


40 Social Media Content Ideas for Artists



VAA

Visual Artists
Association

Social media is one of the fastest ways to connect with your following in real-time. Constantly evolving, social media changes how we engage with others, making it possible to build relationships with people with similar interests. Keeping your fans up to date with your artwork has never been easier.



The goal of your social media posts should be to inform, entertain (or inspire), and educate your audience about topics that relate to your arts business. Social media is about sharing stories, no matter how big or small. Below are some top-line ideas for you to include in your social media plan.

TIPS :

- If you find copywriting social media posts a challenge, simply think of three points about the picture or subject and you literally have a post. Think of covering What, Why, Where and How?
- Consider the tone of the copy... does it reflect your personality? Are you quiet and introvert or are you outgoing and sociable? Find your authentic voice, you have to get your feelings across with the words you use and how you construct your sentences. Keep it simple and you will achieve momentum.
- Remember the goal of social media is to build relationships – respond to all messages or comments about your posts and work.

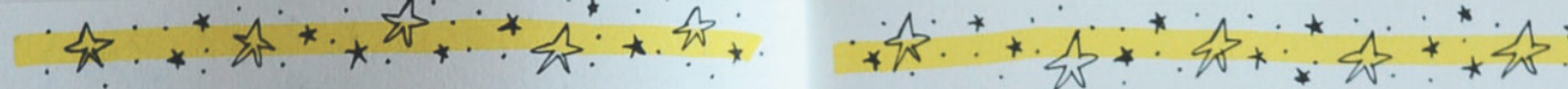

40 Content Ideas:

TICK
WHEN
DONE

1. Before and after images of your artwork - sketch to canvas or paper. The aim is to show the creative concept coming to life.
2. Work in progress - a sneak preview of your work during the creation process.
3. Installing your artwork – can you get feedback or an image of the artwork going up?
4. Final reveal – a picture of the artwork in its setting.
5. Staging artwork in different settings, sizes or frames (via a staging app).
6. Zoom in on detail your artwork, people like to see textures and colours close up.
7. Behind the scenes in the studio – buyers love to see you creating art in your day to day environment.
8. You with your artwork – posing with a poignant piece of work.
9. You with your artwork – posing with a poignant piece of work.
10. Answer your most frequently asked question.
11. Random tip – have you found something useful that your peers maybe interested in. An opportunity to show your skill or attention to detail.
12. Reshare a post that has worked well in the past or memory #tbt (Throw Back Thursday).
13. Quotes from Buyers, art critics or anyone that has engaged positively with your work.
14. Sold! An item or collection that is sold and its back story.

15. Products or techniques being used, people love the details. They love seeing a colour pallet or a particular technique.
16. User generated content (share client posts).
17. Shout outs to promote your other platforms (Facebook, Twitter, LinkedIn).
18. Thank you message to your fans or partners. Have you been working with a charity or arts organisation? Share any current projects that you are thankful to be involved with.
19. Monthly or annual round up – what's been the best bits of your month?
20. Live Art Demo.
21. Time laps video (most mobile phones allow you to do this).
22. Merchandise - images can be produced on demand, see websites such as Redbubble.
23. PR coverage – have you been mentioned anywhere online or offline? A shoutout 'thank you' may get you more likes, shares or followers.
24. Gallery partnerships (online & offline).
25. Funny or interesting story - something happens in your studio; Client visit, a child or pet ... something unexpected, don't take life as an artist too seriously!
26. Giveaways - tag, follow & share to win. A great way to generate excitement and potential new art buyers.
27. Charity partnerships – work with causes close to your heart. They will share your art donation with their audiences.

27. Events that you are attending or have just signed up to – art fairs, local or national exhibitions, charity events. Or it may be a public art exhibition and you are attending for your own enjoyment.
28. National holidays... there are over 300 national holidays a year (World or International Days), which you will be able to link your art subject to and include relevant hash tags. A simple google search will find listings.
29. News relevant to your subject or niche.
30. Celebrations - share your wins. What has been the highlight or your day (big or small? i.e. have you reached a new milestone number of followers?
31. Which art or artists, teachers, places or books have inspired you – aim is to get to know you as an artist.
32. Do you have an email list? Ask people to sign up to receive exclusive news, benefits and invitations to future art events.
33. Packaging and shipping - Have you been particularly busy sending out art, prints or invitations? Share this with your audience, a picture of wrapped art being sent to happy buyers.
34. Ask for feedback – ask them to name your latest piece of work and a winner will be drawn to receive a free print. This gets people thinking about your artwork and feeling they are part of your creative process.
35. Flash offer or event (Easter, Mother's Day, Father's Day, world day, Black Friday).
36. BOGOF (Buy one get one free - upsell added value offer such as free delivery, free frame, free merchandise such as a small print etc).

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37. Seasonal promotions or activity (January, Easter, Summer, Autumn).
 38. Challenges / global (COVID) – whilst social media is meant to be positive, if something is important to you, then use your voice via your platform authentically and constructively.
 39. Reaching out to other artists, sharing their content or wins – they are likely to reciprocate if you develop a relationship with them.
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To help you plan these everyday please see our monthly content idea plan below!

Finally remember to have fun and try not overthink every detail.

Start now and get perfect later!

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Month: _____
Year: _____

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