

# How to 'Whirl - Artist Edition

## Art-A-Whirl® Prep and Planning

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## About Art-A-Whirl®

Northeast Minneapolis Arts Association (NEMAA) presents the 30th annual Art-A-Whirl®! Art-A-Whirl is the largest open studio tour in the nation, and it happens in Northeast Minneapolis! It's a great opportunity to tour private artist studios and galleries, connect with hundreds of artists, and purchase original artwork. 1,400+ artists and galleries are participating in Art-A-Whirl this year at over 100 sites, including studio buildings, galleries, homes, restaurants, and breweries. This event is free and open to the public.

Visit [nemaa.org/art-a-whirl](https://nemaa.org/art-a-whirl) to access the Artist Directory, Maps, online shops, and Dining & Brew Guides. Closer to the event we will have Art-A-Whirl Activities listings of exhibits, art demos, interactive activities, family-friendly offerings, music line-ups, and food truck locations. The printed NEMAA Directory & Art-A-Whirl Guide will be available at studio buildings and throughout Northeast by May 1st.

Use #artawhirl2025 & #nemaamn hashtags to spread the word about your artwork, events, or experience as an artist or visitor!

### 2025 DATES AND HOURS:

- Friday, May 16 – 5–10pm
- Saturday, May 17 – 12–8pm
- Sunday, May 18 – 12–5pm

### Join NEMAA

The first step in participating in Art-A-Whirl is to [join NEMAA](https://nemaa.org). NEMAA membership ensures that you are in all materials for Art-A-Whirl, including:

- The printed NEMAA Directory & Art-A-Whirl Guides (deadline of March 1st).
- Your site on the printed map within the Guide (deadline of March 1st).
- An online profile on [nemaa.org](https://nemaa.org) with image gallery and optional online shop.
- Your site on the online map.
- Your Art-A-Whirl Activities included on the Art-A-Whirl Activities page.
- A 3ft red dot sign to indicate NEMAA artists are at your site (one per site).

**Being officially a part of NEMAA's Art-A-Whirl materials gets you in front of a large audience. On average, Art-A-Whirl brings in 120,000 in-person visitors. 160,000 people visit the NEMAA website during the month of May, with half a million page views. NEMAA's social media reach during the week of Art-A-Whirl is around 150,000.**

\* Note that NEMAA membership does not automatically give you a spot for Art-A-Whirl. Read the section on Guest Artists for more information about finding space.

**NEMAA membership benefits also include:**

- The option to create your own personal online shop attached to your member profile, with your products included in the [NEMAA Online Shop](#).
- Your news and events posted and shared on NEMAA's website, Audience e-newsletter, and social media channels.
- Access to NEMAA member e-newsletter with NEMAA news and a round-up of Artist Opportunities, including calls for art.
- Free attendance to all NEMAA professional development workshops (otherwise \$20 for non-members).
- 20% Discount at [Art Materials](#) with proof of membership.
- Discounts averaging 20% on advertising with [local media partners](#).

Year-round the NEMAA website has an average of 300,000 unique visitors, with 860,000 views.

**Member Dues**

NEMAA membership is annual, and renews/expires on January 1st every year.

- Individual Artist: \$110
- Student Artist: Free (with a limit of 4 years)
- Emerging Artist: \$55 (with a limit of 2 years)
- Dakota or Native Artist: Free
- Professional Gallery: \$170
- Nonprofit: \$200
- Business: \$350
- Community Friend (for supporters): \$100

**Purchasing a printed profile image**

Artists have the option of purchasing a profile image to accompany their name and contact info in the printed Directory for an additional \$30. We highly recommend doing this, as the printed directory is kept and used long after Art-A-Whirl, and users scan the pages looking for artwork that stands out to them.

**Tip:** Use an image of your artwork that best represents your work and style, instead of a headshot.

**Note about profile images:** if you purchase an image for the printed Directory, NEMAA will use your **profile/banner image**, unless you upload a logo. Then we will use the logo.

**Fill out your Profile**

This is the most important thing you can do, after joining NEMAA. Make sure to include your contact info, Art-A-Whirl location, links to your social media, and upload images of your work, both for your profile image and your image gallery. NEMAA uses your profile information for both the printed and online directories and maps. Don't forget to hit the "Update" button!

**Tip:** Check how your profile is displaying in the [nemaa.org](http://nemaa.org) website from the front end.

### **For Guest Artists**

Guest artists do not have studio space in Northeast, so they participate as pop-ups at various venues, either in other artists' studios, galleries, or at host site businesses like breweries or restaurants. Guest Artists may already have a site which they plan on participating at. They simply need to update their NEMAA profile and check "Guest Location."

### **NEMAA Resources:**

#### **Host Site List**

For Guest Artists that do not have space, NEMAA provides a [list of sites that are looking to host artists](#). Artists must contact sites on their own and arrange for placement. Some sites are free, others charge a small fee (\$25—\$100) to put towards marketing the site. A few in high-traffic areas are set up like an art fair with booth fees in the \$300-\$500 range. You will be expected to provide proof of NEMAA membership.

#### **Get on the List as a Host Site**

If you are looking to host artists at your site, you can fill out the [form to be included here](#). Be mindful that the print deadline is March 1st. Any artists that become attached to your site after that date will be reflected online only. If you are looking for more information on being an Art-A-Whirl site, check out NEMAA's **How to 'Whirl - For Sites & Businesses**.

### **Hitchhikers**

You may come across folks that participate in Art-A-Whirl but do not support the event or their site by being a NEMAA member. Instead of working all together to cross-promote and draw your different followers together, hitchhikers are relying on NEMAA, you, and other artists' draw to bring people in for them, without contributing themselves. They also do not exist in the printed Directory, the online directory, or maps; your building or site will look like it has less people and activation than it does in real life. Hitchhikers are invisible right up until a person walks in front of their display.

Hitchhikers not only hurt NEMAA, you, and your site, but they are also doing themselves a disservice. NEMAA is often contacted by a past Art-A-Whirl attendee who knows exactly what the art looked like, but cannot remember where they were or the name of the artist. NEMAA's online directory is year-round, and the only people who usually contact us are the ones who have been scouring the directory and cannot find the artist, because the artist wasn't a member. That's a follower, client, and sale gone.

If you are aware of an artist or business hitchhiking on Art-A-Whirl, it merits a conversation from a peer.

- Educate. Perhaps this person just doesn't know about NEMAA, all the cool benefits, and how Art-A-Whirl participation is set up. Help them out!
- Hold hitchhikers accountable. You don't need to aggressively confront or shame people (you are trying to build a productive long-term relationship afterall), but you can be honest about how their actions are negatively impacting you, your fellow artists, and themselves in the long run. Give them a chance to rectify the situation.

We are stronger when we work together, so help NEMAA grow by welcoming in all members of our community.

## **Studio Set-Up to Receive Guests**

### **Flow**

To improve visitor experiences in your studio during Art-A-Whirl, consider how they will move around your space. Is there room for them to walk around? You may want to rearrange your studio to increase flow by pushing tables against walls, hiding supplies, or even temporarily removing items and storing them elsewhere.

### **Display**

Artist studios can be a chaotic space when a creator is in the middle of bringing art to life. A visitor may not know what art is complete, what is in progress, and what is available for sale. When preparing for Art-A-Whirl, be mindful of your "display" areas. Is there a clear area where visitors can look at your finished art? Are you pieces labeled for sale? Where do visitors go if they want to purchase something?

### **Human Interaction**

People don't assume every studio is open, or that they are welcome in your space even if your door is open. It can help to prepare a script for yourself to invite visitors into your area.

- If people linger at the door, give a gentle welcome and let them know your studio is in fact open.
- Let people know what you are selling when they walk in. Artist [Kelly Helsinger](#)'s script is: *"Hey, welcome! I'm the artist and I'll just be here painting. Feel free to look around. All originals on the wall are for sale and there's a wide selection of prints on the table. Let me know if you have any questions."*
- If you will not be participating for all hours or days of the event, consider placing a sign on your door with your participation details.
- Perhaps play some quiet music on a bluetooth speaker to avoid awkward silences or to make a visitor feel more welcome.

### **Self Care**

Art-A-Whirl can be a long three days where you need to put your best foot forward to the public. Make sure you are taking care of yourself so that it is a positive experience for you, too.

- Pack water, ibuprofen, snacks, lip balm, layers of clothing, and other items to keep you comfortable.
- Have a buddy scheduled to stand in for you if you need a break, or
- Make a sign that reads “Be Back Soon” if you need to close your door or step away.
- Try to get enough sleep each night, and make sure you stay hydrated.
- Plan ahead about how you are getting into and out of the area so you are not rushed or scrambling to find parking space as the event begins each day. Consider having someone drop you off or carpooling with other artists at your site.

## **NEMAA Resource:**

### **Ride the Bus.**

NEMAA works with Metro Transit to provide [free passes](#) all across the Metro Area for all three days of Art-A-Whirl. If parking is a concern for you, consider parking farther away from your site and catching the bus in. [Routes can be found here.](#)

## **Sales & Inventory**

With over 120,000 people moving through NE Minneapolis during Art-A-Whirl weekend, it is a perfect opportunity to focus on maximizing art sales. When you are preparing your studio for visitors, we recommend that you plan your inventory weeks ahead of the event. Ask yourself, what are you selling? Original works, prints, jewelry, ceramics, clothing, etc? Offering a variety of price points, sizes, and products can increase your sales. If you are a painter that invests a considerable amount of time into your work, leading to limited inventory, consider what small items and parts of your creative process can you turn into a product. Anything in your studio can be sold at Art-A-Whirl. We have seen leather workers package cut offs and scraps and watercolorists turning imperfect works of art into bookmarks. The more inventory you have to choose from, the more sales you can potentially make.

### **Price Points**

People are motivated to buy at Art-A-Whirl, but what they purchase and from whom varies. If sales are your goal, consider having a range of price points. Build your inventory over time at different ranges.

- **Impulse Buys**  
\$5—\$30. These sales are small and frequent. Buyers may be seeing your work for the first time and do not need to deliberate about purchasing it. These sales add up, and are a great way to build your client list. Get thrifty and keep your costs low: consider selling sketches, prints, test products, and more. A plastic sleeve and backing-board can take a sketch to a sellable product in seconds.

- **Mid-Range**

\$40-\$250. About half of Art-A-Whirl attendees spend this amount during the weekend, either with one artist or several.

- **Premium**

Some artists share tales of a first time buyer who breezes into their studio and buys a painting for several thousands of dollars. This does happen occasionally (about 2% of Art-A-Whirl attendees report spending more than \$2,000 on art during the event), but it should be considered rare. Expecting this to happen out of the blue is like planning your retirement around winning the lottery.

In reality, big sales take time to cultivate and are usually made by repeat customers who have been familiar with your work for years. This is where marketing and consistent communication with your clients and followers pays off.

**\*A note about installments.** Sometimes a customer falls in love with a piece and does not have all the money up front to purchase it. One way to ensure a sale is to reserve the piece for them for a limited period of time and set up a payment plan where the person can pay you in installments. This should be two to three payments, no more. Once the piece is paid for, the client can pick up the piece from you.

### **Display your prices.**

Don't let customers guess. Even a simple handwritten tag hung with poster putty will do. Customers might assume your work is too expensive and may be too shy to ask. Label everything that is for sale or hang signage near products.

### **Point of Sale**

It is important to make payments easy for customers. If you plan on taking cash, bring money with you to make change. Set up apps ahead of time and create signage for the payments you accept. Example payment processors include Venmo, Paypal, and Square. Make sure you have reliable internet and cell service, and make sure you have a back-up plan in case that fails.

### **Pro tips:**

- Keep prices rounded to dollars so you do not need to deal with making change.
- Keep track of every transaction (cash, Venmo, Square, etc), whether as part of the app you are using or in a spreadsheet.
- Include sales tax in your prices so you do not need to calculate that at check-out. You can also set sales tax in Square to automatically calculate a sale.

### **Sales Tax**

Minneapolis sales tax for 2025 is 9.025%. If you are selling your art, you should have a sales tax ID and file taxes yearly. This can be set up easily at:

[www.revenue.state.mn.us/sales-and-use-tax](http://www.revenue.state.mn.us/sales-and-use-tax)

## **Packaging and Transport**

Make sure you think about how visitors will carry away your art. It makes sense to protect your work with a plastic sleeve, a kraft paper wrapping secured with packing tape, or in a bag with handles.

For larger works, consider allowing clients to come back to your studio later to pick up a piece instead of carrying it with them through Art-A-Whirl. This also allows you to reconnect with the client once it's quieter and you can focus on them.

## **Call to Action & Follow Up**

A call to action is a prompt that encourages a customer or visitor to perform a specific task. To understand your calls to action, think about what you want your visitors to do when they enter your space. The most obvious call to action is "buy my stuff," but sales of physical products are not the only reason to participate in Art-A-Whirl. Secondary calls to action can include:

- Booking clients for your services (a photography session, interior design job, a commission, etc)
- Signing people up for classes or workshops that you teach
- Signing up for your email list
- Following you on social media
- Visiting your website or reading your blog

Whatever your calls to action, make sure you keep them in mind during the event and coordinate your marketing materials to match the goal.

## **Stay connected**

Don't waste this opportunity to make a great first impression and stay in contact with customers or potential customers. Make sure to have your contact information clearly displayed and encourage people to take note of it. Business cards, printed QR codes, signage, social media handles, email list, etc.

## **Help NEMAA collect some data**

Send out the Art-A-Whirl Visitors Survey to your audience once Art-A-Whirl ends:

<https://www.surveymonkey.com/r/2025-AAW-Visitor-Survey> (will be live when AAW begins)



## **Demonstrations & Interactive Offerings:**

Art demonstrations are a great way to entice people to watch your process and ask questions. This can help make visitors feel more welcome in your space, connect them to the meaning of your work, as well as make you feel more comfortable interacting with visitors, especially if you are a more introverted individual. If you are planning to do a demonstration during the event, keep some things in mind:

- Make it easy to step away from your project if customers want to buy something (for example, a painter will wear gloves and have paint rags nearby to clean up quickly).
- Try to position yourself in the eye line of the door so you can greet people, but not in the way of where customers will look at your inventory.
- Interactive Activities such as mini-classes, workshops, or communal art-making sessions are also an excellent introduction to you and your medium, and can be the reason visitors make it a point to visit your space.
- It helps to have at least two people on hand for interactive sessions. One to lead visitors, and another to interact with visitors who come in during the session and to process any sales.

## **NEMAA Resources**

### **Materials Stipend**

NEMAA partners with [Wet Paint](#) and [Continental Clay](#) to provide art materials and clay for NEMAA member artists conducting FREE-TO-ATTEND art demos and interactive activities for Art-A-Whirl. Gift cards to Wet Paint are available up to \$150, and end-run clay is available up to 100 pounds. [Apply Here](#). **Deadline April 10, 2025.**

### **Submit an Art-A-Whirl Activity**

NEMAA will share information about Art Demos, Performances, Music, Interactive Activities, and Family-Friendly events on the [Art-A-Whirl Activities page](#), as well as with other print, radio, television, and digital media outlets. To be included, [fill out and submit the form](#) (you need to be logged in) by **Friday, April 25th, 2025.**

## **Marketing**

NEMAA's marketing for Art-A-Whirl is very robust, but each individual artist also needs to focus on strategic marketing to make sure they reach their specific audience for their art.

### **Reach your audience in multiple ways**

58% of Art-A-Whirl attendees say that they first learn about Art-A-Whirl and are reminded that it's happening each year through word of mouth, that is, other people talking about it. How do you get people to talk about it? By you talking about it—with your friends, family, and colleagues, by writing about it in your emails, posting on social media, by advertising, sending postcards, and putting up signs.

According to the Marketing Rule of Seven: a potential customer needs to “hear” the advertiser's message at least 7 times before they'll take action to buy that product or service.

If the message is “Come to Art-A-Whirl,” that means that you need to expose your current followers and customer base to that message at least seven times before they commit. Also, make sure you are sharing your name, location and studio number prominently!

## 2025 Art-A-Whirl Promotional Toolkit

### The Art-A-Whirl® Trademark

When using the Art-A-Whirl® name in promotional material such as titles and graphics, please use the trademark ® symbol (option R on Macs). You do not need to use the trademark symbol in regular body text, but please make sure to spell/capitalize/punctuate correctly: Art-A-Whirl.

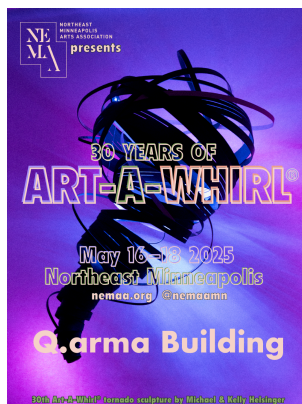
### Important urls:

- NEMAA Website: [nemaa.org](http://nemaa.org)
- Art-A-Whirl Page: [nemaa.org/art-a-whirl](http://nemaa.org/art-a-whirl)
- [Facebook Event](#) (Share this instead of making your own event!)
- [Submit an Art-A-Whirl Activity](#). **Deadline April 25, 2025.**
- Your personal profile/shop (copy from the url address bar): [nemaa.org/artists/yourname](http://nemaa.org/artists/yourname)

### Visual Assets:

- [Folder of assets!](#)
- [Art-A-Whirl 2025 4:5 Image for Instagram Grid \(new format\)](#) - customizable, add text
- [Art-A-Whirl Image for Instagram Stories \(new format\)](#) - customizable, add text
- [Art-A-Whirl Facebook Profile Banner](#)
- Transparent Art-A-Whirl 2025 Logo in Black & White - [v1](#) (preferred), [v2](#)
- [Art-A-Whirl standard postcard, front](#)
- [Art-A-Whirl standard postcard, back](#)

### Customizable Art-A-Whirl Site Templates — Example:



## Templates:

- 4:5 Template (can be used for events listings and Instagram) in [PNG](#) and [PDF](#)
- Banner Template (can be used for email headings and Facebook) in [PNG](#) and [PDF](#)

For Illustrator/Photoshop, use the [font file Futura](#) in color #f5d6cc (off-white).

We recommend the free site [Canva](#) for those without Illustrator/Photoshop to edit png files. For Canva,

- Create a design. 1200 x 1200px for square, 2029px wide x 751px high for banner.
- Upload png files (left side toolbar), click the uploaded file and expand it to fit the full document.
- Add text (left side toolbar), select "Add a heading."
- Use Open Sans Bold font, all caps, sized 68 (you can shrink down to 58 or 48 if necessary). Text color is #f5d6cc (off-white).
- Use the "Share" button in the upper right corner to select format and download.

## Other NEMAA Resources:

### Event Calendars

NEMAA makes sure Art-A-Whirl is included on all local event calendars, but members can use [this list of free event calendars](#) to increase their marketing footprint year-round for their other events and open studios.

### NEMAA Member discounts with local Media Partners

If you are ready to consider paid advertising, NEMAA has negotiated [discounts with over a dozen local media partners](#). Most are 20%.

## Marketing on Social Media for Art-A-Whirl

When it comes to an artist's individual marketing plan for Art-A-Whirl, it can be tempting to do a round of social media posts the week of Art-A-Whirl and call it good, but that's simply not enough.

### Suggested social media marketing strategy:

- To start, please share and INVITE your followers to attend [NEMAA's Official Art-A-Whirl Facebook Event](#). Pages can invite their client list now, too!
- Make sure your posts are set to **public**, not only to your friends or followers.
- Post 3+ times a week on the platforms you enjoy most, starting at least by May 1st (three weeks ahead of Art-A-Whirl), but earlier is better.

- Tell a story with your posts: don't just do promo posts. What are you selling? Who are you as an artist? You need to draw people in and show them why they should care about your work and why they should come visit you.
- Use phrases like "(activities at your site) **during** Art-A-Whirl" instead of "Art-A-Whirl **at** (your site)" so people do not get confused. Art-A-Whirl is happening all over the place (yay!), not at one specific location.
- Post engaging photos, videos, and stories in addition to event graphics (more below).
- Hashtags: Use 3 to 5 strategic hashtags that are relevant to your content, including **#nemaamn** and **#artawhirl2025**. Don't use tags that have over 1 millions posts behind them and include tags within your caption.
- Write engaging captions (more below).
- Keep your account branded and cohesive. Don't post content unrelated to your business (more below).
- Recruit someone to take pictures and videos during Art-A-Whirl and post them.

### **Scheduling Social Media Posts:**

You can schedule social posts for Facebook and Instagram through the Meta Business Suite. It has some limitations, but if you are just posting photo content, consider batching your social posts. Here are some other scheduling tools that give you flexibility with more social media apps:

- [Later.com](https://later.com)
- [Buffer.com](https://buffer.com)
- [Hootsuite](https://hootsuite.com)

### **A Deeper Dive into Social Media: Instagram and Beyond**

If you want to take a more aggressive approach to social media, this section is for you. Though social media platforms continue to change rapidly, it is still advantageous to leverage Instagram and Facebook for your creative business. Instagram is still a powerful tool for creators and when you get into a consistent schedule creating content for this platform, you can easily recycle this content across the other platforms you use. Like:

- Threads: best for text content and it is easy to connect with local people using location hashtags. You can recycle your Instagram captions and also post your Reels and photos automatically through Instagram.
- Youtube: You can recycle your Reels content as Youtube Shorts.
- Facebook: You can recycle both Reels content, stories, and photos.
- Other platforms include Bluesky, Tiktok, Reddit, and any other platform you are already using to connect with your local audiences.

### **Tips for Reels, Photos, and Stories on Instagram:**

- Try to aim for 3+ Reels and 1 to 2 photo posts each week. Reels are favored by the algorithm over photos and carousel posts (up to 20 photos and videos) are favored more than single photo posts.
- Keep Reels 3 to 15 seconds long: shorter videos can be more likely to get replayed as someone lingers on your caption and/or adds to your comment section, but you can experiment with longer videos if the content is very engaging.
- Talking head videos, voiceovers, and content that tells a story are more engaging and easier to connect with in comparison to a single event graphic post.
- Use trending audio to increase chances of being seen by a wider audience.
- Watch for trends in your Reels feed and consider applying the template to your own content.
- Don't feel pressure to post more than once per day. Focus on quality over quantity and try to have fun with your content.
- Use your 3—5 strategic hashtags on both static photo posts and Reels. (Use **#nemaamn** and **#artawhirl2025**)
- Post 1 to 2 stories a day. Don't exceed 5+ a day.

### **Your Brand and Message as an Artist for all Platforms:**

Your social media should clearly communicate your brand and message as an artist to help connect consistently with your audience and build a loyal customer base. Ask yourself the following questions and align your content with the answers:

- What is your art style? (your subject matter, color choices, etc.)
- What does your art say to viewers?
- What is your personality and the tone you communicate in posts? (funny, serious, dramatic, inspiring)
- What subjects do you talk about?
- What is your broader message as a creator?

### **Your Username, Profile Pic, and Bio:**

First impressions matter. When a potential follower looks at your account, you need to hook them immediately. It should be clear that you are an artist that is open for business.

- Username: Pick something clean, concise, and consistent (can you use the same name across all platforms?)
- Profile Pic: Use a photo related to your art or you as an artist.
- Bio: This should be short and sweet. Talk about who you are as an artist, what inspires you, your studio location, or other relevant facts. Include a call to action (e.g. sales, commissions).
- Link: Whether it's to your NEMAA shop, Etsy, or a personal website, give your audience the option to learn more about you and your work.

### **Photo Quality, Staging, and Consistency:**

Instagram and most social media apps we use are visual platforms. The quality of your photos/videos is crucial. Keep the following in mind when creating your visual content:

- Good lighting: use daylight bulbs, photograph outside, and keep things bright
- Staging: using consistent staging props and backgrounds helps keep your profile looking cohesive.
- Negative space: keep your profile looking clutter free by creating negative space in your photos to give the eyes a rest.
- Variety of compositions: create variety with different photo angles, close-ups vs. wide shots, process videos, time-lapse videos, portraits of you with your art, etc.
- Process photos are great, but the viewer should be able to see where the piece is heading if the art is the focal point. If your work is at an earlier stage, focus on the telling a story with the surrounding studio space to make the image/video more engaging and attractive
- Use promotional graphics and text sparingly in static photo posts. Text on Reels can hook a viewer's attention if used wisely.
- Using caption text in voiceover videos can help hook viewers and communicate your message more effectively.

### **Caption Content and Voiceovers**

Building trust and showing your personality to your followers is a must. Captions and voiceovers on Reels and videos give you the best opportunity to really show who you are. Don't just post the specs about a piece—that's not interesting.

- Start a conversation with your captions and voiceovers
- Think about the tone you want to communicate.
- Think about topics related to your art and your process.
- Think about what makes you unique.
- What's your story? What can your viewers relate to?

### **Community Engagement**

Captions and voiceovers matter, because engagement matters. Meaningful comments help boost your posts and your responses to those comments help to build trust, loyalty, and community.

- Focus on creating and fueling a conversation in your comments section.
- Your replies to comments can be as simple as emojis, but if someone puts a lot of energy into a comment, consider matching it.

### **How to Post More Frequently:**

It can seem overwhelming to post often on social media when you don't have enough time to create a lot of new pieces. Below are tips to help you create more content without creating more art. You don't have to post a new piece in each post. Focus on telling a story.

### **Post the Same Piece a Couple of Times:**

- It's okay to reuse pieces of art in your profile. It doesn't have to just show up once, but it's important to photograph it differently. You can stage your piece with other complementary pieces, do close-ups, head-on shots, stage with home décor, angled/dynamic shots, photos of the art in different scenarios like holding the art outside, staging it on a table, or even staging your art with photo staging apps.
- Holding your art in photos or posing like you're working on a piece is a great way to incorporate yourself into your photos without looking too staged. This also prevents a photo from looking like a selfie.
- Limit yourself to posting the same piece no more than 3 times in the first 9 photos of your profile. Just keep the composition new, fresh, and staggered between photos of different pieces and your followers shouldn't get burned out.
- You can also use the same photos every couple of months and archive older appearances so if someone decides to scroll through your profile, it doesn't look like you are recycling the same photos over and over again.
- When you recycle old photos, wait about 2—3 months. You'll have a new batch of followers by then so the photos will continue to look new.
- You can photograph older works and repost them now in various staged compositions.
- Photographing your finished works from the past in different ways to include more clean negative space around the work will help open up your profile.

### **Capture the Process of Your Work:**

- Process videos are a great way to gain more exposure. Doing little snippets of close-up details or capturing an entire time-lapse video of your work can help increase interest in your work.
- Video posts have way more potential to be seen by a wide audience than still photos. Definitely consider making videos to give your account a boost! Reels are your friend.
- Capture process photos/videos that show a piece 75% done or more to keep your cover photo looking curated and attractive enough to be on your profile. Post the rest of your early process content in a story.
- When you post time-lapse videos, try to end the video where the piece is finished or at least nearly finished. This will make the content more attractive and engaging (then choose a cover photo for the video that is near the end of the process while posting).

### **Focus on Creative Lifestyle Content:**

People love learning about artists and their studio life. When you don't have new art to post or you want to start a specific conversation, consider the following for Reels content ideas:

- Give a studio tour and show your workspace.

- Show off your favorite art supplies and show how to use them. (Consider tagging the companies to increase chances of them sharing your work with their audience.)
- Explain the meaning of your work or the ideas behind a series.
- Share studio or process stories that can be relatable or surprising to viewers.
- Share your sketches or sources of inspiration to build more meaning behind your work.
- Share funny and relatable artist experiences.