

SOCIAL MEDIA TOP TIPS FOR CAOS ARTISTS

- The most successful locations on the CAOS trail are those where the artists are active on social media
- Follow Carshalton Artists on all platforms:
 - Twitter - @Carshalton_art
 - Instagram - @carshaltonartists
 - Facebook - Carshalton Artists Open Studios
- Use the hashtag #CAOSArt20
- Like, comment on and share ALL of our posts
- Follow our partners @suttonheritage @anssutton @cryerarts and your fellow artists - support each other
- Be social! Join in and start a conversation.
- Share your social media handles on your business cards
- Ensure your accounts are set up so that everyone can see them
- Be consistent and show up regularly on your social media platforms
- Focus on your work, studio and inspiration
- Tell a story with your posts
- If you do not post regularly your engagement will drop off, as will your motivation to post
- Start a mailing list
- If you blog, shout about it
- Ask your followers questions - start a conversation
- Plan your posts but allow room for spontaneity
- Save time - see the full Social Media Best Practice Guide for CAOS Artists for more advice
- Remember that people buy from people they know, like and trust!