



REDWOOD  
ART GROUP

**SOCIAL MEDIA**  
GUIDE 2024

REDWOODARTGROUP.COM



# INTRODUCTION

**Welcome to the Redwood Art Group Social Media Guide!** This guide is for everyone whether you are brand new to social media or have been posting for years. Here, you will find tips and tricks to help maximize your presence on social media, which will aid in creating brand awareness, allow you to reach a larger audience, connect with fellow exhibitors, meet new collectors, and most importantly, sell art.

Our **Social Media Guide** was created with the intention to help you with everyday social media posting as well as posting before, during, and after any of our live or virtual events!

**This guide will answer all your questions such as:**

- What's a DM?
- Do I need to use hashtags? (the answer is yes)
- Why aren't people liking my photos?
- And what does FOMO even mean?!

**The Social Media Guide is broken down into 6 sections**

1. Facebook
2. Instagram
3. LinkedIn
4. Quick tips for growing your following
5. Art fair post suggestions

*\*It's also important to note that social media is forever evolving, so this guide will also be evolving to keep you as up to date with the latest social trends as possible!*



# SOCIAL MEDIA

## PLATFORMS TO UTILIZE

**Social media** is everywhere. In the past ten years it has gone from simply sharing photos/updates of your personal life to becoming a full job for some! While Facebook is the original form of social media, there are now other platforms to use like Instagram, Pinterest, LinkedIn, TikTok, and YouTube.

You may be asking yourself “do I need to be on every social media platform?” To answer this question in short, yes and no. Confused? Don’t worry, we’re going to break down the fundamentals of each social media platform to help you better understand each of them and what they can do for you and your business. To keep it simple, we will be focusing on the four social media platforms we think align best with the art industry: Facebook, Instagram, and LinkedIn.





# FACEBOOK

**Facebook** was designed as a platform for people to create personal profiles and connect with others online. Aside from sharing photos and videos, creating photo albums, sharing your personal info like where you are from, where you went to school, what you do for a living, etc., you can also connect with fellow Facebook users through groups, events, and pages. There are many other amazing features Facebook offers but to sum it up, think of Facebook as a “one-stop-shop” for social media.

You may even have your own personal Facebook profile, which is great! But how can you use Facebook to share and sell your work? You can actually do this in two ways: using your current, personal profile or creating a business page (we recommend the latter).

While you can get by using your personal profile, we recommend creating a business page so you can track insights, manage posts, and see which posts people engage with the most.

## How to create a Facebook Page:

1. Log in to your Facebook account
2. In the upper right corner click the ‘+’ sign and select ‘Page’
3. Fill in the necessary information:
  - **Page Name:** use the name you go by professionally. If you are a gallery owner, use the name of the gallery
  - **Category:** examples of categories include art, artist, fine art, etc. You can choose up to three categories that best describe your art.
  - **Description:** This is where you will describe your work; what type of art you create, where you are based, what inspires you, etc.
4. Once you complete step 3, you can add a profile picture, cover photo, and fill in more information such as your website, phone number, email address, and location.
5. Invite people to like your page.
6. Start posting!

Now that you have a Facebook page for your artwork, it’s time to start posting! And if you’re stumped on what to post, don’t worry, we’ve got you covered. Check out our post suggestions below.



The top of the page features a decorative background with a repeating pattern of the Instagram logo. The logo is a white camera icon inside a rounded square, set against a dark red circular backdrop. These are arranged in a staggered grid on a light gray background with diagonal lines.

# INSTAGRAM

**Instagram** has gained a lot of traction over the past few years. What started as a social platform, dedicated solely to posting photos, has now turned into a platform filled with videos, reels, stories, and even Ecommerce. Brands are now even selling their products through Instagram. *(Fun fact: you can purchase art directly on our Redwood Art Group Instagram!)* Consider Instagram the place to be for all things visual.

We're going to break down all things Instagram so you can better understand the platform and learn how you can benefit by becoming an active user. And like every other social media platform, the first step is creating an account. We recommend creating an account on your mobile device, because that is where you will be using Instagram the most.

Once you've created your account, you're going to want to make your profile a "business" or "creator" profile. Having a business account allows you to track insights, add a contact button, show others which industry you are in, and (if you have over 10k followers) add links to your stories!

## How to create an Instagram Business Account:

- Log in to your account
- Head to your profile and click on the top right hand corner button with the three lines
- Click on 'Settings' then click on 'Account'
- Click on 'Switch to Professional Account'
- Select the 'Artist' as your category and choose if you want it to be displayed on your profile

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# INSTAGRAM CONT.

Now that you have a business account, it's time to begin taking advantage of all the wonderful things Instagram has to offer such as stories, tagging, following other users, adding links in your bio, etc.

## Instagram Stories

If you are active on Instagram, you should *definitely* be utilizing Instagram stories! Instagram Stories are essentially “stories” where you can share photos, videos, reels, text, go live, create polls, allow your followers to ask you questions, and so much more. Think of Instagram Stories as a real-time update on what you're doing/working on.

The stories last for 24 hours and will appear at the top of your news feed, which is where you will also find stories of people you follow. If you want your stories to last longer than 24 hours you can create ‘Highlights’ under your bio located on your profile,

and categorize them based on the content you're sharing. For example, if you create a series of stories dedicated to a new piece you're working on, you can create a Highlight on your feed and save the stories there. That way your followers (new and old) can see more of your work/content.

Instagram Stories offer a lot of features, but don't be overwhelmed. They are there for you to be creative and make content that aligns with your style. Here are some things you can do on Instagram Stories:

**1.Take a photo:** As mentioned above, Instagram Stories are more of a real-time update. Say you recently bought a new blank canvas, you could post a story of that blank canvas with text saying “new piece coming soon” or “back in the studio working on something exciting!”

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# INSTAGRAM CONT.

**2. Take a video:** Aside from simply posting a photo, you can also create videos on Stories. This would be a great place to share a finished piece. For example, you could start by posting a photo of the piece, then the next story could be you filming an up-close shot of the artwork to showcase the intricate details and color.

**3. Post a poll:** In Instagram Stories, you can create a poll where your followers can choose between two options. A perfect example of using this feature would be when you can't decide which piece your followers will like more. You can simply type "which piece do you love more" with an image of them side by side, create the poll answers for your followers to choose from (i.e. left/right, top/bottom, etc.), and post it to your stories.

**4. Create a reel:** Instagram Reels are a feature where you can post a mashup of videos to create one shorter video. Reels could be used to showcase progress on a piece you're working on or have already finished, a studio tour, meet the artist, etc.

**5. Go live!:** Another incredible feature Instagram Stories offers is the ability to go live! This feature allows you to take a live video for up to 60 minutes. A great way to use this feature is to announce to your followers you will be doing a live painting segment, tell them the time beforehand, then go live during that time. The live feature also allows you to turn on comments, meaning people can ask you questions and you can answer them directly on the live. You can also set up lives to be donation-based. If you

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# INSTAGRAM CONT.

are passionate about a charity you can partner with them, go live, and give your followers/viewers the opportunity to donate to that charity during your live event.

## Tagging on Instagram

Tagging is a major tool Instagram offers, which can instantly maximize eyes on your posts. Tagging allows Instagram users to identify other people or businesses associated with your posts. For example, if you post a photo at Artexpo New York with one of your collectors, you can “tag” your collector if they are also active on Instagram. You can also tag businesses and brands. Say you paint a piece featuring a celebrity, you can tag that celebrity in your post and they are notified of the tag. They can see the post and then have the option to add it to their Instagram

Stories, like the post, or comment on the post. Aside from tagging people/brands on Instagram Posts, you can also tag people/brands on Instagram Stories. Similar to posts, tagging people in stories will also notify whomever you are tagging and they can repost the story to their page.

**Bottom line: TAG, TAG, TAG!** This feature is a fast and efficient way to reach more views on your posts and stories through Instagram!

## Following Accounts:

Followers, followers, followers. Everyone seems to be talking about Instagram followers these days as currency for validation on this social media platform. While having a lot of followers is nice, it is not the end all be all for your posts being seen. By engaging



# INSTAGRAM CONT.

with other accounts through liking, commenting, and saving other people's posts, and being active on Instagram, you can in return boost your chances of being followed back, which will help you grow your brand awareness. Engaging, liking, and commenting on other people's posts will also help your photos be put at the top of the Instagram feed.

## Link in Bio:

You may have seen other Instagram posts that have the words "link in bio" in the caption. Unfortunately, Instagram does not allow links to be clickable within an Instagram caption so the best way around this is to update your bio with the link in which you want to direct your followers.

This link can be a link to your website, your seller's page on Redwood Art Group, or tickets to a fair you're participating in. For example, if you create a post announcing you will be participating in one of our art fairs (Artexpo New York, Red Dot Miami, Spectrum Miami, Art San Diego, Art Santa Fe), you can update the link in your bio (through the settings tab) to reflect the Redwood Art Group specific art fair website.

Putting links in your Instagram bio is a great way to direct followers to your website to help *you* sell your art!

**Aside from tagging us in your photos and reels on Instagram. You can take it a step further by asking us to be a collaborator. This means your post will appear on our feed as well as on your own feed! Follow the instructions below to create a collaborated post with any of our fairs:**

- 1. Open the Instagram app and tap the + icon to upload a new post or Reel.**
- 2. Tap Next, add filters if you would like to.**
- 3. Next, you will see the screen where you write a caption, etc.**
- 4. On this screen, tap Tag People.**
- 5. Tap Invite Collaborator.**
- 6. Use the search box to type the person's name with whom you wish to collaborate. It appears you can add more than one collaborator.**
- 7. Tap Done.**



# LINKEDIN

**LinkedIn** is a social media platform used to advance your career. It is a place where you can connect with other professionals, build relationships, find jobs, post about jobs, learn new skills, and stay connected with new opportunities. Think of LinkedIn as your online resume.

When creating your LinkedIn profile, you will input your work experience, where you currently are located, any skills you have, and a bio about yourself to show other professionals who you are.

You can post updates on LinkedIn just like you can on Instagram, Facebook, and Twitter, but

these updates will be more focused on your professional advancements (i.e. what pieces you've recently sold, fairs you've recently participated in, charities you are involved with, etc.).

LinkedIn also allows you to create events and join groups to connect with other art industry professionals and/or art collectors.



# QUICK **TIPS** FOR GROWING YOUR FOLLOWING

**The first thing** to keep in mind when growing your social media following on any platform is that it takes time. Rome wasn't built in a day and just because you created a new social media account doesn't mean you will have 1 million followers by the end of the week.

However, there are still ways to help grow your following on social media. Below are some tips on how to grow your presence on social:

- **Follow, follow, follow** - One way to be seen is to simply follow other accounts. Following can be done on all the platforms we covered in this guide and each platform will notify whomever you follow that you have followed them. This is a quick and easy way to not only be seen, but also to let others know you are active on social media.
- **Engage** - Engaging with other social media users is major for growing your presence on social media. Engagement can include commenting, liking, resharing other people's social posts, and sending messages in the direct message (DM) section to other social media users.
- **Hashtags** - Hashtagging is another amazing way to get noticed on social. You can hashtag on pretty much every social platform. Hashtags are created by typing the “#” symbol and including relevant tags that pertain to your post.
  - **Example:** If you post a painting of flowers, your hashtags may include: #flowers #floral #nature #painting #art #fineart #artist
  - **Example:** If you post a photo of yourself creating art, your hashtags may include: #artist #artwork #art #fineart #contemporaryart #contemporaryartist #artlover #artcollector
- **Stay active** - This one may seem obvious but it's extremely important. Simply staying active on social media by posting, engaging, and updating your community on what you are working on will help put you at the forefront for your followers.



# ART FAIR **POST SUGGESTIONS** (APPLIES FOR VIRTUAL AND IN-PERSON EVENTS!)

**We've covered the basics of social media**, but now you may be wondering "what should I even post?!" Don't panic! Below are some suggestions on what to post before, during, and after any of our live or virtual events. These examples are focused on our upcoming Art Fairs, so feel free to copy the captions below for your own social media use (adjust for which fair you are participating in). Also, make sure to add your own personality in these captions. After all, your followers want to hear your voice!

One major thing to keep in mind when posting is to **1.)** use hashtags and **2.)** tag us in your posts! Make sure you are hashtagging **#RedwoodArtGroup** and the art fair specific hashtag (**#ArtexpoNewYork**, **#RedDotMiami**, **#SpectrumMiami**, **#ArtSanDiego**, **#ArtSantaFe**) as well as tagging us @ **RedwoodArtGroup** so we can see your posts.

We also offer promotional images for fair-specific events, which will be posted before each art fair. Make sure to utilize these photos for all your promotional posts.

*\*Note: captions below can be changed to reflect the show you are participating in and the correct dates.*

## **PHOTOS OF YOUR ARTWORK:**

Simple as that! By sharing (high quality) photos of your artwork you can allow your followers to see the kind of work you create and how your style is unique from other artists.

Think of social media as your online art gallery. Photos of artwork can include living room shots, photos of the entire piece, up close photos to





## ART FAIR **POST SUGGESTIONS** (CONT.)

showcase the detail behind your work, photos of your pieces in a client's home, photos of your clients with your artwork, etc.

Photos of your artwork can be posted to all social media platforms!

*PRO TIP: Always use professional and high quality looking photos to really allow your clients, collectors, and followers to see your artwork in its prime.*

### **CAPTION SUGGESTIONS:**

"Excited to showcase [X] piece at the upcoming **#SpectrumMiami** this December!"

"Sneak peek of the artwork I will be showcasing at **#ArtexpoNewYork** in April! Will you be attending Artexpo New York?! Comment below if you are!"

"Looking forward to sharing this piece with everyone attending **#SpectrumMiami**! For more information about Spectrum Miami visit the link in my bio!"

*\*Make sure to include the link to the Artexpo (or whichever fair you are exhibiting at) website in your bio*

"Happy to announce I will be an exhibitor at Art San Diego! **#ArtSanDiego** will be taking place Nov. 1-3, 2024, at the San Diego Convention Center. (link in bio for more info)"

*\*Make sure to include the link to the Art San Diego (or whichever fair you are exhibiting at) website in your bio*



# ART FAIR **POST SUGGESTIONS** (CONT.)

## HASHTAGS SUGGESTIONS:

#RedwoodArtGroup #ArtexpoNewYork  
#RedDotMiami #SpectrumMiami #ArtSanDiego  
#ArtSantaFe #artevent #artist #art #artwork  
#artcollector #collectart #fineart #contemporaryart  
#contemporary #painting #fineartpainting  
#shopartonline #shopart #artlover #artofinstagram  
#instaart

## VIDEOS:

Videos are huge on social media. People like to see people. Videos such as you speaking to the camera to give your followers a bio of who you are and what you do, art studio tours, interviews you have done, and videos of your artwork are all great ideas to include in your social media!

We recommend posting videos to Instagram (in-feed, on IGTV, or in Instagram Stories), on Facebook, and on LinkedIn.

*PRO TIP: Use professional looking videos and keep them short and sweet!*

## CAPTION SUGGESTIONS:

**For videos of you creating art/painting/working in the studio:**

"Back in the studio creating new pieces for the upcoming Artexpo New York, taking place April 4-7, 2024!"

"Doing what I love most...creating art! Can't wait to show you all what I've been working on! I'll be showcasing [X] piece at **#ArtSanDiego** this November!"

**For videos containing a tour of your art studio:**

"Where the magic happens. Take a look inside my art studio!"



# ART FAIR **POST SUGGESTIONS** (CONT.)

"A tour of my art studio! Working on some exciting things for the upcoming Red Dot Miami event!"

*\*Include extra details about your art studio.*

## **HASHTAG SUGGESTIONS:**

#RedwoodArtGroup #ArtexpoNewYork #RedDotMiami  
#SpectrumMiami #ArtSanDiego #ArtSantaFe #artevent  
#artist #art #artwork #artcollector #collectart  
#fineart #contemporaryart #contemporary #painting  
#fineartpainting #artstudio #artstudiotour #studiotour  
#video #artvideo #artistvideo

## **INVITE YOUR FOLLOWERS TO ATTEND REDWOOD ART GROUP'S ART FAIRS:**

Whether you are participating in one of our fairs or all of them, it's important to let your followers know!

Posting the event to all social platforms is key to not only get people to attend, but also get people to purchase your work.

You can share links to our fairs in your Instagram bio, through tweets, on Facebook, and on LinkedIn. The key to getting people to attend one of our fairs (or any art fair you exhibit at) is to create FOMO. FOMO = fear of missing out. You can create FOMO by creating posts with captions that will hook your audience and make them want to attend your event.

We also highly recommend direct messaging (DMing) your followers and clients to attend. Make sure to send them the link to attend with details about the event.



### **CAPTION SUGGESTIONS:**

**Instagram:** "I'm excited to announce I will be exhibiting my work at [insert art fair here]. An event you DO NOT want to miss! For more information on how to attend make sure to visit the link in my bio!"

*\*Make sure to include the link to the website in your bio*

**Facebook, LinkedIn:** "I'm excited to announce I will be exhibiting my work at [insert art fair here]! An art fair you DO NOT want to miss! For more information on how to attend make sure to visit > <https://redwoodartgroup.com>"

**Instagram:** "Join me April 4-7, 2024 for Artexpo New York! Manhattan's hottest art fair. Link in bio for more information."

*\*Make sure to include the link to the website in your bio*

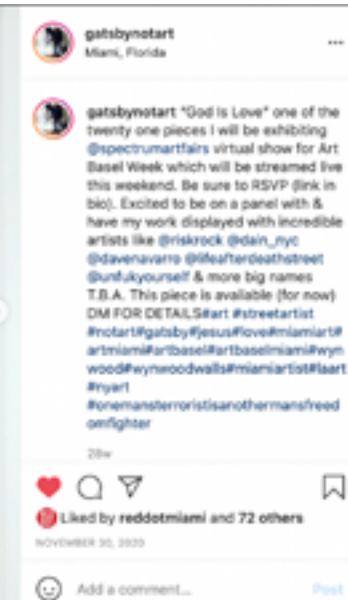
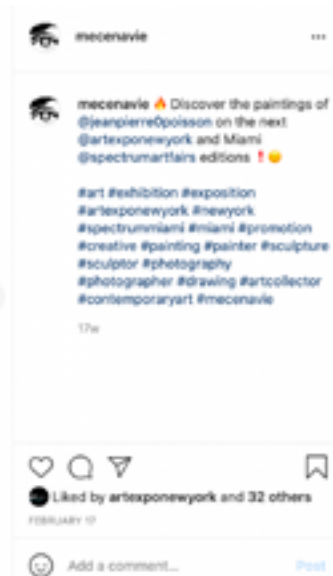
**Twitter, Facebook, LinkedIn:** "Join me April 4-7, 2024 for Artexpo New York! Manhattan's hottest art fair. Visit <https://redwoodartgroup.com> for more information."

### **HASHTAGS SUGGESTIONS:**

#RedwoodArtGroup #ArtexpoNewYork  
#RedDotMiami #SpectrumMiami #ArtSanDiego  
#ArtSantaFe #artevent #artfair #artwork  
#artcollector #collectart #fineart #contemporaryart  
#contemporary #marchartevent #artscene #onlineart  
#onlineartevent #attend



# EXAMPLE POSTS FROM PREVIOUS EXHIBITORS:



# KEEP IN **TOUCH**

**f** RedwoodArtGroup



RedwoodArtGroup



linkedin.com/company/  
redwood-art-group



**INFO@REDWOODARTGROUP.COM**

**We hope this guide answered all your social media questions!**

If you have any further questions do not hesitate to reach out to our Social Media Manager, **Hannah Smith** at **[hannah.smith@redwoodartgroup.com](mailto:hannah.smith@redwoodartgroup.com)**.

And make sure you are following **Redwood Art Group** on social media!