

# Social media guidelines for Wandsworth Artists' Open House (WAOH)

Social media can be a great way for you to spread the word about your work and about being part of WAOH. Below are some tips and guidelines to help you get the most from social media.

## Our social media accounts

Please follow us on our various accounts where we promote WAOH and other arts events going on in Wandsworth, and feel free to tag us in all your WAOH related posts, including the hashtag #WAOH.

**Twitter** @wandsworth\_arts 4086 followers

**Facebook** @WandsworthArtsTeam 942 likes

**Instagram** @wandsworthart 270 followers

## Why use social media to promote your venue?

- The strength of Wandsworth Artists' Open House is that it brings together a diverse community of artists, each with their own networks, groups, and followings
- What we do is facilitate conversation between you, which provides a great opportunity to reach new networks – cross promotion is key, and a fantastic way to reach new audiences and encourage them to come and see your work
- Social media provides the platform to do this, enabling you to chat, share, and promote each other reciprocally

## What social media platforms should you use?

We recommend using Twitter, Facebook, and Instagram. Each has its own purpose, specialities, pros and cons. To get the most out of these platforms for promoting your event, it's best to make your accounts public, rather than private, if you are comfortable with this.

- **Twitter** posts are up to 280 characters long and can include photos, videos, links, and hashtags. You can also tag other Twitter accounts using their social media handle, such as @wandsworth\_arts, and they can reply directly to what you write.
- **Facebook** posts can be considerably longer, and can also include photos, videos, links and hashtags. You can also tag other people and pages by typing the '@' symbol followed by their account name. People can comment on what you post.
- **Instagram** is primarily visual – you cannot post without posting a picture or video. Text functions more as a caption in this case, and whilst you can tag other accounts using their handle, such as @wandsworthart, you cannot link to a website in your caption. People can comment

## What should you post?

- Remember to get across your key messages. Let people know:

- **What** the event is. Tag @wandsworth\_arts (Twitter) @wandsworthart (Facebook) and @WandsworthArtsTeam (Facebook) and use the #WAOH hashtag to provide context
  - **When** your event is happening
  - **Where** your venue is
  - **Who** you are
  - **How** they can take part (i.e. by linking to the website)
- Use **images** and exciting, diverse content to engage people. This can include pictures of your work, studio, work in progress, your materials. The advantage of being artists is that your work provides you with great, exciting **visual content** – use it! Make sure your pictures are bright, clear, and in focus to get the best response.
  - You have a single location where people can get all their information – the WAOH website. This way you can keep your posts short and sweet and **send them to our website** for all the details about coming along to the event.
  - Use the link shortening website [Bitly](#) to **create a short link to your listings page** on the WAOH website to use in your posts. If you create an account, you can personalise the URL so people know what they're clicking on, and when you log in, you can track how many people are clicking on the link. For example, we will be using <http://bit.ly/WAOH-> to link back to the website in our posts – feel free to use this too!
  - **Use hashtags to engage with a wider audience** – keep them general and think about what people search for, such as areas and family hashtags. Make sure you also use **#WAOH** in your own posts, and search the hashtag to engage in conversation happening around the event.

Some example Tweets:

*We're getting ready for #WAOH! Pop down to #(AREA) this weekend and take a peek at our wonderful collages. More info here: <http://bit.ly/WAOH-> @wandsworth\_arts (including picture)*

*Have you seen @(ARTISTSNAME)'s recent paintings? Just round the corner from us in #(AREA), their Open House is well worth a visit this weekend! Plan your trail on the @wandsworth\_arts website: <http://bit.ly/WAOH-> #WAOH*

*Looking for some #familyfun this weekend? Why not make a trail and see some fantastic art around #Wandsworth as part of Wandsworth Artists' Open House! More info: <http://bit.ly/WAOH-> @wandsworth\_arts*

## What can you expect from the WAOH team?

- On Twitter, Instagram and Facebook we like to engage with as many of your posts as possible, by liking, commenting, and sharing them.
- It's also extremely helpful for us if you can **send images** with a short caption, your name and venue address to [arts@enablelc.org](mailto:arts@enablelc.org). We can then post these and promote your work and venue.
- Whilst it's important for us to keep our accounts busy and full of all your great content, it's important for us to strike a balance between promoting individual venues and artists and

the event as a whole. As such, we may not be able to share everything you send our way (though we will do our best).

- It's also important a lot of the sharing, discussion, and cross-promotion happens *between everyone taking part*, as well as coming from us. We want to create a buzz around the event, and the best way to do this is ensuring you keep a **vibrant, active conversation going**, rather than our single accounts flooding our followers with excessive amounts of content.