



ARTSY

Social Media Toolkit for Galleries 2018— Beginner

ARTSY'S GUIDE TO GROWING YOUR SOCIAL MEDIA PRESENCE

Introduction

While there are fundamentals to having a strong social media presence, there is no one-size-fits-all strategy that guarantees success. Social media platforms are powerful and complex tools that are constantly evolving. All organizations use social media differently, depending on size, needs, and bandwidth. So, how do you determine what tactics are most useful when there are dozens of features to explore? This toolkit provides an overview of social media today and a detailed look at what features will offer your organization the biggest benefits.

This is the Beginner chapter of the 2018 Social Media Toolkit (you can access the Intermediate chapter [here](#) and the Advanced chapter [here](#)). It focuses on the fundamentals of social media such as business tools, personas, and engagement. It's intended to be a resource for organizations looking to start a social media presence and build an online audience of followers.

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Why Should My Brand Be on Social Media?

INCREASED BRAND RECOGNITION

When crafted carefully, a strong presence on social media can lead to a significant increase in awareness for your organization, attracting the attention of a wide variety of cultural influencers and prospective clients. And, in an age when the internet has created so many opportunities for organizations to achieve a new level of visibility online, brand perception and recognition carry more weight today than ever before. With over 800 million active users per month on Instagram and over 2 billion monthly active users on Facebook, the opportunities to reach an active and extensive network are almost endless.

TURN VISITORS INTO POTENTIAL COLLECTORS

Social media humanizes a user's perception of a brand. Since social platforms like Instagram and Facebook are highly interactive (likes, comments, and shares), they promote far more direct contact between consumer and brand than other more traditional forms of marketing such as print ads. Experiential content has serious benefits for businesses. [Studies show](#) that in addition to increasing trust in your brand, social media can “improve conversion rates on existing traffic,” turning visitors into potential clients.

LOWER MARKETING COSTS

A print ad might cost \$6,000. In the same vein, building and maintaining a website can easily cost tens of thousands of dollars. Alternatively, with the exception of ads, social media is a free marketing tool for your business. Lower your overall marketing costs and use social media as a platform to deliver “[current, creative, and useful](#)” content to users for little to no cost.

MAKE THE TIME TO BE ON SOCIAL

While there are tips and tricks, there is no secret formula for a creating an exceptional social media presence. Whether you're new to social media or simply revamping your organization's profile, it's crucial that you start by giving some thought to who you want your business to be and what you want your business to do on social media. If you like taking photographs, fill your feeds with high-quality photographs. Find your niche and from there, build a brand persona that feels authentic and keeps you motivated. Lastly, dedicate time and resources to developing and maintaining your profile—content on social media must be inspired and created from a place of passion to succeed.

From Hashtags to Geotags: What Are Tags and Why Do They Matter?

Tags are features on social media that attach information (a word, a location, a person, or even an emoji) to your content, associating it with all other content registered with the same tag.

HASHTAG

WHAT: Hashtags are a string of characters (letters, numbers, or emojis) placed after a pound sign (#). They are most often placed in the caption of an Instagram post and associate that post with all other content tagged with the same hashtag (i.e. #ArtBasel).

WHY: When used properly, hashtags are an effective tool for making your content more discoverable. Instagram users can now follow and search by hashtag, making it easy for users to find your profile and content, even if they're not familiar with your organization or artists. Hashtags pay off in the long run—posts that have them receive [12% more engagement from audiences](#).

HOW: In order to find your target audience, only use hashtags that are specific, relevant, and authentic to your organization and the content you're posting. Avoid hashtags with millions of posts and stick to ones that are likely being used and followed by high-quality audiences. For example, we recommend using #Intaglio over #Print and #IranianArt over #Art. Don't go crazy with hashtags—use them sparingly and purposefully. Capitalize letters appropriately to make your hashtags easier to read (i.e.

#TheArmoryShow vs. #thearmoryshow), and place them at the end of your post or integrate them into your caption so that they contribute to your narrative.

GEOTAG

WHAT: Geotags tag the location of your post and associate it with all other content tagged with that location.

WHY: Similar to hashtags, users can search by geotag on Instagram to discover posts by locations of interest such as 'Chelsea, Manhattan' or 'Miami Beach Convention Center.' Geotags can be especially helpful for events such as fairs because they enable users to view all content tied to that particular event, making them more likely to discover your feed.

HOW: When you create a photo or video post on Instagram, there's an option to 'Add Location.' Click on 'Add Location' and begin typing your desired location into the search bar. Recommendations will appear as you type. Don't see the correct location? Try other keywords and always check the address or city that appears below a tag before you select it to make sure it's definitely the correct location.

If your organization is new and you're looking to create your own geotag, you can find instructions on how to do so [here](#).

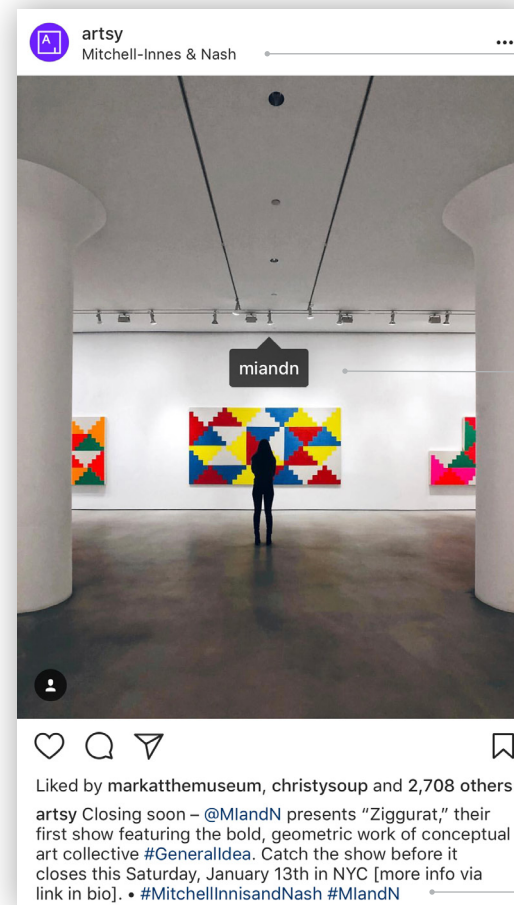
From Hashtags to Geotags: What Are Tags and Why Do They Matter?

PHOTO TAG

WHAT: An Photo tag allows you to tag other Instagram profiles or users in your post. Among other things, this can include artists, institutions, and events in which you are participating.

WHY: Photo tags help develop brand personality because they introduce those viewing your profile to the people and brands with whom your organization has relationships. Photo tags also add to your profile's discoverability because they make your images appear when users look at 'tagged in' photos of profiles you've tagged in your posts.

HOW: On the last page before sharing your post on Instagram, there's an option to 'Tag People.' Select the button and a search bar will come up where you can search for and select the appropriate accounts to tag in your post.



GEOTAG

IMAGE/PHOTO TAG

HASHTAGS

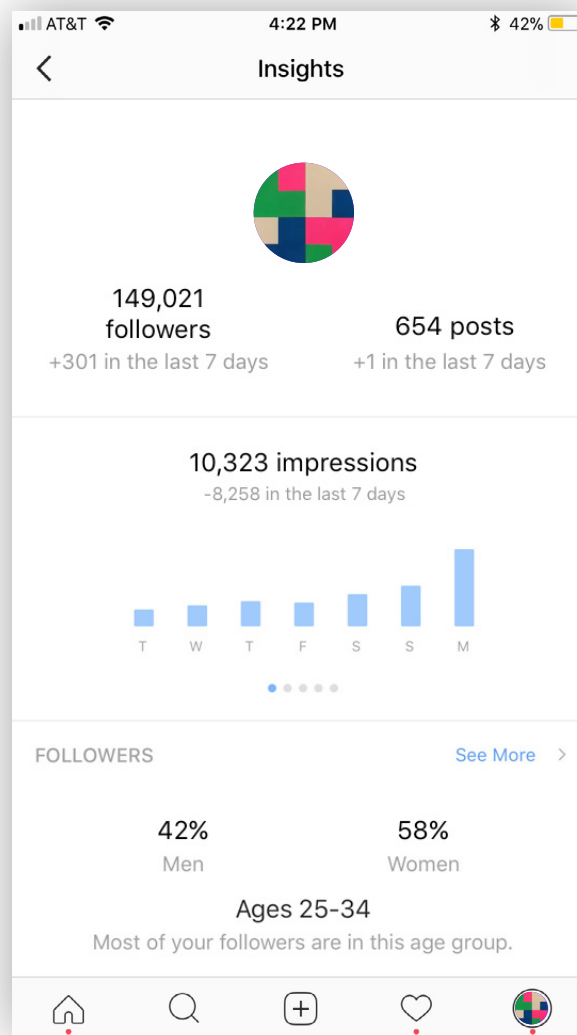
What Business Tools Are Available on Social Media?

INSTAGRAM FOR BUSINESS

Having a [Business Profile](#) on Instagram has perks for your business that are worth taking advantage of immediately. According to [Instagram](#), “over 200 million Instagrammers visit at least one Business Profile a day and 60% of people say they discover new products on Instagram.” With a Business Profile, you can add your organization’s contact information and business address, making it easy and convenient for users to correspond with your organization through the app via phone or email.

Another valuable benefit of having a Business Profile is access to [Instagram Insights](#), an analytics tool that enables you to understand who your followers are and what they’re most interested in seeing you post.

Specifically, Insights for your account provides analytics on your follower growth and demographics (age, gender, location) as well as overall engagement analytics for your posts and stories. You can also use Insights to see total likes, comments, saves, and reach on a per-post basis and total impressions (or views) on your stories. This is all valuable information for understanding how your content is performing, who your audience is, and what you might want to consider posting more or less of in the future.



What Business Tools Are Available on Social Media?

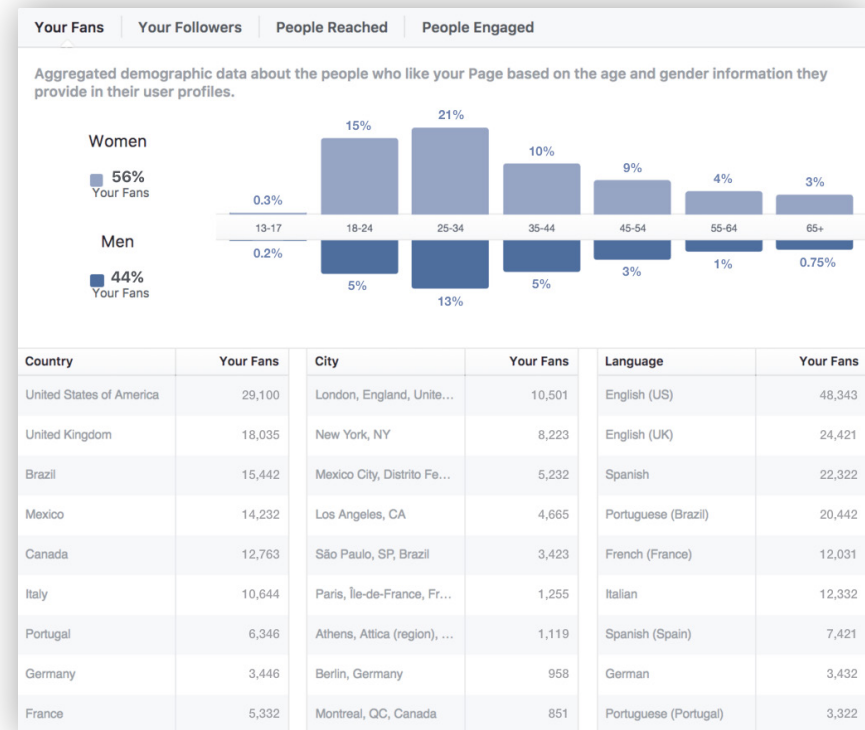
FACEBOOK FOR BUSINESSES

The same thing holds true for Facebook—if you're a business on Facebook, you should have a Facebook Business page. Facebook Business pages allow you to include relevant information about your organization in the 'About Section' such as your business' contact information and the type of work your organization represents.

Registering as a Facebook Business page also gives you access to invaluable analytics data such as Followers, Posts, and People. The 'Followers' view on Facebook Business shows the distribution of your follower growth over time. It helps you determine when you gained followers and when you lost followers over any period of time, a good indicator of how your content might be affecting your audience size.

The 'Posts' view on Facebook Business reveals when the majority of your followers are online and recommends a window of time in which to post. It also gives you access to reach and engagement metrics on a per-post basis, which can help you narrow down the best time to reach your audience.

The 'People' view on Facebook Business provides demographics about your follower base including gender, age, location, and language. This can help you determine who you're engaging with and inform your content strategy and tone.



How Can I Take Better Photos for Instagram?

One of the most fundamental things to keep in mind when crafting visual content is to create images that catch the eye and feel specific to social media. You want anyone seeing your content to feel inspired to stop and engage. We encourage you to keep track of which posts perform well and which do not—what does each group have in common (visual, caption, time posted)? These metrics directly reveal what content your audience is most interested in and will make it easier to replicate success.

Here are a few tips and tricks if you're taking photos with a smartphone:

1. INCLUDE A PERSON IN YOUR PHOTOS

Featuring people in the art space gives the artwork a sense of scale and setting. Visually, it also gives viewers something to relate to by enabling them to imagine themselves in that space.

2. KEEP YOUR LINES (LOOKING) STRAIGHT

Illusion is everything when it comes to making photographs that have straight lines. Turn on the grid feature in your phone's camera. For example, if you're taking a photograph of a painting, keep the edges of the painting parallel to the lines in the grid on your phone—it's easier to use it and take a photo with straight lines than to try to straighten them later.*

*iPhone: Settings > Camera > Grid. Android: Settings > Camera > 3x3 Grid.

3. SHOOT FULL FRAME

Shooting full frame means that the display on your phone of the picture you're taking is as large as possible. Instagram allows you to post images up to 4:5 in aspect ratio and Instagram Stories are 9:16 in aspect ratio, so shoot vertically and full frame to create images that can be used effectively wherever you decide to post them. In 2018, Instagram is rolling out a new feature that allows you to upload photos and videos of any size to your story.

4. ALWAYS PROCESS BEFORE POSTING

Set yourself up for success (and minimize the need for processing) by keeping lines straight, finding the best light, and adjusting the brightness and focus before you snap your photo. Then, use any combination of our favorite apps—[Snapseed](#), [Prime](#), and [VSCO](#)—to edit and filter your photos. These apps take just a few minutes to use and can make your photographs look sharper and more professional, so take advantage of them.

5. EXPERIMENT WITH BURSTS

One trick is to use the Burst feature on your phone. Burst is helpful for getting multiple shots, but it's also a great tool to get an intentionally blurred image of a person moving through a gallery space. This gives the image a sense of movement and an extra something that might get viewers to stop and take a closer look at your post.

How Can I Take Better Photos for Instagram?

STRAIGHT EDGES

Make sure the lines in your photographs appear straight, especially if your photographs include rectangular artworks.

PRO TIP: Use the grid feature on your smartphone to achieve straight lines. If you have an iPhone, go into Settings, Camera, and turn the 'Grid' on so that the switch is green. Alternatively, if you have an Android, go into Settings, Camera, and select the '3x3 Grid.'



FILTER

Filters and processing apps are easy-to-use tools that give your photos the boost they need to catch your audience's eye.

PRO TIP: To make the most of your photo, always fully process it before you crop. Make your adjustments and add your filter to the largest version of your photo and then crop it 4:5 or square for your post and 9:16 for your story. In 2018, Instagram is rolling out a new feature that allows you to upload photos and videos of any size to your story.

ADD A FIGURE

A person in the image both gives the work dimension and keeps the shot from looking too sterile.

PRO TIP: Experiment with posing figures in your photos. You might be able to capture a visitor as we did, but also consider using your team to "play visitor" and help stage your shot.

I Have Followers, Why is My Engagement on Social Media so Low?

ENGAGEMENT ON SOCIAL MEDIA—HOW IT WORKS

You take a picture, process it, and upload it to Instagram. An hour goes by, no likes. Two hours go by, no likes. Three hours go by, one like.

We've all been there—you think a post is going to be your best yet, and it gets almost no engagement. So, what's happening?

Your posts aren't getting likes because they are not being seen by all of your followers. This is because your presence on Instagram (and Facebook) is governed by an algorithm that shows your followers content they're most likely to find engaging. This quality control mechanism rewards those who consistently post content that performs well and penalizes those who don't, which is all the more reason to pay close attention to what your followers respond to most.

When you upload a post to Instagram or Facebook, it gets surfaced to a sampling of your following. How it performs with that sample determines whether or not it will continue to get served, ultimately determining total engagement. In other words, if users don't immediately engage with your post, the post will not be pushed to a bigger audience.

Lastly, remember that when dealing with the algorithm, consistency is key and engagement is cumulative. Regularly post content that performs well, and you'll notice your posts performing better on average. If you post content that doesn't perform well, you risk your entire presence going dark.

So, how do you make sure your content is seen?

MAKE YOUR FEED A DESTINATION

Telling your brand's story authentically on social media means posting diverse content to offer a variety of insights into your day to day. Share a mixture of gallery shots, artwork crops, interviews, and event stills. Do this through photos, videos, and tools like [Boomerang](#). Make your feed a destination people will want to come back to again and again.

ACTIVATE YOUR POSTS

[Reports](#) have shown that in 2017, users craved experiential content. We can all sense when content is overly promotional or branded—instead, people want to engage with useful content that inspires and transports them. Give your followers multiple opportunities for discovery and engagement by including relevant hashtags and calls to action (i.e. 'click link in bio,' 'comment below with') in your captions. Just make sure your captions are clear, concise, and easy to read.

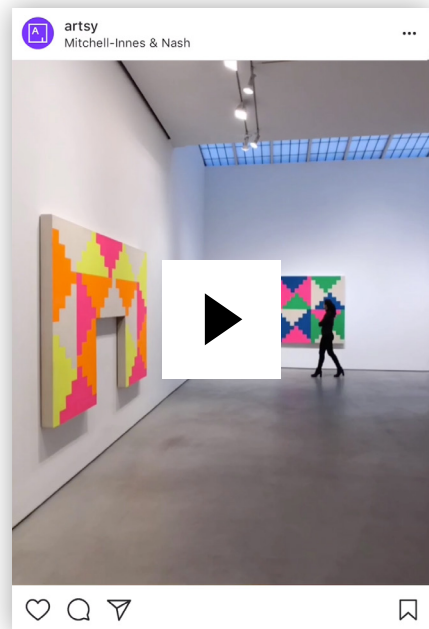
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GET TO KNOW YOUR AUDIENCE

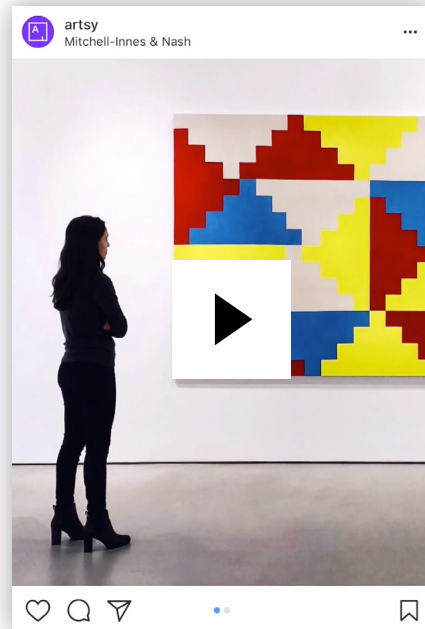
If you want your followers to engage with your posts, you have to get to know them. Observe what your audience likes and use that information to your advantage. Set aside 20 minutes each week to explore your followers' profiles and look back at your top performing and lowest performing posts. Now that you know what your audience values, you can find a way to balance what you like and what your audience responds to in the content you produce.

ENGAGE, ENGAGE, ENGAGE

Think of engagement on social media as a reciprocal relationship—your followers take the time to engage with your content, so try and make the time to engage with theirs because it will pay off in the long run. Like and comment on their photos if their brand and content aligns with yours. It's especially powerful if you do this with influential accounts on Instagram, as a like or comment from one of these accounts will likely result in some of its followers being exposed to you and your content.



BOOMERANG



SPLIT ALBUM



ARTWORK CROP

Do I Need to Craft a Persona on Social Media?

One of the most important aspects of building a strong presence on social media is figuring out what your organization has to offer that others don't and figuring out how to best communicate that on a platform like Instagram or Facebook. With so many brands on social today, developing a persona and finding your niche can feel intimidating, but it doesn't have to.

Use this questionnaire to help you get started.

WHAT IS YOUR BRAND?

- Are you a Dealer, Advisor, Gallerist, or Marketing Professional?
- What makes you unique? Why should someone follow/engage with you instead of your competitors? What kind of resource can you be for your followers?

WHAT STORY DO YOU WANT TO TELL?

- What are you most passionate about (history, aesthetics, news, storytelling)?
- Who are your target audiences? What assumptions can you make about them? Who do they follow? What do they read?

MAKE YOUR SOCIAL MEDIA PERSONA AN EXTENSION OF YOUR BRAND'S AESTHETIC

- Consider color palettes and styles—do you prefer bright pops of color, soft hues, or monochromatic colors? You'll likely be posting images of works by your artists or designers, so their aesthetics will become yours on your social channels.
- Which brands' feeds would you refer to when describing your aesthetic? If you had to steal one brand's voice and another's look, which would you choose?

FIND YOUR TASTEMAKER

- Are there members of your staff with strong independent social media presences that align with your brand? Involve them in your creative process to ensure they're the strongest advocates for your organization on their personal feeds. Additionally, Artsy's Collector Relations Team has observed that many collectors on Artsy prefer following an individual over a brand. Take this into consideration and remember that your staff's social media presence can be an asset to your organization.

Conclusion—Keep Your Eyes Peeled in 2018

As social media platforms continue to evolve, what should you expect in 2018?

2018 is slated to give way to [augmented reality, more advertising tools, and an increase in local and personal experiences facilitated by social media](#). These changes can have a positive impact on your organization's social media presence, facilitating more personal connections with your audience and possibly greater value for your digital advertising.

Producing and maintaining a strong and compelling social media presence requires attention, time, resources, creativity, and passion. At Artsy, we look forward to continuing to be a resource for your brand's social media needs and to support your brand as it evolves and scales its social media presence. Now that you have a grasp on the fundamentals, consult the next two chapters in this toolkit—[Intermediate](#) and [Advanced](#)—to learn how to grow your following and increase your audience's engagement.

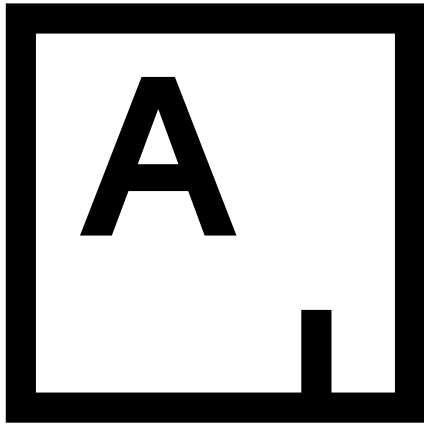
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