The Art of Social Media

Jess Ansberry

@pnp.paintparties
@jessansberryart
Who Is My Community?

Replace “followers” with Community

Seek “engagement”

Who is not “in the room”?

Where is my audience? For me, it is Instagram and Facebook...I am exploring TikTok very slowly.
Engagement

- Likes, followers, posts or story shares
- Comments from your community
- What is the intention of your post?
- Call to action: “comment below”, “what do you love about…?”, “link in bio”
Keeping Your Community Engaged

Community growth through a pandemic

Share your process through timelapse, IGTV, Live stories, Reels

Celebrate your collaborators and favorite artists, businesses and locations.
Tools

Keep it simple.
Lessons I’ve learned along the way...

Don’t waste a good video:

Did you press “record”?

Mark the spot that your camera will see.

Background music may get your video muted.

If your dog snores in the video...go with it. Wife walks in? Say Hi!

Be yourself. Your community loves you.
Lessons I’ve learned along the way...

A reel viewed 6,000 times, was viewed by no one I have ever engaged with and they don’t follow my page.

A picture/post that was “liked” 12 times, turned into 3 of the coolest commissions I have ever been a part of.

Someone who quietly followed my watercolor journey for a year, finally decided to give it a try and now we paint together several times a month.
Don’t take yourself too seriously. Enjoy the process, share that with others, your community will grow.
INTRODUCTION

ARTIST

PAUL RICHMOND STUDIO
INTRODUCTION
MENTOR
ART MAKES US

How To Write A Short Story For Beginners
Fridays in August
sign up!

ALtered BOOK WORKSHOP
with Briden Schueren
07/10/22
3:00-5:00pm PST
4:00-8:00pm EST
OVERVIEW

COCKTAIL PARTY

**DOS**
- Share interesting insights
- Show interest in others
- Have fun
- Engage

**DON'TS**
- Talk about yourself nonstop
- Whine
- Aggressively try to sell
- Pretend to be what you aren’t
WHAT ABOUT SALES?

That happens as a result of the previous three. If you try to bypass the social part and only focus on selling, it is annoying.
BUT FIRST...
SELFIE TIME!
AWARENESS

Be genuine. It’s more fun, plus people can spot insincerity.
AWARENESS

INSPIRATION

Discover and learn from other artists.
INDUSTRY INSIGHTS

Follow art blogs, magazines, galleries, and other arts organizations. Learn by observing and interacting with people from your industry. Gain insights and behind-the-scenes info.
Begin building awareness of your own work within the community.
CONNECTION

It’s not about numbers. Meaningful connections are more important than huge followings.
PROMOTE OTHERS

Share what inspires you, especially your friends!
CONNECTION
CHARITY
Support important causes.
CONNECTION
CAUSE/EFFECT
ENGAGEMENT

Don’t post and run. Interact and engage with your community.
ENGAGEMENT

COMMUNITY

Foster a spirit of community through livestreams, chats, virtual events, and page takeovers.
ENGAGEMENT

MAKE IT FUN
Collaborate with people through engaging projects and let them be ambassadors for your brand.
ENGAGEMENT

COLLAB

#SelfieRespect
TIPS & TRICKS (that work for me)
Social media scheduling programs like Loomly allow you to plan out your posts in advance and schedule them for the best times.
TIPS & TRICKS

TIMING IS EVERYTHING

Share similar content at different times to see when you get the best engagement. Different audiences have different results.
TIPS & TRICKS

REELS

Don’t limit yourself to just photos. You should also use video and stories.
TIPS & TRICKS

REELS

Start with a collection of videos. You can put them all into one folder on your phone to make it easier.
TIPS & TRICKS

REELS

On Instagram, click the + button in the top right corner and then select Reel.
Choose each video you want to add to the reel by clicking the + icon in the bottom left corner.
TIPS & TRICKS

REELS

Add music to the reel using the music icon.
TIPS & TRICKS

REELS

Write a caption (including hashtags), click "Edit Cover" to choose the cover image for the reel, tag people who appear in the reel, and click Share to post!
Facebook and Instagram ads offer easy access to target audiences. Great for events too.
Tips & Tricks

Catch Their Eye

Visuals should be eye-catching with minimal text.
TIPS & TRICKS

YOUTUBE

Consistency of posting is key. Have a regular schedule so followers know when to expect new vids. Encourage people to subscribe to your channel at the end of each video.
Build a library of hashtags. I use the Notes app in my phone to save them. A good hashtag strategy includes hashtags that are brand specific, industry relevant and trending.
TIPS & TRICKS

PROFILE

Make sure that your profile and header images are clear and up to date, include keywords in your “about” sections, and make sure any links in your bio are relevant and working.
TIPS & TRICKS

RECYCLE

Repurpose old content.
TIPS & TRICKS

CROSS-PROMOTE

Put your social links everywhere: website, business cards, email signature…
**TIPS & TRICKS**

**LINKTREE**

A great resource for showcasing all your links on social media profiles.
TIPS & TRICKS
FLY YOUR FREAK FLAG
THANK YOU