**ARA 396: Professional Practices for Artists and Designers – Fall 2018**

**WORKSHEET 8 – Social Media & Online Presence… beyond the website.**

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Objective:

You and your immediate circle know about the work you do, but who else? Today’s world offers so many options to spread the news about your work and progress. Understanding the various forms of social media and how they relate and interact is an important aspect of your self-promotion. You will be asked to assess the use of social media as it relates to the promotion of your work activities.

Answer the following questions:

1. Which of the following opportunities do you see as being your next step after graduation? (Mark more than one as applicable)

* Seeking employment / internship in my field
* Developing my artistic practice
* Operating a freelance design/art business
* Seeking further education
* Seeking employment / internship in a related field
* Maintain or seek supplemental employment outside my field

1. How useful would a website be as a home-base to promote your practice or work?

A website would be accessible and easy way to access my portfolio and information.

1. How might you drive people to your website?

Put on my social media and have a website that is alluring to come back to.

1. Could you sell work or services via any social media platforms?

Yes, many sell their work via Instagram today and there are all kinds of work such as clothes, accessories, paintings, illustrations, etc. I would like to try it out too some day.

1. Do you use social media as a connection to potential employers?

No I haven’t, but I will try to start one in a year or two so people go to look for my art.

1. Would you use social media as part of a future job or as a tool inside of an art or design project?

Yes, Instagram, at this point, is too influential to be ignore for artists and I would really like to be able to understand the use of social media at a business standpoint.

1. What other platforms and methods could you employ to promote yourself, your work, sell your work or use as a tool in the work?

Instagram and Etsy as a means of promotion.

Using your answers to the questions above, pick (2) digital platforms (other than your website) that would be relevant to your practice— this could be Instagram, Behance, Etsy, Facebook, LinkedIn, etc., etc.

Describe a primary objective or goal for the use of each platform as relevant to your practice.

Then describe how you would use that platform on a monthly, weekly, or daily basis to achieve that goal

**Platform 1:**

**Name:** Instagram

**Goal:** Photo sharing

**Plan:**

* Upload photos of my work or some updates of what I am doing regularly
* Share my practice and working process on Instagram story
* Use specific hashtags
* Share information of the work in the content
* Make a good use of the layout of Instagram (make a clean and appealing layout at my page)
* Browse through other artists' work and learn from their experiences.

**Platform 2:**

**Name:** Etsy

**Goal:** Sell work

**Plan:**

* Reply to customers’ questions and needs
* Post my artwork.