



A STARTER GUIDE TO USING **FACEBOOK** FOR YOUR ART **BUSINESS** SEOS ARTIST EDITION



THE BASICS

Facebook is made up of personal profiles, pages and groups.



Personal profiles are most often used to connect with people you know 'in real life'. A personal profile uses your real name and encourages personal updates. It is not recommended to use a personal page for your art business.



Groups can be public or private, and are a place to communicate with others about shared interests. When someone joins a group on Facebook, they'll see content from that group in their news feeds. Groups can be useful to build an interactive community around artwork.

Pages are places on Facebook where artists can connect with their fans or customers. When someone likes, or follows a page, they will see page updates in their news feeds.

- You must have a personal profile in order to create a 'page'. Creating an artist 'page' allows you to have a professional Facebook presence that is separate from your private, personal profile.
- You can manage a Facebook Page in the same way as a personal profile - have a profile picture, cover photo, photo albums and make posts.
- You can interact with other Facebook users through your page as the page owner, without having to be 'friends' with them.

GETTING SET UP - CREATING A PAGE

Facebook Guide:

<https://www.facebook.com/help/104002523024878>

@ CREATE YOUR ARTIST PAGE

Log in to Facebook and head to <https://www.facebook.com/pages/creation>. The first thing you'll need to do is select your page type. It's up to you whether you choose a 'Business Page' or a 'Community Page', but it is worth noting Facebook defines a 'Community Page' as '*dedicated to a topic or experience that is **owned collectively by the community connected to it***' - for example, a 'fan page' celebrating Oil painting in general. We would therefore recommend choosing a '**Business Page**' to represent your brand as an artist.

Choosing your Page name

Keep it simple and easy to read, and if you already have a website, try and keep it consistent with your website address. The easiest way for people to find your page would be to use your name or business name and 'Artist' or your medium, e.g. 'John Smith Artist', or 'John Smith Ceramics'.

Choosing a category

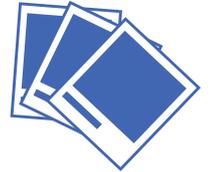
You can only have one category for your page, but there are lots of options. Try typing a few relevant words for your craft and see what categories are suggested.

Some category examples include:

Artist Painting Lessons Art Arts and Crafts Shop Photographer Graphic Designer

MAKE YOUR PAGE YOUR OWN

If you are following the page creation guide linked above, Facebook will then prompt you upload a profile picture and a cover photo. Choose a photo that represents your artwork, or craft. If possible, try and choose an image for your cover photo that you also use on your other web presences - that way, anyone searching for your artwork will recognise that it's your page right away.



Ideal dimensions for a facebook profile picture, cover image and post image are:

RECOMMENDED DIMENSIONS CHECKLIST:

Profile Photo: 200 x 200 pixels	Cover Photo: 851 x 315 pixels	Post Image: 1200 x 630 pixels
---	---	---

Useful Link: www.mainstreethost.com/blog/social-media-image-size-cheat-sheet/

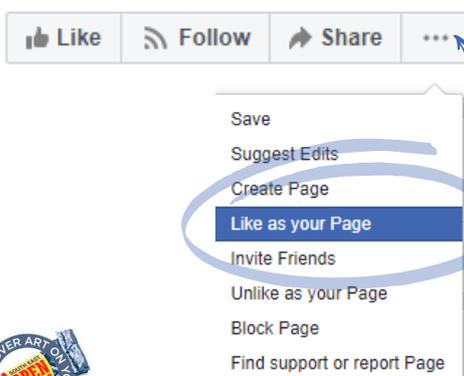


INVITE FRIENDS TO LIKE YOUR PAGE

In order for people to see your Facebook Page updates, they have to be following it, or to have 'liked' it. People will be able to find your page on their own, but if you want to build your list of 'followers', inviting people you already know is a good place to start.

To invite existing friends to like your Page:

- Go to your Page and click 'Community' in the left column.
- On the right side of the page, you'll see an area with a search box saying 'Invite your friends to like [your Page's name]'.
- Enter a friend's name in the search box and then click 'Invite' next to their name.
 - Tip: If you click on the 'See all friends' button, you will be able to 'select all' simultaneously, and send out an invite to everyone on your friends list.



You can also 'like' other pages and join other groups 'as your page' - not only will this help to get your page out there and noticed by new people, but it can help to keep all your interests in one place. Any interactions you have with those pages or groups will be *as your page* instead of your personal profile - great if you want to join local art groups or want to share your latest works with us on the SEOS page! To like a page 'as your page', click the three dots to the left of the usual 'Like', 'Share' and 'Follow' options.



GENERATING CONTENT FOR YOUR FACEBOOK PAGE

People are used to seeing personal stories and posts appear on their Facebook feeds. Whilst it is recommended to keep your personal profile and business page separate, don't be afraid to add a personal touch to your Facebook Page posts if you want to. Facebook is less of a 'portfolio' platform and more of a device to encourage conversation, interaction and engagement, and people love to see behind the scenes and get an insight into what goes into your artwork - not just the polished final pieces.

WHAT COULD I POST ON MY FACEBOOK PAGE?

- Work in progress photos / What I'm working on posts - people love to see work being created and to learn what goes on in your studios.
- Links to your website, Instagram, Pinterest, Twitter, YouTube channel etc. You could also share links to any exhibitions that you're taking part in (don't forget to tag the gallery!).
- Announcements - website updates, a new blog post, competitions, awards, new exhibitions and gallery shows, keep your followers updated with what you're up to.
- Facebook allows you to share posts from other pages - share posts from artists and galleries that you admire to show your support - they might repay the favour!
- Process videos - video content is eye-catching and will encourage people to stop scrolling and spend some time on your page - and what better way to show off how you create your art! *Tag us @seopenstudios so we can share them on our page too!*

TOP TIP

You can include pictures and videos in your Facebook posts, which will help to boost engagement as they'll make your post stand out and catch the eye - as artists, our work is all about the visual element, so make sure you use this to your advantage!

WHEN SHOULD I POST?

Sprout Social (link below image) have carried out global research on the best times to post on social media, and summarise their findings as follows:

- **Best times to post on Facebook:**

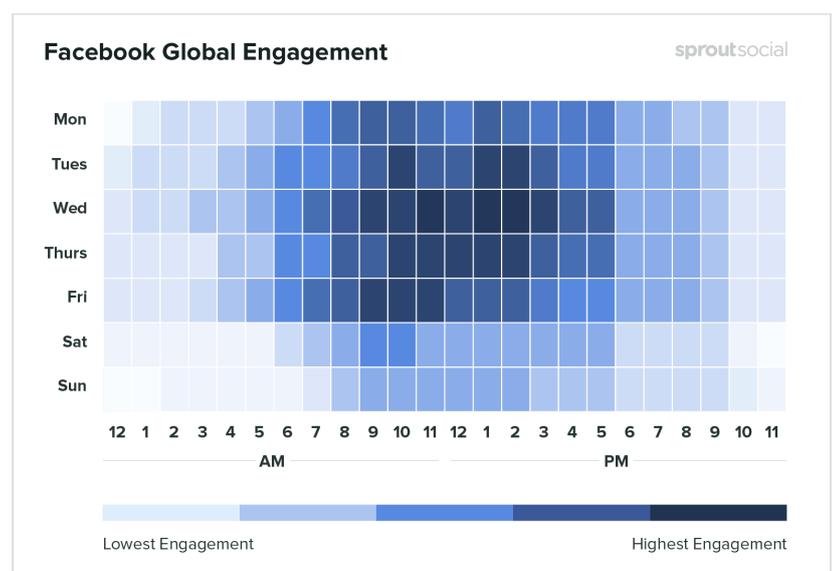
Weekdays between 9 and 11 am, and between 1 and 2 pm

- **Best day:**

Wednesday is the best day to post on Facebook.

- **Most consistent engagement:**

Tuesday through Thursday, 8 am to 3 pm.



<https://sproutsocial.com/insights/best-times-to-post-on-social-media/#fb-times>

It is worth noting that every page will have different peak times for engagement, the best way to find your best time and day to post is to study your **page Insights**.

YOUR UNIQUE USERNAME AND WHAT IT'S USED FOR:

When you create a page, you will be asked to enter your page name - this is not the same as your page 'username'. Once you have created the page, you can click the button under your profile picture to create your unique username, which will be preceded by the '@' symbol. For example, the 'South East Open Studios' page's username is [@seopenstudios](#).

This can be used by others to 'tag' you in posts and comments. It will also form part of your page's URL, for example: <https://www.facebook.com/seopenstudios>

There are some restrictions on the username you can choose:

- You can only have one username for your Page or profile, and you can't have a username that is already being used.
- Usernames can only contain alphanumeric characters (A-Z, 0-9) and full stops (".").
- They can't contain generic terms or extensions (.com, .net).
- Usernames must be at least 5 characters long.
- Full stops (".") and capitalisation can't be used to differentiate usernames. For example, johnsmith55, John.Smith55 and john.smith.55 are all considered the same username.
- Usernames shouldn't impersonate someone else.
- Your username must adhere to Facebook Terms (<https://www.facebook.com/terms.php>).

MENTIONS

Mentions are when you 'tag' a person, page or group in your post or comment using the '@' symbol.

To mention a person in a post or comment:

- 1.Type the person's name with a capitalised first letter.
- 2.Select a name from the list that appears.

To mention a Page or group in a post or comment:

- 1.Type "@" and then the Page's or group's username.
- 2.Select a name from the list that appears.

For example: "I just finished this new bronze sculpture for [@seopenstudios!](#)"

HASHTAGS AND KEYWORDS

CAN YOU USE HASHTAGS ON FACEBOOK?

You *can* use hashtags on Facebook, but they are not as widely used as on other social media platforms such as Instagram and Twitter. There are mixed reviews regarding the effectiveness of using hashtags on Facebook, but whilst they are perhaps not as useful as on other social media sites, there is no harm in using them, and they can be a useful tool.

A hashtag comprises two parts: the hash symbol - **#** - and a relevant **keyword** or **phrase**. The keywords or phrases must not have any spaces or punctuation, for example, 'South East Open Studios' would become:

#SouthEastOpenStudios

When the post is published, this hashtag would become 'clickable' and when clicked, all other posts that include the same hashtag will appear together - it's a good way to categorise or filter your posts, advertise an event, or search for specific type of posts on a page.



PROS AND CONS OF USING HASHTAGS ON FACEBOOK:



- Using hashtags can encourage engagement, as it makes your post easier to find by the people who are interested in what you're talking about.

- Hashtags can be a useful tool for you to filter your own posts - you can use a specific hashtag (e.g. #mystudio) to later find all of the posts you've made that include that tag.

- Hashtags make Facebook more interactive. The 'hashtagged' word or phrase in a post will be clickable - which means visitors can click on it to see other posts with the same hashtag. This could be a useful tool if you are running a campaign or competition on your page, and want to connect all your campaign posts.

USING KEYWORDS AND PHRASES:

You can use keywords and phrases in your posts to gain visibility and ensure your posts appear in searches - Facebook users are more likely to search for a general term rather than a specific hashtag.

When posting a new piece of artwork on your page, for example, use keywords and phrases that other users may be searching for. It may help to think of it as if you were the searcher - if you were looking for some new artwork to buy, or a new artist to follow - what would you search for?

Use **relevant keywords or phrases** to describe your work, and don't be afraid to use a hashtag or two - there is no harm in doing so! Try to avoid using generic language that doesn't relate to your work, for example, instead of writing "This is my new work", where there are no searchable terms, try:



"This is my latest **landscape painting** and **artwork for sale**. I visited the **beach** in **Hastings** and used **watercolour** and **collage** to create **texture**. #SEOSArtist #ArtforSale



- Hashtags on Facebook can only be found via the search box if the user has searched for that specific term. There are no 'trending' hashtags, and you cannot follow hashtags, unlike other social media platforms.

- Facebook users tend to search for keywords, rather than hashtags. Users are more likely to search for key phrases such as 'watercolour artist', instead of '#watercolourartist'.

If you do choose to use Hashtags on Facebook, here are a few tips to help:

- You cannot add spaces or punctuation in a hashtag, or it will not work properly.
- Be aware that anything you post with a hashtag on a public account can be found by someone who searches for that hashtag.
- We regularly monitor #SEOSArtist on social media, so if you use this hashtag in your posts, it will make it easier for us to find, like and share them!

TOP TIP

Once you've set up your Facebook page, make sure to complete your 'About' section so visitors can learn more about what you do. Visit the '**Edit Page Info**' and '**Settings**' links that you'll find at the top of your page and explore of all the different ways to customise the way your page looks.

Don't forget to tag us @seopenstudios and use the hashtag #SEOSArtist in your posts so that we can find you and share your work!

Facebook Help Center - Everything you need to know to get started on Facebook: <https://www.facebook.com/help>

Hashtagify - Find Hashtags that other people are using that are similar to yours: <https://hashtagify.me/>

Canva - Free Tool for creating social media graphics (and has pre-sized templates!): <https://www.canva.com/>

Buffer (free or paid) - Social Media scheduling tool: <https://buffer.com/>

Hootsuite (free or paid) - Social Media scheduling tool: <https://hootsuite.com/en-gb/>

USEFUL LINKS