



Leveraging Social Media for Watercolor Artists

Unveiling the Canvas of Digital
Possibilities

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Understanding the importance of
social media for artists in today's
digital age

So WHY IS social media important to today's artists???

Global Reach

Self-Promotion

Direct Engagement

Feedback and Improvement

Showcasing Your Artistic Journey

Online Portfolio

Networking and Collaboration

Market Expansion

Art Sales

Visibility and Recognition

Educational Opportunities

Inspiration and Exposure

Popular Art Sales Platforms

- **Etsy:** Setup your own shop and sell original paintings, prints, and even offer personalized commissions.
- **RedBubble:** Upload your designs and sell them on a range of products. Sell prints, posters, clothing and accessories.
- **Art Finder:** online marketplace for artists to showcase and sell your original artwork.
- **Big Cartel:** An e-commerce platform that artist can use to set up an independent online store.
- **Zaazle:** online marketplace where you sell your designs on a wide range of products: clothing, accessories, and home décor.
- **Minted:** A design marketplace, featuring regular challenges. Submit your artwork, winning entries are sold as prints and other products.





Presentation Objectives

- Choosing the Right Social Media Platform AND How to Leverage It
 - 3 Simple Tips for Optimizing Your Content
 - Engaging Your Audience
 - Social Media Downsides
 - Questions and Answers
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Choosing the Right Social Media Platform AND How to Leverage It

You have choices - today we are going to talk briefly about these.

Instagram

Facebook

Pinterest

TikTok

Personal Website



Top 6 Shared Features Between Social Media Platforms

1. User Profiles
2. Posting and Sharing
3. Likes (or Reactions), Comments and Shares
4. Hashtags
5. Direct Messaging
6. Large User Base (I: 2.35B, FB: 2.93B, P: 445M, TT: 1B Monthly (2022))



Instagram

- 2.35B Users Monthly
- 48.2% Female - 51.8% Male
- Used by 25.31% of the world's population
- 87% of Instagram users live outside of the U.S.
- Daily active users of Instagram stories are 500 Million.
- Visual nature of the platform, engagement opportunities, and features for selling products make it powerful platform for watercolor artists.



Instagram's for Watercolor Artists: Key Features

Visual Emphasis:
Ideal for showcasing watercolor art visually.

Instagram Stories:
Share creative process and insights.

Hashtags: Boost discoverability with art-related hashtags.

Instagram Shopping:
Sell artwork through virtual storefronts.

Explore Page: Gain Exposure to a broader audience.

IGTV: Create longer-form art content and tutorials.

Instagram Reels:
Share engaging artistic snippets

Collaboration:
Connect with artists, enthusiasts, and buyers.

Direct Messaging:
Engage and sell through private messages

Analytics:
Understand audience and insights

Live Sessions: Host live art sessions and engage real-time

Portfolio: Showcase your best work globally



How to Leverage the Platform - Instagram



Showcase your portfolio through a well-curated feed



Utilize Instagram Stories for behind-the-scenes and time-limited content



Use hashtags effectively to increase discoverability



Engage with your audience



Collaborate and Tag



Consistent Posting



Utilize Instagram Highlights



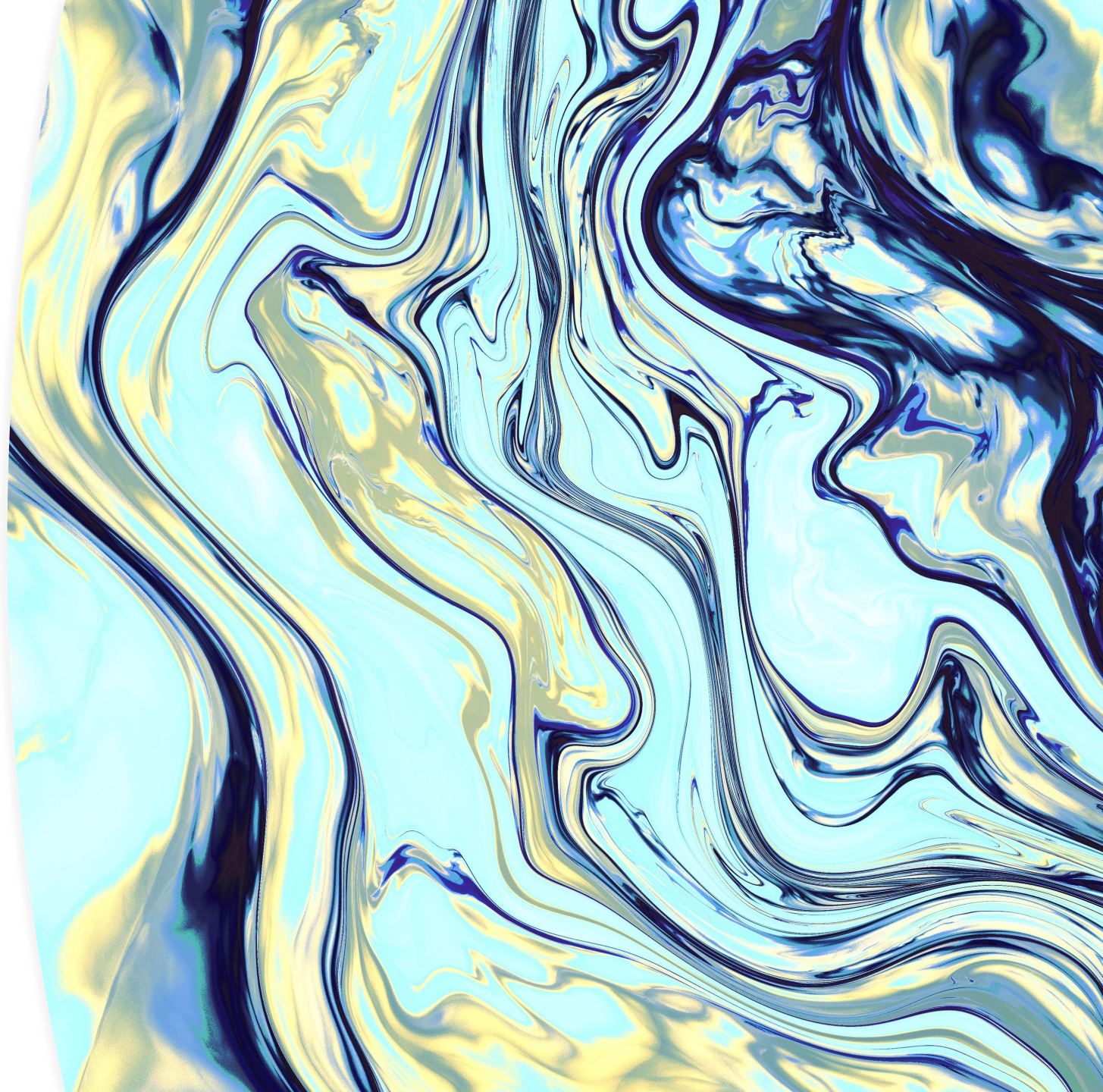
Interact with Stories





Facebook

- 2.93B Users Monthly
- 3rd Quarter of 2022, Daily activity reached 1.98 billion users
- 81% of all adults in the U.S. have a Facebook Account
- Owns Instagram
- It's an ideal platform for watercolor artists to showcase and sell artwork. It offers e-commerce capabilities, advertising tools, and opportunities for engagement with potential buyers.



Facebook's for Watercolor Artists: Key Features

Art Page: Create a dedicated Page to showcase your work.

Albums: Organize art into categorized photo albums.

Events: Promote exhibitions and workshops.

Art Groups: Connect with fellow artists and enthusiasts.

Live Streaming: Demonstrate art in real-time.

Marketplace: List art for sale, locally and online.

Business Tools: Analyze post performance and audience data.

Messenger: Communicate with clients and buyers.

Stories: Share behind-the-scene updates.

Page Shop: Sell prints and merchandise.

Ads: Promote art to targeted audience.

Events Calendar: Showcase art-related activities.

Website Integration: Link to your portfolio website.



How to Leverage the Platform - Facebook



Dedicated
Artist Page



Share Your
Work



Engage with
Your Audience



LIVE QA
Sessions



Facebook
Stories



Event
Promotion



Art Challenges
and Contests



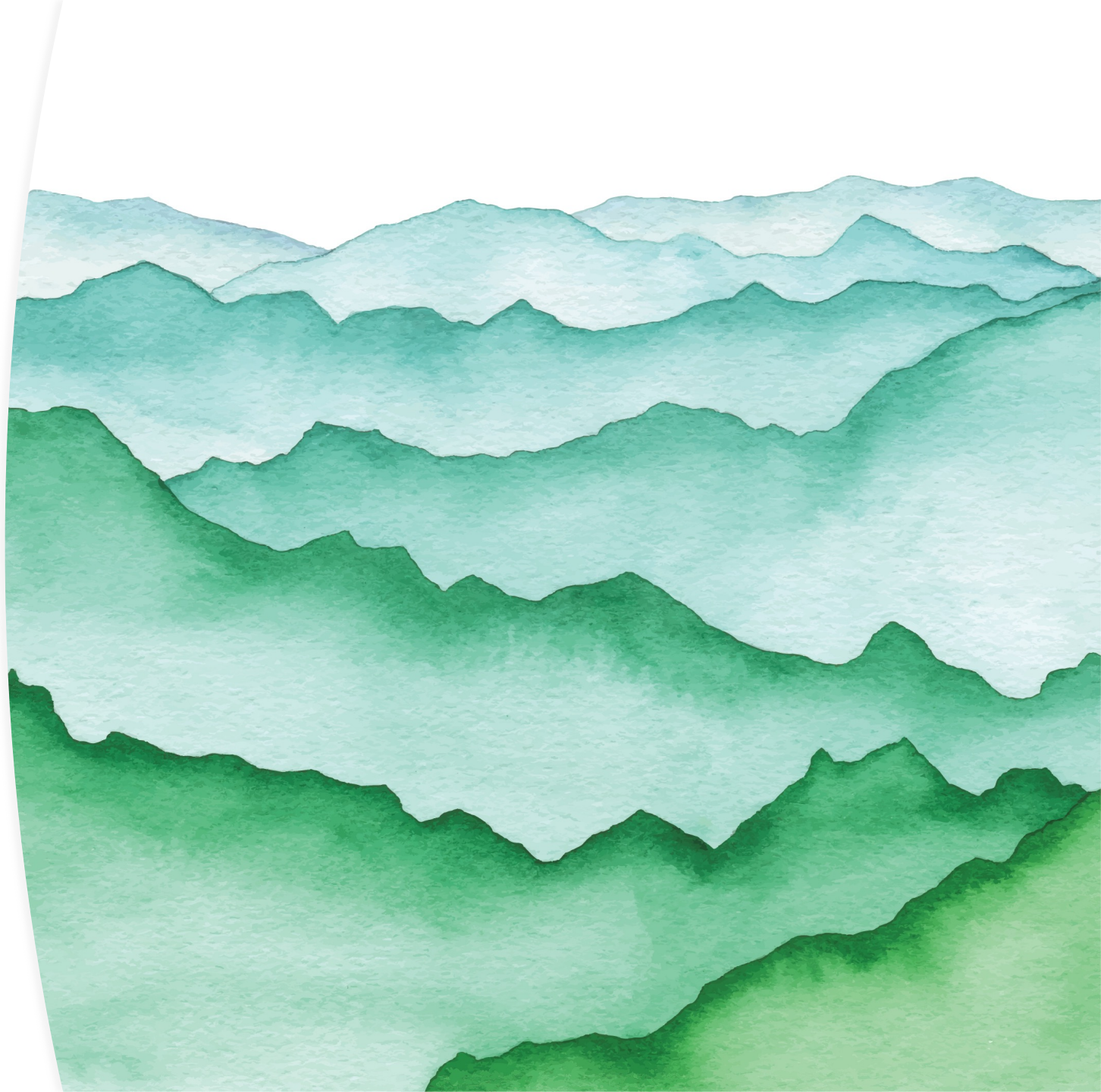
Personal
Insights





Pinterest

- 445M Users Monthly, 86 million are from the U.S.
- Females make up more than 75% of Users
- 2 Billion Searches per month..
- Pinterest users spend 29% more while shopping than other platforms.
- Excellent place for watercolor artists to showcase their art, connect with buyers, and find inspiration.



Pinterest's for Watercolor Artists: Key Features

Boards:
Organize and showcase your art themes.

Pins: Link back to your website or shop.

Visual Discovery:
Get discovered by interested users.

Searchable:
Optimize for relevant keywords.

Art Tutorials:
Share step-by-step guides.

Engagement:
Connect with artists and enthusiasts.

Rich Pins:
Provide pricing and details.

Analytics: Track pin and board performance.

Secret Boards:
Pin privately.

Art Community:
Gain exposure with the community.

Collaborative Boards: Foster collaborations.

Story Pins:
Create interactive art narratives.



How to Leverage the Platform - Pinterest



Create Inspirational Boards



Tutorials and Tips



Art Supply Recommendations



Behind the Scenes



Collaborative Boards





TikTok

- 1B Users Monthly
- 57% Female - 43% Male
- Used by 25.31% of the world's population
- Over 100B average video views.
- Great for watercolor artists too promote their work and connect with potential customers. It's not a direct sales platform but a useful tool for your overall strategy.
- TikTok is in the process of rolling out multiple shipping features to empower social commerce on the platform.



TikTok for Watercolor Artists: Key Features

Short-Form Videos: Create engaging art clips.

Visual Storytelling: Showcase the artistic journey.

Music Integration: Enhance art videos with music.

Trending Challenges: Join popular challenges.

Hashtags: Boost content discoverability.

Duet and Stitch: Collaborate and respond creatively.

Engagement: Interact with comment-friendly audience.

Live Streaming: Host real-time art sessions.

Editing Tools: Enhance video creativity.

Discover Page: Gain exposure on the 'For You' page.

TikTok Pro: Access analytics and growth insights.

Video Captions: Add context and insights.



How to Leverage the Platform - TikTok



Time Lapse
Painting



Technique
Demonstration



Art Challenges



Before and
After



Narrate Your
Process



Engage with
Trends





3 Simple Tips
for
Optimizing
Your Content

Optimizing Content is CRITICAL!

To effectively showcase your watercolor art on Social Media and connect with your audience, consider these straightforward but highly impactful tips for optimizing your content. These tips will help you enhance your online presence, engage your followers, and ultimately achieve your goals as a watercolor artist in the digital age.





1. Emphasize Visual Appeal

- Use high-quality images and videos to showcase the beauty of your watercolor art.
- Highlight the intricate details, vibrant colors, and textures that make your art unique.
- Consistency in visual style and branding helps to create a cohesive and memorable presence.



2. Share Your Artistic Journey

- Narrate your creative journey, from inspiration to the finished piece.
- Share your artistic process, from selecting colors to adding final touches.
- Provide insights your artistic process through captions, stories, and time-lapse videos.
- Sharing the story behind each artwork adds depth and authenticity to your content.



3. Effective Use of Hashtags

- Utilize relevant art-related hashtags to increase discoverability of your posts.
- Research trending and niche-specific hashtags in the art community.
- Don't overdo it; use a mix of broad and niche hashtags to reach a diverse audience.



Engaging
Your
Audience



Engagement and Networking

- Leverage the Value of Audience Engagement
- Build Relationships with Your Audience
- Collaborate for Exposure
- Cross-Promote Your Talents with Others
- Art Challenges and Collaborations
- Influencer Engagement
- Feedback and Improvement



When to Post - Best Practices

- Understanding Audience Behavior
- Utilize Insights and Analytics
- Testing and Adjusting
- Time Zones and Audience Demographics
- Consistency Matters
- Variety in Posting Times
- Testing Across Platforms



Insight and Analytic Tools for Social Media Engagement - Instagram

Name	Description	Price	URL
Instagram Insights	Native tool provide by Instagram for business profiles, offering data on followers, engagement, and content performance.	Free - Available for Business Accounts	Instagram
Later	Social media scheduling and analytics tool with a focus on Instagram, providing Insights, scheduling and content planning.	Free (limited features) to paid plans	later.com
Iconosquare	Comprehensive Instagram analytics platform offering performance metrics, competitor analysis, and engagement insights.	Paid Plans 14 Day Free Trial Prices range from \$49/month to \$139/month (Annual pricing)	iconosquare.com

Insight and Analytic Tools for Social Media Engagement - Facebook

Name	Description	Price	URL
Facebook Insights	Built in analytics tool for Facebook pages, providing data on audience demographics engagement, and content performance.	Free	Included with Facebook Pages
Buffer	Social media management tool with analytics for Facebook, offering posts performance data, engagement metrics and more.	Free and Paid Plans 14 Day Free Trial Prices range from \$5 to \$100 monthly (Annual and number of channels you are analyzing)	buffer.com
Sprout Social	Social media management and analytics platform for multiple platforms, including Facebook, providing detailed insights	Free and Paid Plans 30 Day Free Trial Prices range from \$249 to \$499 per month)	sproutsocial.com

Insight and Analytic Tools for Social Media Engagement - Pinterest

Name	Description	Price	URL
Pinterest Analytics	Built in analytics tool for Facebook pages, providing data on audience demographics engagement, and content performance.	Free	Included with Pinterest Business Accounts
Tailwind	Pinterest and Instagram scheduling and analytics tool, providing insights, content planning, and performance metrics	Free and Paid Plans 14 Forever with limits Prices range from \$12.99 to \$39.99 monthly (Annual and number of channels you are analyzing)	tailwindapp.com
Viralwoot	Pinterest marketing and analytic platform, offering insights, analytics, and optimization tools.	Issues getting pricing information at time of slide creation	viralwoot.com

Insight and Analytic Tools for Social Media Engagement - TikTok

Name	Description	Price	URL
TikTok Analytics	Built in analytics tool for creator accounts. Access data on video views, likes, comments and follower growth.	Free	Native to App
TikTok Pro	Offers more info than first tier product. Available for business and creator. Provides audience demographics, growth, trending content.	Free	Native to App
SocialBee	Offers TikTok analytics among its features. Track video performance, engagement rates, growth.	14-day free trial \$24.20 to \$82.50 per month, billed annually	socialbee.com



Social Media Downsides



Handling Challenges - Addressing the Downsides of Social Media

- Dealing with Negative Comments
- Managing Trolling
- Guarding Against Art Theft
- Handling Criticism
- Respecting Copyright and Fair Use
- Privacy and Personal Boundaries
- Support System
- Reporting and Blocking
- Focus on Positivity



Tools to Help you Protect Your Work - Watermarking and More

Tool	Purpose
Adobe Photoshop	Create custom watermarks, adjust opacity, size, and placement to suit your needs.
Adobe Lightroom	Photo editing software that also offers watermarking, has a batching feature to work with multiple images.
Canva	Online tool - provides templates and tools to design watermarks. Great for all skill levels.
GIMP	Open-source tool similar to Photoshop.
iWatermark	Works on desktop and mobile, allows you save watermarks for easy application.
PhotoBulk	Bulk image editor for macOS that includes watermarking features.
Watermark Software	Works on windows, 300 photos one minute, free and paid version
Inpaint	Primarily used for photo retouching, also has watermarking features to add or remove watermarks
Visual Watermark	Works on macOS and windows, create watermarks, customize text, logos and graphics
Pixlr	An online tool - web based, offers image editing as well.



Conclusion

- What we covered:
 - Choosing the Right Social Media Platform (Instagram, Facebook, Pinterest, TikTok) AND How to Leverage It
 - 3 Simple Tips for Optimizing Your Content
 - Engaging Your Audience
 - Social Media Downsides

Q&A

- We've covered a lot of material in this presentation, what additional questions do you have?

