

How To Promote Your Art on Social Media – For Artists

Offering 500,000 original paintings, drawing, sculptures, and photographs by 50,000 artists from over 100 countries, Saatchi Art is home to the world's largest selection of original art. At Saatchi Art, we're redefining the experience of buying and selling art by providing a platform for artists to sell their art. At Saatchi Art, we work hard to provide you with tools to help sell your work, and these include **tools for social media sharing**.

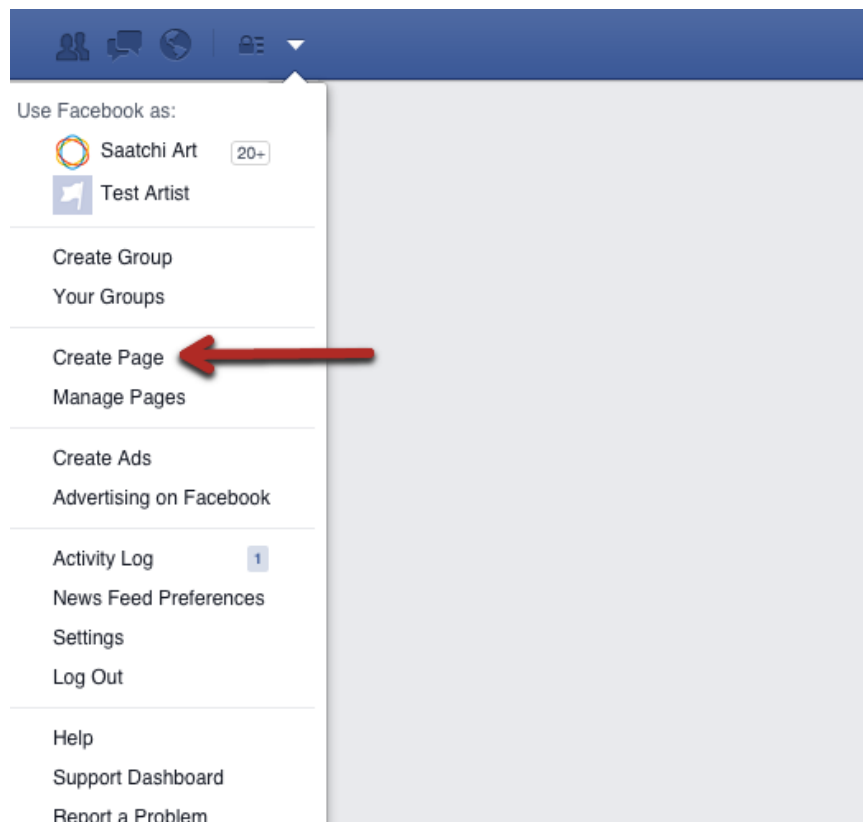
Using social media is a great way to **help potential buyers discover your work**. Social media platforms like Facebook, Twitter, and Pinterest allow you to share photos and links with art lovers from around the world. Doing so can greatly increase the chance of people finding and wanting to buy your art. **You can easily access a global community of art lovers using our website's built-in social sharing tools and by using our mobile app.**

Below, we'll show you how to market your work in just a few easy steps, **whether you're new to social media** or looking for some **best practices**. **Plus, learn about our exclusive referral program.**

Part I: Setting Up Your Social Media Accounts

1. Facebook:

- To create a Facebook page for your art, you'll need to have a personal account. If you don't yet have one, go to <https://www.facebook.com/> and click "Sign Up." Here, you'll enter in personal information – your name, email, a password you create, and your birthday.
- Once you've created a personal account, or if you already have one, click the small arrow in the top right of your homepage and click "Create Page." Here you'll choose the "Artist, Band, or Public Figure" option. Choose artist and enter your name with "Art" or "Artist" on the end (ex: John Doe Artist).

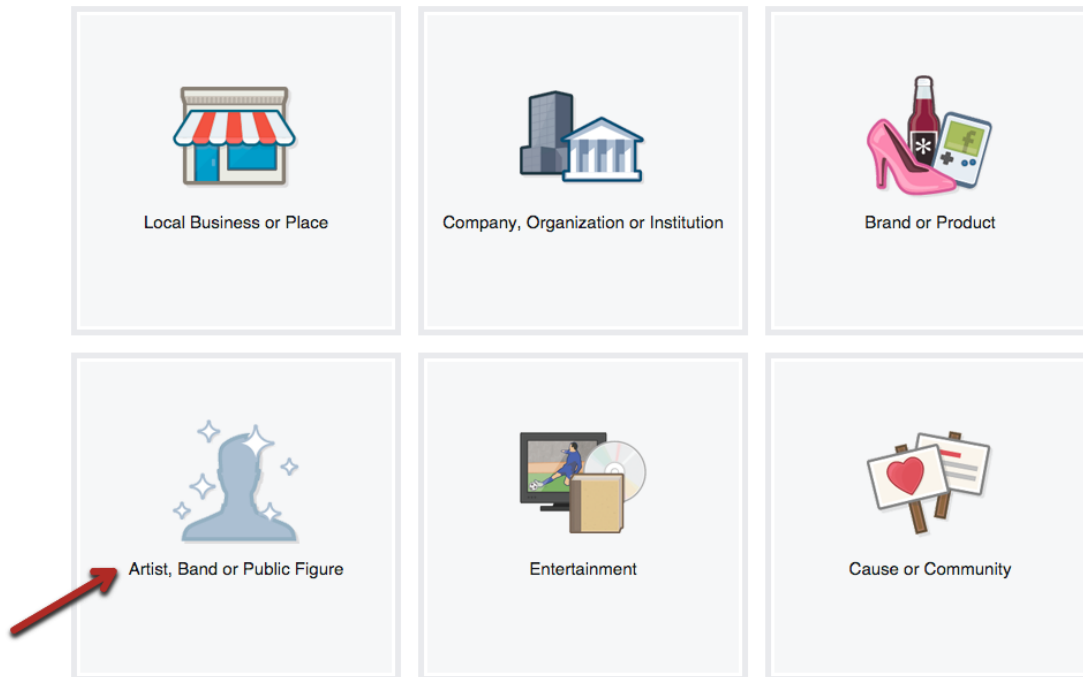


Create a Page

Pages I Like

Pages I Manage

Create a Facebook Page to build a closer relationship with your audience and customers.



- The next step is to enter information about yourself as an artist (think bio, statement, etc), along with a profile picture. Set a URL for your page with your full name and Art or Artist (ex: www.facebook.com/JohnDoeArtist).

Short statement →

Personal links →

Unique URL →

Set Up John Doe Art

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

83

John Doe's abstract painting explore notions of reality and perception.

Website (ex: your website, Twitter or other social media links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/> JohnDoeArtist

Need Help? Skip Save Info

About Create Ad Create Page Developers Careers Privacy Cookies Ad Choices Terms Help

Facebook © 2015
English (US)

- Lastly, you'll need to add information about who you'd like to see your page. You can add in geographic locations, an age range, and some interests you feel your potential fans might have. You can either browse categories, or add in your own. If you make abstract art, think about what those who like abstract art might also enjoy.

Set Up John Doe Art

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations ⓘ

France
All France

Include ▾ | Add a country, state/province, city, ZIP, DMA or a place

Everyone in this location ▾

Interests ⓘ

Additional Entries

Abstract art
Modern art

Search Interests | Suggestions | Browse

Contemporary art +
Pop art +
Cubism +
Surrealism +
Dada +
Minimalism +
Futurism +

About Create Ad Create Page Developers Careers Privacy

Facebook © 2015
English (US)

Now you've created a Facebook page specifically for your art! Friends, family, art lovers, and potential buyers will be able to "Like" this page and keep up with your latest works and pieces for sale.

2. Twitter:

Go to <https://twitter.com/> and click the button on the right that says "Sign Up." Similar to Facebook, enter in your full name, email address, and username. If possible and not taken, try and keep your usernames similar across social media platforms – stick with your name + art or artist.

Have an account? Log in ▾

Join Twitter today.

John Doe ✓

johndoeartist@gmail.com ✓

..... ✓

JohnDoeArtist ✓

Suggestions: ArtistDoe | DoeArtist | artist_doe | doe_artist | johndoeartist

☒ Tailor Twitter based on my recent website visits. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

- After you've entered all of this info, click "Sign Up." You'll again need to craft a brief bio about yourself and your artwork, add a profile picture of your face, and a cover photo, which is an image that goes at the top of your page.

What are you interested in?

Choose one or more of the options below and we'll suggest some good stuff for you.

Continue

☐ Popular accounts
☐ Sports
☒ Music
☒ Photography
☐ Twitter
☐ Entertainment
☐ Influencers
☐ Leaders
☐ MLB
☐ Funny
☐ News
☐ Technology
☐ Fashion
☐ Food & Drink

- Now that you've made a Twitter profile and filled out your info, you can "Follow" people, such as your friends, media sites you frequent, other artists, and more. By "following" accounts, you'll be able to see an aggregate of their Tweets in your "feed" where you can easily interact and engage with them.

Saatchi Art
@SaatchiArt

The world's largest online art gallery, connecting people with art and artists they love.

Los Angeles
saatchiart.com
Joined September 2009

2,740 Photos and videos

Tweets Tweets & replies Photos & videos

Pinned Tweet

Saatchi Art @SaatchiArt · 16h

Five things to look for before buying art online – our Chief Curator divulges
ow.ly/PUY1N

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like · Refresh

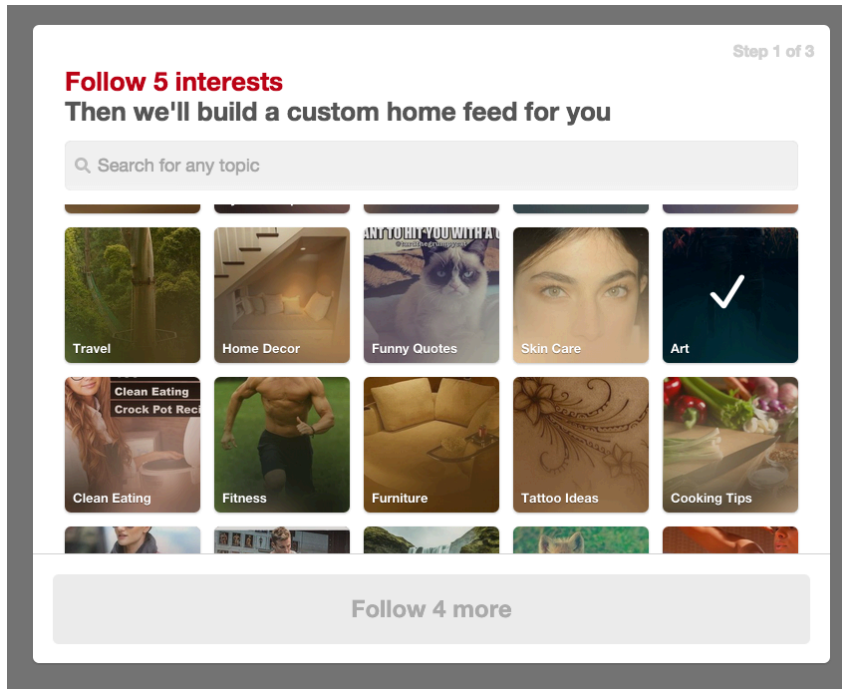
- Seth MacFarlane** @SethMacFarlane
- Ellen DeGeneres** @TheEllenShow
- Phil Jackson** @PhilJackson11
- The Art Market** @theartmarket
- John Ireland** @LAIreland

Trends

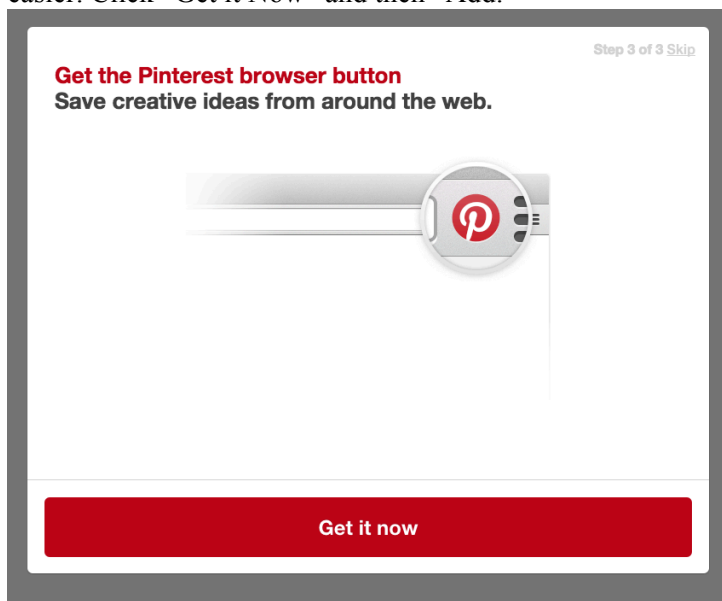
3. Pinterest:

In addition to Facebook and Twitter, which are great for building and engaging with an audience, Pinterest is a platform that allows you to share many images grouped into different sections, or boards.

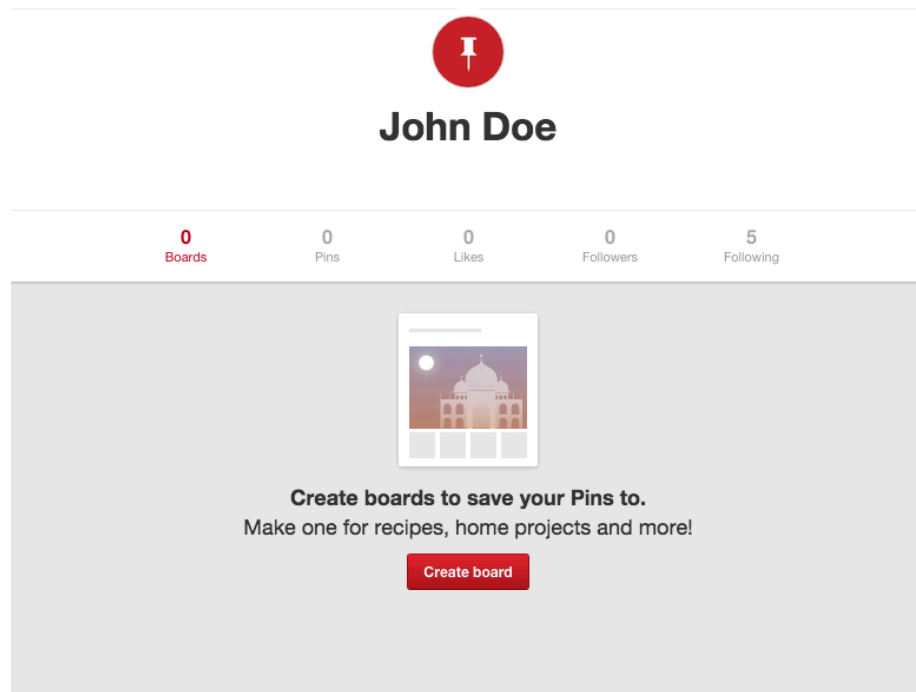
- To create your account, go to <https://www.pinterest.com/> and enter your email and a password, then click “Sign Up.” From here, it will prompt you to fill in your name, age, and sex.
- Now you can begin setting up your Home Feed by choosing 5 categories you’re interested in.



Next it will ask you to install the “Pin it” button– this makes pinning from your computer much easier. Click “Get it Now” and then “Add.”



- Next step is creating your boards on Pinterest. Pinterest boards can be based around whatever you want; however, it's best to keep it specific.



- For example, create a board called "Blue Art" where you can put all works that are blue-hued. To do this, click "Add Board" from your profile page (click on your name in the top right) - name the board (ex: Blue Artworks) and fill in a description that best fits what the board is. Users on Pinterest can now follow your Pinterest boards and see when you add new works, or "Pins," to them.

0 Boards 0 Pins 0 Likes 0 Followers 5 Following

Create a board

Name Blue Artworks

Description Blue-hued abstract paintings

Category Art

Map ☐ No

Secret ☐ No
[Learn more](#)

Collaborators [Add](#)
[Learn more](#)

[Cancel](#) [Create](#)

Part II: Sharing Your Art on Social Media - The Basics

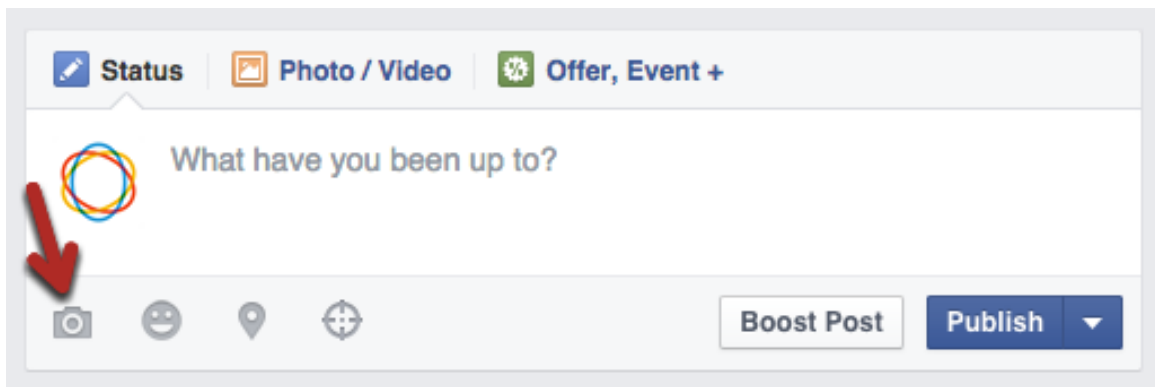
After you've created your Social Media profiles, you'll want to start posting content on them. *Consider that Social Media gives a voice and personality to your work.* Your audience might want to see what you've been working on, newly completed works, behind the scenes images of you working in your studio, or pages from your sketchbook.

The main things you'll want to share are an **image**, a **caption**, and (when possible) the **link** to where to see or purchase the work on Saatchi Art. Plus, make your work more discoverable by adding a **hashtag**. Below is a complete explanation and breakdown.

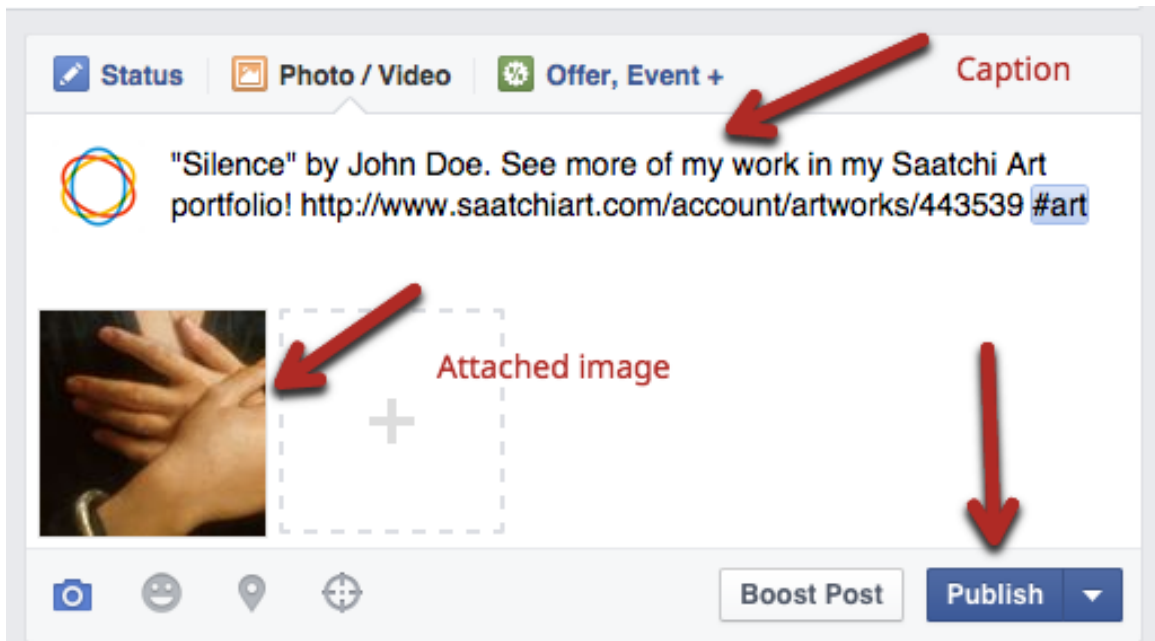
1. Facebook:

Adding content to your Facebook page means updating those who've "liked" your page on something new you've created, or news to share via a link, image, or both.

- Add an image straight from your page – click into the box that says, "What have you been up to?" and then click the first little icon that looks like a camera on the left. From here you can select the image file from your computer and upload it. You can also simply drag the image from your desktop and drop it into the box. You'll know the image has been attached when you see a thumbnail of it in the box.



- Next, add in a caption. You might keep it simple with just the title of the work in quotes, and a call for your followers to see more work on your Saatchi Art page, with the link, or provide a more detailed bit of information about what you're sharing.



- If you want to keep an aggregate of your work, or join a preexisting conversation relevant to the topic of art, add in a hashtag in front of a word or couple of words! For the former, maybe hashtag your name #JohnDoeArt, and the latter just #art. By doing this, any other posts with the same hashtag are grouped into a thread and made easily browsable. Users who love art, but aren't yet familiar with your work, may easily stumble upon it this way.
- Once you've got your content added, click "Post." This will be shared with those who've liked your page to see and interact with.

A good example of a successful artist Facebook Page is [Loui Jover's](#).



Loui Jover shared Loui Jover's photo.

Yesterday at 2:54am · 🌐

working in my winter space on the drawing "hyacinth"



Loui Jover

working in my winter space on drawing "hyacinth"

👍 Like

💬 Comment

➦ Share

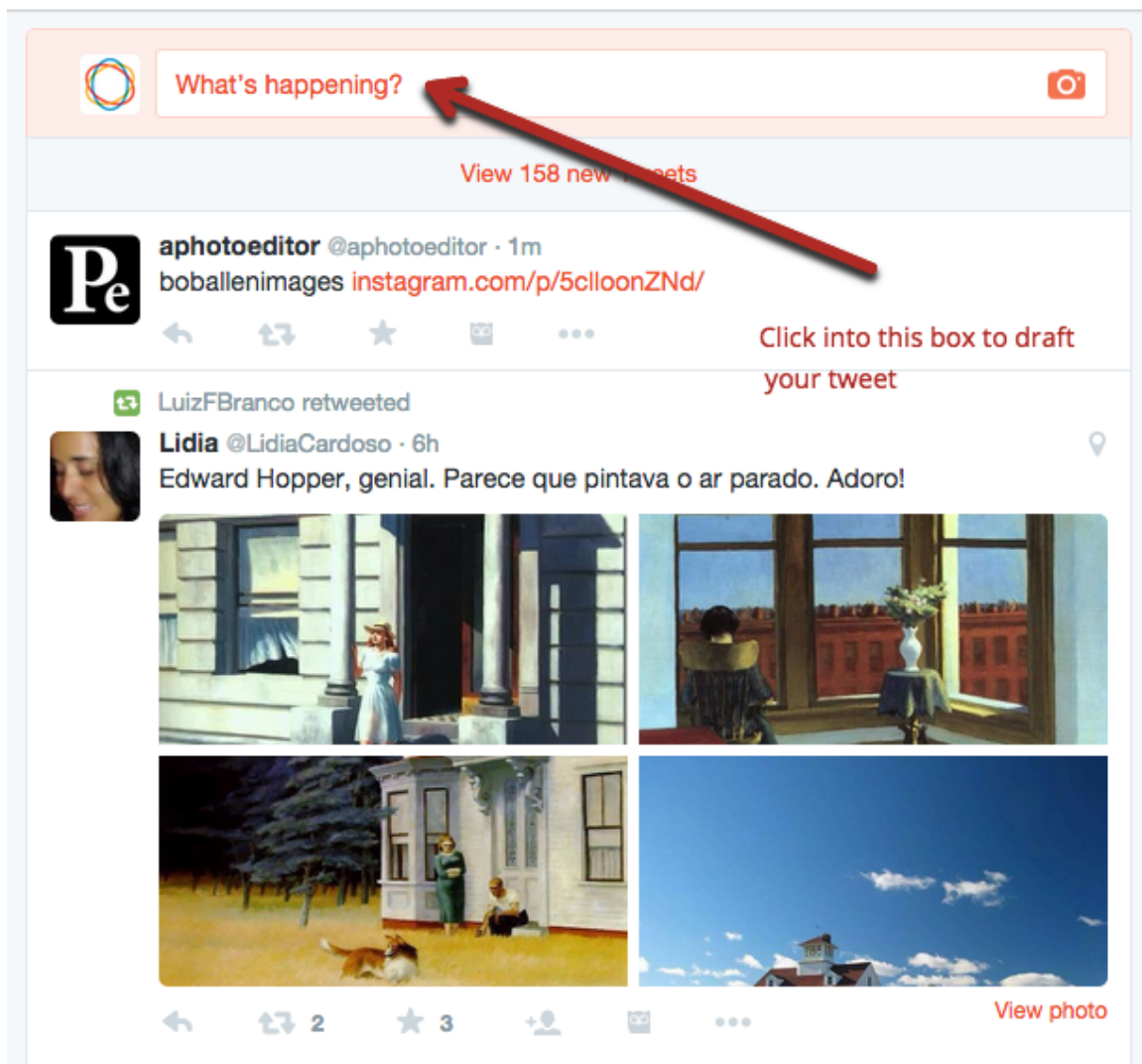
• Hootlet

223 people like this.

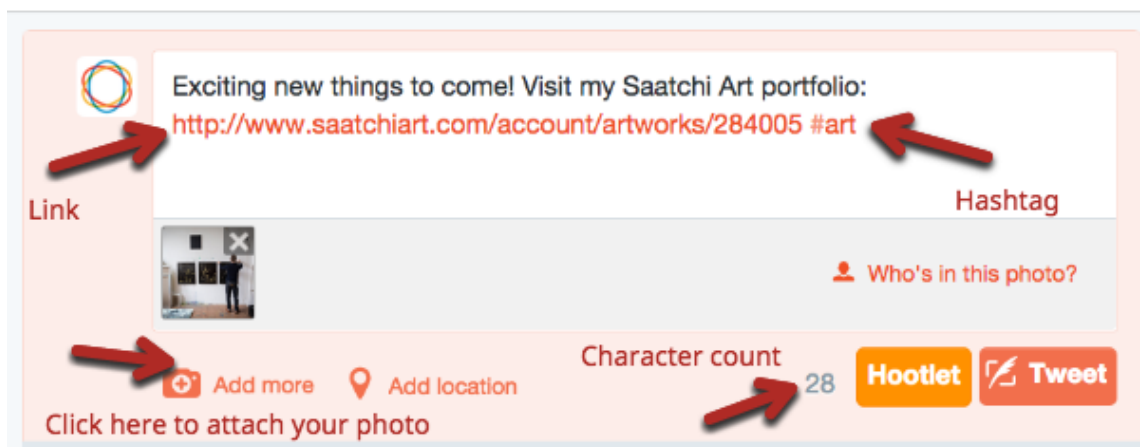
3. Twitter:

The first thing to know about Twitter is that there is a 140-character limit for Tweets. This means that you've got to fit everything into a tight package.

- From your home timeline page, click into the box at the top of the page that says "What's happening." Similar to Facebook, you'll click on the small camera icon to add an image from your computer files, or drag and drop from your desktop, and then add a caption and (when possible) a link.



- Hashtags are native to Twitter and thus are very important. To make one, add in a pound sign (hold down shift on your keyboard and press 3) in front of any words you think are pertinent in your caption, such as “art” – the word will then highlight, indicating that it’s now a hashtag.

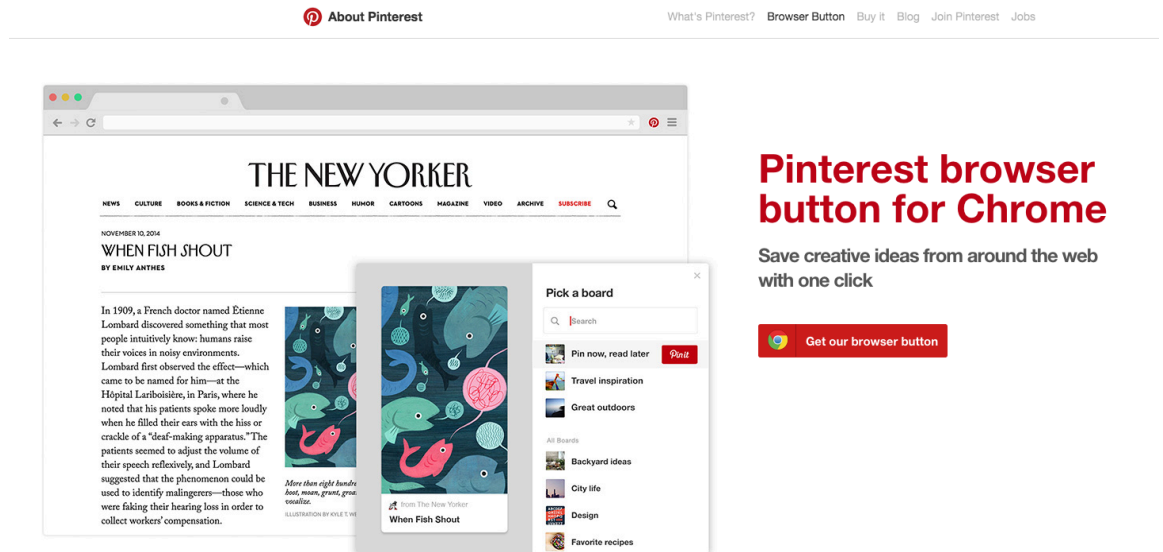


- When drafting your Tweet, the number in the bottom right of the box shows you how many characters you have left; if it’s in the red, you’ve used them all up and won’t be allowed to properly post. Once you’ve added all of your content within the character limits, click “Tweet.” You’ve now successfully posted a tweet!

4. Pinterest:

After you've created your Pinterest account and set up a few boards, you'll want to start filling them with content, or "pins." Pins are an image with a caption that describes it. When you click on the image, or pin, it will link you to where the image came from (for example: your Saatchi Art portfolio). You can add pins by uploading an image directly on Pinterest, or from a website with a "Pin it" button. Here's how:

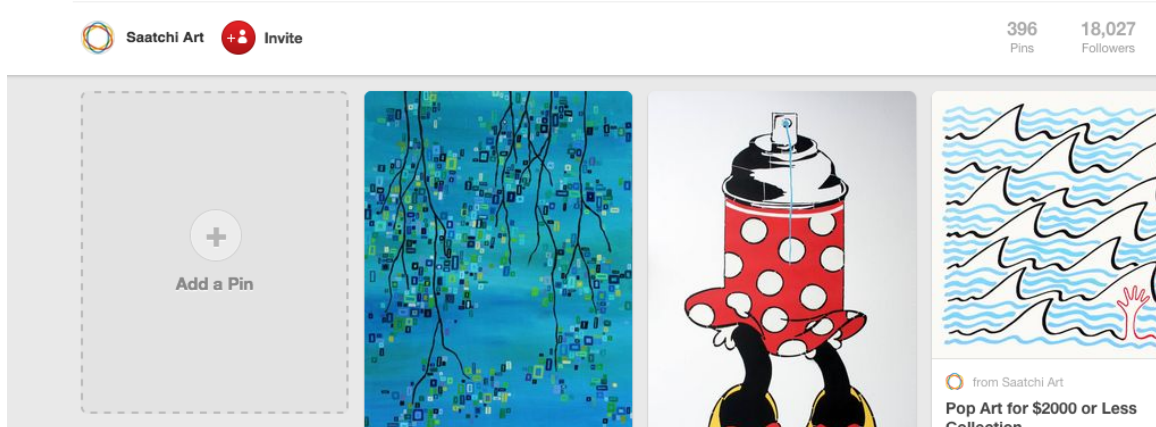
- The "Pin it" button you install to your browser is a helpful asset, as it will make any and all images that appear on a webpage pinnable without having to separately save them to your computer and then upload them. [Go here to install it.](#) Once you've installed it, hover your mouse over the image of your work on an [art detail page](#) of your work. Click the "Pin it" button in the top left that now appears, or the red P on the top right or bookmark bar, depending on your browser. Then, in the window that pops up, add a caption under the photo and select a board that best fits the work and it will pin to it.



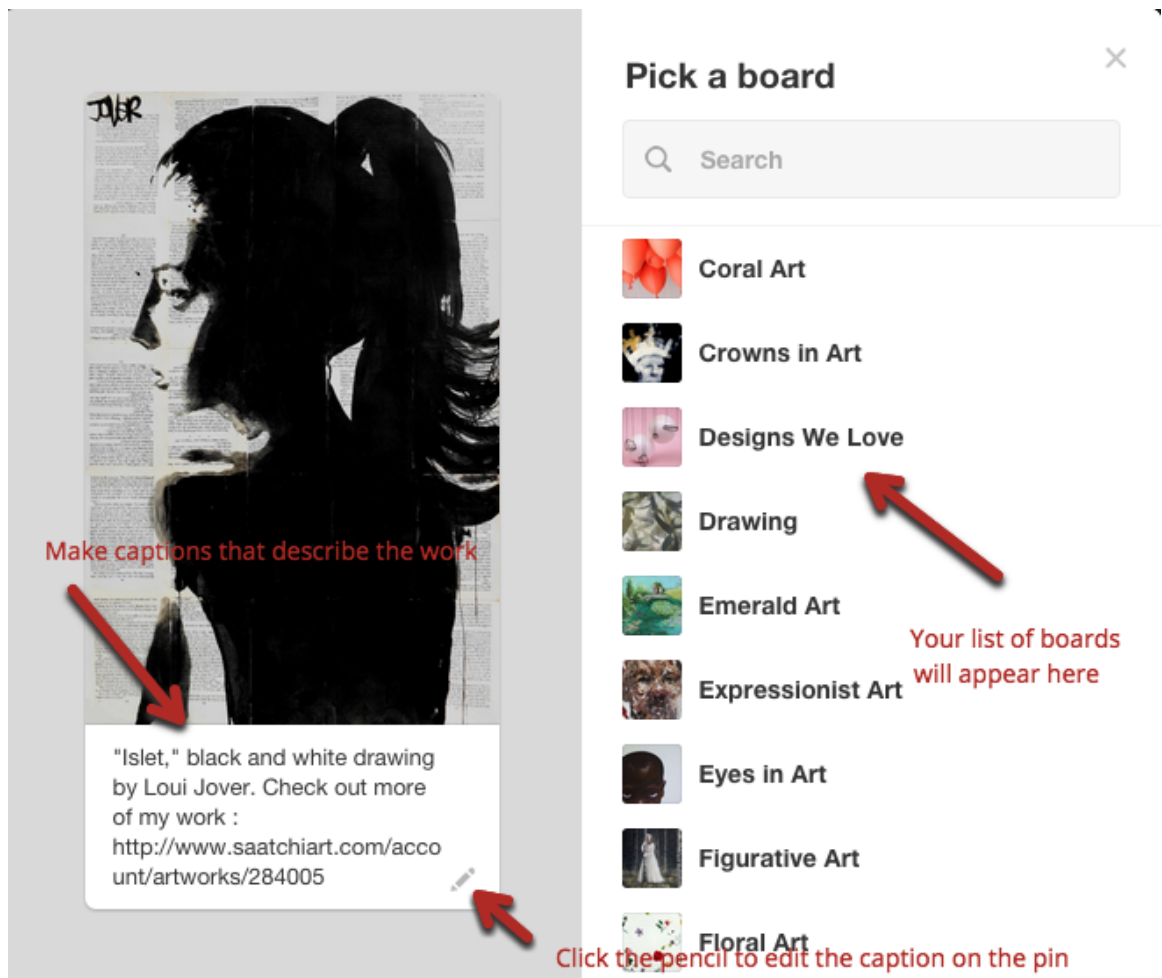
- If you don't have a Pin it button, you can add an image from your computer, or from a link. The easiest way is to open one of your boards and then simply drag the image from your desktop into the window - this will then pop a window up that prompts you to enter information about the pin. You can also click on a board from your Pinterest page and then "Add pin."

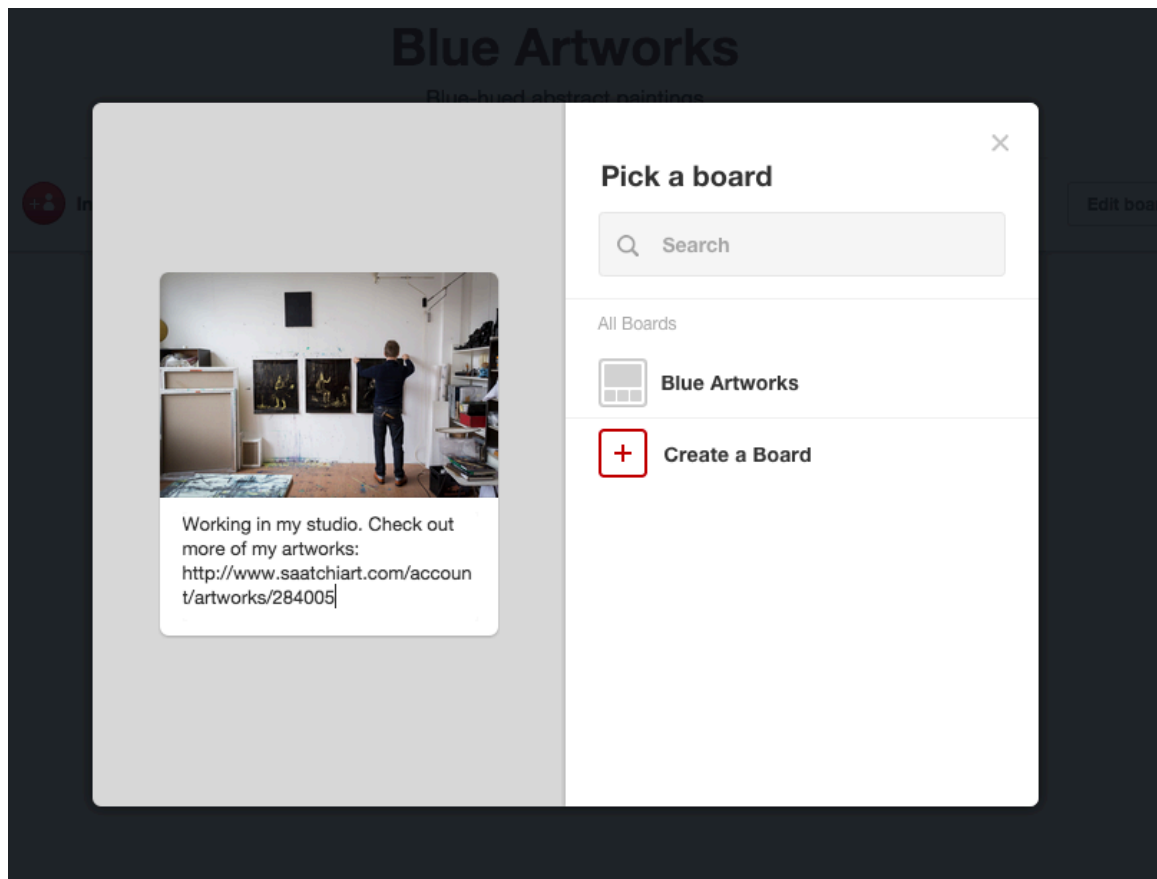
Blue Art

Discover new pins featuring the color blue in art by emerging conter you'll find original works of art with an emphasis on the color bl



- Choose to upload from your device, then select the image file of your work from your computer. Then, click in the space under the image to add a caption into the "Description" box. Like Facebook, Pinterest doesn't have character limits, but it's best to keep the caption descriptive and to the point. For example, you might provide the artwork title, followed by Your Name. You can include a link to the work in the description. Select the board it best fits, and it will successfully pin to it.





Part III. How To Promote Your Art Directly from SaatchiArt.com

Saatchi Art makes it even easier to post your artwork to each social media site. *Our social share buttons allow you to quickly upload and share works to Facebook, Twitter, and Pinterest straight from your portfolio.* Here's how:

- Go to your Saatchi Art portfolio page, where all of your works for sale are. From here, or from the art detail page of your work, or even a collection page, scroll down and a sidebar will appear on the lower left, with icons that represent the different Social Media sites.



Loui Jover

[Back to Profile](#)

Artworks (987)

Collections (4)

Favorites (286)

View:

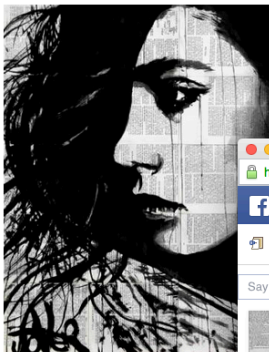


hyacinth

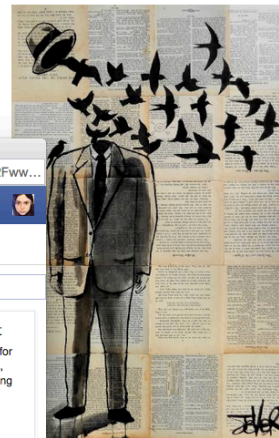


- Click the blue “F” on the art detail page of one of your works. A window that says “Share on Facebook” will pop-up. You can choose to share on either your personal Facebook page, or on the specific page you’ve created for your art. To do so, click the arrow on the left in the box that says “On your own timeline” and select “On a page you manage” from the dropdown. Next you can add in a caption, such as “Check out my new piece of art added!” Then press “Share link” and it will post to your Facebook page.

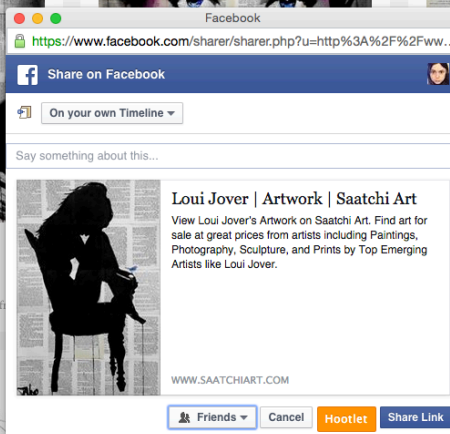
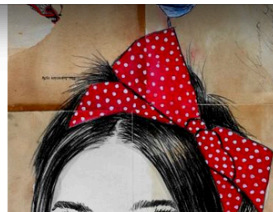
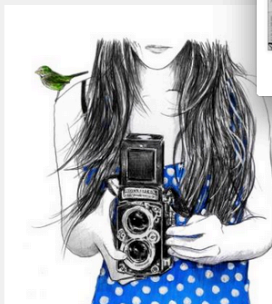
View:



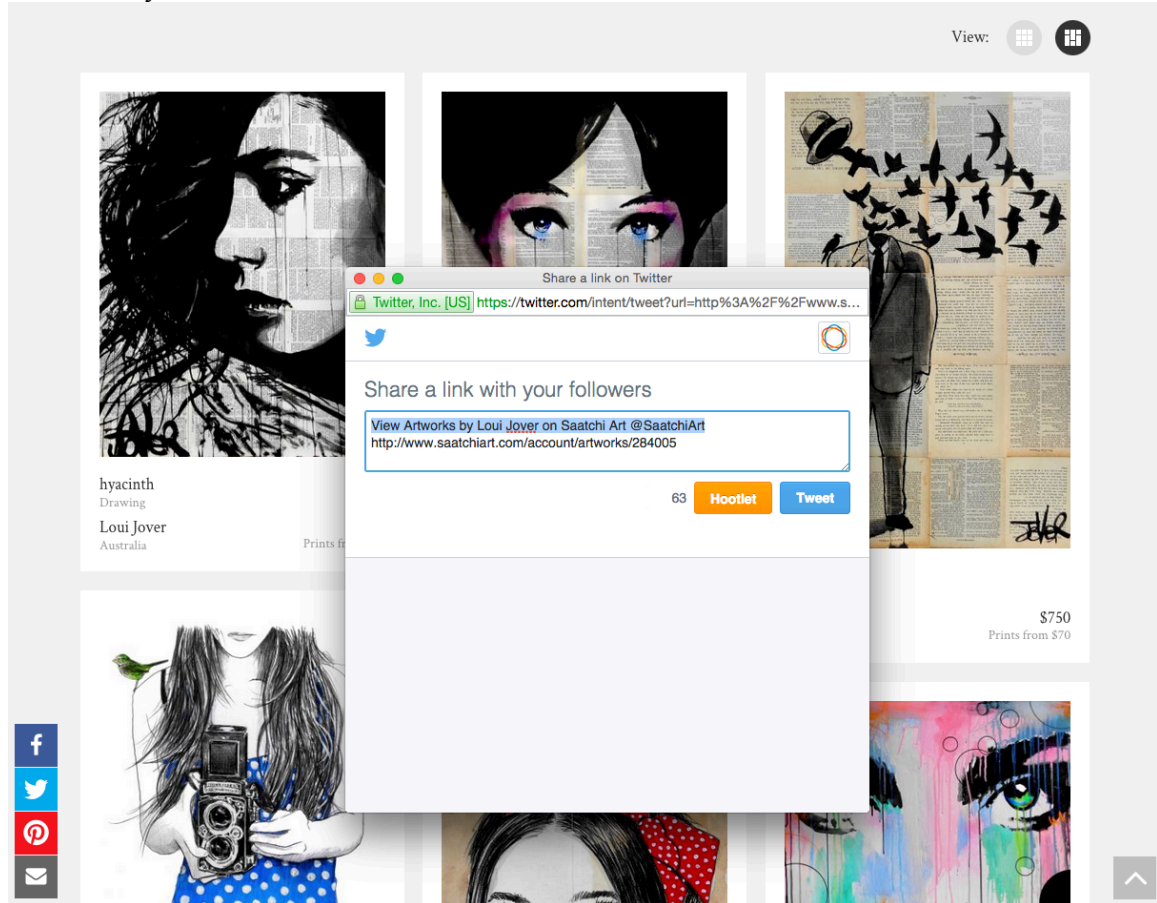
hyacinth
Drawing
Loui Jover
Australia



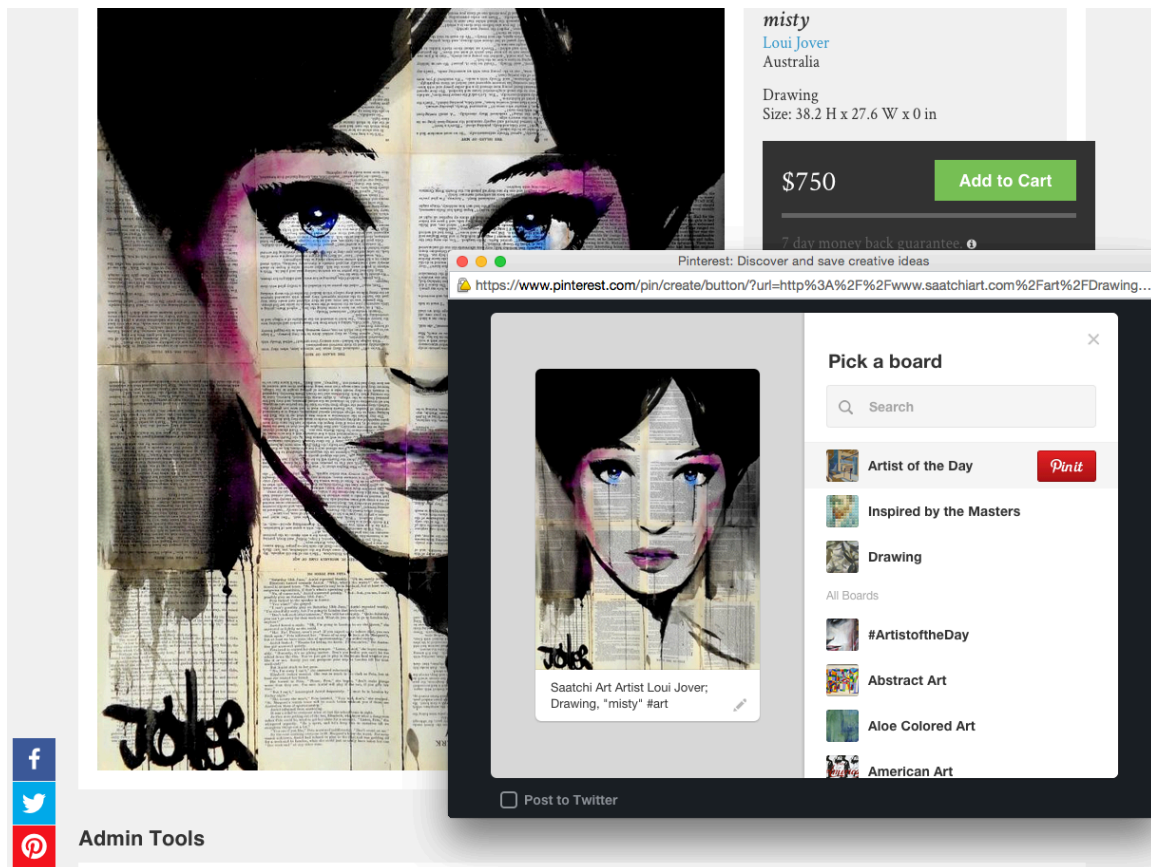
\$750
Prints from \$70



- Click the blue icon of the bird second down to Tweet. Same as above, except this time it will push to your Twitter account. It will automatically fill in a caption, with a hashtag, and a link to the work! If you want to include an image as well, copy all of the text and open [Twitter](#) in a different window. Paste in the info you copied, and add in an image directly from Twitter.



- Click the red P to pin it to one of your Pinterest boards. Select the board the image best fits in the window that pops up. The image will pin once you click the name of the board.



- In addition, you can add links to each of your Social Media accounts to your profile page. First, [check out these tips](#) on how to assure your Saatchi Art profile is in top shape.

SAATCHI ART Search for... Art

Paintings Photography Drawings Sculpture Collage Prints Features Art Advisory Chelsea Jones

REMODELING YOUR HOME? ENJOY 10% OFF ORDERS OF \$500 OR MORE | USE: "REFRESH" [shop now](#)

Account Information

Profile Information

[Profile Image](#)

Address and Identification

Sales Dashboard

Orders

Log Out

Links

We'll add icons with links to any of the below sites that you provide.

Facebook	<input type="text" value="https://www.facebook.com/saatchionline"/>
Twitter	<input type="text" value="https://twitter.com/SaatchiArt"/>
Pinterest	<input type="text" value="http://www.pinterest.com/saatchiart/"/>
Tumblr	<input type="text" value="http://blog.saatchiart.com/"/>
Instagram	<input type="text" value="http://instagram.com/saatchiart"/>
Google Plus	<input type="text" value="https://plus.google.com/+saatchiart"/>
My Websites	<input type="text" value="e.g. http://yourwebsite.com"/>

Personal Information Enter social links to your Saatchi Art Profile here

Share with collectors here about who you are, where you've studied, and any upcoming

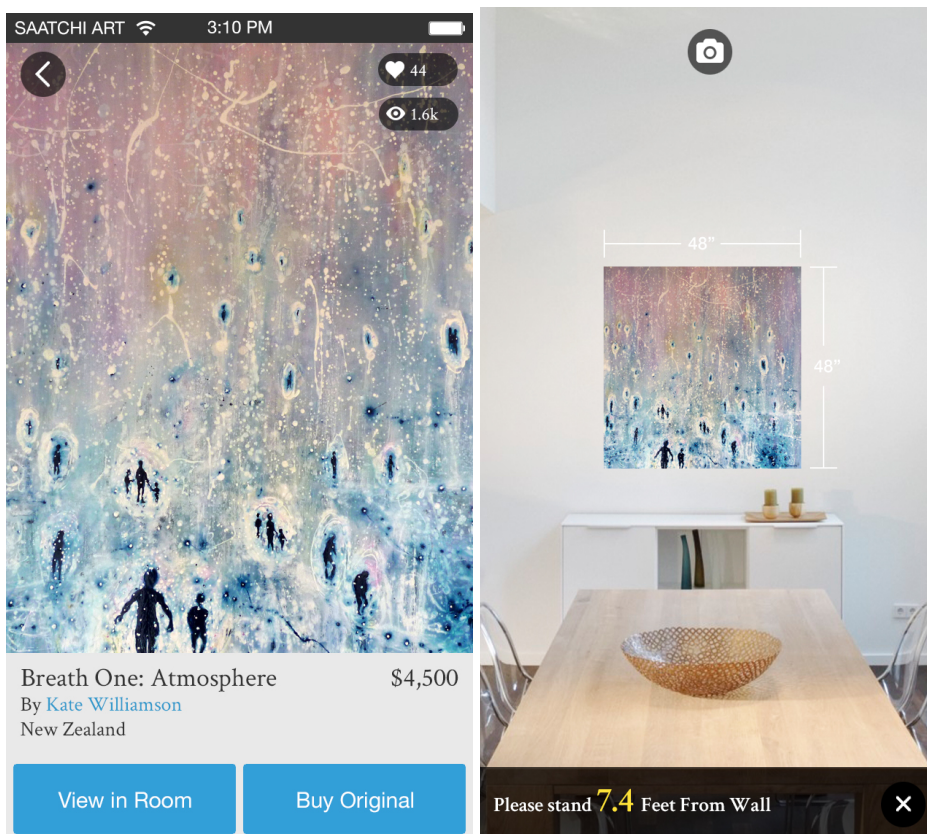
- Next, go to your SA profile page, hover over your name on the right and click "Account Information," and then click "Profile Information." Here you'll paste in the links to each

social media profile you've created, according to the label on the left of the box. Scroll down and click "Save Changes." Now each of the icons will link to your designated social media site. This makes it easy for those visiting your SA profile to follow you across other platforms!

Part IV: How to Promote Your Art from the Saatchi Art Mobile App

The Saatchi Art mobile app for iPhone allows artists to easily manage your profile, upload, and sell art straight from your phone. The app allows you to virtually "hang" art on your own wall using the View in a Room feature. You can save the image you create and easily share it on Facebook, or Twitter, demonstrating for your followers how great your art looks on a wall! Here's how to use this feature:

- Firstly, you'll need the app. It's free and available for all iPhone users. To download it, go here and follow the steps: <https://itunes.apple.com/us/app/id940252790?mt=8>
- Once you're in the app, click on your name on the bottom right and then select "Artwork" – this will show a list of all the works for sale you have in your portfolio. Select any work and then select "View in a Room." Now you can virtually place your artwork on any wall or surface, simulating what it will look like for potential collectors.



- Once you're satisfied with the placement, press the camera icon at the top to take the photo. You'll then be given the choice to share the image you took on Facebook, or Twitter, automatically filling it with a caption and information about the artwork.

Offering your followers and fans a **visual sensation of how great your art looks on a wall** can be an instrumental part of encouraging sales.

Part V: 3 Keys to Successfully Promoting Your Art on Social Media

- Only post a few times a day. Try for one or two well-crafted, eye-catching posts per day.
- Be diverse! Share a variety of info – updates from the studio, a new piece completed, another artist's work or quote that inspires you, etc.
- Engage with your followers and those you follow! Follow back, reply to comments, and share the love. This will help you grow your following and find potential collectors.
- Don't let the fear of copyright infringement deter you from exploring social media! Facebook, Twitter, and Pinterest all have policies protecting the rights of your image. In posting an image you don't forfeit the rights to it, but grant the site and its users the right to share your content, but not to profit from it in any way. This right belongs to you, the rightful owner, and you can easily report an abuse of this policy you may come across.
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REFERRAL PROGRAM

Now that you've got loyal fans of your work, it's time to reward them, and yourself! Offer them a special 10% off discount when they purchase your work on Saatchi Art and you still receive your full 70% profit! Here's how:

Tag @SaatchiArt and share the code **LoveArt** with your followers to save them 10% off at Saatchi Art at zero cost to you!