

Wednesday, October 10, 2018  
The Importance of Social Media  
Catherine Casanova; [catherine@michalopoulos.com](mailto:catherine@michalopoulos.com)

Top Platforms:

- Instagram\*
- Facebook
- Pinterest
- Twitter

Benefits of Social Media in order to market yourself

- Living in the “Social Media Generation”
- Exposure / Awareness
- New form of a portfolio
- Drives sales
- Easy ability to “share”
- Business Profile benefits
  - Keep track of analytics
    - Followers, Post interaction, Website “clicks”

How to Manage

- HootSuite App
  - Content creation schedule for posts on all forms
  - Plan posts well in advanced
  - Analyze post success
- Keep content interesting
  - Focus posts around relevant events, holidays, “National” days
    - Find a way to relate your “brand” to what is relevant
  - Clear and concise captions / comments are best
  - The importance of the “grid” on Instagram
    - Discover a way in order to keep your grid aesthetically pleasing to the viewers eye
      - Colors, subject manner, compositions of pictures
        - Develop a systematic posting system based on one of the categories above
- Display your personality but also keep it professional
  - Suggestion: create a personal & private account for friends and family in addition to your strictly business profile



365 posts 4,295 followers 4,415 following

Promotions Edit Profile

James Michalopoulos

Art Gallery

The official home to the creations of New Orleans artist James Michalopoulos

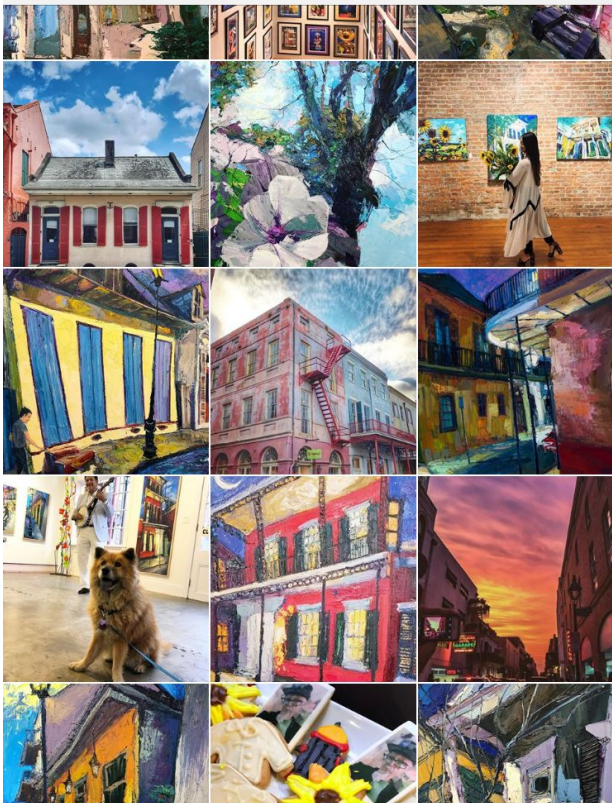
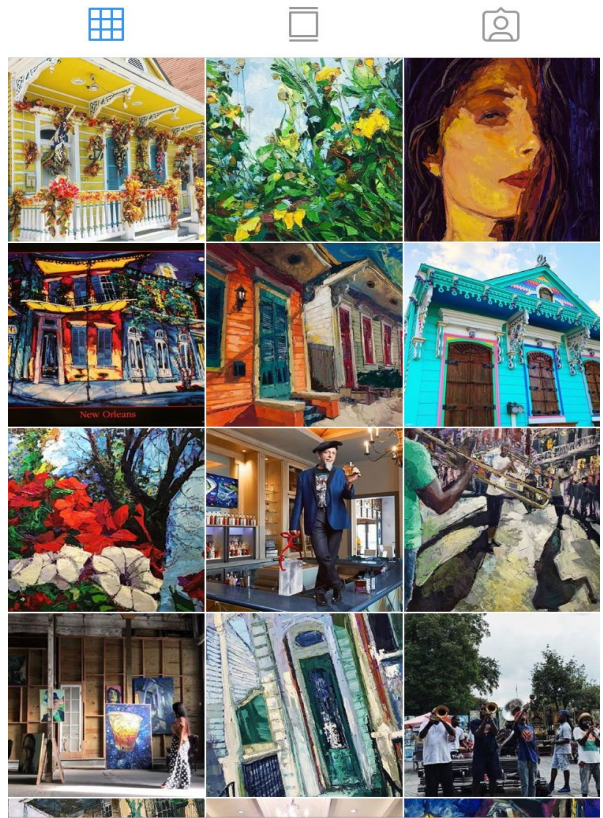
www.michalopoulos.com/

617 Bienville Street, New Orleans, Louisiana

Followed by tiffanylanglains, wolf\_blitzen, tay\_bay\_bae + 6 more

- New Napa Show Gallery Events Partne

Call Email Directions



**PARSE NOLA Marketing & Promotions Workshop**  
Tiffany Langlinais; [Tiffany@michalopoulos.com](mailto:Tiffany@michalopoulos.com)

**First Steps**

- Say yes!
- Step outside of your comfort zone
- Social media is social
- What are you representing?
- Who are you?
- Interact with each other
  - Responsive and quick

**Connections**

- Introduce yourself
  - Ask questions (time is money)
- What marketing styles do you like of other artists, etc.?
- Utilize social media to connect

**Hashtags**

- Look up popular hashtags for your industry
- What is trending?
- Add hashtags in the comment section
  - Never too late to add hashtags

**Exposure & Reach**

- Piggybacking off relationships
- Tagging relevant accounts
  - Reposting
- Location services
  - Geotags
- Sending invitations to people who interact with your page on fb
- Giveaways

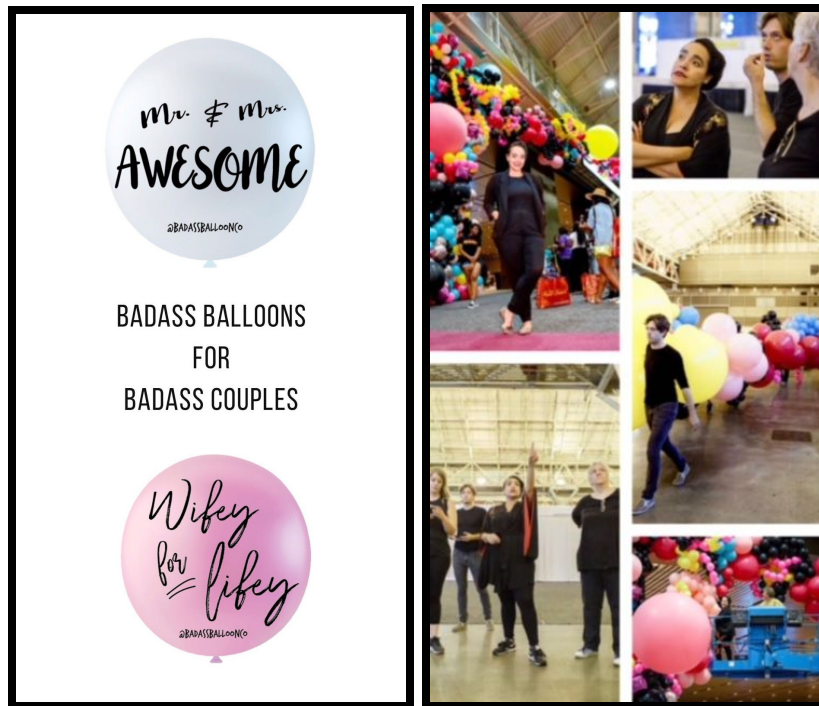
**Go To Apps**

- Editing
  - Afterlight
  - Camera 360 (saturation)
  - Color Story (color scheme)
  - Retouch
  - Airbrush (face)
- Mystory
  - Sharing to both IG and FB
  - Saving to highlights

Unfold



Canva



### **Archiving & Portfolio Purposes**

- Dropbox and Google Drive (free up to a certain point)
- Archiving Dates

### **Public Relations**

- Who do you know?
- Who do you want to be in front of?
- Supporting others (valuable relationships)

### **Advanced Steps**

- How do you elevate yourself?
- Be picky
- How does this affect you?
- Taking advantage of real life opportunities

### **Ask Yourself:**

1. *What do you want to accomplish by the end of the year marketing and promotions-wise?*
2. *What is holding you back? How do you address this?*
3. *What is your persona? How are you setting yourself apart?*
4. *What's the next step?*



