

Plymouth Art Weekender

PAW18 - Social Media Toolkit

This Toolkit is designed to support Plymouth Art Weekender artists and venues to promote and support PAW17, 28/29/30 September.

With such a diverse range of exciting projects across citywide venues, it's essential we all take some time to support and share all activities through social media and other online platforms. The cross-promotion of events helps boost our audience and raises awareness of Plymouth's growing vibrant visual arts scene. We hope this gives you the confidence to publicise before, during and after the event.

PAW platforms

Facebook : @PlymouthArtWeekender

Twitter: @PlymArtWkndr

Instagram: @plymartwkndr

Hashtags: #PAW18 #PAWartists #PAWvenues

So how do we begin to promote Plymouth Art Weekender?

Firstly, every event needs to have finalised dates and titles, description and images you feel best represent the event. This ensures consistency on the lead up to your event and during. With these details you are able to submit your event to the Plymouth Art Weekender website as a platform to promote.

Facebook

Posts (personal & FB pages)

- Always use photos or video with any text.
- Make sure the text is clear and concise, keep post text to a minimum.
- Include deep links to relevant artist/venue websites. Deep links are URL hyperlinks that take you directly to a specific page on a particular website. These links can be really long, so it is worth using [Google URL shortener](#) or [Tiny URL](#) to shorten links so they are shorter easier to share.
- Make sure the posts are event driven, add and create events to your page to boost awareness and invite attendees. Include an eye catching image and enticing description, making sure you include all dates, times, website details, links to PAW & VAP pages.
- Ask your audience questions.
- Facebook Live helps spread awareness and creates a buzz.
- Tag all images and posts to create a larger audience reach for example, other artists, venues, organisations, press, eg '@PlymouthArtWeekender'.
- Share other opportunities and events to boost and connect with your audience. Share local stories, blogs, venues, other events that are happening around the same time.

Examples of engaging facebook posts

- <http://www.socialmediaexaminer.com/26-facebook-fan-engagement-tips/>
- <http://intnetworkplus.com/examples-of-engaging-facebook-post-ideas>
- <http://intnetworkplus.com/examples-of-engaging-facebook-post-ideas>
- <http://buzzsumo.com/blog/ultimate-guide-facebook-engagement-2017/>

Twitter

Posts

- Create intriguing posts to attract the audience to your profile.
- The character limit, should contain a balance of, hashtag's and other twitter users, including venue's, artists, friends, groups, press.
- Use images to tag organisations and venues who are involved in your project in the image, this saves character count in the tweet.
- Debate/ Ask questions
- Use deep links to shorten URL leaving more room within the post. Use the [Google URL shortener](#) or [Tiny URL](#) to shorten links.
- Make it about art
- Retweet and reply where relevant to as much as possible.
- Live Tweet.
- Pin key messages at the top of your feed.
- What is trending and how can you get involved?
- Share opportunities, and retweet and follow people with similar art based interests.

Examples of how to engage your twitter audience

- <https://writtent.com/blog/11-tweet-writing-tips-quick-start-examples/>
- <https://blog.wishpond.com/post/60186160960/10-awesome-twitter-examples-with-critiques-and-best>
- <http://marketingartfully.com/2013/09/03/100-great-twitter-tweet-examples/>

Instagram

Posts

- Instagram is great to create a visual channel for your venue, personal artistic practice or collaborative group.
- Utilise 'multiple posts' function/ 'stories' to avoid flooding the feed. (max 3 posts on account per day)
- Change 'link in bio' to whatever you are discussing.
- Create 'stories' and go 'live' to create a buzz around your event, practice or planning!
- Boomerang app works well with instagram to add some fun to your posting.
- Use art/location based hash tags after caption to reach audiences.
- If you are stuck for things to post, repost tools and hashtags are essential when content is slow. You will then find more viewers are directed to your page, boosting your reach.
- Look up your hashtags and venue tags, and like other users who have used similar tags.

Helpful links with examples to drive engaging posts...

- <https://blog.wishpond.com/post/56884222190/5-best-types-of-instagram-photos-to-drive-engagement>
- <https://blog.wishpond.com/post/115675437224/instagram-marketing>
- <https://www.impactbnd.com/blog/21-stunning-examples-of-businesses-using-instagram>
- <https://blog.vendhq.com/post/64901828659/11-types-posts-extremely-well-instagram>

Get Liking, Sharing PAW now!

This list contains a handful venues and collaborative groups situated in Plymouth, The South West and beyond.

We encourage the cross promotion between all venues, no matter how big or small. Plymouth Art Weekender is a platform for the celebration of visual arts within the city.

Name	Facebook	Twitter	Instagram
Plymouth Art Weekender	@PlymuothArtWeekender	@PlymArtWkndr	@PlymArtWkndr
Visual Arts Plymouth	@VisualArtsPlymouth	@VAPlymouth	n/a
Field Notes	Field Notes	@FieldNotesonArt	@fieldnotesonart
Plymouth Arts Centre	@plymouth.artscentre	@PlymArtsCente	@plymouthartcentre
PAC Home	PAC Home	@PAC_Home	@pac_home
Ocean Studios	@OceanStudiosPlymouth	@OceanStudios	@ocean_studios
KARST	@karstgallery	@karstgallery	@karstgallery
Peninsula Arts	@peninsulaartsplymouth	@PeninsulaArts	@peninsula_arts
Artory	@artory.plymouth	@ArtoryPlymouth	@artoryapp
Plymouth Museum & Art Gallery	Plymouth Museum & Art Gallery	@PlymouthMuseum	n/a
Plymouth College of Art	@plymouthcollegeofart	@plymouthart	@plymouthcollegeofart
Plymouth University	@Plymouthuni	@uniofplym	@plymuni
We The People Are The Work	@WeThePeoplePlym	@WeThePeoplePlym	@wethepeopleplym
Plymouth School of Creative Arts	@plymouthschoolofcreativearts	n/a	@plymouthschoolofcreativearts
The Gallery Plymouth College of Art	@Plymouthcollegeofartgallery	@thegallery_pca	@thegallery_pca
Flameworks	@Flameworks1	@Flameworks1	@flameworks1
Radiant	@RadiantPlymouth	@RadiantSpace	@radiantspace
Studio 102	@Studio102Plymouth	n/a	@studio.102
Plymouth Culture - Made In Plymouth	@madeinplymouth	@madeinplymouth	@madeinplymouth