



A STARTER GUIDE TO USING TWITTER FOR YOUR ART BUSINESS

SEOS ARTIST EDITION

THE BASICS



WHAT IS TWITTER?



Twitter (www.twitter.com) is a social media platform that allows you to make short, public 'tweets'. A tweet can contain photos, GIFs, videos, links and text.



Each tweet can be up to 280 characters long - so it's a great platform for sending out concise and eye-catching messages.



'Hashtags' help to make a tweet searchable. When you click or tap on a hashtag, you'll see other Tweets containing the same keyword or topic. e.g. #SEOSArtist

'Trending' hashtags change frequently and are the most popular tags being used on Twitter at that particular moment.



A username (or handle) is how you're identified on Twitter, and is always preceded immediately by the @ symbol. You can tag someone in your tweet by typing @ and then their username. For example,
I'll be exhibiting with @seopenstudios in June 2020!



A Tweet that you forward to your followers is known as a Retweet. You can hit the retweet button on someone else's tweet and it will share it to your page.

GETTING SET UP

For a full glossary of Twitter terms, visit:
<https://help.twitter.com/en/glossary>



CHOOSE YOUR USERNAME

Pick a username that is relevant to your business, if possible, keep it consistent with your website and other social media. For example, if your website is www.reallygreatartist.com, choose a username such as @reallygreatartist.



ENHANCE YOUR PROFILE

Click the '**Profile**' button in the menu on the left hand side of the page. Once you're on your page, click the '**Edit Profile**' button on your page and upload an icon and a header image to make your profile more visually appealing. The more recognisable the header image, the better - visitors will know instantly that it's your profile. If you want to design your own header, make sure you use the correct dimensions so that it shows correctly on your profile - dimensions are given on the next page! Photos can be in any of the following formats: JPG, GIF, or PNG

More guidance: <https://help.twitter.com/en/managing-your-account/how-to-customize-your-profile>



COMPLETE YOUR BIO

Your 'bio' will display at the top of your profile and will be a visitor's first introduction to who you are and what you're all about. You can use Mentions (@username) and Hashtags (#keyword) in your bio too. When editing your profile, be sure to fill in the location and website link boxes too!



MAKE YOUR FIRST TWEET

You're ready to go! You can compose your first tweet by clicking the big 'Tweet' button on the left of the page, or you can start typing a tweet right from the top of your **timeline**. Be sure to use Hashtags, introduce yourself and add a photo of some of your work - including media in your tweets will make your tweet stand out and enhance engagement! Check out the dimensions summary below to optimise your posts to look the best they can,

What's the Timeline? A timeline is a real-time stream of Tweets. Your Home timeline, for instance, is where you see all the Tweets shared by your friends and other people you follow.



FIND TWITTER USERS TO FOLLOW

You can search for people, hashtags and topics in the search bar at the top right of your timeline. When you find someone you'd like to 'follow', hit the follow button on their profile. You'll now see their tweets, likes and retweets on your timeline! People who follow you are known as your 'followers' and will see your tweets, likes and retweets in their timelines.

Here are a few SEOS Twitter users to follow to get you started:

@seopenstudios - The official South East Open Studios Twitter account

SEOS Area Coordinators on Twitter:

Victoria Wainwright - WestMalling, Meopham & Gravesend and ACO Officer: @vicsilvermail

Claudia Wiegand - Tunbridge Wells: @CWhandmadeglass

Felicity Flutter - Cranbrook: @FlicFlutter

Rowena McWilliams - Tenterden & Headcorn: @smallhythestudio

Gabrielle Argent - Hythe, Folkestone, Rye, Hastings & HaywoodsHeath: @GabyStapleton

Carole Robson - Maidstone: @carolesart

TOP TIP

Engage, engage, engage - the more you put into engaging on social media, the more you'll get out.

RECOMMENDED DIMENSIONS CHECKLIST:

Icon:
400 x 400
pixels

Header:
1500 x 500
pixels

Post Image:
1024 x 512
pixels

WHY USE HASHTAGS?

Twitter was the birthplace of the hashtag back in 2007. Although they're now used much more widely on other social media platforms, the humble hashtag still has a very important place on Twitter.

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 tweet is published, this hashtag would become 'clickable' and when clicked, all other tweets that include the hashtag #SouthEastOpenStudios will appear in one place - it's a great way to categorise or group your tweets, or to search for a topic that interests you.

Using hashtags encourages engagement as it makes your tweet much easier to find by people who are interested in what you're talking about.

Here are a few examples of art hashtags you could try - make sure the hashtags you use are relevant to your work - i.e. if you're a watercolour painter, try #WatercolourArtist.

Make a note of what works for you and keep an eye on trending hashtags - it's a great way to join a conversation and connect with people!



#ArtInSussex
#ArtonTwitter
#SEOSArtist #ArtGallery
#ArtExhibition #ArtInKent
#ArtistsonTwitter #DigitalArtist
#Sketchbook #WatercolourArtist
#SouthEastOpenStudios
#JewelleryDesign #Printmaker
#ArtInSurrey #SEOS2020
#ArtNews #TextileDesigner
#NewArtwork
#ArtLover

TOP TIP

Try and avoid using highly popular generic tags, such as #Art - your tweet will most likely be lost in the flood of tweets also tagged with '#Art'!

SEOS HASHTAGS

#SEOSArtist #SEOSArt
#SouthEastOpenStudios
#SEOpenStudios #SEOS2020
#SouthEastArt
#SouthEastOpenStudios2020

TIPS FOR USING HASHTAGS

- You cannot add spaces or punctuation in a hashtag, or it will not work properly.
- Be aware that anything you tweet with a hashtag on a public account can be found by someone who searches for that hashtag.
- Twitter recommends using no more than 2 hashtags per Tweet as best practice, but you may use as many hashtags in a Tweet as you like.
- Type a hashtagged keyword in the search bar to discover content and accounts based on your interests.
- Tag your tweets with #SEOSArtist so that the official SEOS Twitter can find, like and retweet them!

GENERATING CONTENT FOR YOUR TWITTER FEED

Tweets can be up to **280 characters long**. Characters include letters, numbers, punctuation, spaces and emojis. No matter how long it is, a link will automatically take up 23 characters. For reference, this paragraph is exactly 280 characters long, so make sure to use words wisely!

What could I post on my Twitter feed?

- Work in progress photos / What I'm working on tweets - people love to see work being created and to learn what goes on the 'behind the scenes'.
- Links to your website, Facebook page, Pinterest page, YouTube channel or Instagram feed. Links to any exhibitions 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.
- Share / Retweet 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 how you create your art!

TOP TIP

Pictures and videos will help to boost engagement as they'll make your post stand out and catch the eye. You can post up to four images, or one video per tweet - as artists, our work is all about the visual element, so make sure you use this to your advantage!

WHEN SHOULD I TWEET?

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

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

Wednesday at 9 a.m. and Friday at 9 a.m.

- **Best days:**

Tuesday and Wednesday are the best days to post on Twitter.

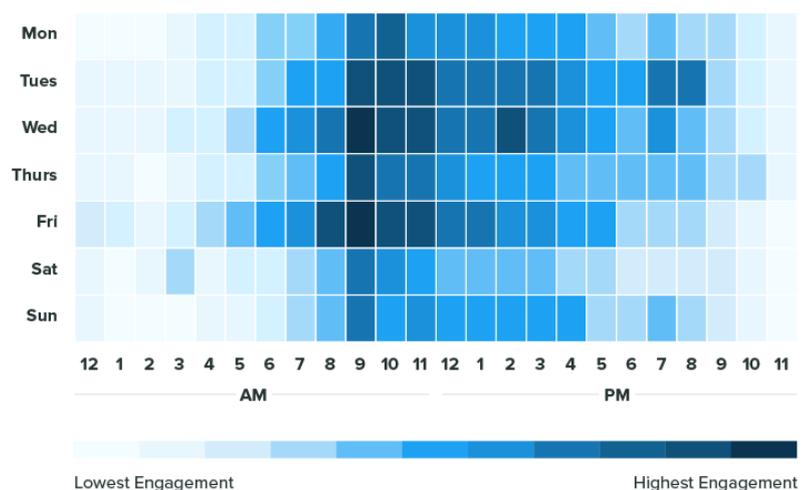
- **Most consistent engagement:**

Monday through Friday from 8 a.m.-4 p.m.

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

Twitter Global Engagement

sproutsocial



Twitter Help Center - everything you need to know to get started on Twitter: <https://help.twitter.com/en>
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 (paid) - Social Media scheduling tool: <https://hootsuite.com/en-gb/>
TweetDeck - A customisable Twitter dashboard that shows you your feed, notifications, messages, mentions, trending tags etc. all at once: <https://tweetdeck.twitter.com/>

USEFUL LINKS