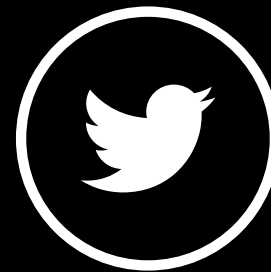
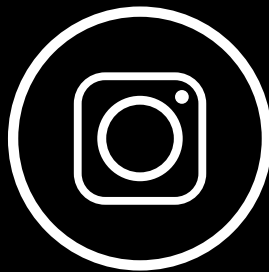


SOCIAL MEDIA FOR CREATIVES 101

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SOCIAL MEDIA PLATFORMS



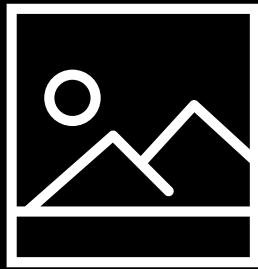
SOCIAL MEDIA FOR CREATIVES: 101 with

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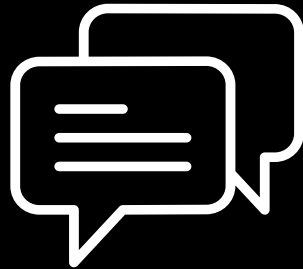
PLATFORM COMPARISON SUMMARY

	Strengths	Weakness	How to Use
Facebook	Widely-adopted by large segments of the population.	Upcoming generation may not stay on platform	Use status updates or photos to share your products, offers, services.
Twitter	Used by large segments of the population.	Fast pace nature can be a distraction	Share small posts that paint you as a subject matter experts.
Instagram	A fun, easy-to-use app.	Other apps provide a similar experience.	Share visuals of your creations, finished projects and works in progress.

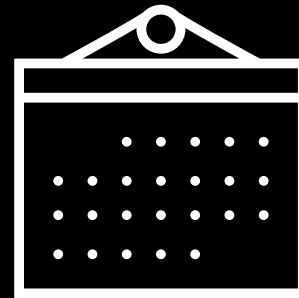
SOCIAL MEDIA CONTENT



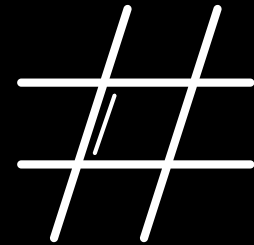
VISUALS



WORDS



FREQUENCY



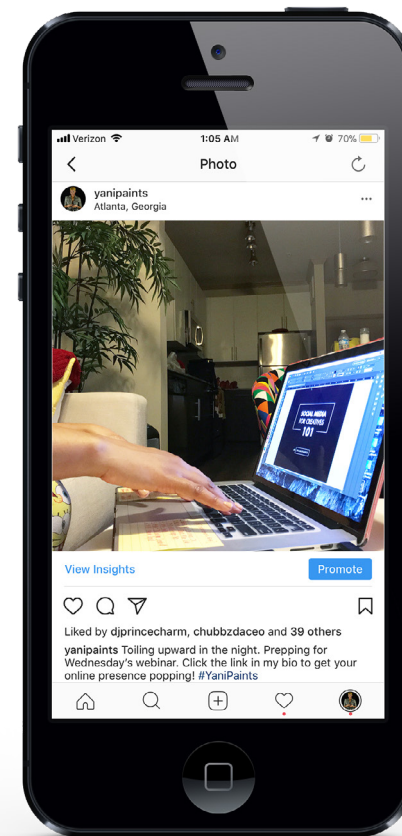
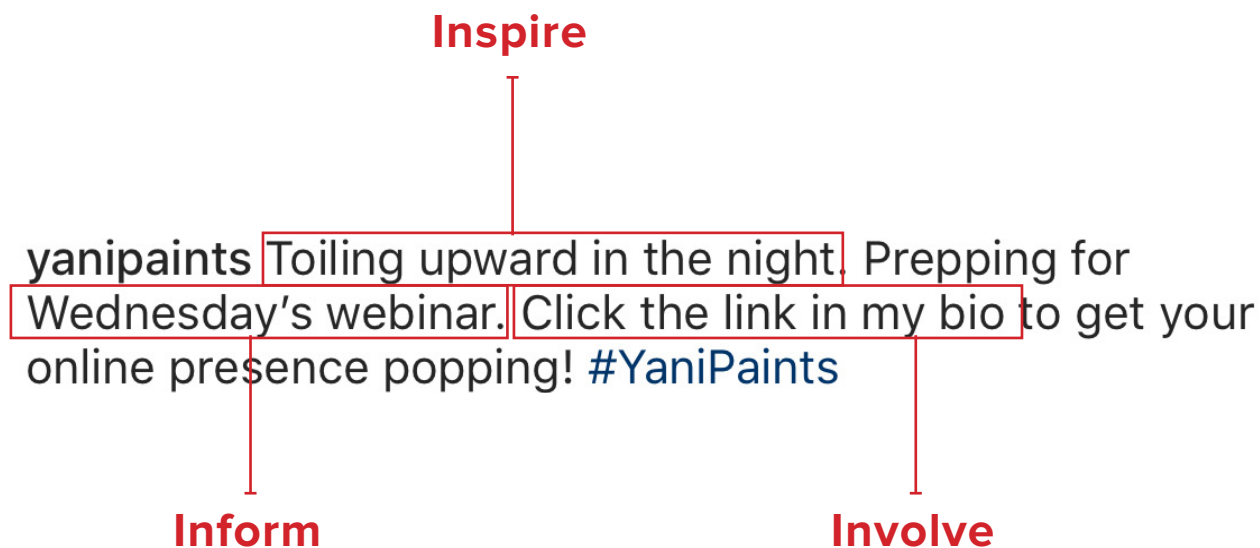
ENHANCERS

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WORDS

Inspire, Inform, Involve



FREQUENCY

-  Facebook - 3 times per day
-  IG (posts) - 6 times per day
-  IG (story) - 6 times per day
-  Twitter - 12 times per day

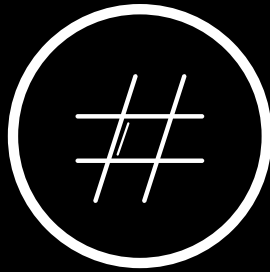
MEASURING

$$\frac{\text{(likes + comments + retweets etc)}}{\text{total number of followers}} = x$$

then $\frac{x}{\text{the number of posts}}$

= **engagement rate**

SOCIAL MEDIA SHORTCUTS



HASHTAGS



**TWITTER
CHATS**



**FACEBOOK
GROUPS**

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HASHTAGS

#savvybusinessowner	#artvsartist	#GraphicDesign	#creativityfound
#goaldigger	#artdistrict	#cartoon	#colorventures
#goalgetter	#sharingart	#characterdesign	#ThatColorproject
#creativeentrepreneur	#followart	#creative	#diyproject
#creativepreneur	#wynwoodmaps	#designers	#crafternoon
#calledtobecreative	#iamwynwood	#doodle	#doityourself
#mycreativebiz	#PeopleofWynwood	#handdrawntype	#creativelife
#communityovercompetition	#myunicornlife	#illustration	#createeveryday
#marketingguru	#choosetl	#photoshop	#doitfortheprocess
#brandingstrategist	#exploretocreate	#typedesign	#wemakecollective
#solopreneur	#peoplescreatives	#vectorart	#b3believer
#entrepreneurlife	#yonipower	#illustrator	#b3breakthrough
#buildyourempire	#supportblackart	#postitforaesthetic	#smallbiz
#beyourownboss	#supportlivingartists	#colorcolourlovers	#onmydesk
#MiamiArtist	#makeartthatsells	#huffpostgram	#creativelifehappylife
#TampaArtist	#youngblackartists	#popyacolour	#blkcreative
#AtlantaArtist	#entrepreneurs	#handsinframe	#communityovercompetition
#MiamiPainter	#travelingartist	#ABMlifeiscolorful	#TheGuild
#Artwork	#visualsoflife	#DSColor	#graphicartistsguild
#ArtSpaceCaribbean	#GraphicArtist	#DSpattern	#TheGuildChat
#AcrylicPainting	#myunicornlife	#DStexture	#TheGuildChatLIVE
#AcrylicOnCanvas	#designerlife	#DSlettering	
#iloveart	#designerlifestyle	#LiveColorfully	

TWITTER CHATS

MONDAY

#CreativeCoffeeHour

hosted by Mira Joleigh

9pm ET

#Blkcreatives

hosted by @_MYCC

2nd Tuesday of the Month at 9pm ET

TUESDAY

#Blog Elevated

hosted by Blog Elevated

10pm ET

#SideHustleChat

hosted by @soasidehustler

8pm ET

WEDNESDAY

#Creativesmartgirl

hosted by @GlamSavvy

8pm ET

#Creativelounge

hosted by Kayla Hollatz

8pm ET

#SavvyChat

hosted by Heather Crabtree

11pm ET

THURSDAY

#TheGuildChat

hosted by @gaguild_so

3rd Thursday of the Month at 7pm ET

FACEBOOK GROUPS

Graphic Designers All over the world

3D Studio Max, Photoshop, Maya - Tutorials Garden

Bloggers

Creatives Corner

Graphic Designer Jobs

GRAPHIC DESIGNERS ARE HOTTER THAN ARCHITECTS!

GP Calligraphers

Blogging Boost

Creative Design Perspective

Type&Typography

DesignHer

Graphic Design

BLOGGERS WORLD

Bloggers Funda

Social Boss with Caitlin Bacher

UI/UX designers

Graphic Designer Tips Lounge

Fonts • Lettering • Design

The Designers League

WHAT FONT IS THIS?

Bloggers Supporting

Savvy Business Owners

WANNA

#KICKITWITHYANI

?

EVERY 3RD THURSDAY

TWITTER CHAT

TWITTER / VIRTUAL

#THEGUILDCHAT

APRIL 14, MAY 12,
JULY 14, AUGUST 11

EDUCATIONAL MEETUP

VARYING LOCATIONS IN
ATLANTA + FT. LAUDERDALE

#THEGUILDCHATLIVE

MARCH 31, MAY 19,
JULY 28, SEPTEMBER 29

SOCIAL HANGOUT

VARYING LOCATIONS IN
ATLANTA + FT. LAUDERDALE

COCKTAILS + GRAPHICS

For more information visit graphicartistsguild.org/about/southern

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