

# The Art of Social Media

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# 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.

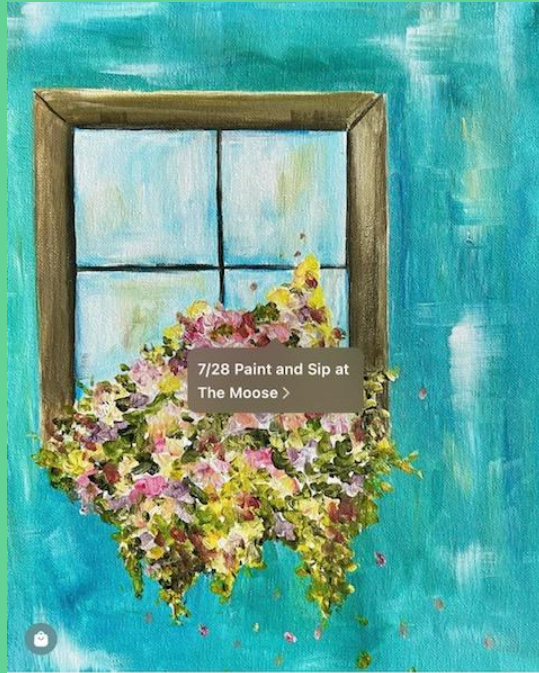
# Engagement

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”



[View shop](#)



# 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.



## Cocktails

*The Butters & Summer Peach Old Fashioned*  
 Maker's Mark Bourbon Whiskey  
 bitters  
 simple syrup  
 sparkling water  
 peach slices  
 blackberries

*The Teetie & Cactus Pear Margarita*  
 El Estero Blanco Aguardiente, or Espolon  
 Blanco Aguardiente, or similar  
 Cointreau  
 cactus pear syrup  
 lime juice  
 lime garnish

*The Meatloaf & Spritzly Viniciano*  
 Prosecco  
 Asperol  
 soda water  
 orange garnish

# 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.**



The background is a solid red color with a collage of various social media and communication icons in a lighter red shade. These icons include speech bubbles, a Wi-Fi symbol, a person with a plus sign, a share icon, a speaker, a line graph, a magnifying glass, a globe, a cloud with arrows, a Twitter bird, a Facebook 'f', a heart, an envelope, a paper plane, a camera, and a speech bubble with three dots. The text 'Social Networks' is also visible in a light red font, slightly tilted, in the upper middle area.

# THE ART OF SOCIAL MEDIA

PAUL RICHMOND

INTRODUCTION

# ARTIST

PAUL RICHMOND STUDIO



INTRODUCTION

# MENTOR

ART MAKES US



## How To Write A Short Story For Beginners

Fridays in August

sign up!





## OVERVIEW

# COCKTAIL PARTY

### DOS

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

### DONTS

- Talk about yourself nonstop
- Whine
- Aggressively try to sell
- Pretend to be what you aren't

OVERVIEW

# BENEFITS

AWARENESS

CONNECTION

ENGAGEMENT



## OVERVIEW

# 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!**



The background is a solid red color with a collage of various white and light red icons. These include speech bubbles, a heart, a Twitter bird, a smartphone, a magnifying glass, a globe, a cloud with upload and download arrows, a musical note, a basketball, a Facebook 'f' logo, an envelope, and a smartphone screen displaying social media app icons like Instagram, Twitter, and Messenger. The word 'Social Networks' is also visible on the phone screen.

# AWARENESS

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

AWARENESS

# INSPIRATION

Discover and learn from  
other artists.



AWARENESS

# INDUSTRY INSIGHTS

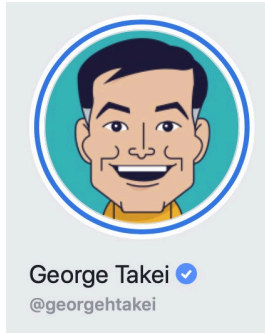
Follow art blogs, magazines, galleries, and other arts organizations. Learn by observing and interacting with people from your industry. Gain insights and behind-the-scenes info.



AWARENESS

# EXPOSURE

Begin building awareness  
of your own work within the  
community.





# CONNECTION

**It's not about  
numbers. Meaningful  
connections are more  
important than huge  
followings.**

CONNECTION

# PROMOTE OTHERS

Share what inspires you,  
especially your friends!



[View insights](#)

[Boost post](#)



Liked by [anne.ylvisaker](#) and 103 others

paulyworld My talented friend [@kentonthoppas](#) is illustrating a book of portraits paired with people's favorite quotes. I'm so excited to be included... [more](#)



[View insights](#)

[Boost post](#)



Liked by [xcoast](#) and 86 others

paulyworld Had a blast at [@xcoast](#)'s pop-up exhibit today. Beautiful work!! So proud of you. And excited to pick up a new piece for my collection! Loved... [more](#)

CONNECTION

# CHARITY

Support important causes.



CONNECTION

# CAUSE/ EFFECT





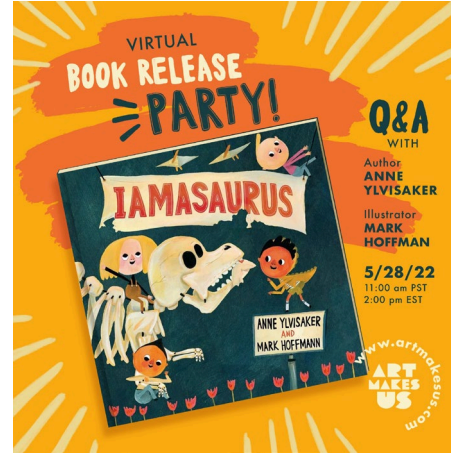
# ENGAGEMENT

**Don't post and run.  
Interact and engage  
with your community.**

ENGAGEMENT

# COMMUNITY

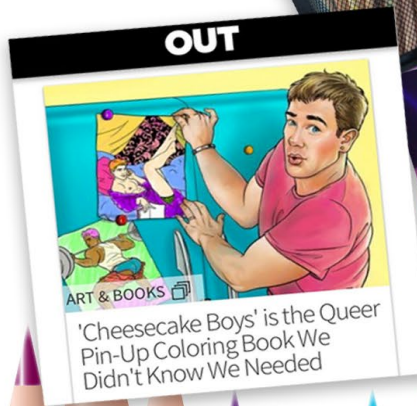
Foster a spirit of community through livestreams, chats, virtual events, and page takeovers.



ENGAGEMENT

# MAKE IT FUN

Collaborate with people through engaging projects and let them be ambassadors for your brand.



ENGAGEMENT

# COLLAB

#SelfieRespect



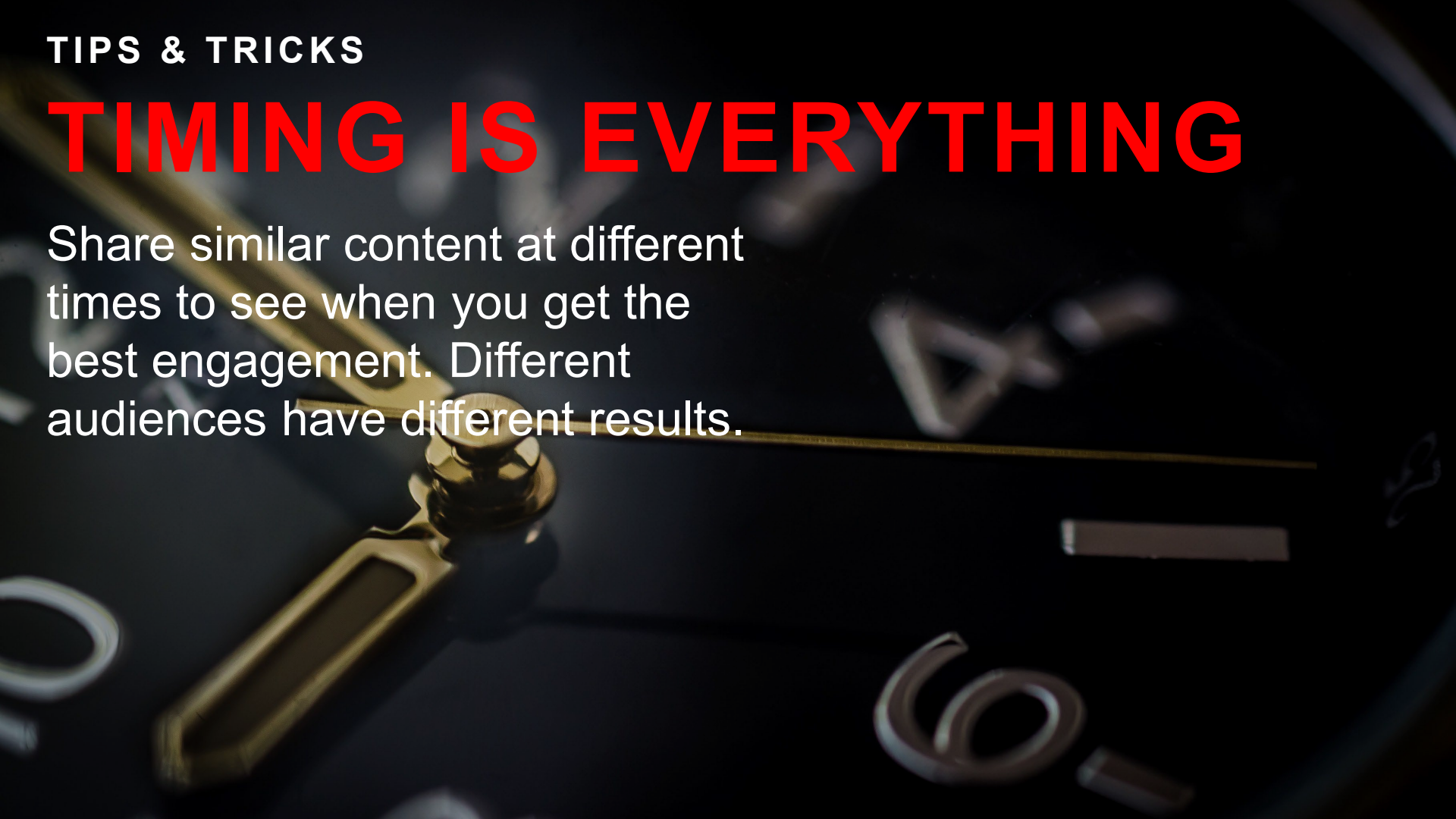


TIPS & TRICKS

# SCHEDULE

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

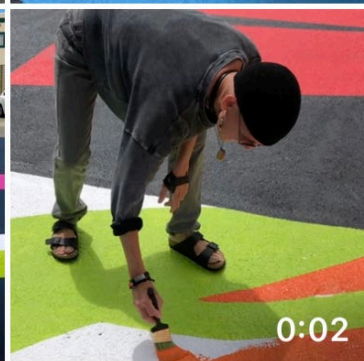
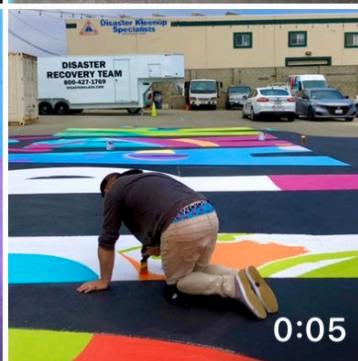
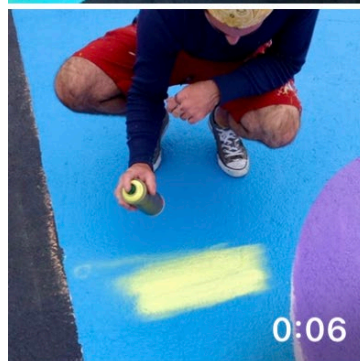
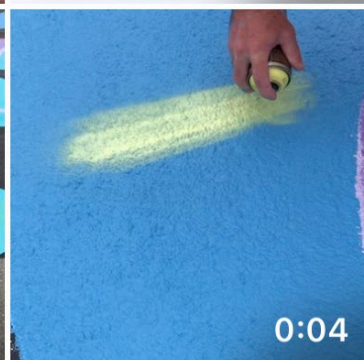
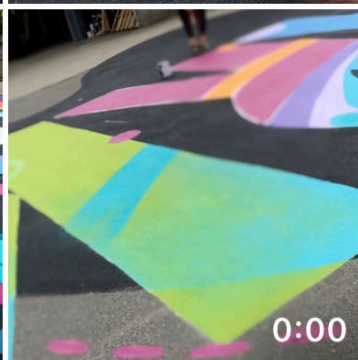
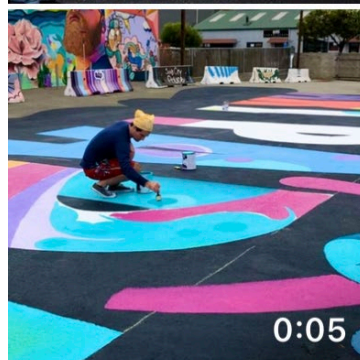
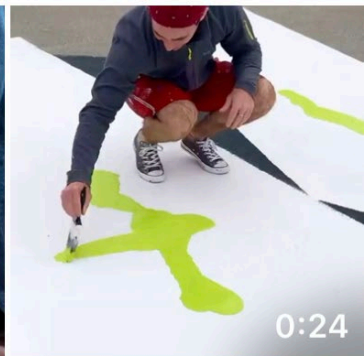
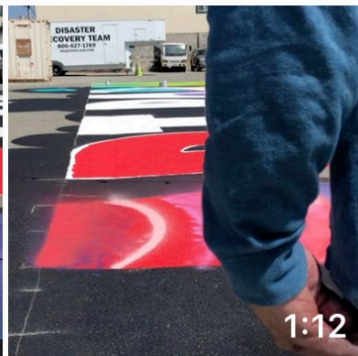
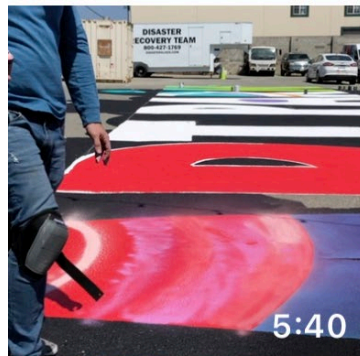
Don't limit yourself to just photos. You should also use video and stories.



## TIPS & TRICKS

# REELS

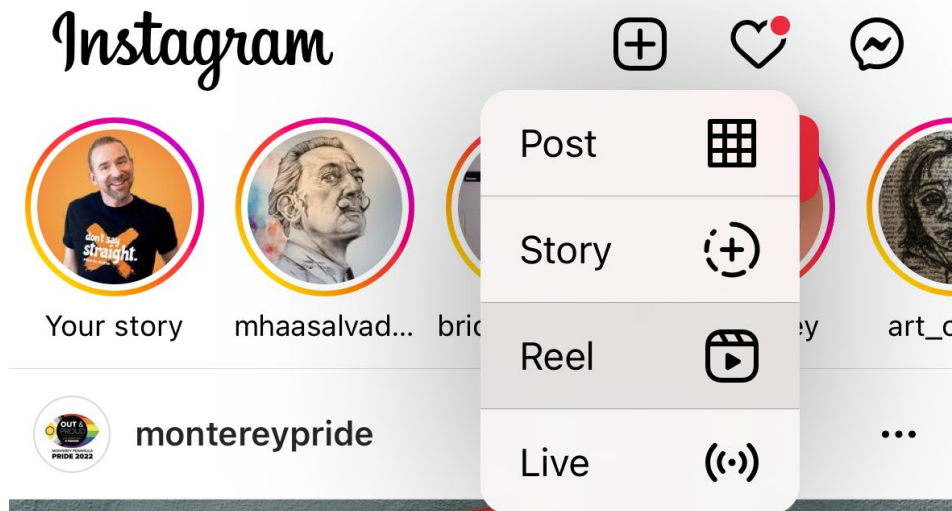
Start with a collection of videos. You can put them all into one folder on your phone to make it easier.



## TIPS & TRICKS

# REELS

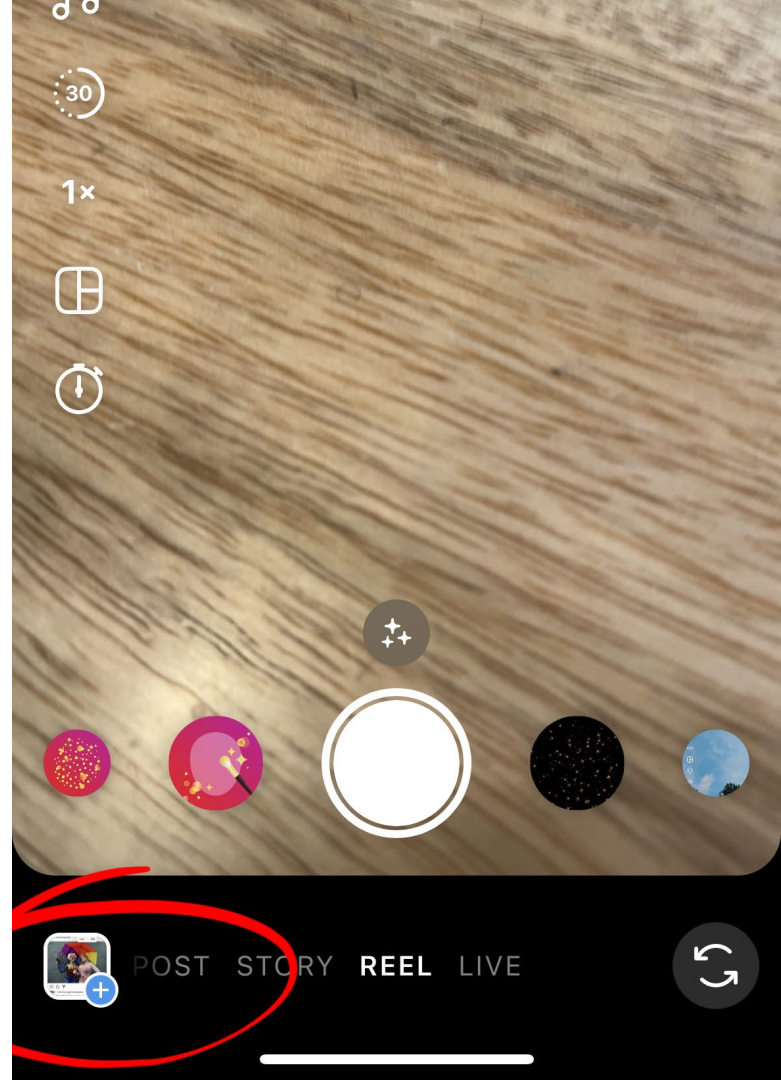
On Instagram, click the + button in the top right corner and then select Reel.



## TIPS & TRICKS

# REELS

Choose each video you want to add to the reel by clicking the + icon in the bottom left corner.



## TIPS & TRICKS

# REELS

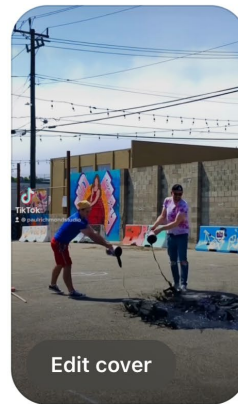
Add music to the reel using the music icon.



## 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!



Write a caption...

### Share to Reels

Your video may appear in Reels and can be seen on the Reels tab of your profile.

Also share to Feed



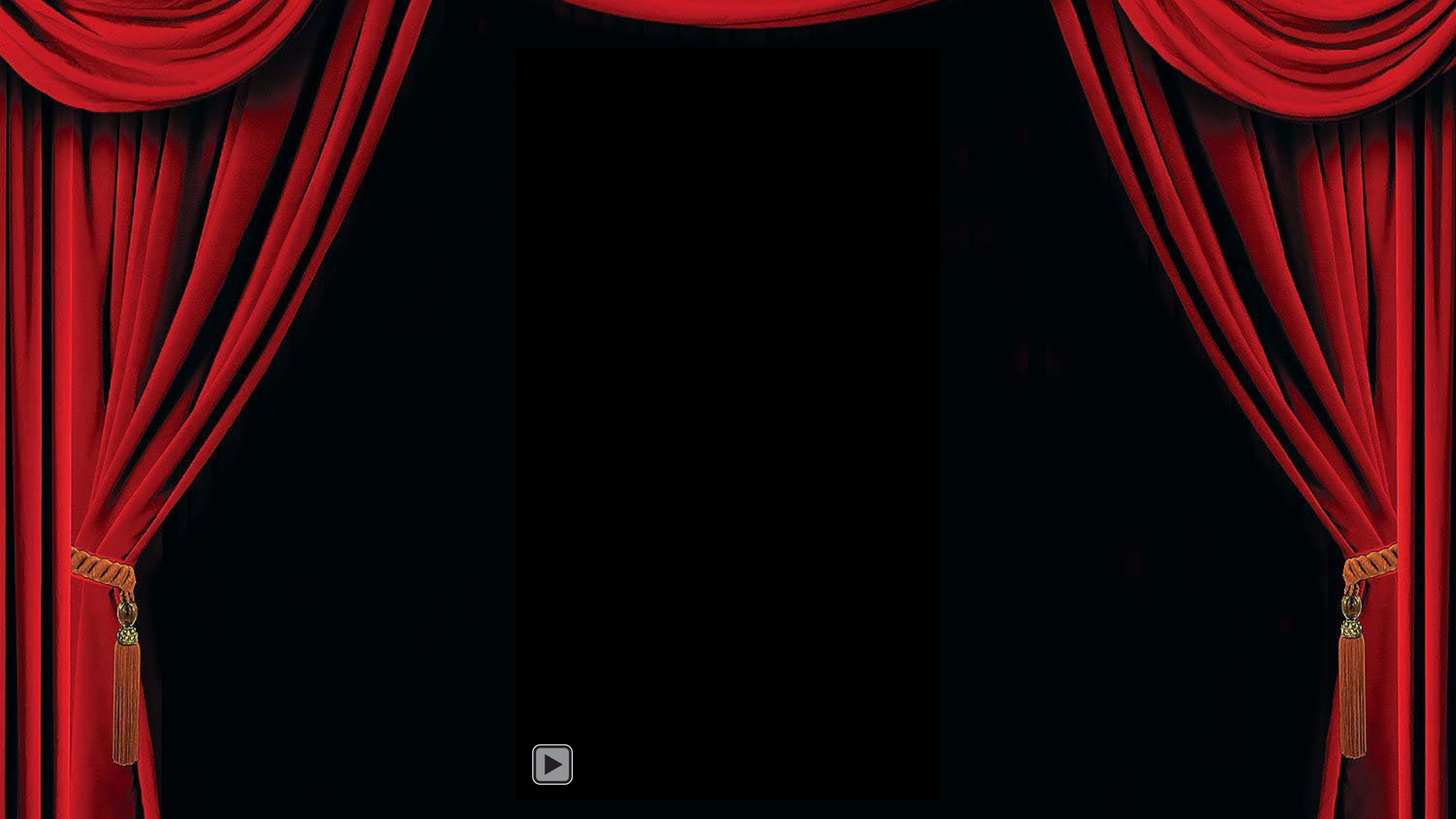
 Tag products >

 Tag people >

 Drafts >

Save draft

Share



TIPS & TRICKS

# FACEBOOK AD CENTER

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.

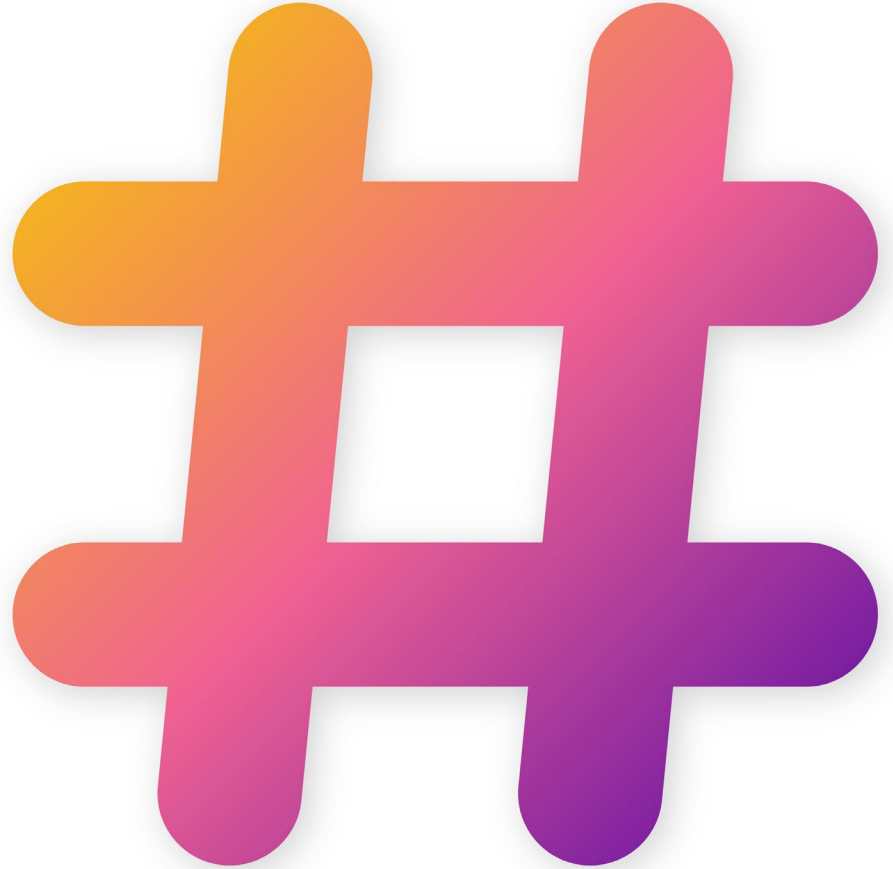


## TIPS & TRICKS

# #HASHTAGS

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

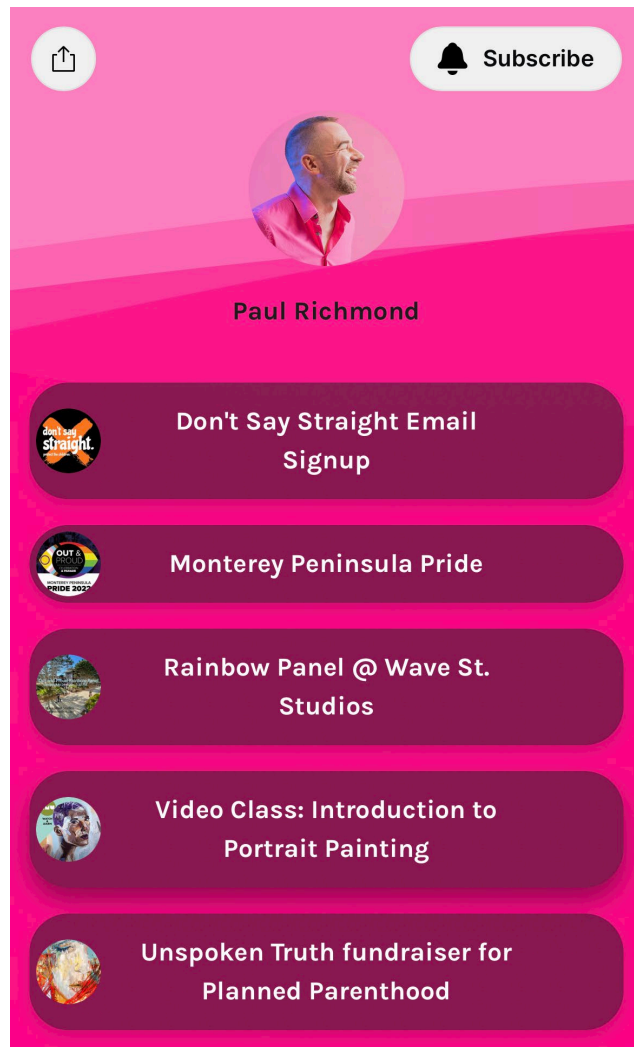
Put your social links everywhere:  
website, business  
cards, email  
signature...



TIPS & TRICKS

# LINKTREE

A great resource  
for showcasing all  
your links on  
social media  
profiles.



TIPS & TRICKS






# FLY YOUR FREAK FLAG



# THANK YOU







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