



# *Who is Rochelle?*



# *Introductions & Expectations*



# Social Media Tools vs. Strategy

## Social Media Tip: Tools vs. Strategy



**The rush to start using the tools should NOT outweigh the need to formulate a social media strategy**

Image Credit: 50 Social Media Icons by Ivan Walsh

© Mark Smiciklas, New Marketing and Social Media Strategist [IntersectionConsulting.com/blog](http://IntersectionConsulting.com/blog)







# *Your Strategy Guides You*

**Directions**





# *What Works for Visual Artists?*



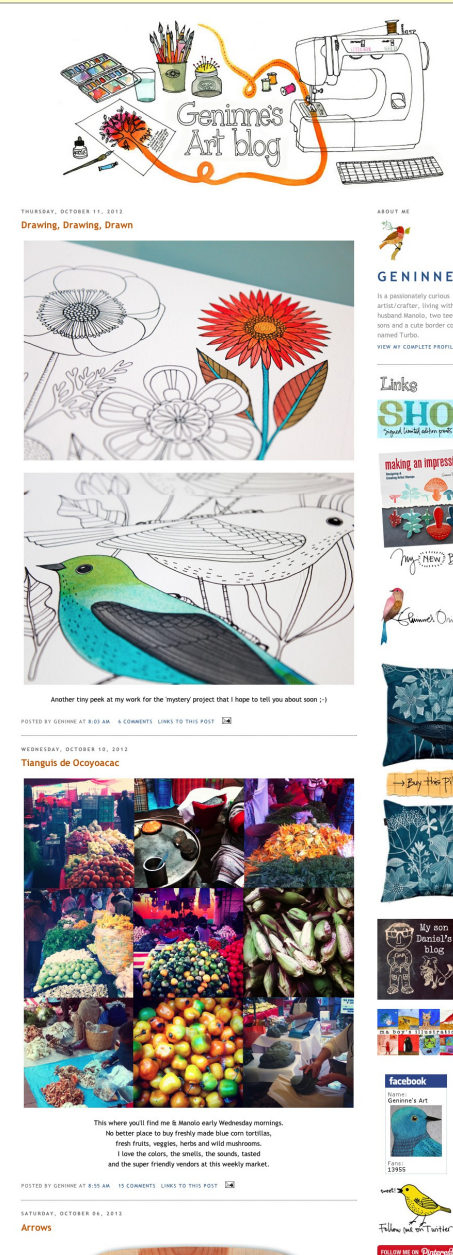
**Show and Tell!**





# Blogs

- Works in Progress
- New Works
- New Collectors
- Inspirations
  - Scenery
  - Photos / Drawings / Books
  - Interesting Lighting
- Exhibits / Events / Classes
- Museums
- Videos
- Creative Themes
- New Colours / Media



# Niki J. Sands

Niki J Sands Contemporary Fine Art | Oils, Acrylics and Mixed Media

Home  
Bio  
Galleries  
Original Works  
Giclees, Prints  
and Limited  
Editions  
Abstract  
Cubism  
Figurative  
Still Life  
Commission  
work  
Event photos  
Charities artist  
participation  
Up Coming Events  
**News**  
Sign the  
guestbook  
Add your name to  
the Mailing List  
Links  
Contact

## News

**San Diego ArtWalk on the Bay September 22-23, 2012** posted on 19 Sep 2012

What could be better than enjoying the fall weather at an Art Fair? An Art Fair in San Diego by the Bay!

Click here for further information <http://www.artwalkonthebay.org>

This is a wonderful 2 day event that the entire family may enjoy. Live painting, Children's area, Beautiful fine art and much much more.

Hope to see you there!



For further information contact 702.499.3984 or email [info@nikjsands.com](mailto:info@nikjsands.com)

**An Evening of Wine Pairing and Art at Milo's Wine Bar - Downtown Boulder City, Nevada** posted on 20 Jul 2012

Featuring artists, Niki J Sands, Joseph Watson and Montana Black  
Saturday July 21st 2012 at Milo's Wine Cellars.

Time: 6 pm until 9pm located at 538 Nevada Hwy., Boulder City,  
Nevada 89005

Please join us for a wonderful evening of Wine and Art, for further  
information visit [www.miloswinebar.com](http://www.miloswinebar.com) 732.923.9540



**Vino Numero Undici - New Paint!** posted on 19 Jun 2012

Title: Vino Numero Undici

Medium: Acrylic/ Oil

Support: Canvas 30.75" x 30.75"

Summer is here! Wine parties, Barbecues and days on the beach, whatever you may do this  
summer I am wishing you all a safe and happy summer.



cheers!

For further information [info@nikjsands.com](mailto:info@nikjsands.com)

**Kitchen Talk - New Paint!** posted on 5 Jun 2012

Title: Kitchen Talk

Medium: Oil

Support: Linen on board 30x24 inches

presented Unframed

For further information contact artist at [info@nikjsands.com](mailto:info@nikjsands.com) or 702.499.3984



# Danièle Lemieux

Danièle Lemieux | Oil Paintings

Home  
Bio  
Paintings  
Squares  
Horizontals  
Verticals  
12" Squares  
SHOW PREVIEW  
Diary of a  
Painting  
Artist Statement  
How to Buy My Art  
News  
Painting of the  
Week  
Mailing List  
Galleries  
Contact

## Diary of a Painting Opus IV

After completing two smaller pieces in the Dolce Vita series, which were inspired by my recent research into BC's Okanagan Valley, I felt ready to tackle a larger, more involved piece.

### ONE



I used lots of different textures in this painting and was especially pleased to find a pomegranate at this time of year.

### TWO



Again, because of the perishable nature of the cheese and fruit, particularly under hot spotlights, I had to work quickly. Concentrating on the foreground fruit and cheese I tried to get down as much information as possible.

### THREE



To extend the life of my props, each night I wrapped the individual pieces and refrigerated everything, rebuilding my set each morning.

### FOUR



Here I start to work out the glasses as well as adding as much detail to the foreground as the still wet paint permits. Working on the white tablecloth I allow some of the colors of the fruit to bleed down. Though I continue to rebuild my set each day, I am now working more from my visual memory for the fruits and cheeses bringing these items as close to completion as possible.

### FIVE



Working in the background defines my edges and helps with the depth of the composition. Some edges are soft, such as the large piece of pomegranate, while others, like the cheeses, are hard.

### SIX



Final days are spent working both the foreground cloth and the background as well as incorporating the reflections of the table on the wine glasses. I reinforce my highlights and exaggerate some of the brightest reds to give some added punch to the finished piece.

# *Facebook Profiles vs. Pages*

## **Facebook Profiles**

- Friend Limit: 5,000
- Public or Private
- Not SEO friendly
- Friend Requests Require Approval
- Person to Person Messaging
- May not promote sale of your work

## **Facebook Pages**

- Unlimited friends / fans
- Public
- SEO friendly
- No barrier to "like"
- Unlimited promotional opportunities
- Can only comment on your Page and other Pages
- Insights Analytics Tools
- Better Website Integration



# Facebook Insights



# Jared Betts

## J A R E D B E T T S

### Home

[Biography](#)

[Painting](#)

[Artist Statement](#)

[News](#)

[CV](#)

[Contact](#)

[Gallery](#)

[Representation](#)



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# What to Post on Facebook Pages

- Shareable News & Personal
- Highly Visual Content
- Links to Blog Posts
- Works in Progress
- New Works
- New Collectors
- Inspirations
  - Scenery
  - Photos / Drawings / Books
  - Interesting Lighting
- Exhibits / Events / Classes
- Videos
- Creative Themes
- New Colours / Media




# What is Pinterest?

Search  


**Pinterest** Add + About ▾  Rochelle ▾

Following · Art · Everything · Popular · Gifts ▾




Sam Francis  
1 like 2 repins


Toni Point via Ursula Conway  
onto Art



Céline Weber


Caroline Heck onto  
Inspiration





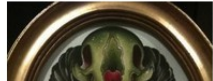
Leonardo da Vinci  
21 likes 44 repins


Kellie Metz via Laurie Van  
Mondfrans onto Art That  
Takes Major Skill



★ Louisiana Sunset


Michelle Bequette Narvaez  
via Tracie Blevins onto Art






Paintings by Wanda Koop  
1 like

Julian Liu onto Miscellanea




Lorraine Christie  
2 likes 1 repin


Manuela Design via Katherine  
Martinez onto Interesting  
Prints & Design





Street Art by Borondo from Spain 4  
2 likes 2 repins


Yoodoo via Vidar Egnér onto  
Street Art



















Women forming a skull - Salvador Dalí  
3 likes 3 repins

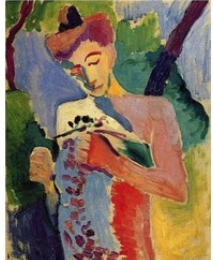
H Geisler onto art



Streetart  
90 likes 150 repins


Erik Kersting onto ART -  
Kunst und mehr...






Woman - Henri Matisse.  
1 like


Tara via Marijke Mol Lous  
onto Art



Wendy McWilliams  
2 likes


Anca Ivan onto Art





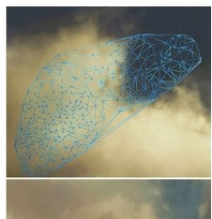
William Katavolos, Douglas Kelley,  
Ross Littell and Alton Kelley. Side  
Chair. 1952

Guama Studio via Yuka  
Shimma onto Classroom  
Nomen Dubium



Defense of Sevastopol, Aleksandr  
Deyneka

Manuel Fihman Martínez onto  
Stuff dreams are made of





# Create a Profile

Search

Pinterest

Add + About v Rochelle v



Jane Cunningham

i am what i am



Repins from

- Lynda Ane Barrientes
- Doris Benter
- Ashley M

20 Boards

641 Pins

4 Likes

Activity

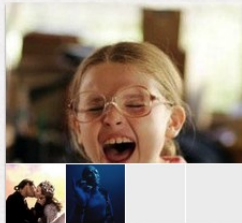
Follow All

178 Followers

99 Following

BEST FILMS

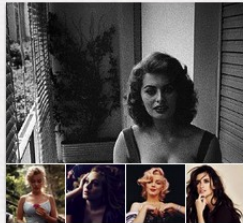
3 pins



Follow

hotness

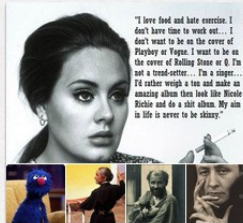
39 pins



Follow

people who fill me up

12 pins



Follow

ha!

5 pins



Follow

art

192 pins



Follow

My Style Pinboard

32 pins



Follow

just lovely

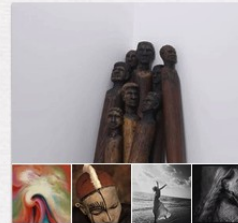
103 pins



Follow

wow

20 pins



Follow

places i want to see

36 pins



Follow

inspiration

45 pins



Follow

Products I Love

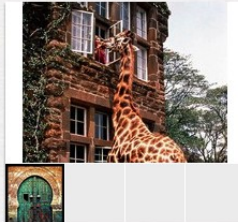
8 pins



Follow

Favorite Places and Spaces

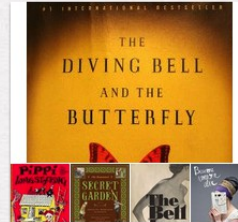
2 pins



Follow

Books Worth Reading

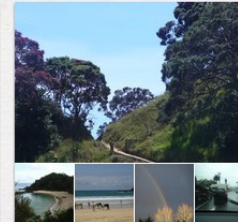
6 pins



Follow

Te Tai Tokerau

5 pins



Follow

For the Home

45 pins



Follow

cuteness

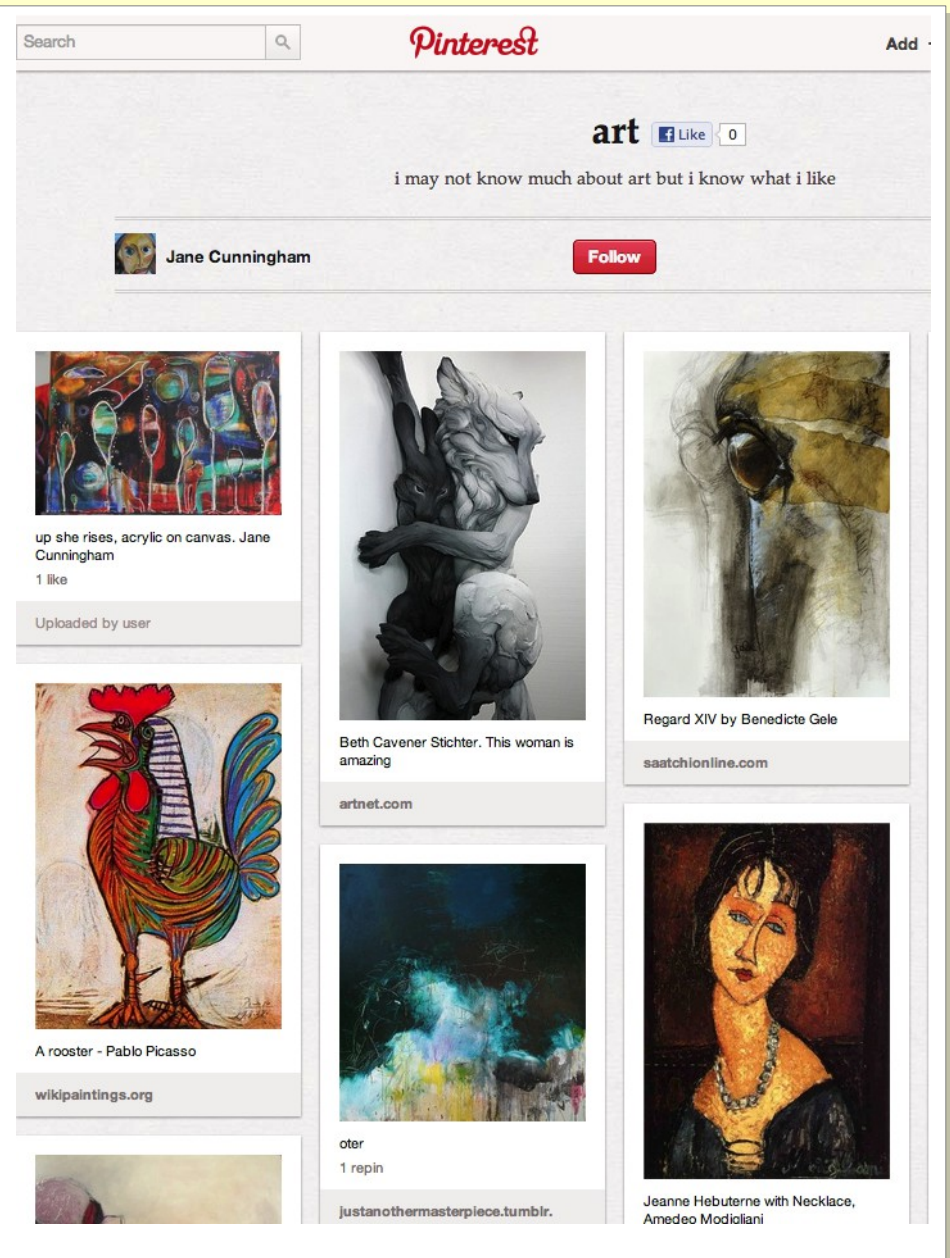
23 pins



Follow

# What to Pin on Pinterest

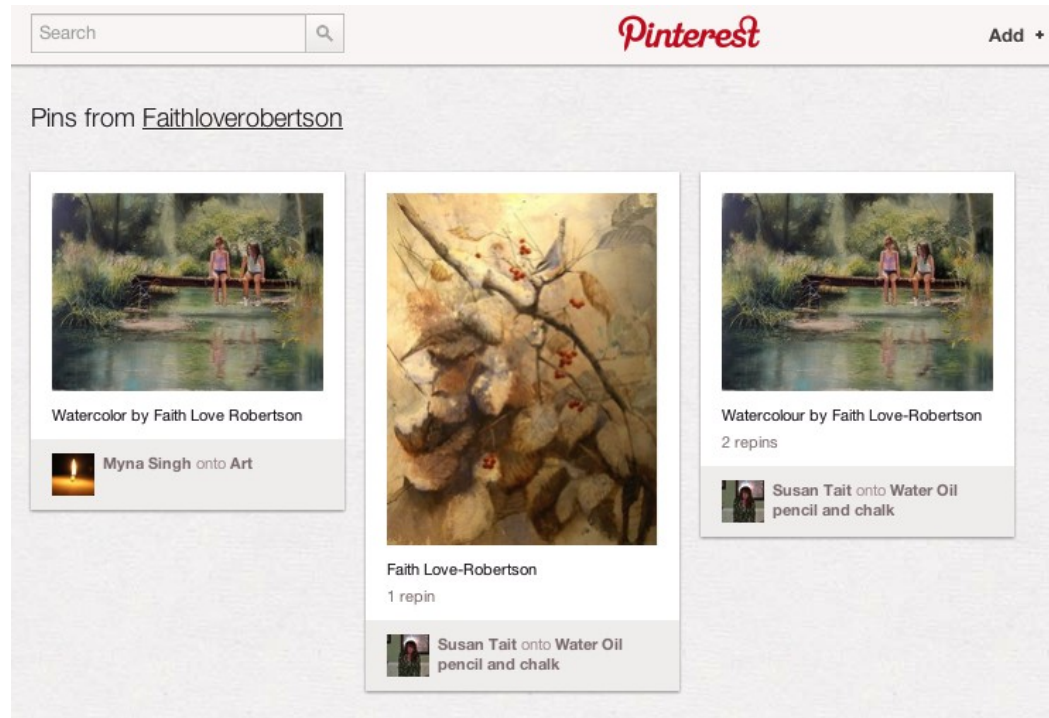
- **VISUALS!**
- Works in Progress
- New Works
- Works that Just Sold
- Inspirations
  - Scenery
  - Photos
  - Drawings / Sketches
  - Book Covers
- Videos
- Creative Themes
- New Colours / Media





# Who's Pinned Your Art?

[www.pinterest.com/source/yourwebsite.com](http://www.pinterest.com/source/yourwebsite.com)




The screenshot shows a Pinterest interface with a search bar, the Pinterest logo, and an 'Add +' button. Below the header, it displays 'Pins from Faithloverobertson'. There are three pin cards visible:

- Pin 1 (Left):** A watercolor painting of two people on a log bridge over a stream. The caption reads 'Watercolor by Faith Love Robertson'. Below the image is a repiner card for 'Myna Singh onto Art'.
- Pin 2 (Middle):** A watercolor painting of a branch with red berries. The caption reads 'Faith Love-Robertson' and '1 repin'. Below the image is a repiner card for 'Susan Tait onto Water Oil pencil and chalk'.
- Pin 3 (Right):** A watercolor painting of two people on a log bridge over a stream. The caption reads 'Watercolour by Faith Love-Robertson' and '2 repins'. Below the image is a repiner card for 'Susan Tait onto Water Oil pencil and chalk'.





# YouTube


**You Tube** create abstract art   Browse | Movies | Upload Rochelle Grayson **11** + 


Filter ▾ About 13,700 results Sort by Relevance ▾


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 **Creating an Abstract Art Painting by the Contemporary Artist Vera - www.veraarts.com**  
How does the relationship between consciousness and the subconscio...  
3 years ago | 87,114 views  
by artistvera

 **Creating Abstract Art: Design Principles : Creating Abstract Art: Building Ideas From Painting Strokes**  
A single stroke of paint can form the central motif for an **abstract** painti...  
4 years ago | 30,929 views  
by expertvillage

 **CREATING ABSTRACT ART- ART LESSONS ON DVD**  
Visit [www.artfusionproductions.com.au](http://www.artfusionproductions.com.au) To learn more about Australian ...  
2 years ago | 6,418 views  
by artfusion1

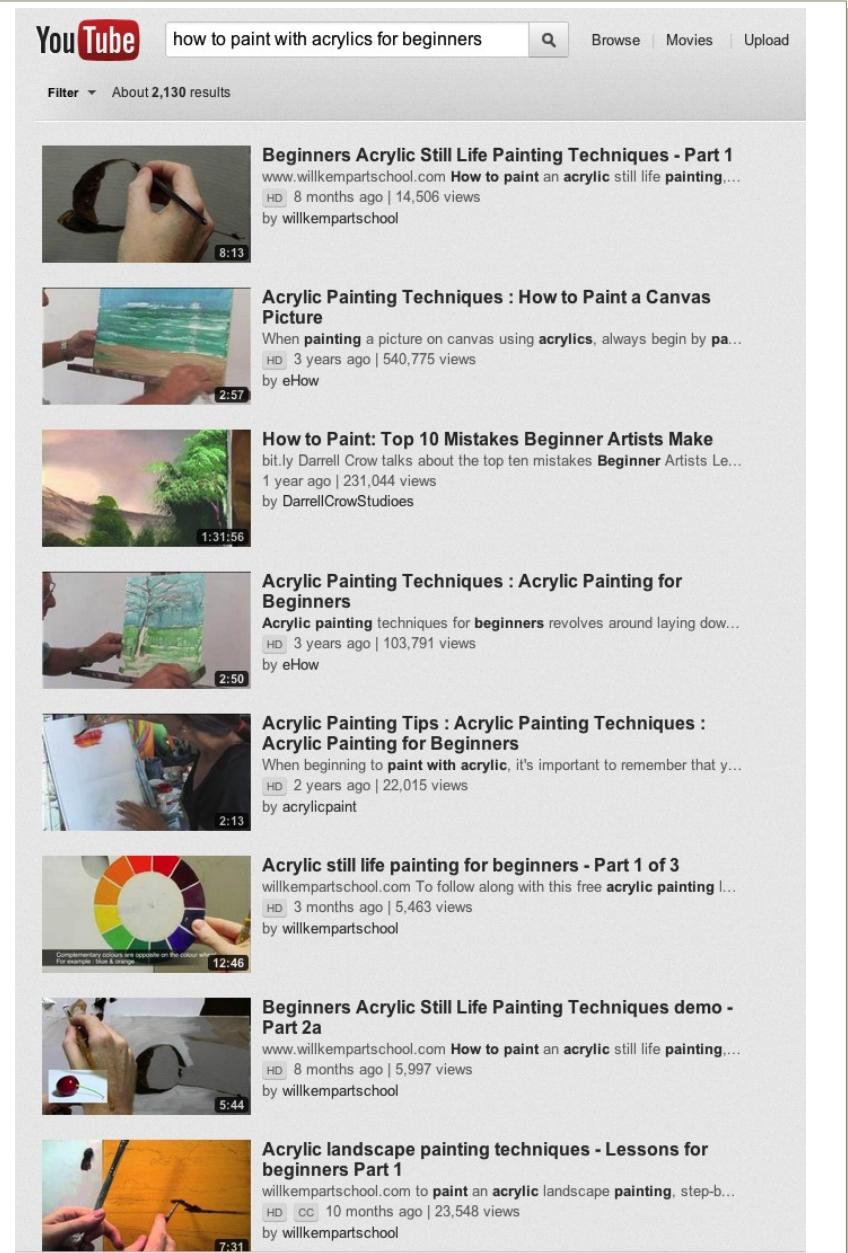
 **HOW TO CREATE A LARGE ABSTRACT ARTWORK**  
**Learn to paint large wall art**  
Visit [www.artfusionproductions.com.au](http://www.artfusionproductions.com.au) to learn **art** techniques and **art** l...  
1 year ago | 991 views  
by ArtFusionProductions

 **Learn How to Paint Abstract Art Lessons**  
Visit [www.artfusionproductions.com.au](http://www.artfusionproductions.com.au) to learn how to paint large **abstr...**  
 How to apply a Gesso Primer before painting. Why use a Gesso Pri...  
**CHANNEL** 38 videos | 656 subscribers  
by artfusion1

 **How to Create Abstract Paintings for Your Home :**  
**Creating Texture on Abstract Paintings for the Home**  
Using clay sculpting tools for **creating** texture on your **abstract** paintin...  
4 years ago | 41,110 views  
by expertvillage

# What to Post on YouTube

- **How-to's!**
- Classes / Lessons
- Basic Techniques
- Basic Theory
- How to Avoid XYZ
- Tips & Shortcuts
- Lessons Learned
  - Preparations for an Exhibit
  - Framing Artwork
  - Business / Marketing
- Footage from Openings or Other Art Events
- An "Open Studio" Tour
- Artist Statement



The screenshot shows a YouTube search results page for the query "how to paint with acrylics for beginners". The search bar at the top contains the text "how to paint with acrylics for beginners" and a search icon. To the right of the search bar are links for "Browse", "Movies", and "Upload". Below the search bar, it says "Filter" and "About 2,130 results". The search results are listed in a vertical column, each with a video thumbnail, a title, a description, and view information. The first result is "Beginners Acrylic Still Life Painting Techniques - Part 1" by willkempartschool.com, with 14,506 views. The second is "Acrylic Painting Techniques : How to Paint a Canvas Picture" by eHow, with 540,775 views. The third is "How to Paint: Top 10 Mistakes Beginner Artists Make" by DarrellCrowStudios, with 231,044 views. The fourth is "Acrylic Painting Techniques : Acrylic Painting for Beginners" by eHow, with 103,791 views. The fifth is "Acrylic Painting Tips : Acrylic Painting Techniques : Acrylic Painting for Beginners" by acrylicpaint, with 22,015 views. The sixth is "Acrylic still life painting for beginners - Part 1 of 3" by willkempartschool.com, with 5,463 views. The seventh is "Beginners Acrylic Still Life Painting Techniques demo - Part 2a" by willkempartschool.com, with 5,997 views. The eighth is "Acrylic landscape painting techniques - Lessons for beginners Part 1" by willkempartschool.com, with 23,548 views.

# Leo Cunanan

## The Art of Leo Cunanan

Member, Dimasalang III International Artist Group / Artist & Musician

Home

Bio

Gallery

Digital

Drawings

Still Life

Portrait

Landscapes

Abstract

**Videos**

Events

Blog

Guestbook

Mailing List

Links

Contact

### Leo Cunanan, Jr.



<http://www.youtube.com/watch?v=j68OgHJgcfE>

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# LinkedIn

- Build Professional Contacts

The screenshot shows the LinkedIn homepage. At the top left is the LinkedIn logo. Below it is a navigation bar with links for Home, What is LinkedIn?, Join Today, and Sign In. The main content area is split into two columns. The left column features a headline: "Over 85 million professionals use LinkedIn to exchange information, ideas and opportunities". Below this are three bullet points with icons: "Stay informed about your contacts and industry", "Find the people & knowledge you need to achieve your goals", and "Control your professional identity online". The right column contains a "Join LinkedIn Today" sign-up form with fields for First Name, Last Name, Email, and Password (with a note "6 or more characters"). A green "Join Now" button is present, along with a link for "Already on LinkedIn? Sign in.". At the bottom of the page is a search bar with the text "Search for someone by name:" followed by input fields for "First Name" and "Last Name", and a "Go" button. Below the search bar is a link to the "LinkedIn member directory" with a list of letters (a-z) and a "more" link, and another link to "Browse members by country".

- Connect with Galleries, Collectors, & Other Artists

# LinkedIn Groups

The screenshot shows the LinkedIn interface for the group "Visual Artists and their Advocates". At the top, the LinkedIn logo and navigation menu are visible. The group name is prominently displayed, along with tabs for "Discussions", "Promotions", "Jobs", "Search", and "More...". A "Join Group" button is present. Below this, there's a section for starting a discussion with a text input field. The main content area features a post by Pauli Hyvonen about art prints for sale, with interaction buttons for Like, Comment, and Flag. A "Most Popular Discussions" section follows, highlighting a post by Ralf Jung and another by Henk Jordaan. On the right side, there are sections for "Manager's Choice" (a post by Audrey Chernoff), "Latest Updates" (posts by Pauli Hyvonen, Shawn Soles, and David Swales), "Top Influencers This Week" (listing Bridget Kam, Dima Dmitriev, Jared Crenshaw, Pradarshak Art Gallery, and Yelena Dyumin), and "Group Statistics" (showing a bar chart for Director, Manager, and Entry roles).


# LinkedIn Groups

LinkedIn Account Type: Basic | Upgrade 69 2 Rochelle Grayson Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Groups Search...

## Visual artists network


Discussions Promotions Jobs Search More... Share group




Let the world know what you think. You can already comment and like these discussions. Why not become a member of this open group so you can start your own? [Join Group](#)

Choose Your View NEW Show all RSS discussions »

### Most Popular Discussions




<http://www.workyourart.com/marketing/linkedin-for-artists/>




**LinkedIn for artists: 3 surprisingly good ways to promote your art on LinkedIn** workyourart.com  
Apart from being a great place to keep track of your resume and accept a friend request from an old class mate every now and then, LinkedIn can actually be...  
posted 1 month ago

**Sarah Hinds** 1 month ago · Sarah likes this.

[See all 3 comments »](#)







**How to find out if your art is being pinned on Pinterest** workyourart.com  
If you publish pictures of your art on your website, chances are that you're being pinned. Pinterest keeps growing in popularity and beautiful pictures of...  
posted 1 month ago

**Maxine Dodd** 11 days ago · Hi, I tried the link and it didn't work for me, although it did work with the workyourart link. I guess I'm not being pinned!... Will try ... »

[See all 5 comments »](#)







**Many people like their privacy. Can an artist looking for an audience afford this? Most artists need notoriety. Correct?**  
posted 2 months ago

**Diana Delosh** 1 month ago · Agree with Laura and Dylan. I want my art to be noticed... resonate with viewers... not me personally. I think Notoriety is the wrong word. ... »

[See all 3 comments »](#)




### Manager's Choice



**How to find out if your art is being pinned on Pinterest**  
Debbie van de Ven [See all »](#)


### Latest Updates



**Eva Kondzialkiewicz, janell cannavo and John Domont** have joined the group.  
1 day ago




**Tormented Sugar, Benjamin Caplan and Oliver Beavis** have joined the group.  
1 day ago



**Wallace Mallette** has joined the group.  
[Send message](#) · 3 days ago

[See all updates »](#)

### Top Influencers This Week



**Debbie van de Ven**

### Group Statistics

CHECK OUT INSIGHTFUL STATISTICS ON THIS GROUP

Director	1
Manager	1
Entry	1

MEMBERS

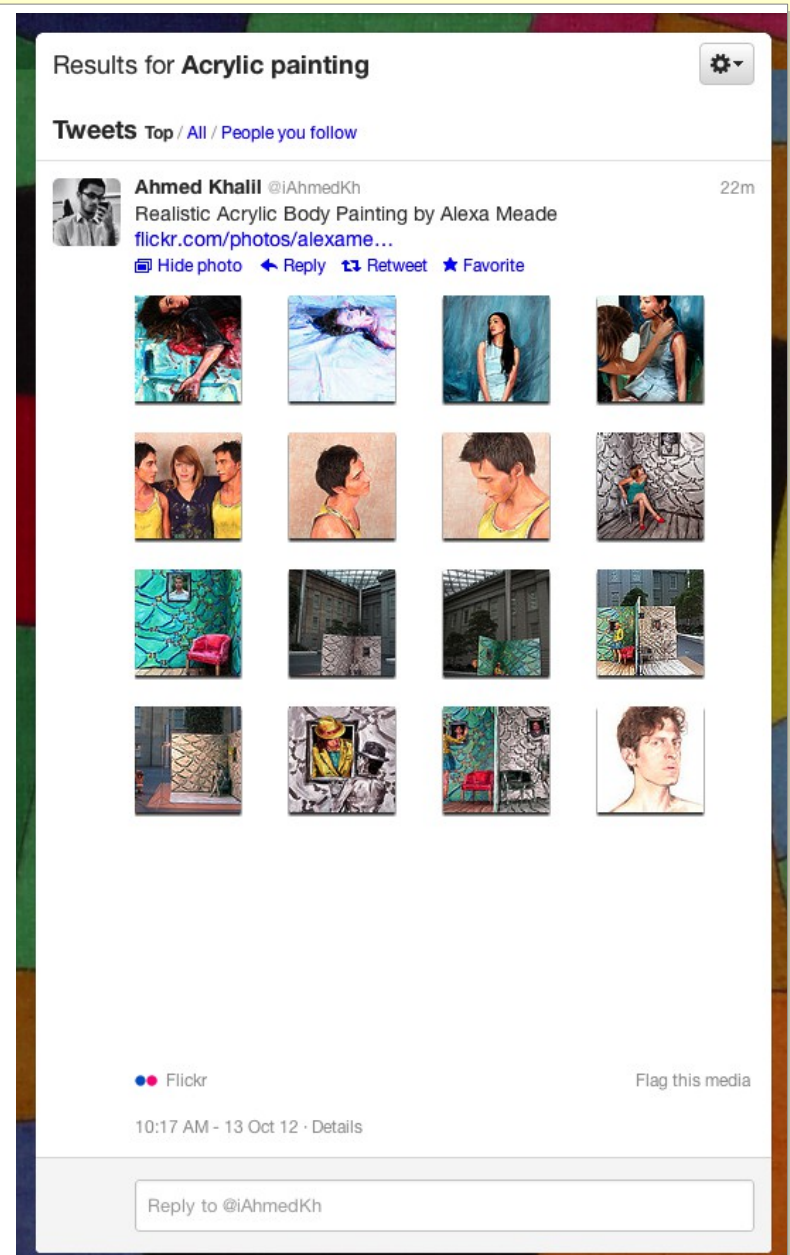
# 3,759

[View Group Statistics »](#)



# Twitter

- Will Show Images!
- Short description links to:
  - Works in Progress
  - New Works
  - New Collectors
  - Inspirations
    - Scenery
    - Photos / Drawings / Books
    - Exhibits / Events / Classes
  - Museums
  - Videos
  - Creative Themes
  - New Colours / Media
- Autoconnect to other Sites



# Foursquare

**foursquare** Art Gallery Current Map View Activity Explore Lists Rochelle

Suggestions for **Art Gallery** TOP PICKS

Expand to filter your results

**Vancouver Art Gallery** 9.6 750 Hornby St. (btwn Robson & W Georgia St.) Art Gallery · 2 here now

What do you think of the plans for a brand new concert hall at the existing site of the Vancouver Art Gallery? - Vancouver Sun

You've been to a similar place Save Like

**Vancouver Art Gallery Cafe** 8.9 750 Hornby St (btw Robson St & W Georgia St) Café

Elbow your way to the patio. It's worth it. - Kumiko I.

4 friends have been here Save Like

**Roundhouse Community Centre** 8.1 181 Roundhouse Mews (btw Drake St. and Davie St.) Art Gallery

Admire historic Engine 374. - Erica S.

This spot is popular on Foursquare Save Like

**Museum of Vancouver** 1100 Chestnut St Art Gallery

What was Vancouver like 125 years ago? <http://bit.ly/eUkP6o> - Vancouver Sun

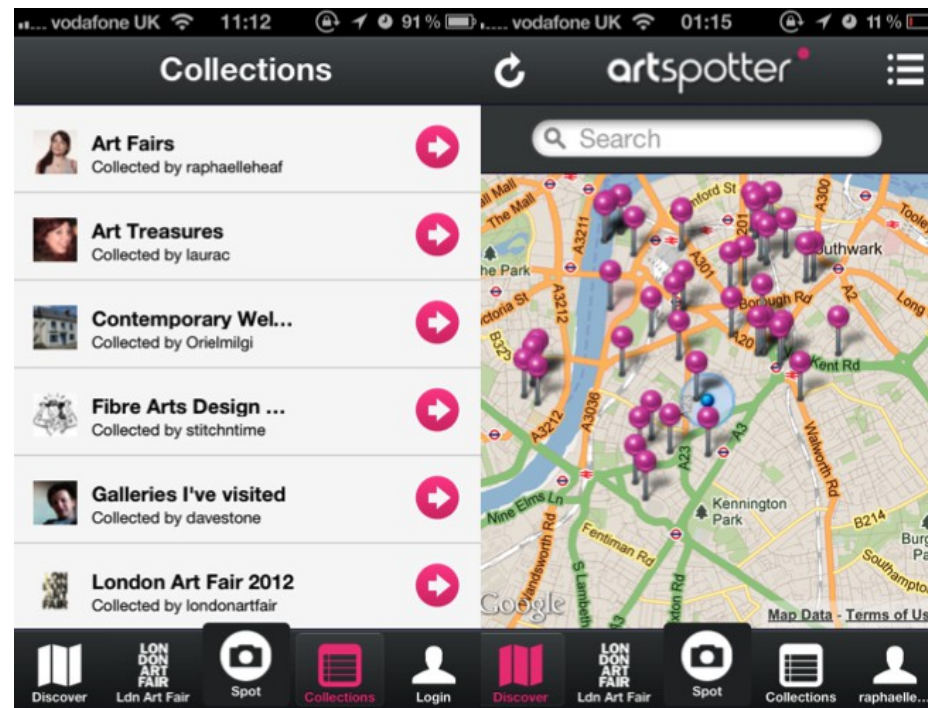
3 friends have been here Save Like

- Events
- Exhibits
- Where you are
- Classes
- Scenic Spots

# Mobile Apps

- **Art Spotter**

An iPhone app that helps tourists and others locate nearby art.

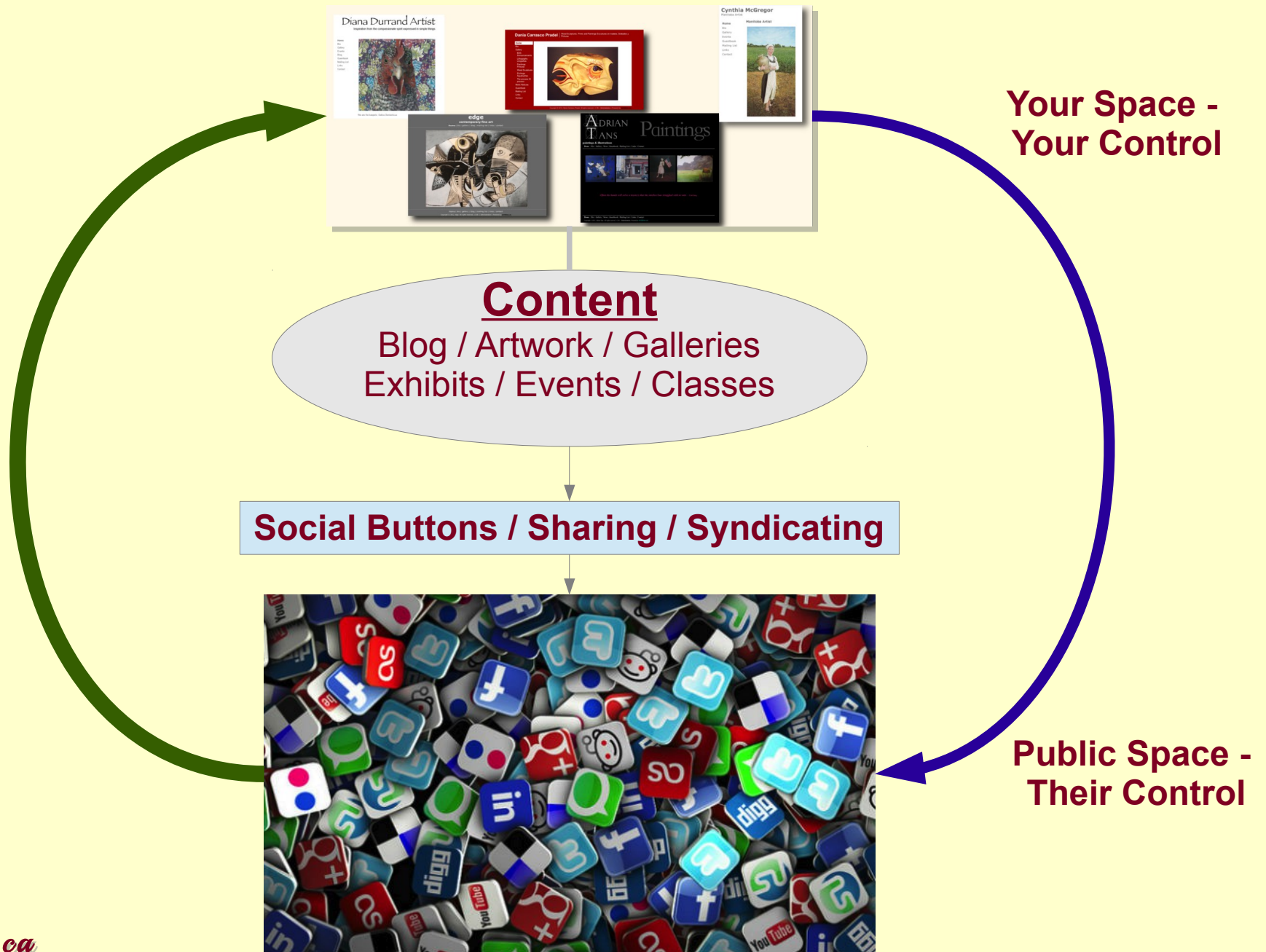




# QR Codes



# Your Social Ecosystem



*Thank You!*

**Questions?**



**Rochelle Grayson**

rochelle@artsites.ca



# *Links of Interest*

- [Wordle.net](#)
- [How to Create a Facebook Artist Page \[Video\]](#)
- [Pinterest.com](#)
- [Pinterest "Follow", "Pin it", and other Buttons & Goodies](#)
- [LinkedIn for Artists: 3 Surprisingly Good Ways to Promote Your Art on LinkedIn](#)
- Where are my images being used? Find out via [Google Images](#) and/or [TinEye](#).
- [QR Code Generator](#)