

Online Presence Guide

How to get yourself and your work out there

Part 4 - Gaining visibility online



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4.1. Ads: why, how and when to use

Let's talk about advertising! While advertising has been eschewed by many artists and cultural workers, it definitely helps engaging more and more people with your work.

It is obvious that everyday content production will give consistency to your online brand. The daily posts keep the ball rolling in your social media and show the public you have something to deliver, you have something to say.

But at times it will be necessary to go beyond, to reach more people, positioning your content in a more effective way. This is the moment to start campaigns and pay for ads.

Launches, openings, inaugurations and special appearances are some examples of moments when the artist can reach all their audience and - why not - new publics. In those moments, a good option is to rely on paid advertisements on the internet, which is more effective especially for those who have less mainstream media presence. Digital ads allow for an audience segmentation, which helps us to spend less money and reaching exactly who matters.

This results in an increasing number of famous brands and artists who embark on this universe of digital advertising.

Attention: If your cultural organization has social impact as well, you can use Youtube social impact or google grant to create free ads on internet.

Tip: If your organization has social impact as well, you can use Youtube social impact or Google Ad Grants to create free ads on the internet.

4.1.1. How to announce: step by step

- **Facebook/Instagram**

Announcing on Facebook/Instagram was already simpler. This does not mean it is not anymore. With a few clicks, it is possible to put a sponsored video or link online. But if you want to take this more seriously it is possible to go beyond. The platform of account and ads management of Facebook is a universe of possibilities. There are a lot of resources available on the tool. Thus, we selected an introductory video that will give you the dimension and the path to begin in this new universe.



→ Facebook Ads Tutorial 2022 - How to Create Facebook Ads For Beginners (Complete Guide)
Jordan Platten
www.youtube.com/watch?v=liZI0bCyDPQ

- **Google/YouTube**

With the Google tools it is not different - apart from the fact the people have even less knowledge about ad platforms and possibilities. But it is not complicated and with a bit of dedication and study, it is possible to manage your own account according to your wishes and needs. Thus, we listed two more tutorials that can be very useful to whom searches grow and online presence.



→ Google Adwords Tutorial with Step by Step Walkthrough
Travis Marziani
www.youtube.com/watch?v=aqzR2Ki2Ka4



→ Youtube Ads Tutorial 2022 - How to Run Youtube Ads (Youtube Advertising)
Jordan Platten
www.youtube.com/watch?v=EMa57EJ9IYY&t=329s

- **TikTok**

TikTok is maybe the tool that has created most buzz recently. There is a lot to discover, there is a lot to explore. In 2021, the platform surpassed the mark of 1 billion users all around the world, which is enough to keep alert about this social media.



→ How to Run TikTok Ads 2022 - TikTok Advertising Tutorial (TikTok for Business)

Jordan Platten

www.youtube.com/watch?v=SpnjA2b-sdI

4.2. Constructing networking

Beyond communicating daily with your public, strengthening ties with your audience and making campaigns to promote launches and access new niche markets, social media enhance another process which is primordial to the professional in any field: networking, that is, creating a contact network and an approach with its members.

The trivialization that the term “networking” underwent in the last years does not affect or change its relevance in any way. Remember: out of sight, out of mind. You need to dedicate time, talent, and resources to networking. Be present in strategic spaces and make yourself visible in venues or online sites that are relevant to your field, in order to open the right doors.

Networking is not an act of self-interest as some people think. It is necessary to create a network of contacts to enable you to construct bridges and, why not, friendships with figures you admire and know they have a lot to teach you and help you to grow.

Networking is an exchange and not an unidirectional relationship. Everybody wants to be close to inspiring people. We also have to think that we can be inspiring to other people. This can change our behaviour: if we

think maybe someone has expectations about us, we will think better about the way we show ourselves to the world.

Apart from networking with people from the same field as us, approaching professionals from other fields is also an enriching creative exercise. There is always something to learn. There is always something to teach. The exchange is constant and can be surprising.

You can practise networking when you think strategically about what you are posting on our social media. When you show your work, your art, the launches and projects you take part in, or the event you are planning, you are actually opening the doors to people who follow you, and reminding them that you are there when they think of a joint project or need to suggest someone for a job.

- To help you in the practice of good networking, here are some **tips & tricks**:

- **Approach and interact** personally and online.
- **Keep your social media always updated.** Post content that is relevant to your public and can hold their attention.
- **Be authentic.**
- **Be kind.** Helping other people is always necessary and possible.
- Do not hide yourself waiting for recognition to come spontaneously. **Be present**, go around the spaces, make friends.
- **Show you are open to exchange**, interested, available, open to exchange.
- **Talk more about ideas** and less about people.
- Listen **to what your followers/fans** have to say.
- Do not be lazy or reculant about **commercial events**.
- Have in mind it is not about quantity, but about **quality**. This is what matters in relationships.
- **Attend spaces that stimulate the sharing of ideas.** Think about leaders in educational institutions, or in politics, for instance.
- **Post regularly.** Nothing worse than an empty timeline.

Remember nothing is worthwhile if it seems forced or false. You should always act with authenticity and truth, talk about what really seems interesting to you. Your online presence only makes sense when it becomes something organic, something that springs from your own work, mindset and interests.

