

INSTAGRAM MARKETING FOR ARTS & CULTURE



FEATURED SPEAKER:

ASHLEY PERKINS

Director of Digital Content
Sachs Media



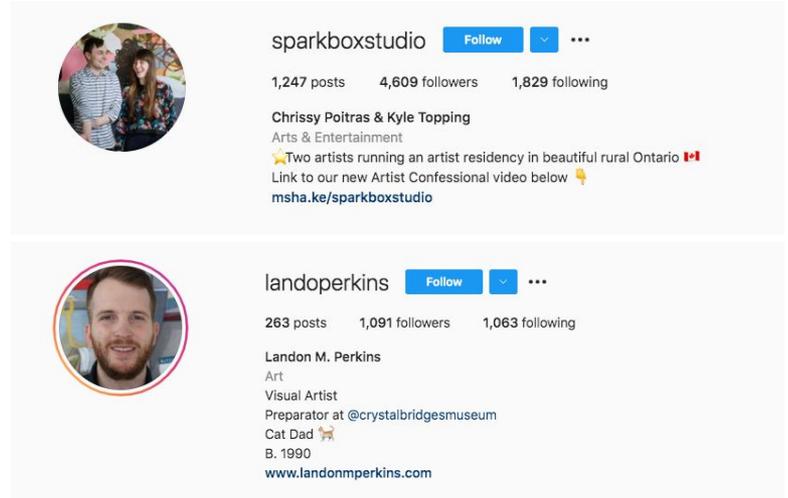
OPTIMIZING YOUR INSTAGRAM PROFILE

ADD AN ATTENTION-GRABBING BIO

Think of your Instagram bio as an elevator pitch with personality.

Be **concise**, **informative**, and **fun** (emojis ARE allowed 🙌).

Include a link to your website or online portfolio, upcoming gallery event, etc.



ADD AN ATTENTION-GRABBING BIO

HAVE SEVERAL LINKS?

Create a **FREE linktr.ee account**, which allows you to easily direct users to several websites from your Instagram page.

With a business account, you can also **include call-to-actions** directly on your profile.



1,069
Posts

4,353
Followers

525
Following

COCA/Tallahassee Arts

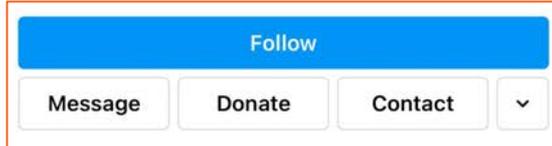
Nonprofit Organization

We are Tallahassee Arts! COCA (Council on Culture & Arts) promotes & supports arts & culture in Florida's capital region. #tallahasseearts

linktr.ee/TallahasseeArts

816 South ML King Jr. Blvd., Tallahassee, Florida

Followed by [sophie.and.gio](#)



MAKE YOUR FEED A WORK OF ART



Figure out your “Instagram aesthetic” early on ... and stick to it.

Determine your **primary color tones**, **photo dimensions**, and whether you’ll include a **frame/negative space** around your images.

Use filters sparingly to avoid altering how your artwork looks in real life.

MAKE YOUR FEED A WORK OF ART

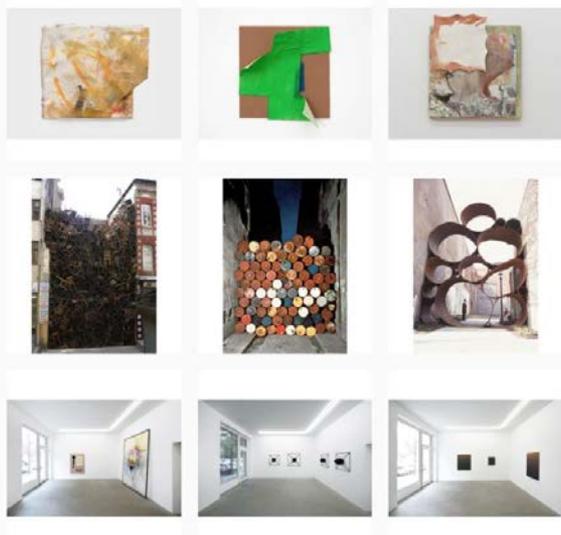
 contemporaryuntitled [Follow](#) [...](#)

3,300 posts 222k followers 526 following

Contemporary Untitled
Art
contemporaryuntitled@gmail.com
Followed by anthonyestevens and 914 others

 Press

[POSTS](#) [TAGGED](#)



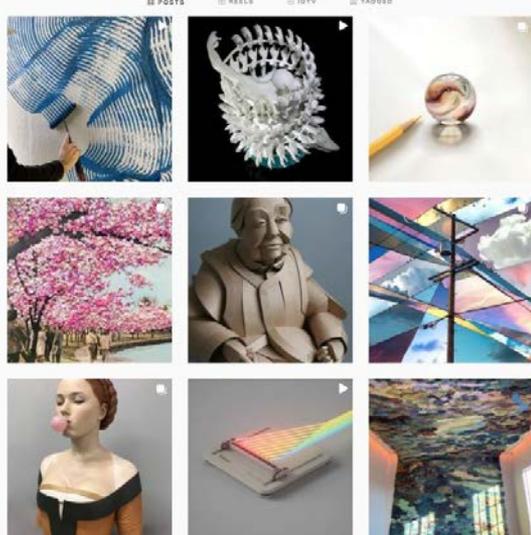
 colossal [Follow](#) [...](#)

2,337 posts 440k followers 1,394 following

Colossal
News & Media Website
A platform for art and visual culture since 2010. Edited by @christopherjobs. [Chicago #blacklivesmatter](#)
[See more](#)
[linkedin.biz/colossal](#)
Followed by k.brew, heyheyphotog, thememetary +3 more

[Interviews](#) [Paint](#) [Ceramic](#) [Birds](#) [#BLM](#) [Mother & ...](#) [Inflatable](#)

[POSTS](#) [REELS](#) [IGTV](#) [TAGGED](#)



 daily_collector [Follow](#) [...](#)

1,631 posts 129k followers 738 following

Daily Collector
A forum for the dissemination, collection, and curation of contemporary art.
[#dailycollector](#)
[dailycollector.org](#)
Followed by shamedia, studioparadisi, and hedgehousefurniture

[POSTS](#) [TAGGED](#)



CURATE YOUR CONTENT

Think of your Instagram account like a digital art gallery ... and **you're the curator** (and preparator).

Make sure what you post is **cohesive, consistent,** and **tells a clear story.**

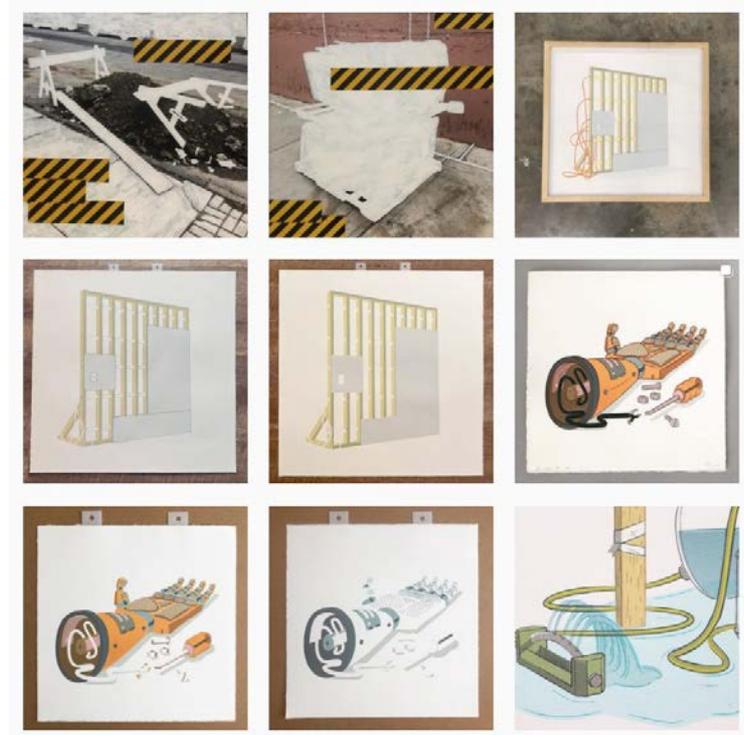


INSTAGRAM PUBLISHING FORMATS

CREATE A DIGITAL GALLERY ON YOUR GRID

The classic news feed/grid photo is **just as relevant today** as when Instagram first launched.

This is where your **“gallery”** or **portfolio of work essentially lives**, long after a post is placed in the news feed.



FEATURE DIFFERENT PERSPECTIVES WITH CAROUSELS

Think outside the box with Instagram carousel posts to feature different perspectives.



25 likes

tallahasseearts Behind the Scenes with COCA:
Spring House Benefit Concert

Dr. Samuel Peliska, Natasha Marsalli, Ken Davis, Hunter Sanchez, and Ryan Snapp are Tallahassee musicians who perform frequently with symphony orchestras throughout the region. Wanting to contribute more to the Tallahassee community, the group is collaborating with Spring House Institute to raise funds for their campaign to repair Tallahassee's Spring House. Spring House is the only Florida residence designed by Frank Lloyd Wright and is in need of significant repairs to preserve the historically significant home. All proceeds from the concert will be donated to the Spring House Institute.



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Spring House Benefit Concert

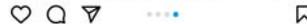
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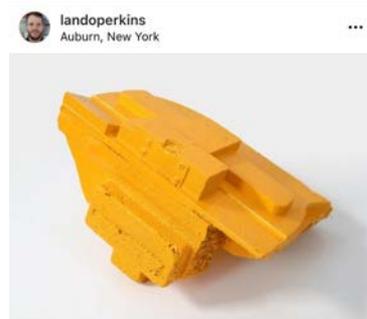
Liked by maddiepaigeschaffer and 55 others

landoperkins Forms No. 3 & 4 / Cast Concrete & Acrylic Paint / 2019 — DM if interested in knowing more.



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FEATURE DIFFERENT PERSPECTIVES WITH CAROUSELS

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TELL YOUR STORY THROUGH VIDEO

Use Instagram's video features to help **tell your story**.

FEED VIDEOS

(Limit: 1 minute)

REELS

(Limit: 30 seconds)

STORIES

(Limit: 15 seconds)

INSTAGRAM LIVE

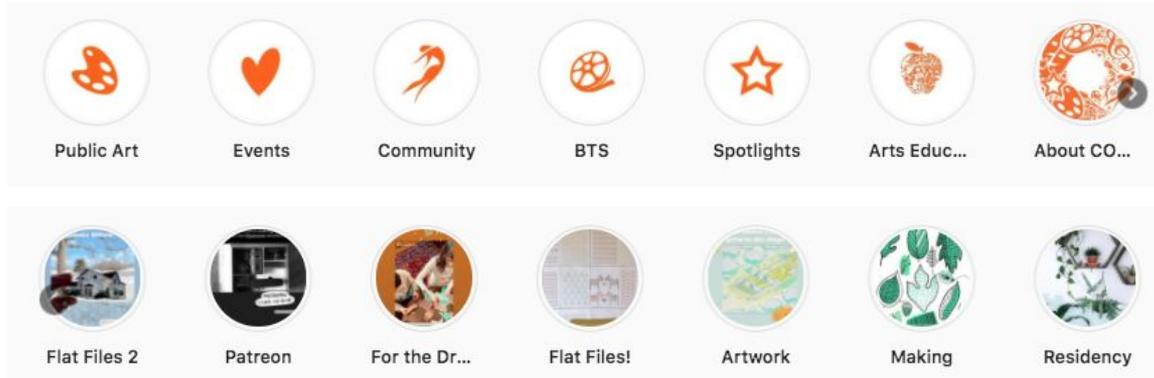
(Limit: 4 hours)

IGTV

(Limit: 15 minutes via mobile;
60 minutes via web)

USE HIGHLIGHTS TO EXTEND THE LIFE OF YOUR STORIES

Extend the life of Instagram Stories AND make it easy for users to access related Stories with Highlights.



GETTING YOUR CONTENT SEEN

TAKE ADVANTAGE OF HASHTAGS



Think of Instagram hashtags like **organic search traffic** on Google ...

Art lovers on Instagram search via hashtags to **discover new artwork and new artists** to follow.

TAKE ADVANTAGE OF HASHTAGS

Compile a list of hashtag groupings that are relevant to your artwork, business, or organization.

Save them to the notes section of your phone for easy access to copy and paste in a follow up comment.

According to a recent Trust Insights report, 10-20 hashtags per post typically garners the best results.



TAKE ADVANTAGE OF HASHTAGS

BROAD

#art (778,380,226 posts)
#artist (233,160,887 posts)
#artwork (135,442,835 posts)
#instaart (78,441,501 posts)
#artistsoninstagram (73,047,866 posts)
#artoftheday (50,642,958 posts)
#contemporaryart (47,240,548 posts)
#musician (35,120,076 posts)
#abstractart (30,468,328 posts)
#fineart (26,825,229 posts)
#instaartist (26,658,988 posts)
#artgallery (25,425,208 posts)
#artofinstagram (10,169,847 posts)



NICHE

#artforsale (7,999,696 posts)
#artstudio (6,001,239 posts)
#artshow (5,109,391 posts)
#contemporaryartist (5,051,373 posts)
#abstractartist (3,821,604 posts)
#instaartwork (3,250,775 posts)
#musicstudio (2,307,859 posts)
#musicartist (1,995,149 posts)
#artfair (1,983,014 posts)
#instaartoftheday (1,812,098 posts)
#artinprogress (704,957 posts)
#instamusician (442,551 posts)
#classicalmusicians (369,862 posts)
#modernartwork (181,517 posts)
#modernartgallery (97,205 posts)
#artstudiolife (77,399 posts)
#folkmusician (70,613 posts)
#artforsaleoninstagram (51,387 posts)
#artinstudio (46,265 posts)
#instamusiciansdaily (40,451 posts)
#studiosundays (10,785 posts)
#artbehindthescenes (1,753 posts)

TAG IT UP



Organizations, galleries, and businesses in particular should utilize Instagram's **location tagging feature** to boost visibility among users searching specific locations.

Encourage visitors to **tag your Instagram account and location** as well.

USE THE POWER OF SHARING

Encourage top patrons, board members, and other supporters to **share your content** about upcoming/current exhibits, events, and more.



POSTING FREQUENCY



Instagram's a pretty chill platform when it comes to posting frequency ...

A recent Trust Insights Report recommends publishing **1-3 feed posts per day.**

QUESTIONS?
