

Online Presence Guide

How to get yourself and your work out there

Part 2 - Social media



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2.1. So many platforms: what to use when?

- **Facebook:** property of Meta, is the largest social network in the world. It is interesting for anyone who is interested in selling products online. You can do this with the Messenger messaging app, which can be customised.

- **Tools and affordances:** profile and cover image, bio, feed, stories, watch, groups, live, facebook dating, watch party and store.

- **Ideal for:** networking with a broad audience, targeted adds

- **Twitter:** it is like a cocktail party with political news, entertainment facts and memes. Posts are currently limited to 280 characters per post, which leads many users to create 'threads', series of posts that belong together. It's a very dynamic tool and it is key to understanding the daily debate on the internet, for example to 'trending topics' through the hashtags listed in the menu on the left. You can share links, photos, gifs and videos.

- **Tools and affordances:** profile and cover image, bio, feed, custom feed with lists tools, thread and qr code generator.

- **Ideal for:** projects or artists that have an important social or political dimension, who want to get a conversation going on certain topics

- **Pinterest:** visually, this social network looks like a photo album. It is an image-based platform, used by many

people to display life hacks, creative ideas or crafts. In your profile, you have the possibility to create several themed albums. If other people search for this topic or something similar, you will find yourself and they will find you.

→**Tools:** profile image, bio, feed, board, group boards, chat, notifications and pincode.

→**Ideal for:** visual artists/projects, graphic design

- **YouTube:** it is one of the first social media platforms, before these were even called like that. Currently a Google product, its main focus is on the sharing of video. You may have heard of the content producers there, the famous youtubers. In the pandemic, one of the most used YouTube tools was live broadcasting.

→**Tools:** profile image, cover image, profile description, possibility of creating dedicated channels, full editing studio, feed, call to action, playlist, live, subscriptions and library.

→**Ideal for:** performing arts, providers of training or coaching

- **Instagram:** a Meta-owned tool, is one of the most popular platforms among Generation X. Instagram has mainly focused on visual material. If you are a photographer or videomaker, you probably have an Instagram account already. You can be your product in an image, by creating video clips for example. The tool 'Stories', short videos played in a loop, is often used by instagrammers to create a 'making of' of their work or activity.

→**Tools:** profile image, bio, feed, stories, reels, igtv, live, highlights and store.

→**Ideal for:** photographers, videomakers, performing arts, fashion

- **Tiktok:** Instagram's biggest competitor in video production. It focuses on short videos, and has many editing features.

→**Tools:** profile photo, bio, broadcast, edition studio, chat and link to Whatsapp.

→**Ideal for:** young artists, performing arts

- **WhatsApp:** at first, this platform looked like just a messaging app. Over time, other uses were created. Nowadays it is owned by Meta (same company that owns Facebook), and you can show photos and videos on your profile just like in Instagram stories. You can also transfer money to a friend. The big advantage is the feeling of proximity. If you provide a service, you will join the business version. It's free.

→**Tools:** profile photo, bio, status, broadcast list, live location, chat, calls, payments and qr code generator.

→**Tools Whatsapp business:** profile photo, bio, status, broadcast list, live location, chat, calls, payments, catalogue, qr code generator, template messages and labels to organise your contacts.

- **Spotify:** for podcasting (to be continued)

→**Ideal for:** musicians, audio artists, radio

Learn more

- **Algorithm:** A machine works to a programmed logic, with social networks it is similar. The name of this gear, we can say, is algorithm. It perceives your interaction on social media, such as likes and comments, and delivers interesting contents for you. How recent the content is, also influences the algorithm. Social networks are rapidly changing the way they work. You can keep track of changes by reading specialist sites like Neil Patel.
- **Feed vs Stories:** On Instagram and Facebook, there are two important tools called *feed* and *stories*. The information posted in *feed* is permanent. This “wall” shows the main features of your business. Make sure to have your content ready. The goal is to reach a new audience. There, you will publish longer text and one-minute videos. In *stories* the content disappears after 24 hours. In stories you can create content such as ‘*behind the scenes*’ or *making-ofs* to keep the attention of your audience. Bring news, share your routine, write short texts and use stickers, polls, etc.
- **Hashtag:** There are billions of pieces of content on social media. To facilitate the delivery of content to those who are really interested in it, one of the tools social media use is the hashtag. It is a myth that a large number of *hashtags* results in more followers. Only use keywords that relate to your profile. #becareful
- **Sources:**
 - **Book** - Instagram for Business, author: Júlia Munhoz
 - **Text** - How Instagram's algorithm works, author: Josh Constine

2.2. Building an audience on social media

2.2.1. First steps

In 2021, it is estimated there were around 3 billion social media users in the globe, just under half of the world's population. Despite the success of social media, it is necessary to think about the strategies to build an audience. Communicating with your audience is more than having a profile on Instagram, Facebook, Spotify or LinkedIn.

Therefore, the first step is identifying the group of people that you want to talk to on your channels. If you don't have an account on any social media yet, you should begin by answering the questions below:

- Are you going to talk about one topic, like local bands, or several subjects, like alternative theatre, music and cine?
- What are your several and specific goals? For example: I am a visual artist and I would like to share my artwork. I also would like to present other painters.
- What tone or voice should I use? For example: How do you feel better talking to your target audience? Do you prefer informal language or formal? And your target

audience, do they use slang or serious tone? Forget the old idea that being a professional is being serious. Your communication on social media has to make sense to you.

If you already have an account, you probably answered the first step questions in the past. So, you could jump to the second step. However, we suggest reviewing the first step at any time. These points could help to generate insights that you don't figure out at the beginning of your journey in social media.

If you have a business account, some social media, such as Instagram and Facebook, provide data about the behaviour of your followers. On Instagram, you can convert a personal profile into a business account in a few minutes. First, go to the section "Settings". Afterward, in the left menu, click on the option "Switch to Professional Account."

The next step is to access the data that is generally provided after three months of the creation of a business profile. You can find this information in the "Insights" tab in the Instagram app. There, they are data about:

- Age range
- Gender
- Top locations: cities and countries
- Follower growth: follows and unfollows, for example
- Most active time

Other social media have similar analytics tools. You can learn about it in the below links:

- Facebook: www.facebook.com/business/insights/tools/audience-insights
- Twitter: analytics.twitter.com
- Tik Tok: www.tiktok.com/creators/creator-portal

If you are interested in advanced content, you will pay for premium tools, such [MLabs](#), [Hootsuite](#) and [Buffer](#). These platforms make it possible for you to manage accounts for different social medias in one place. It also allows you to schedule posts in apps that don't have this function. It is also possible to generate custom reports.

2.2.2. Sharing Content

Let's start creating content for sharing in a week. To make it easier, we will imagine a character. A young singer called Ana decides to announce the date of her next live concert, introduce her idols and share the process of composing a new song. We can separate these aims into three chunks:

a) Announce a live concert - this content can be displayed in many visual and textual ways, for example:

- A poster with the concert's place, date and time (1)
- A short video to invite the audience to the concert (2)

→ Both of the above (1+2)

b) Idols' portraits

→ A photo of her favourite singer or guitar player / inspirational role model (3)

→ Some lyrics of her favourite artist (4)

c) The process of composing a new song

→ Parts of the song, for example the chorus, as a teaser (5)

→ A short 'making of' video playing the drum for this song (6)

→ Pictures of herself in a recording studio (7)

In this example, we converted topics (live concert, idols, composing a new song) into content. These ideas can be shared over several posts during a week. You need to make a decision about the frequency you will post with. If you have little time to create photos and texts, the best choice is to publish less. In our example, Ana decided to publish one post per day, from Monday to Sunday. The following table is helping Ana to organise this content in a posting calendar.

Look at our first draft below:

CONTENT	MONDAY Concert/Poster (1)
	TUESDAY Idols/Photo (3)
	WEDNESDAY New song/Teaser fragment (5)
	THURSDAY Idols/Lyrics (4)
	FRIDAY New song/Selfie (7)
	SATURDAY Concert/Short video (2)
	SUNDAY New song/Drum playing (6)

source: own elaboration

We forgot to tell, but Anna, our protagonist, chose Instagram to work on her personal brand. She thinks Instagram is interesting because you can put info there more frequently, whereas Facebook is more for posts such as 'new release coming out', not so much for posts where you are recording a new song for example.

Taking into account this opinion, we draft our social media calendar better, thinking about formats:

CONTENT
FORMAT

MONDAY

Concert/Poster (1)
Photo with text:
"Next Saturday!"

TUESDAY

Idols/Photo (3)
Photo with text:
"Bob Marley, the best singer and songwriter of all times. I listen to get inspired and to calm myself. Do you like him too?"

WEDNESDAY

New song/Teaser fragment (5)
Short video singing on her bed

THURSDAY

Idols/Lyrics (4)
Image: coloured square with a sentence of the song

FRIDAY

New song/Selfie (7)
Photo with text:
"In the studio!"

SATURDAY

Concert/Short video (2)
Lots of short videos of different moments in the concert

SUNDAY

New song/Drum playing (6)
Photo in the recording studio

source: own elaboration

According to the social media that you will use, you could select the tool that you use to share videos. For example, Instagram has Reels, for diary routine's clips, IGTV, to record long videos, and Live, to do talks or share a live concert.

TikTok doesn't use these formats. There, the greatest advantage are the advanced editing tools. You can reply to comments with a new video, for example. Take some time to experiment and make innovative videos with the apps!

Last tip: after putting the posting calendar into practice, monitor your audience, analyse week by week what worked best and what you need to change.

2.2.3. Tools to create content

If you aren't a specialist in Photoshop or other software to edit photos, don't worry. There are many easier tools to use. Next, we made a list to help create creative content and organize your profile.

- **Canva and Piktochart:** recommended to resize images, create logos and flyers. They have preset to many social media sites, like Facebook and Instagram. Link: www.canva.com and www.piktochart.com
- **Pixlr:** this is also an app to do design materials. However, the software has powerful tools for editing photos. Link: www.pixlr.com
- **Infogram:** if you need to share data about research, you can organize the information through an infographic. For people who are not specialized in this area, infogram can solve the problem. Link: www.infogram.com

- **VSCO:** this app can be used to edit photos too. But, it is more famous for a video montages. Link: www.vSCO.CO
- **Free image banks:** On your social media profile, you can mix images that you've taken and images that were created by other people. If you don't have the money to buy professional photos, the best solution is free image banks such as Wikimedia Commons, Pixabay and Pexels. Attention, there are several types of photo licenses, check what is requested when the Creative Commons seal appears, for example. Link: commons.wikimedia.org, www.pixabay.com and www.pexels.com
- **Linktree:** your followers may feel confused when they search for old content on your profile. One way to provide a better experience is to organize your material using Linktree. There, you can highlight the posts that have had the most audience or are a synthesis of your artwork. Link: www.linktr.ee

If you want more tools for creating content, check [50+ Digital Tools for Artists](#)

