

# CRAFTING YOUR BIO

WORKSHEET 1- INSTAGRAM FOR ARTISTS

Use the following prompts for ideas:

Who are you and where are you from?

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What is unique about what you do?

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What are some of your interests that might be relatable? Can you use emoji's to express them?

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What do you want your audience to do? Why should they do it?

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# ASK YOUR NEIGHBOR

WORKSHEET 1 SUPPLEMENT- INSTAGRAM FOR ARTISTS

Trade this worksheet with your neighbor. Having someone else describe your work may help you to write your bio. Have them choose any of the following questions to answer:

What do I do?

What makes my work unique?

What words can you use to describe me?

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# CONTENT CREATION

WORKSHEET 2- INSTAGRAM FOR ARTISTS

## Consider your images individually:

What are some different types of content that you can share?

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Do you have existing photos and videos that you could use? What types of content do you still need?

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## Consider your images together:

Does any specific color scheme or style reflect you and your artwork?

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How can you uniquely present your images?

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# ENCOURAGE ENGAGEMENT

WORKSHEET 3- INSTAGRAM FOR ARTISTS

## How to increase engagement:

What are some questions you can ask to increase engagement?

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How can you determine your ideal posting time? If you haven't started your account yet, what posting times are you going to try?

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How often can you post and maintain quality? Recommended minimum amount is once a week.

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What hashtags can you use? (Some examples are #wildlifepainting #realism)

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Who can you ask to comment and/or like your post? Do you know someone who would turn on post notifications for you and you would do the same for them?

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# SHARING AND PROMOTION

WORKSHEET 4- INSTAGRAM FOR ARTISTS

## Sharing someone else's work:

Are there any artists whose work would fit with your account? What artwork would your audience like to see?

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## Promotion: (Make sure you have at least 9-12 posts before promoting your account.)

What are some ideas you can try to promote your account?

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## Artwork Sharing Accounts:

Can you think of at least three other artists who create artwork in a similar style, subject matter and/or media?

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Look up the Instagram accounts of the artists listed in the previous question. What accounts have featured them?

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Out of those the accounts listed in the previous question, do any look like a good fit for your work? What artwork sharing accounts are you going to approach?

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# RESOURCES

INSTAGRAM FOR ARTISTS

## Websites, apps, and software that can help you build your Instagram account:

### Getting images onto your phone:

Dropbox – desktop/app combo to share images between phone and computer

Google Photos – desktop/app combo to share images between phone and computer

### Image Editing:

Canva – app that helps create quote graphics

VSCO – app for mobile image editing

Photoshop – desktop image editing

### Grid Planning:

Preview – grid planning app, lets you drag and drop images in a grid to help visually plan your account

Giant Square- advanced layout app, splits up your image to be displayed across several posts

Yearofcolour.com – website that shows you the most frequently used and popular colors in your account

### Posting:

Buffer – app to create your posts in advance and send you a reminder when it's time to post

Repost- app that makes it easy to share someone else's post



## Tracking:

Plann – view analytics of colleagues accounts

Iconosquare – analytics app that can determine your ideal posting time

Bitly.com – shortens website links and makes them trackable