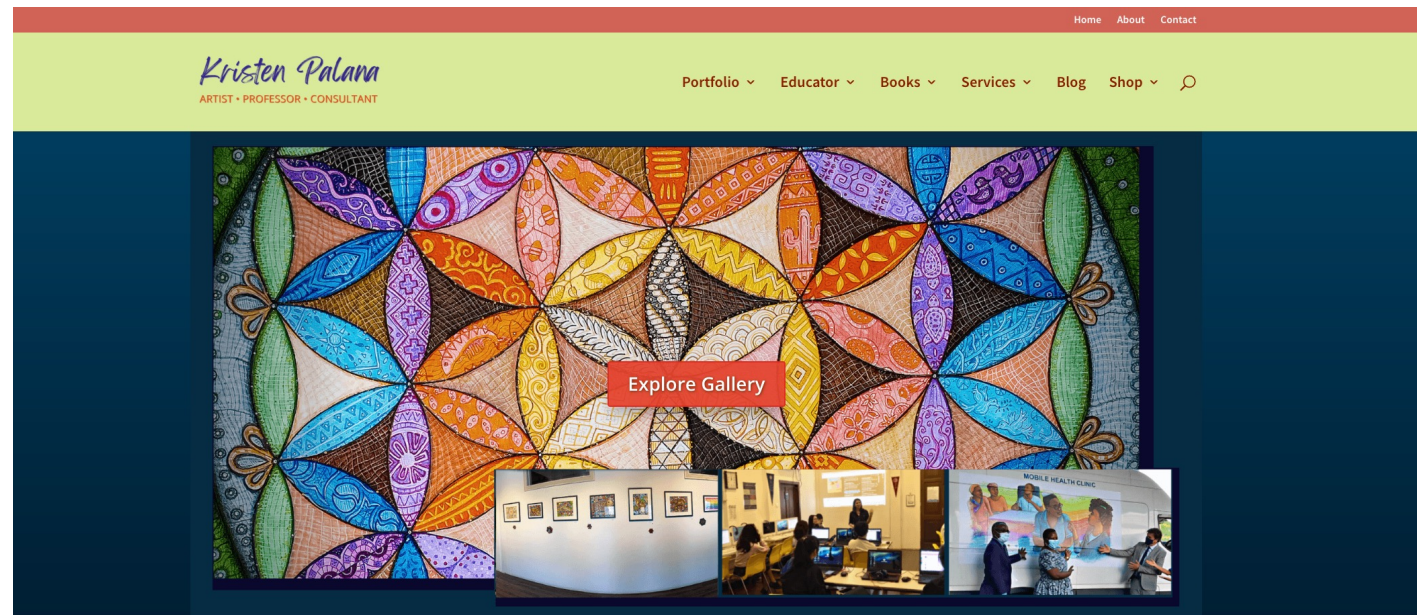- What experience do you already have?

- Survey

  https://forms.gle/bvKiDEr5G9EKGp5SA

A Day in the Life:
How I use my website(s), social media channels, and mailing list together to make my artist life easier…

- https://kpalana.com
- https://www.makalulustudio.com
- https://kpalana.com/kristen-palana-artist/

What I am focusing on:

1. **Main website:** Having an accurate, easy to use, up to date, online representation of myself and my work that can answer questions 24/7. Easy ways to contact me.

2. **E-commerce website:** A smooth shopping experience for art prints, originals (I usually sell originals in person), gift shop items, and a form for taking commissions or freelance projects.

3. **Grants/fellowships website:** Simplified and clean. Only the facts Mam. Has a bio, contact info, mailing list subscribe area, simplified portfolio, artist statement and blog

4. **Social Media Channels:** To me they are most important in this order:
Facebook, Instagram, LinkedIn, YouTube, etc. They are just tools to get people to know my work and myself better, build relationships and build trust, tell stories, and get people to visit my website or subscribe to my mailing list

5. **Mailing List:** So important. You OWN this. This is portable and will stay with you over the years. This is where you really nurse those relationships, make fans, build trust, and yes… sell more art.
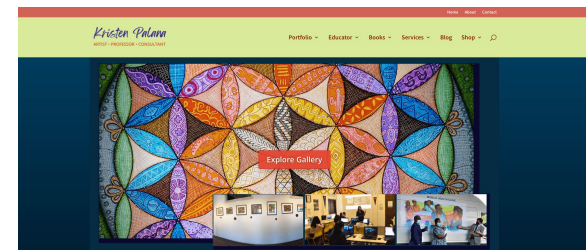
Online Media Best Practices
Being Responsive and Up to Date

Is Anybody Home?

- **Check all your contact information and make sure it's current.**

- **Does the information on your website match the information posted on your social media accounts and pages?**

- **Can the public contact you easily by phone, email, SMS, or FB message?**

- **We all make mistakes. If you catch one on your website or social media pages, it should be fixed ASAP.**

- **Your clients will trust you more if you content is reliable and up to date and if you are very responsive to questions and concerns.**

Online Media Best Practices
Responsible, Ethical Content Creation

What kind of content should you feature on your website and social media pages?

- **Accurate "About" and "Contact" information**
- **Events, workshops, exhibits, and activities open to the public**
- **New artwork, sales, promotions, etc.**
- **Work in progress**
- **Stories about you, your work, your creative process, bloopers, etc.**
- **Video of you working or speaking directly to camera**
- **What else?**

Overview: Web/ Social Media Content Dos and Don'ts

- Social media is a tool. It is not our focus
- Which channels to focus on (and *not* focus on!)
- How often to post
- What to post
- What times to post
- Using a post planner

Online Media Best Practices
Accountability and E-Etiquette

Do:

- **Respond to comments and criticism quickly and politely**
- **Correct mistakes and ensure information is accurate in a timely manner**
- **Use text, video, and images responsibly**
- **Consider privacy concerns**
- **Take the "high road"**
- **Be Professional**

Social Media Best Practices
Ensuring Your Content is Original or Royalty-Free

Using Royalty-Free Image Sites

- Pexls.com
- Pixabay.com
- Gratisography.com

Your Turn

Let's support each other! Take some time to exchange website URLs (if you have one), FB pages, IG handles, LinkedIn, or anything else.

Please pick ONE thing (your website's home page, a social media channel, etc.) and myself and the class will give first impressions and a quick feedback as well as suggestions to get you thinking for the weeks ahead.

*Do NOT explain anything or tell us what to click on. This will help you see how intuitive your site already is and what you maybe need to make clearer.

Co-create our next few sessions (+Q &A)

Based on what you are doing and what I just discussed, do you see areas in your own web strategy that you want to expand, tweak, or redo?

Have you taken our class survey yet?

Discuss and come up with 3-5 small, do-able, measurable goals you'd like to achieve by the end of this course.

What questions do you have? Ask me anything.