



# Search Engine Optimisation Best Practice

A guide for the art industry



# There are compelling reasons to use social media

**1. Social helps people find you**

**30,000**

There are more than 30,000 Google searches a month in the UK of people looking for artists



**Search algorithms favour social media activity**

**2. You can reach a large audience**

**5.4m**

There are 5.4m British users of Facebook with an interest in artists



**Brands use social media to build relationships with customers**

**3. It's a key sales and marketing tool**

**18,235**

There are 18,235 artists in the UK using Twitter



**Can they all be wrong?**

# We asked artists how they use social media to identify best practice

There are lots of sources with advice on how to use social media. However, we wanted to learn from artists that were already using social media to provide advice specifically for emerging artists.

The respondents were:

- 58% - a professional artist
- 12% - arts student
- 9% - work for a gallery
- 5% - work for an arts organisation
- 4% - professional artist working for an arts organisation


- 45% - painting
- 17% other
- 13% - drawing
- 10% - photography
- 8% - sculpture

# Artists use social media for marketing and sales

To what extent do you agree with the following . . .

“ Social media is a highly effective marketing tool 

“ Social media is an effective sales tool for my art 

“ I know that social media can be valuable for sales and marketing but not how to make the most of it 



**So how can you make the most of this opportunity?**

# Facebook and Twitter are key – but are you missing out on image sharing sites?

## Key considerations

- You want to meet audience expectations
- You need enough time to manage the profiles

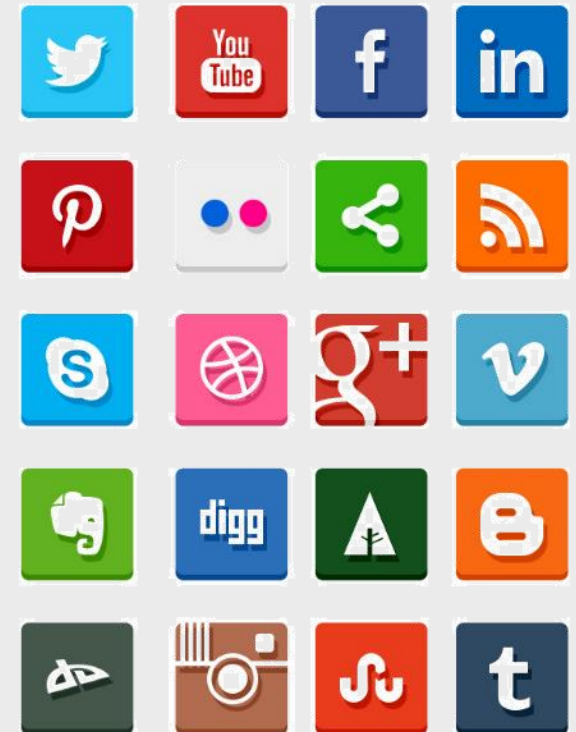
## Key facts

- 88% of artists use Facebook
- 86% use Twitter
- Less than a third use image sharing sites (Instagram, Pinterest)

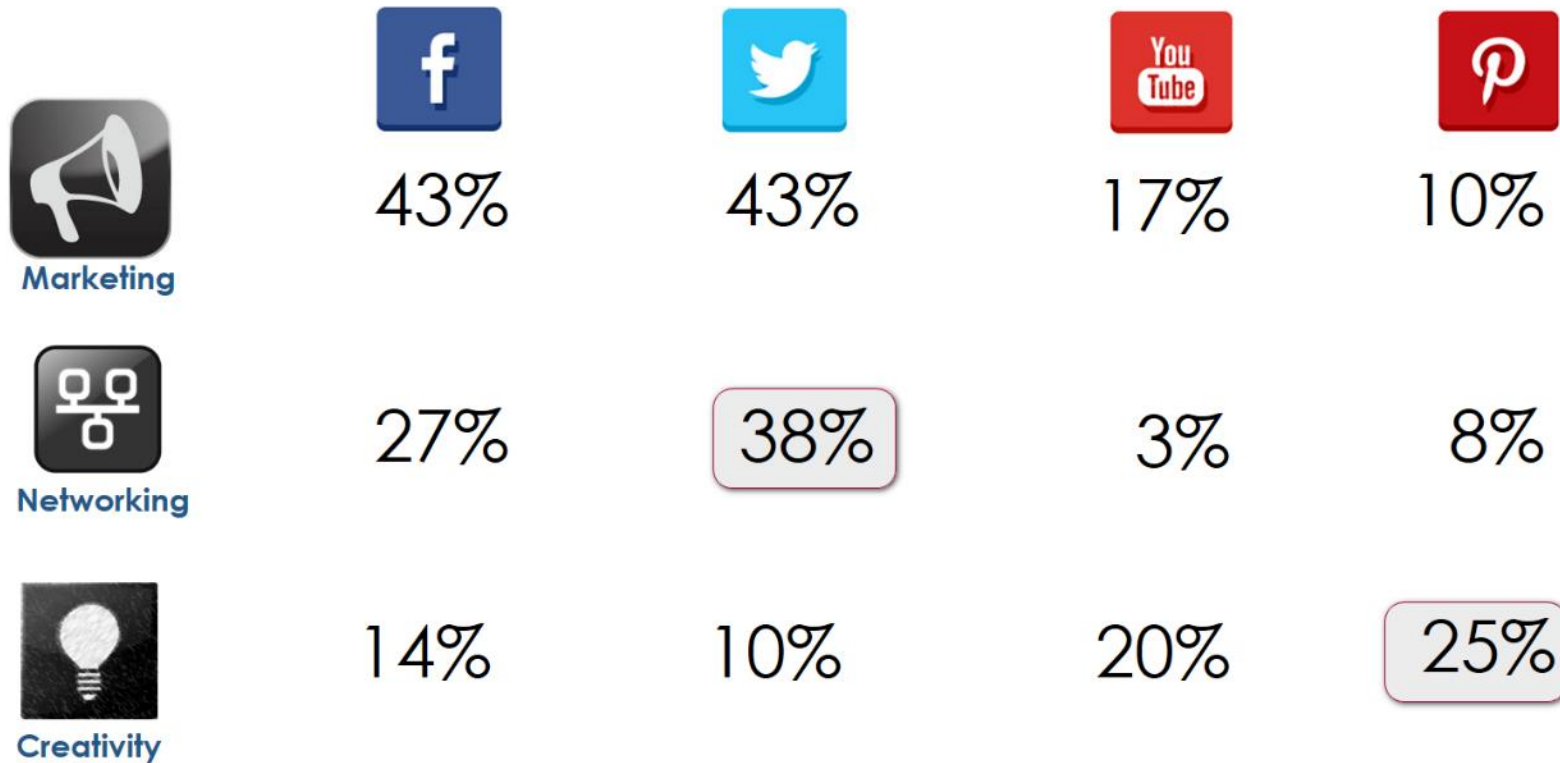


**Consider which channels best display your art – but also consider the small print on copyright**

## Key social media channels include . . .



# Marketing is key but each channel has its own benefits



Have a clear purpose for your social media channel – and learn from your peers

# You need to be able to maintain a social presence

## Key considerations

- Some channels are more time-sensitive than others. Twitter is 'in the moment' whilst Pinterest is less time-sensitive
- You need enough time to manage the profiles

## Key facts

- 88% of artists use Facebook
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## How often do you post content?

**29%**

Post every day

**33%**

2-6 times a week

**19%**

Less than once a week

# Your work presents ready opportunities for social content

- Almost all artists focus on posting images relating to their work.
- You should consider which social media channels best suit your work
- For example, if you use a site like Pinterest or Tumblr to share images, you could consider Twitter to share opinions and PR and engage with audiences



**If you can't maintain a social account you should consider deleting it to avoid giving a bad impression**

## What type of content do you post?



92%

Images



29%

Opinions



54%

PR about you  
/ your art




21%

Replies



# How do you assess social media effectiveness?

Based on your experience, to what extent do you agree with the following . . .

“ Social media has increased my audience 

“ Social media helps me reach a more diverse audience 

“ Social media is a cost effective tool marketing tool 



After 3 months you should understand whether you're able to get benefit from social

# You can use data from social channels to measure your performance

- A Facebook page comes with a free 'insights' tool which gives you everything you need to measure performance
- Twitter notifications show how many people engage with your content
- Google Analytics can show how people are accessing your website



**Measuring performance can justify the time it takes and give you confidence to try new things**

## How do you measure success?

**35%**

Gets positive feedback

**24%**

Increases website traffic

**21%**


Increases my audience

Examples of best practice

# We asked leading artists who they most admired on social media


## Carne Griffiths



 423,000 Likes


 1,774 followers

 535 Followers

 48,075 views

## Andrew Salgado



 119,000 Likes


 683 followers

 811 Followers

## Jonty Hurwitz



 171,000 Likes

 1,961 Followers



**You can pick up tips from following people you admire**

# Griffiths uses social media to showcase her work – and support sales activity



**Carne Griffiths** @carnegriffiths · Mar 9

Underwater Love just sold, huge thanks to Ashdown Gallery [fb.me/6K4rmbaNO](https://fb.me/6K4rmbaNO)

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More



Retweeted by Carne Griffiths



**bils&rye** @bilsrye · Mar 4

Carne Griffiths new works hanging in the Cowshed. [bilsandrye.com/carne-griffiths](https://bilsandrye.com/carne-griffiths) [pic.twitter.com/WpNTMnk0T7](https://pic.twitter.com/WpNTMnk0T7)



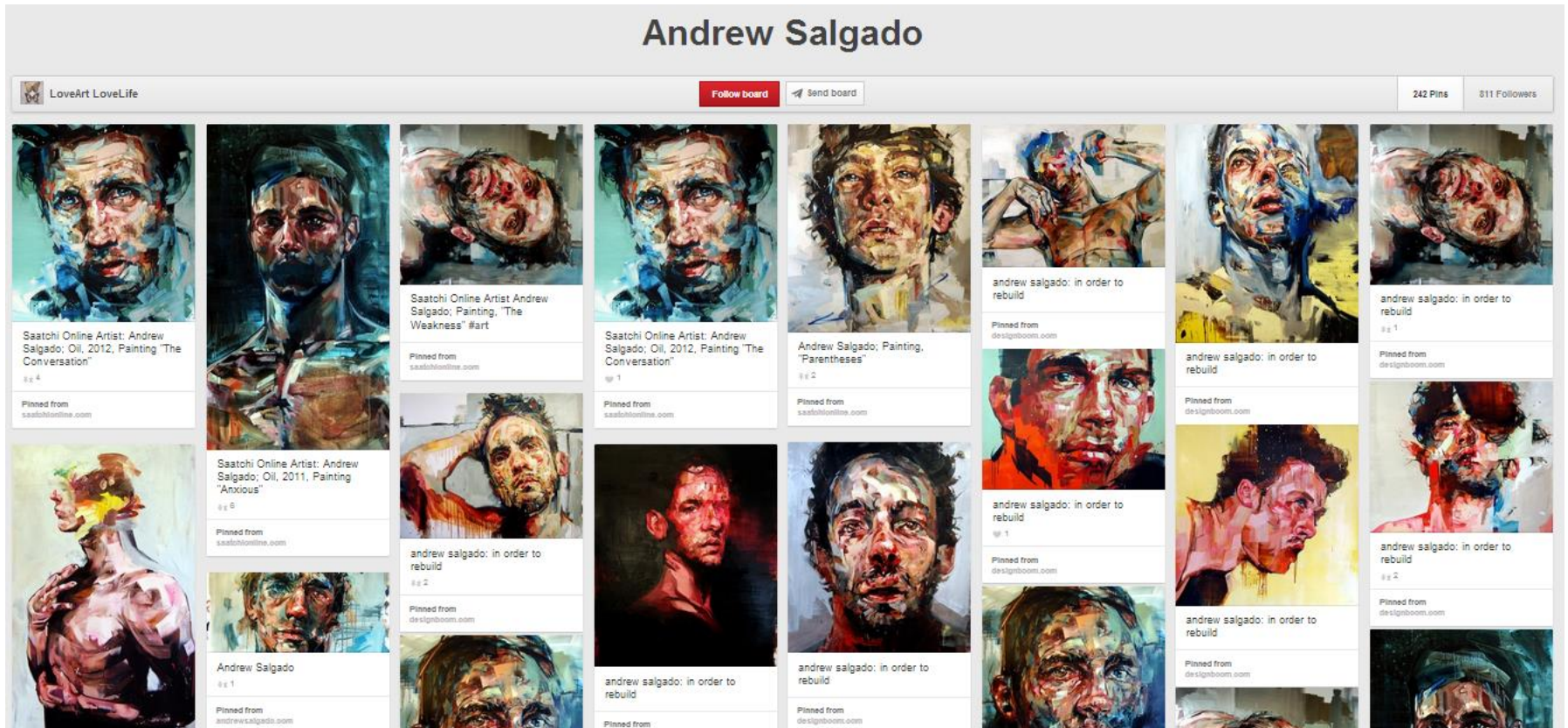
**Carne Griffiths** @carnegriffiths · Mar 5

Postcards!!! [goo.gl/SmE8fQ](https://goo.gl/SmE8fQ) [fb.me/35aPEUnm5](https://fb.me/35aPEUnm5)

🖼 View photo

↩ Reply ↻ Retweet ★ Favorite ⋮ More

# Salgado has a particularly vibrant Pinterest board





# Hurwitz combines his own work with other images to foster an engaged community

 **Art of Jonty Hurwitz**  
21 hours ago

Wonderful sculpture. Where is it? What's it about? Share your thoughts.



Like · Comment · Share

 161

 581 people like this.

Top Comments ▾

 **Art of Jonty Hurwitz**  
March 6

Artist Adam Howie has a beautiful way of expressing love and complexity. What's this piece saying to you?



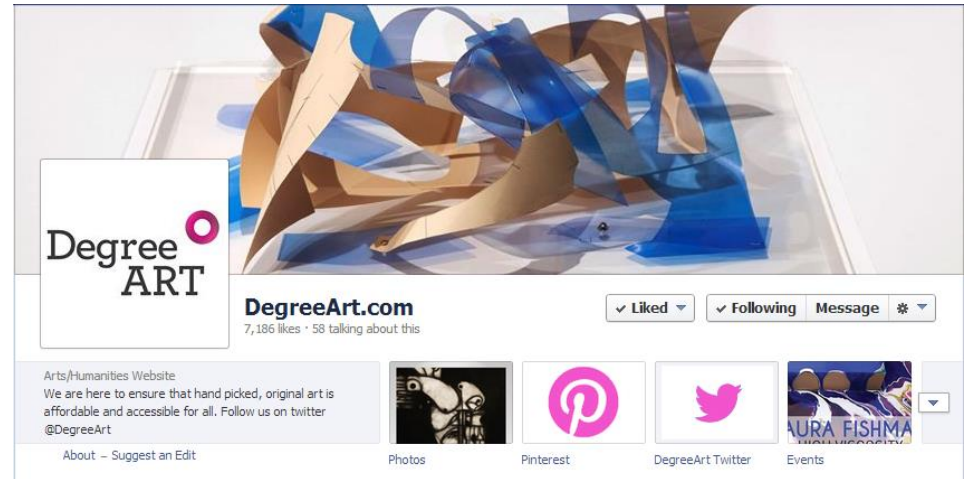
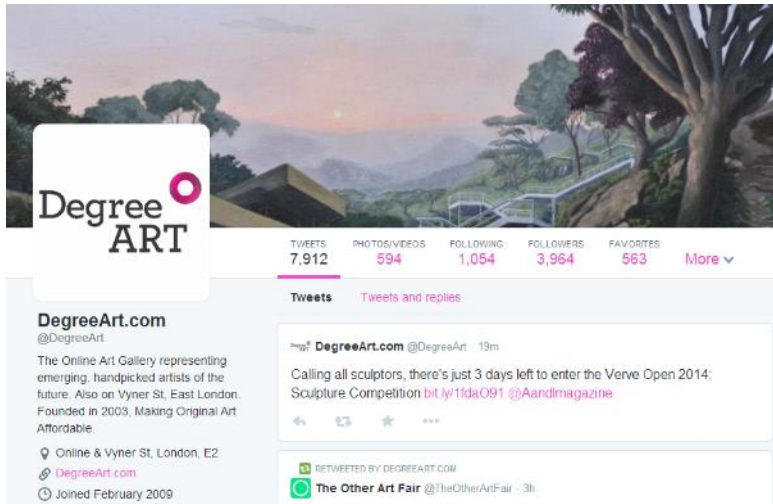
Like · Comment · Share

 127

 276 people like this.

Top Comments ▾

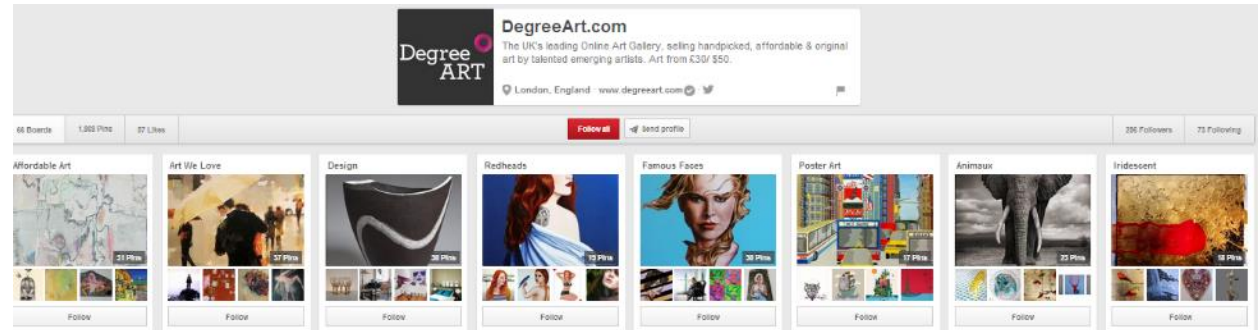
# Join in the conversation . . . And let us know how you get on!



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