

# What Should I Say?

## *10 Tips on how to talk about your art on social media*



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We all have read that using images in conjunction with a posting on social media will attract a greater readership. For an artist that's a no brainer, you live in a world of images. You have hundreds that you wish to share with the world (and hopefully attract not just readers but followers who will buy that art). However, unlike, say a blog post about the latest shoe trends that include a picture of a high priced lady's pump as eye candy, your posting's images come first and then the words, but good words, must follow.

As an artist those words might not come easy. You specialize in creating something visual and words are the domain of writers. However, in order to gain a following, promote your artwork, and let the world know what you are working on, you need to communicate with non-artists. Here are 10 tips on how to make that process easier.

1. **Think of it as a conversation.** You are not writing a book or a press release. You are talking to the reader, so think of it as you talking to a person you meet in a gallery where your work is on display. Yes, it's one sided, however, a good posting or tweet will have readers replying to what you wrote!
2. **Keep it simple.** Save the deep thoughts and long sentences for your artist statement. Social media requires writing to be brief and to the point. Start with what you want to say then edit, cutting out the fluff and the phrases that don't relate to the artwork you've posted.
3. **Write with enthusiasm about your work.** You created a work from a certain emotional base, let that shine through. Even if it's a dark space for you, the act of creation is always fueled by enthusiasm for what you have to say as an artist.
4. **Reveal how you work.** Not all postings should be about a finished piece. Let the reader know about what inspired you, how you worked on the piece in it's many iterations, even maybe post some of those early ideas. Sketchbook images of your ideas are also interest readers.

5. **Talk about what makes this piece so special.** They are maybe your favorites in a series, or they've won awards, or you've received good comments about them. Share that with your readers.
6. **Reveal things about yourself as a person not just an artist.** You have 2 dogs or an iguana, they may or may not inspire your creativity but they are a part of your life, share that. Or do you have a favorite charity, promote that. Involved with sports or have a religious affiliation? That is important to your life, so write about what you are doing. Readers and buyers like to see that you are a "mensch", or why would it be called "social" media? (and if you can relate it to your artwork, all the better!)
7. **Reveal some of your dreams and plans.** What artwork are you planning to create? Do you have an idea for a new series? Are you going to take a trip, especially one that could inspire you creatively. These are all things that engage your readership and helps them relate to you.
8. **Write your text first in a word processing program.** Typing everything online you risk having spelling and grammar errors. It's so easy to type up your copy in your word processor program, then check spelling and grammar, and when it's error free cut and past it into your social media.
9. **If you find writing really difficult take a course at a local college.** There are lots of low cost adult education programs out there that can help you learn more about the fine points of writing.
10. **Hire a writer to show you how.** Really not able to write? Maybe English is your second language, or you just can't get the hang of it. Then invest in yourself and your art by hiring a professional who knows how to craft great copy. Have that person not only write your posts but also become your private tutor so that eventually writing will become easy for you.

Social Media presents you, as an artist, with the unparalleled opportunity to not only showcase your work but also to communicate who you are as the artist behind that work. And unlike real time conversations, you have the opportunity to think about what you are going to say before you put it out there for everyone to read. Don't miss this opportunity to get your brand out into cyberspace and attract a worldwide following!

If you are having difficulties with words, then let me, the Word Wizard, help you. You can contact me at 908-241-5874 or e-mail me at [the-questress@att.net](mailto:the-questress@att.net) for a FREE consultation.

*Leona Seufert, the Word Wizard, does promotions for two NJ galleries AND is an award winning exhibiting digital artist and curator.*