WATERLUTION’S Social Media as a tool for Artists
Do you struggle with what to post about?

- Look at your past posts and see which posts have been your top performers.

- Create a strategy based on what you know has worked so far.

- Tweak your strategy as you go; watch what is working best and do more of that!
THE MOST IMPORTANT THING IS TO MAKE CONNECTIONS WITH PEOPLE.

How do you make connections?
STORYTELLING

- Teach your audience something, show behind the scenes of your process
- Share a situation you've experienced and what others can learn from it
- Share news about what you're working on
ENGAGE WITH YOUR AUDIENCE, IT'S SOCIAL MEDIA

→ Be yourself, share your experiences.

💬 Have conversations with people.

😊 Treat social media platforms as an extension of what you do in real life when you meet new people.

👍 Be interested in others.

❤️ Be kind, be positive.
WHICH PLATFORMS SHOULD I BE ON?
AS MANY AS POSSIBLE.

This will make you more searchable and visible, no matter if people are searching on Google, or on various social media platforms.

Don't panic, that doesn't mean you should be posting on all of them regularly.

Set up accounts with clear bio information and direct people to your website or to the platform that you do post on regularly.

Set up notifications to be sent to you on the platforms you don't use so you'll know immediately when someone messages you there.
MAKE IT EASY FOR PEOPLE TO FIND AND CONTACT YOU

Having a presence on multiple platforms gives you better searchability on Google too.

Have the most important information in all your social media bios:

- Which city/region you serve or reside in
- Your website
- What you offer the public

Keep your handles and branding as consistent as possible across all platforms.
SHOULD I USE A PERSONAL OR A BUSINESS ACCOUNT?

For Facebook, it's best to use both your personal and business account. Share your business posts to your personal profile so those closest to you can see what you're up to and help support you by sharing.

On Instagram, make sure your account is set to be a business account, as it gives you access to analytics.

Set up separate accounts for business and personal if you don't want to mix the two. Define the purpose of the two accounts to yourself and stick with the strategy.
REMEMBER

You don't own the audiences you amass on social media.

You don't own your followers, and every social media platform can change the rules without warning about who you can reach with your posts.

Using both personal and business accounts can be a strategic way to reach as many people as possible, specifically people who are interested in what you're doing or offering.
WHICH PLATFORMS SHOULD I SPEND MY TIME ON?
USE THE ONE YOU ENJOY POSTING ON THE MOST AS YOUR MAIN PLATFORM.

It shouldn't feel like a chore!

BUT, learn how to use that platform to really reach the people you need to reach, otherwise you'll be wasting your time!
Instagram is a must for anyone in the visual arts, music, dance, theatre, or making and selling beautiful items.

High quality photos or video are generally needed on this platform.

Experiment with reels, stories and video posts, and monitor to see which give you the best results.

Spend as much time looking at your potential audiences' posts and engaging with them as you do on posting your own-- it's the best way to grow your network locally.
A great platform to reach the widest age range, with the ability to specifically reach particular regions.

Video is the way to go.

Facebook is essentially a pay to play platform for business pages: you need to pay to reach your audience but the cost mis very low in comparison to most other advertising, and can be very effective.

Are Facebook ads, or boosting posts worth it? YES. As long as you have a specific, measurable goal in mind.
The best platform to make connections with strangers.

If you enjoy having conversations and meeting new people, Twitter is for you.

Quality of images and videos are less important on Twitter than other platforms; in the moment video or photos are just as effective.

Sharing your expertise, and developing your personal brand is easy to do here.
Also a great way to make connections, but in a business setting. Great for artists who are looking to make corporate connections.

Spend time networking by commenting and sharing others' posts.

Use your personal profile on LinkedIn, but keep it very professional. The atmosphere here is more formal than other platforms.

Even if you're not posting, you should have an up to date profile on LinkedIn.
If you love these platforms and creating content for them, use them!

Audiences skew younger for these platforms. Know your audience before investing time, money & energy into any particular platform.

Percentage by age bracket who log into each social media platform at least daily.
### Weekly Usage of Social Media

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<tr>
<th>Platform</th>
<th>All Internet Users</th>
<th>Gen Z (16-23)</th>
<th>Millennials (24-37)</th>
<th>Gen X (38-56)</th>
<th>Boomers (57-64)</th>
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PAID MARKETING ON SOCIAL MEDIA

Facebook + Instagram paid boosting and ads are very effective and low cost.

Spend small amounts to help you learn the process, $4 or $5 is plenty. Keep track of how your ads perform - how much was the cost per click?

Use paid posts to drive traffic to your website, to sell tickets, get signups - measurable actions.

Using paid posts to gain followers is not a good investment.

DO NOT use third party apps to help you gain or track followers on Instagram, your account will be deactivated.

Twitter's promoted tweets are another option, but not as effective in general.

LinkedIn is effective but a lot more expensive compared to Facebook + Instagram.
USE ADS MANAGER TOOL

This tool allows you to create paid ads that will run in people's feeds on both Instagram and Facebook.

Do not use the “Boost” button on individual posts.
FIRST SET UP AN AD ACCOUNT

business.facebook.com/settings/people

This ad account will be directly connected to your business page and you control who has access, other than you.
Now you're ready to use the Ads Manager tool.

Click the Create Campaign button to start creating your paid Facebook & Instagram ad campaign.
The Traffic objective is the most effective for actionable results.
STEP ONE IS SIMPLE

Give your campaign a name. Then click the Next button.
Click on Website - to drive traffic to your website or another website like Eventbrite.

Scroll down to choose your budget.

Change to Lifetime budget in the dropdown. It gives you more control over the total amount spent. Use this for your first ad.

Choose the date range.

$1.30 per day is the minimum spend currently.
CREATE YOUR AUDIENCE

Spend the most time on this part of the process. You can re-use these audiences over and over.

Click 'Save This Audience' button at bottom, after you create it.
STEP THREE

Make sure your Facebook & Instagram accounts are chosen.

Under Ad setup: Use Create Ad option to create a new ad.

Change dropdown to Use Existing Post if you want to promote a post that you already published on your page.

Tip: Ads that are created in this tool can be edited after they start running.

Posts that are already published on your page that you make into an ad cannot be edited after you pay to promote them.
UPLOAD YOUR VIDEO OR PHOTO

Add your primary text and headline. The first sentence is crucial for grabbing attention. Your headline needs to inspire action.

Choose a “Call to Action” that will appear as a button. (Very Important!)

Click the Publish button and you're done!
THANK YOU FOR CHECKING OUT WATERLUTION’S SOCIAL MEDIA TOOLKIT!

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Questions?
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