

Social Media Content for Artists

A quick guide for
artists: simple
changes you can start
making to improve
your social media.



#VAAWorkingArtist

VAA | Visual Artists
Association

Contents:

Part One: Hashtags	PAGE 3
--------------------	--------

Part Two: Content	PAGE 8
-------------------	--------

Part Three: Quick Tips	PAGE 10
------------------------	---------

Contact Us	PAGE 13
------------	---------

Part One: Hashtags

Here at the VAA, we are constantly coming up with ways to help artists stand out, network with others, and connect with buyers. We have rolled out the **#VAAWorkingArtist** hashtag to help achieve each of these objectives.

A **#VAAWorkingArtist**, is an artist who is professional, creative, and prepared to dispel the myth of the 'starving artist'. We use the hashtag to highlight the work and lives of emerging and established artists of any level.

#VAAWorkingArtist



Take a look below at over 250 art hashtags to help you find your audience.

Art & Artists

#art – 690M
 #artist – 203M
 #artists on instagram – 55.5M
 #instaart – 70.9M
 #artists – 15M
 #contemporaryart – 40.5M
 #fineart – 23.5M
 #contemporaryartstudies – 1000+
 #contemporaryarts – 254K
 #visualart – 8.4M
 #fineartcuration – 574K
 #smallartist – 383K
 #smallartistsupport – 5000+
 #arts – 22.1M
 #arte – 70.8M
 #wallart – 11.8M
 #oceanart – 570K
 #beachart – 433K
 #landscapeart – 684K
 #arttherapy – 3.3M
 #arttrade – 823K
 #artkeepsme sane – 5000+
 #abstract – 28.3M
 #abstractart – 25.2M
 #artistsathome – 500+
 #originalart – 7M
 #originalartworks – 140K
 #sketchbook – 51.6M
 #artstudy – 360K
 #artoftheday – 40.5M
 #artseeking – 19.4K
 #artwork – 114M
 #artstudio – 5.1M
 #artlife – 8.4M
 #journal – 5.8M
 #artblogger – 447K
 #artspace – 524K
 #artinspiration – 960K
 #artcreative – 66K
 #creativeart – 1.9M
 #inspirationalart – 152K
 #artists of insta – 172K
 #fineartstudent – 39.K
 #fineartists – 56.2K
 #galleryart – 2.5M
 #artexhibition – 2.5M
 #artlife – 8.4M
 #artcollector – 7.6M
 #experimentalart – 562K
 #wip – 19M
 #workinprogress – 113K
 #artlovers – 11.2M
 #artspotlight – 447K
 #artlove – 1.3M
 #myart – 20.9M
 #artseeking – 19.5K
 #artsale – 502K
 #traditionalart – 11M
 #artsagram – 426K
 #artcollective – 4.1M
 #artistinhouse – 100+
 #artistinworld – less than 100 posts
 #originalartforsale – 1000
 #visualartist – 1.3M
 #visualartwork – 29.1M

Painting

#painter – 10.4M
 #painting – 107M
 #paintingprocess – 365K
 #paintingaday – 188K
 #painters of instagram – 639K
 #painterslife – 267K
 #paintingdaily – 29.5K
 #abstractpainting – 7.1M

#watercolourpainting – 1M
 #abstractpainting – 7.1M
 #portraitoftheday – 20.5K
 #portraitpainting – 11.9K
 #lightpainting – 1.5M
 #paintingart – 1.1M
 #paintingwithatwist – 540K
 #originalpainting – 607K
 #gouachepainting – 717K
 #gouachepaint – 100K
 #gouacheart – 123K
 #gouache – 2.4M
 #oilpainting – 14.8M
 #oils – 1.9M
 #oilart – 260K
 #oilpaintingart – 142K
 #oilpainters – 101K
 #canvaspainting – 1.9M
 #wallpainting – 1.1M
 #watercolourpainting – 1M
 #acrylicartoncanvas – 1000K
 #acrylicarts
 #watercolour – 10.6M
 #watercolourart – 591M
 #landscapepainting – 2M
 #acrylic – 14.9M
 #acrylicpaint – 2.2M
 #acrylicpainting – 13.8M
 #flowerpainting – 538K
 #artpainting – 608K
 #modernpainting – 556K
 #figurepainting – 544K
 #livepainting – 475K
 #dailypainting – 482K
 #minipainting – 447K
 #largepaintings – 18.9K
 #flowerpainting – 538K
 #pleinairpainting – 505K

#canvas – 10.8M
 #acrylicart – 1.6M
 #acrylicartwork – 205K
 #acrylicartist – 282K
 #pouringart – 165K

Painting

#drawing – 202M
 #graphite – 3.5M
 #dailysketching – 68.5K
 #sketchbookdrawing – 1M
 #quicksketch – 1.8M
 #sketchpad – 442K
 #sketchpadart – 1000+ posts
 #sketchoftheday – 3.3M
 #pencildrawing – 12.9K
 #figuredrawing – 1.9M
 #drawsomething – 996k
 #draweverything – 5000+
 #draweveryday – 1.8M
 #drawdaily – 1.M
 #animaldrawing – 496K
 #inkdrawing – 5.1M
 #realisticart – 699K
 #doodle – 40.7M
 #blackandwhite – 157M
 #mydrawings – 269K
 #drawingstyle – 296K
 #drawingsofinstagram – 346K
 #charcoaldrawings – 59.4K
 #linedrawing – 1.8M
 #traditiionaldrawing – 1.1M
 #sketch – 117M
 #drawingsketch – 2.5M

Illustration

#cartoonist – 1.3M
 #illustration – 139M
 #illustrator – 31M
 #illustratenow – 534K
 #freelanceillustrator – 323K
 #illustrationcommission – 5000+
 #illustratorlife – 183K
 #illustrate – 3.1M
 #illustratoroninstagram – 286K
 #moreillustrations – 246K
 #illustrationdaily – 813K
 #illustrationdesign – 219K
 #illustrationwork – 254K
 #illustrationsketch – 253K
 #penillustrations – 96.9K

Photography

#photography – 630M
 #photogram – 12.8M
 #justgoshoot – 30.8M
 #photographyislife – 10.7M
 #composition – 22.9M
 #instafocus – .8M
 #visuals – 3.9M
 #throughthelens – 1.8M
 #photooftheday – 833M
 #photographydaily – 1.1M
 #exposure – 18M
 #capture – 26.9M
 #instadaily – 465M
 #picoftheday – 595M
 #photographyart – 4.2M

Sculpture

#sculptor – 1M
 #ceramic – 11.4M
 #clay – 8M
 #3Dart – 2.4M
 #artcollector – 7.6M
 #modernsculpture – 166K
 #sculptureoftheday – 140K
 #sculpture – 20M
 #sculptures – 1.6M
 #sculptureart – 634K
 #sculpturearts – 1000+
 #contemporarysculpture – 689K
 #sculpturegallery – 24.8K
 #sculpt – 977K
 #instasculpt – 1000+
 #instasculpture – 111K
 #instaclay – 37.9K
 #figurativeart – 1000+
 #ceramic – 1.7M

Digital Art & Print

#digitalart – 65M
 #digitaldrawing – 9.9M
 #graphicdesign – 43.6M
 #graphictablet – 77.2K
 #digitalartwork – 2.5M
 #prints – 5.6M
 #artprints – 919K
 #print – 14.6M
 #printmaking – 3.7M
 #decor – 64.6M
 #artprint – 1.2M
 #printsforsale – 412K
 #printshop – 563K

#posterart – 873K
 #printart – 166K
 #printmakers – 99.5K

Business & Marketing

#exhibition – 14.4M
 #showyourwork – 533K
 #buyart – 1.3M
 #collectart – 466K
 #artconsultant – 496K
 #collectartworks – 1000+
 #artforsale – 6.5M
 #artforsalebyartist – 646K
 #paintingsforsale – 411K
 #artforsales – 27.5K
 #printsforsale – 412K
 #buyartyoulove – 1000+
 #homeart – 362K
 #artdecor – 414K
 #fineartforsale – 19K
 #fineartsales – 500+
 #visualartsales – less than 100 posts
 #investinartists – 5000+
 #investinart – 146K
 #supportartists – 1.1M
 #supportlocalbusinesses – 573K
 #supportsmallartists – 30.8K
 #artistssupportingartists – 289K
 #curators – 229K
 #artbusiness – 143K
 #shareart – 194K
 #artcommission – 313K
 #commission – 3.5M
 #calledtcreate – 489K
 #createmore – 124K
 #createsomething – 119K
 #creativity – 20.2M
 #creativityflowing – 1000+
 #creativeflow – 148K

#creativeflow – 148K
 #creativityflow – 5000+
 #gallery – 29.4M
 #localgallery – 11.3K
 #artgallery – 201M
 #buyart – 1.3M
 #buyartonline – 221K
 #buyartnow – 21.8K
 #workingartist – 427K
 #professionalartist – 191K
 #makersgonnamake – 13M
 #VAAartist
 #VisualArtistsAssociation
 #VAACreativeHabits
#VAAWorkingArtist

Part Two: Content

High-quality content is arguably the most important tool for building your online presence. **A virtual portfolio of consistent, high quality and professional content is more likely to create leads, increase buyer engagement, and have an easier time networking.**

We have discussed what makes content effective in our **Artist's Guide to Online Presence**. However, often artists get bored of creating the same repetitive posts, so, check out our **30 Days of Content Prompts** below:

Keep an eye out for our social media challenge, coming in Summer 2022.

30 Days of Content Prompts

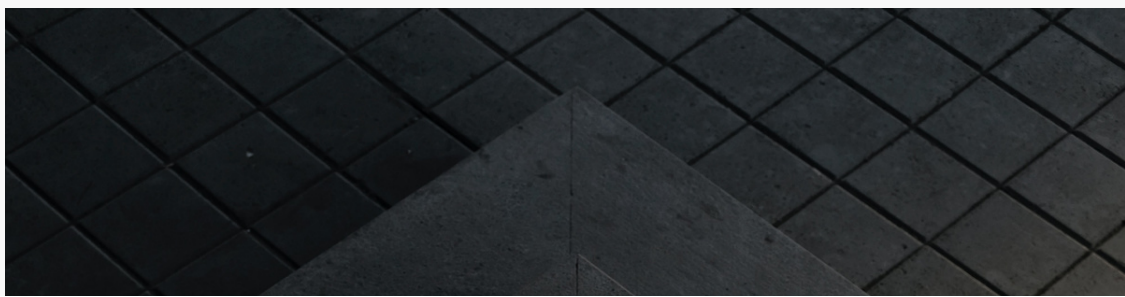
Day 1: My Artist Studio

Day 2: A Work in Progress

Day 3: My Favourite Sketchbook Page

Day 4: A Small Detail

Day 5: My Most Recent Artwork
Day 6: My First Ever Sale
Day 7: My Most Recent Sale
Day 8: My Favourite Medium
Day 9: An Artwork I'm Proud Of
Day 10: I'm Inspired By...
Day 11: Your Website
Day 12: An Upcoming Event
Day 13: My Technique
Day 14: How I display my art:
Day 15: Me and my Work
Day 16: My happy customers:
Day 17: My Goals
Day 18: A Place that Inspires Me
Day 19: How I Combat Artist's Block
Day 20: My Favourite Subject
Day 21: A Time I Left My Comfort Zone
Day 22: My Work 1 Year Ago
Day 23: My Creative Process
Day 24: Where you can buy my art
Day 25: Best Part of My Day as an Artist
Day 26: A colourful artwork
Day 27: A Monochrome artwork
Day 28: Advice I would give myself
Day 29: My Recent Achievements
Day 30: Most Recent Finished Artwork



Part Three: Quick Tips

Beat the algorithm!

Social Media platforms including Instagram and Facebook have recently updated their algorithms. Unfortunately, changes like this have hit artists hardest. Artists rely on visual platforms like Instagram to generate sales and create an income.

What are a few ways you can keep on top of the algorithm?

- **Repost on Pinterest:** Pinterest is the first place many artists go for inspiration. You can 'claim' your Instagram account through Pinterest. Using your desktop you can also 'pin' your Instagram posts. This gives your Instagram the opportunity to go viral across platforms.
- **Reels:** Just like music genres, art, and fashion, the way we use social media is constantly shifting. For the last few years we have seen

content move away from static images to moving videos. For beginners, we recommend investing in a tripod and filming your creative process. VAA PRO TIP: keep an eye out for trending audios to use on your reels, using the right audio will get your post in front of more users.

- **Make Sales Easier:** The more steps to buy something, the less likely a potential buyer will follow through. Thankfully, social media platforms have started including many more ways to create sales. Set up a shop on your chosen platform, and make sure the link to your website is in your bio no matter what platform you use.
- **Engage!** If you are posting your work and closing the app, you are discouraging the algorithm from highlighting your work. Algorithms reward those who use them. So, make sure to reply to comments, engage with other artists' posts, and reply to stories. The added benefit is that you might make connections with fellow artists and buyers in the meantime.

What shouldn't you post?

Many artists might not agree with this, but, watermarks. Algorithms are created in ways we can't even imagine, they can detect a transparent

watermark. Not only are these visually displeasing, but they are unsharable. These are reasons why the algorithm will hide a watermarked post. All social platforms want to encourage sharable, aesthetic visuals. You might be worried about your work being stolen, a signature is enough to protect your work.

On a similar note, make sure your work is high resolution. Neither algorithms nor users want to see low resolution or pixelated artworks.

How to Create a Reel

Make sure you have the most recent version of Instagram installed. From the home screen tap the '+' symbol in the top right of the screen and select Reel.

You can then record your reel on your device, or you can upload previously recorded videos by pressing the '+' symbol on the bottom left of your Reels screen. It will take some trial and error to find a Reel style that works for you. Just remember to add audio by pressing the audio icon on the left of your Reels editor screen.

CONTACT US

Visual Artists Association
85 Great Portland Street
London
W1W 7LT
United Kingdom

Email: hello@visual-artists.org
Phone: 0203 904 2600

Please direct any questions regarding
this guide to Nadine Smith
Marketing & Content
marketing@visual-artists.org
