



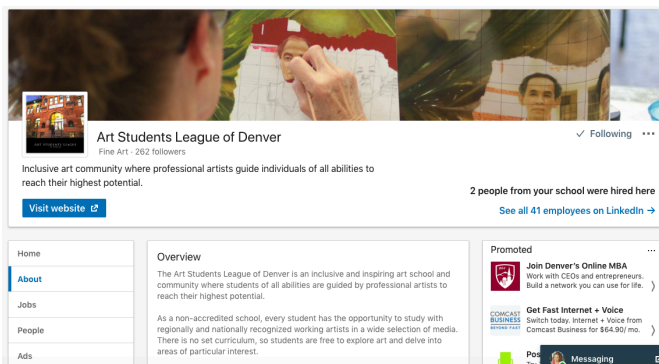
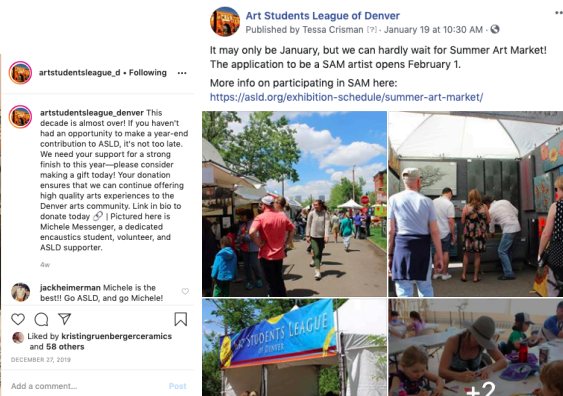
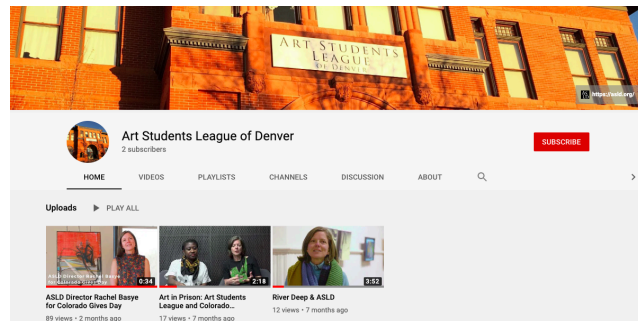
Social Media Insights & Recommendations
Prepared December 2019/January 2020

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SUMMARY + OBSERVATIONS

As discussed in the [Social Media Scorecard Competitive Analysis](#), Art Students League of Denver (ASLD) does a fantastic job overall of keeping social channels active. Content posted is appropriate, though the tone often veers into broadcasting instead of remaining conversational and the dialects or tools of each platform are not always used to the organization's greatest advantage. Overall performance is similar to that of both direct competitors and entities with similar target audiences and/or constituencies. Relatively small changes are needed to improve these channels and use them to support the upcoming changes to the print catalog.



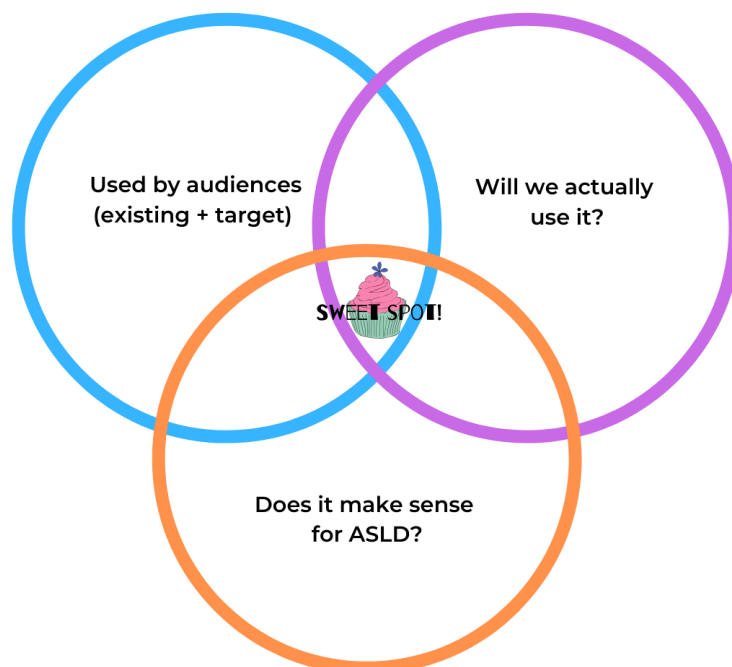
GENERAL RECOMMENDATIONS

Social media is a dialogue, not a monologue and it's important to use social media (and each individual platform) as it was designed. Posts should be informative, yes, but also conversational in tone as well as interactive. Keep up with new offerings and updates within platforms to use each network to best benefit ASLD. Detailed recommendations on how to use each platform to its best capacity are explored in depth in the "[How to Use Existing Platforms](#)" section of this document.

Choosing Platforms

The needs of organizations change. Platforms change. It's OK to abandon platforms. It's also OK to squat on a site and do nothing with it... for a time *or* ever. When adding anything new, have a strategic conversation: Why that platform? How will we use it? What is our goal? Make sure platforms:

1. Are places where your target audiences are.
2. Are easy for you to use and keep up with.
3. Are used to the best effect using the tools the platform has to offer.



Audience

Knowing which platforms your audiences (existing or desired) are using requires knowing who your audience is and who it could be. More than 80% of millennials use Facebook, with Instagram being their second most-used platform. Pinterest, Facebook, and Instagram are the most popular among women. Facebook and YouTube are most used by older adults (note that the way older adults use YouTube is very different from the way it's used by youth).

Brand Identity

When adding a new platform, it's imperative it's one that makes sense for your organization to use. For example, would most of your existing audience or people you're trying to reach be shocked or impressed to find ASLD using a platform like Snapchat or TikTok? Yes, those are used by younger audiences and the teens we want to reach with our youth programming, and those audiences are also using Instagram. Instagram has some of the ephemeral qualities of Snapchat (stories, stickers), and also a wider audience base with longer performing content. Main point: Your social platform choices *and* the way you use those chosen platforms should reflect the personality of your organization.

Usability

ASLD does not need to be all the places on all the things. Social media can be exhausting and a time-suck; typically that happens when organizations are using too many social networks because they feel like they need to be everywhere and/or are always adding the newest thing. It's better to be fewer places and use those platforms to their full advantage (quality) than to half-heartedly be on the latest and greatest network (quantity).

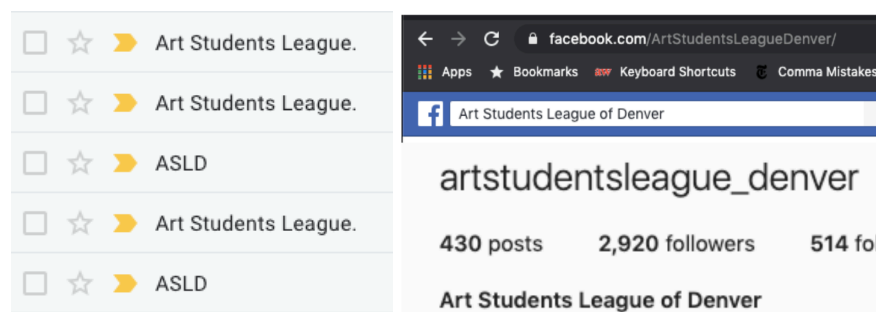
Brand Consistency

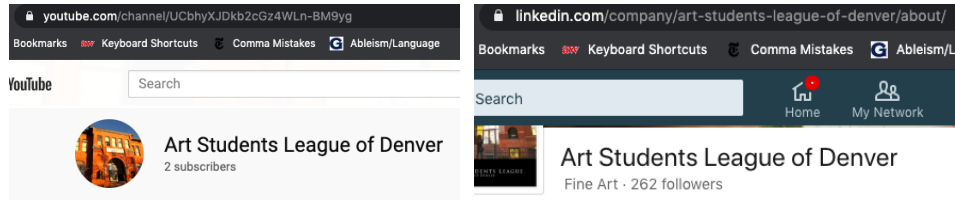
When adding or continuing use of existing platforms, consistency in how we present our name and our handles is key. Keep in mind that search works differently on different platforms. You can search ASLD on Facebook and find us. If you search ASLD on Instagram, you find the teens and location tag but not the main brand account. Search on LinkedIn finds people but not the page. So, we want to keep our names similar across platforms but also ensure we include the most popular search terms. If people use ASLD as a shorthand, let's make sure it's included in our display name (different from the handle/URL).

Be aware:

- ❖ Newsletter is sent from two names: ASLD and Art Students League of Denver
- ❖ Facebook is Art Students League of Denver (@ArtStudentsLeagueDenver)
- ❖ Instagram is Art Students League of Denver (@artstudentsleague_denver) but teens are ASLD (@asld_teencommittee)
- ❖ LinkedIn is Art Students League of Denver
- ❖ YouTube username/vanity URL is unclaimed

If names are available, they can be updated. So, for example, the Instagram account could ditch the underscore and it would be named more closely with Facebook and LinkedIn for brand consistency.





Goals and Strategy

- Presence on or using a social page doesn't amount to a social media strategy.
- Ask yourself what your overall goals are with social media; what about for each individual platform?
- If you have to "work to get it to work right," it may be a sign the post isn't on the right platform.

Goals

When using any platform, you should determine what your goals are and then use that as a guideline when posting.

Is ASLD looking to:

- Increase website traffic?
- Sell something (classes, memberships, travel programs, etc.)?
- Build brand awareness?
- Increase event attendance?
- Some combination of the above?

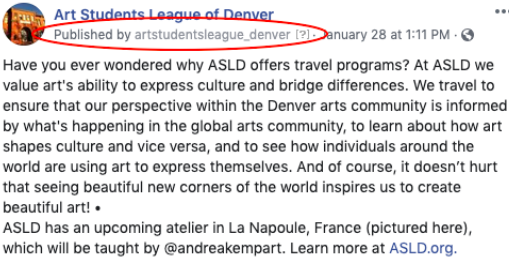
Answers to those questions will help not only with individual posts but also in determining which platform is the best fit for the goal. For example, event marketing is a better fit for Facebook and/or Instagram instead of LinkedIn, Pinterest, or YouTube. LinkedIn users are more likely to be interested in either the professional or nonprofit value of memberships. Etc.

Platform Dialect

Think of each platform as its own state or country. Sure, California, Georgia, and Minnesota might all be part of the United States, but each has a distinctly different personality. So too with social platforms, whose personalities are distinct and have differing ways to best use and different language preferences (in some cases almost their own grammar systems).

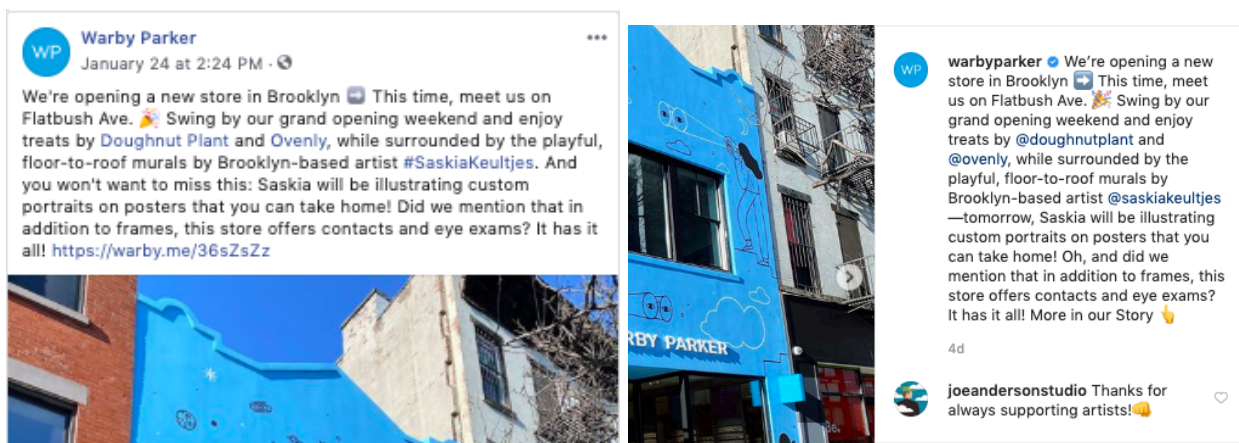
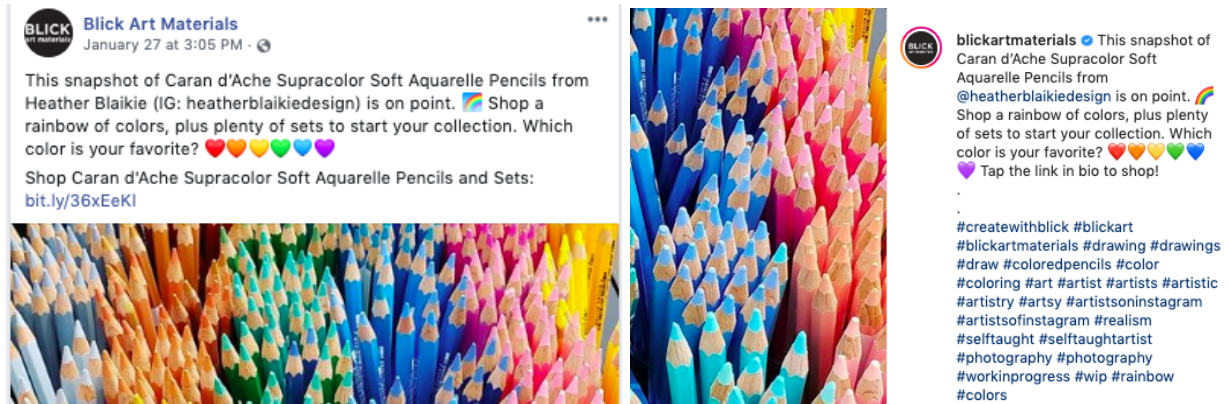
- ❖ It's OK to post similar content on all channels, but the tone, style, etc., does need to change based on where it's going.
- ❖ Never copy the same post across all platforms! Very rarely does this make sense to do.
- ❖ Some platforms will let you automatically publish content from one to the other, but a personalized approach is best.
- ❖ See this resource for more: <https://blog.hootsuite.com/cross-promote-social-media/>

Below are a few recent posts pushed from Instagram over to Facebook.

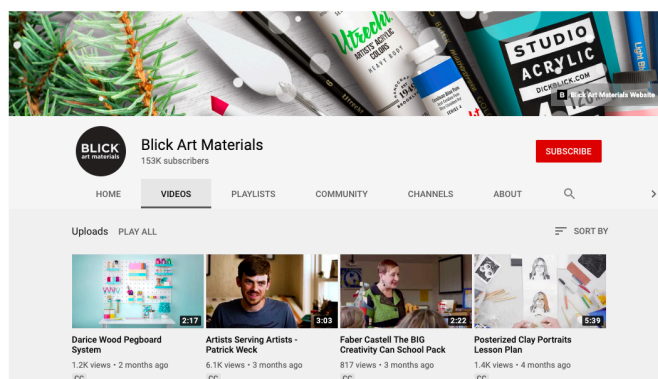


The one on the left would have been better if repurposed for the platform (tag Andrea's artist page or spell out her name and include her website in parentheses instead; fix the spacing/hard enters). The one on the right works just fine, though I would have liked to see the corresponding Facebook event tagged, if it exists.

Examples of how to use similar content but make slight tweaks for the channel, with Facebook on the left and Instagram on the right:



Notice how differently these brands use other platforms, like LinkedIn or YouTube:



Division of Labor

Currently Daniel and Tessa are the primary staffers managing the following existing social media channels.

- ❖ Facebook
 - Lead: Daniel
 - Backup for monitoring/posting/interaction: Tessa
 - Support, supplying images, video, and priorities: Joann A., Cameron, Sarah, and Rachel, when applicable
 - Anyone missing?
- ❖ Instagram
 - Lead: Tessa
 - Backup: Daniel
 - Support: Same as above
 - Anyone missing?
- ❖ LinkedIn
 - Lead: Unknown
 - Who is best for this platform? How do we equitably divide the labor?
- ❖ YouTube
 - Lead: Daniel
 - Who is best for this platform? How do we equitably divide the labor?

Other notes

Customer service questions about registration, help with the website, etc., should be forwarded to the registration and customer service team; these staff members should be “Editors” on the Facebook page so they can respond to messages and comments.

Addressing Pain Points

During our early meetings, staff members noted the difficulty in finding good photos to go along with content, and that it’s especially hard to gather quality images from faculty members.

Some ideas:

1. *Create a photo bank.*

- a. Hire a professional photographer or provide a photography student with a free class or membership in exchange for taking photos of faculty at work throughout the first month or so of each new session.
 - b. Additionally, Joann A, Cameron, and Tessa can visit classes and workshops to grab varying video (straight video of a demonstration, time-lapse of 20 minutes of a class condensed into a 1-minute speedy video, etc.).
 - c. A photographer should be present at major events and art openings (especially SAM).
 - d. Photographers should collect the names and ages of people and artworks featured in images whenever possible.
2. *Change the culture.*
 - a. Encourage faculty to think of taking images of students at work, asking a student to snap a shot of them teaching, or providing ASLD with images from their own studios of works-in-progress and/or the artist at work as part of their job descriptions.
 - b. Again lead with, *What's the most interesting way to tell the story?* as well as encouragement that this is a way for everyone to help each other (as opposed to a burdensome task). We'll discuss this more in our Internal Communications work.

Content Types

Content falls into four categories:

1. Owned
 - a. If you own it, it links back to **your** website, is a video **you** made, is an image **you** created, etc.
2. Earned
 - a. Examples include media coverage, podcast interviews, and public reviews as well as posts by artists and/or students tagging your account or location.
3. Curated
 - a. Content that is interesting to your audience but is shared from someone or somewhere else.
4. Paid
 - a. Advertisements, sales funnels, email collection, advertorial (sponsored editorial content).

Content Calendar + Scheduling

Currently, staff is using a calendar system to keep track of what is being posted to Facebook and Instagram. If staff finds this to be efficient and useful, we should keep doing this. Some organizations find content calendars (fancy robust spreadsheets) effective tools when dealing with multiple platforms or as a repository to stick links for curated content and post ideas that are not time sensitive. Additionally, scheduling tools like Buffer, Hootsuite, and others can be helpful in “setting and forgetting.” We should discuss with the team whether these tools are of interest.

Other Tools

These apps are all free or freemium (meaning there is a free version and a paid version with more bells and whistles) and beneficial not just for social media but might have uses across digital channels (website, email, etc.):

- ❖ Canva: Offers pre-sized templates for all social platforms and more (flyers, email headers, etc.)
- ❖ ImgPlay: Make gifs out of static images
- ❖ Layout by Instagram: Allows you to create a collage of images in a square frame
- ❖ Boomerang by Instagram: Allows you to create bouncing/repeating short video
- ❖ Hyperlapse by Instagram: A time-lapse app where users can record a segment of video and then speed it up at varying speed. Here's an example I made during a recent mobile gallery installation: <https://www.instagram.com/p/B7HdmOUFapB/>
- ❖ Color Pop: An editing tool that also allows you to remove color, hyper increase color or “paint” color into smaller sections of an image
- ❖ Retro Film: Add grain to video to make it look “vintage”
- ❖ Collage: Another collage app; this one doesn't force everything into a square
- ❖ Adobe Spark Post: Another app like Canva that lets you put words on images and make everything from an image to a GIF for varying social channels
- ❖ Add Music: Lets you add music to a slideshow-turned-video

And some resources for continuing education for the staff members tasked with running social media (and other digital channels):

- ❖ LinkedIn Learning (30-day free trial): <https://www.linkedin.com/learning/>
- ❖ Google's Primer app (free): <https://www.yourprimer.com>
- ❖ Constant Contact's Social Media 101 courses (free): <https://blogs.constantcontact.com/social-media-quickstarter>
- ❖ Hubspot Academy (free): <https://academy.hubspot.com/>

HOW TO USE EXISTING PLATFORMS

This section covers how to use each platform to its best capacity: Where to post, how often, what the dialect of the platform is, etc. Feedback and suggestions specific to ASLD are also included. That said, please note that much of the advice is general and does not necessarily mean “ASLD is doing this” or “ASLD is doing it wrong!” I try to point out specifics where I can, and speak in general best practices elsewhere.

Platform: Facebook

URL: <https://www.facebook.com/ArtStudentsLeagueDenver/>

Facebook is the third most visited website on the internet. The dialect of Facebook is interesting, informative content, with elements of discovery (but never talking down to our customers). Hashtags are used sparingly and not used in the same way as with Instagram and LinkedIn.

This dialect drives how we use the page: Users interact with your content in a few ways. Page followers and fans might see the content in their feed and interact with it immediately. Or, they might remember, “Wasn’t there a post about X?” and either return to Facebook looking for it or go directly to your website. Other users look at Facebook as a legitimizer. Perhaps someone is thinking about becoming a member or student. Your Facebook page can emphasize authority and confirm information as well as create opinions for users. The interaction we want from users is to comment and click, as well as RSVP. Current use of this platform is on solid ground, with excellent frequency; only small tweaks are needed.

General Tips

- ❖ You can schedule all posts or publish them live, as you’ve mostly been doing.
- ❖ You can use themes to guide post topics on a weekly, monthly, or generalized schedule (think of it like “Shark Week” but instead it’s “Meet a SAM Artist Week” or “Month of Printmaking” or a more general “Meet ASLD Faculty”).
 - Not all posts would fit the theme, but it’s a way to pepper in personality and break up content and any feeling of monotony.
- ❖ Communicate with intention and re-read posts before you publish:
 - Are they too long?
 - Is the tone conversational?
 - Are you giving too much information/overloading?
 - Are you giving not enough information/creating confusion?
 - Is this the most interesting way to tell the story?

Posting

- *Quality over quantity.*
 - Post a maximum of 2 posts per day; minimum of 3 times per week.
 - I suggest 5-7 posts per week, with at least one being a “share” from another page or sharing curated content that’s interesting to your audience (a recent example was the NPR “Making Art is Good For Your Health” post).
 - It looks like we’re doing 4-5 posts per week on average currently and the bulk of them are talking about ourselves.

- Ignore “best times to post” articles and instead focus on posting content that matters to your audience on a frequent but not overwhelming basis.
- *Vary your content.*
 - Don’t only post links. Facebook likes native video (where you take the MP4 or MOV file and upload it directly to Facebook) and images best. It’s hit or miss on GIFs, links, and text only posts. The best strategy is to mix it up, but use compelling visual images whenever possible. And we should: We’re a visual arts organization!
- *Don’t only talk about yourself.*
 - If you’re posting multiple times a day or every day, link back to your website twice per week and make sure you share content from someone/somewhere else at least once a week, if not more. The page can follow like-minded organizations and share their content directly as well as sharing fan-generated posts or reviews added directly to the ASLD page so that we’re letting other people talk about us too.
- *It’s a dialogue, not a monologue.*
 - Reply to comments as often as possible, so long as it remains authentic. Facebook’s algorithm seeks out “meaningful interactions” when deciding which posts to include in user feeds and those with comments tend to rise to the top more frequently.
- *The goals drive the priority.*
 - ASLD has a *lot* going on at all times and it can be hard for staff to know what to post, promote, etc. If we set overall social media goals as well as goals for each channel, these decisions will become easier.

Facebook Events

When to create a Facebook event:

- ➔ When an event or occurrence is open to the public
- ➔ When an event is attractive to a wider audience
- ➔ When an event is two weeks or more out
 - ◆ If it’s time-sensitive (e.g. Oh! Demo & Dialogue is tomorrow/later this week), generally Facebook events are *not* the best avenue for last-minute event promotion.
- ➔ When you’ll be sending out press releases or expecting media coverage
 - ◆ Events give media outlets a place to find more information as well as links to include in online articles and/or on their own social pages
- ➔ When multiple parties are involved (e.g. a Redline curated show or something like Summer Art Market)
 - ◆ In the case of the Redline example, you can tag them as co-hosts; in all of the above, you want everyone using the same event link for their own marketing efforts
- ➔ BONUS IDEA: You could create a Facebook event whenever registration for a new session is about to open and update that event with reminders, countdowns, links to renew or become a member, etc.

Other tips:

- ➔ Include a compelling photo or video that expresses the event idea or expectation but isn’t text heavy.

- ◆ If you choose to use Facebook Ads to promote the event, you'll need less than 20% text in the cover image.
- ➔ Make sure the event title is clear so users understand what the event is (e.g. "Exhibit Opening: The Plasticine" is clear but "Margaretta Gilboy — Literal or Not" isn't, though I realize the latter is an event someone else created and then added ASLD as a co-host)
- ➔ Update the event as frequently as there are updates. Don't update just to update, but do keep in mind that Facebook events do well with some short additional messages, images, or key information (such as if an event is close to selling out)
- ➔ You can use the events URL to highlight all of your upcoming events in posts or an email newsletter: <https://www.facebook.com/ArtStudentsLeagueDenver/events/>
- ➔ The key, as with all of this, is consistency and moderation. Don't go overboard on Facebook events, but definitely use this tool to maximum advantage!

Actions for ASLD

- ❖ Customize the experience for your audience: Re-order tabs and what's visible on the page; only make visible tabs you intend to use.
- ❖ Like and reply to comments, posts to the page, and user reviews.
- ❖ Occasionally share from other pages or posts by others on your own page.
 - Look for "Community" on the sidebar to see posts where customers have tagged the page, added photos, checked in during a class, etc. You don't want to share all of these, but sometimes you'll find a nice gem.
- ❖ If/when applicable, add a cover video. Facebook supports cover photos *or* cover videos.
- ❖ Watch post length and the tone and type. We want to be informative but not overwhelming, dry, or give folks the sense we're talking *at* them.
- ❖ Put Facebook Events to work for Y-O-U.
- ❖ Respond to messages within 24 hours. Facebook will be putting new emphasis on Messenger response times from business pages in 2020.

Platform: Instagram

URL: https://www.instagram.com/artstudentsleague_denver/

Instagram, now owned by Facebook, turns 10 this year. As of 2019, more than 70% of the billion active monthly users are under age 35. We can use this platform not just to reach teens, but also an overall younger demographic than our current customer base and also more artists, as older artists are also turning to the platform. The dialect of Instagram is fun, visual content that's delivered with an artistic, casual, or friendly/silly vibe.

Users tend to scroll through feeds, whether the main feed of images and short video clips or the feed of stories. Some will look at hashtags and trends, often to find content to share in their own stories, so using hashtags appropriately is key. The types of interactions we want on this platform are likes (which may be getting phased out), comments, sharing of our posts to stories, being tagged in posts and stories, and users checking into ASLD. Current use of this platform shows an overall excellent use of stories and posts with a good amount of interaction.

General Tips

- ❖ At least once a week go and look at what's been tagged at your location. (You may have to flip to "recent" vs most popular.)
 - Like every single one of these posts (unless they are spam). Follow these users. Ask them if you can re-post or re-use the best/favorite images, even if they're old.
- ❖ Instagram scheduling services are (so far) more trouble than they're worth. Most act as a reminder service, where you set up the post and then a tool, such as Buffer or Hootsuite, reminds you when it's time to click "publish."
- ❖ Themes and takeovers and stories, oh my! The idea is bubbly fun, so we want to embrace that energy whenever possible.
 - If you have teens you trust, let them take over the account for a day or a week and show how they see ASLD. If you have a guest curator, see if they'll do a takeover (or at least take video on their own phone to send you so you can fake it in stories).
 - Stories can be saved, so anytime you highlight a faculty member or do that as a theme those kinds of evergreen items are terrific to save.
- ❖ Communicate with intention and re-read posts before you publish:
 - Are they too long?
 - Is the tone conversational (and in this case, fun)?
 - Are you giving too much information/overloading?
 - Is this the most interesting way to tell the story?

Posting

- *Use the algorithm to your advantage.*
 - Generally, once (1) a day is the right amount to post. Three (3) is the max and that's for accounts with huge followings and/or news organizations; minimum of 3 times per week. You can post to stories more frequently—that's where the ephemeral and time-sensitive stuff can/should go.
 - Instagram no longer shows user feeds in chronological order, so posting last-minute content makes little sense as most people will see it after the fact. The more users interact with your posts and stories, the more likely they are to see your stories and the content there **does** appear chronologically.
- *Quality images and video are key.*
 - A lot can be done with filters and editing, yes, but high-quality images and compelling video are still going to be the best performers.
 - Behind the scenes posts do well, or stories at an opening or workshop to give a little taste.
- *Find more fun.*
 - Instagram has a suite of apps just for their platform, like Boomerang and Hyperlapse, to add extra texture to videos. Look at well-rated third-party apps as well if you need more ideas.
 - You can also use stickers, words on images (including inspirational quotes from artists and lifelong learners), words on images to help further explain or contextualize, etc., to dress up images differently or add new context to a previously used but still wonderful image. You can also pull quotes from survey data or Facebook/Google/Yelp reviews to make testimonial "words on images."

- That said, a gimmick is just a gimmick if the content isn't great. Focusing on strong images is better than more "fun" videos or app-created content. Aesthetics is most important on Instagram.
- *There is only one link: The profile.*
 - Repeat after me: Link in bio. Link in bio. Link in bio. Every time a URL is added to an Instagram post, an angel loses their wings, a puppy cries, and I get a new gray hair. Jokes aside, Instagram not only doesn't support linking, they also don't have a copy/paste function. So any link not in the bio is just a jumble of letters and slashes and serves no function other than to show a violation of the platform norms.
 - Because ASLD has a lot of various events, classes to promote, workshops, travel opportunities, etc., you may want to look at a service (like Campsite, Linktree, or ContactInBio) to get a profile link that allows you to house all these links. That way, whenever you say "Link in Bio" folks can go to your bio, click one link, and see the options to find the link they wanted to follow.
- *Let others help you show your stuff.*
 - Use an app like Repost or ReGrann to share others' content, especially faculty or students who have tagged ASLD's account, used an ASLD-specific hashtag, or tagged the building in the post.
 - If you're doing a collaboration or showcasing an artist, faculty member, whatever, make sure you tag them in the post. Usually I tag them both in the image itself and also in the text/caption.
 - Tagging is ESPECIALLY IMPORTANT in stories. Only users who are tagged in your story can reshare it on their own feed.
- *Up your hashtag game.*
 - This helps other users find and interact with your content.
 - But if you're going to go overboard (more than five), put hashtags in a new comment.

Actions for ASLD

- ❖ Posts often need to be shorter and those that must be long need to have text broken up. Celebrities can get away with posting long, heartfelt messages on their accounts but we haven't reached that level of fame..yet!
- ❖ Ask questions or engage in a way that encourages most posts to get comments as well as likes.
- ❖ Overall use of hashtags is good, but we could up this and also use more tagging, when appropriate.
- ❖ If we don't end up using a third-party link system, it's important to change up the profile link to highlight important offers. This can be done weekly or so, but never more than every 4-5 days.

Platform: LinkedIn

URL: <https://www.linkedin.com/company/art-students-league-of-denver/>

LinkedIn's mission is to "connect the world's professionals to make them more productive and successful." If it's helpful to have a shorthand, you can think of it as "Business Facebook."

On individual accounts, the LinkedIn dialect is personal and genuine but not the same as your individual Facebook page (family photos and life updates) or Twitter (political opinions and random thoughts) or Instagram (affirmation, inspiration, aspiration). For businesses, the LinkedIn dialect is professional, yes, but with an air of “we don’t take ourselves *too-too* seriously.” We’ll post less frequently here than with other platforms and we’ll talk about ourselves (our successes, our job postings, our members, our faculty, etc.) much more than we’ll talk about or share anything from others.

Besides jobs and industry news, LinkedIn LOVES lifelong learners! They bought Lynda.com in 2015 and have continued to build additional programming and video content. That means people are coming to the platform to learn and are coming to the platform as learners. This might be an untapped channel for ASLD, for existing arts professionals, yes, and especially for those who want to learn but have perhaps felt there was a barrier before.

General Tips

- ❖ LinkedIn is a good place for owned or earned content (e.g. blog posts, job postings, and earned media coverage)
- ❖ The Profinder badge (<https://www.linkedin.com/profinder>) helps people looking for continuing education or learning art skills find and hire you. Plus, it’s another place for reviews and testimonials.
- ❖ Communicate with intention and re-read posts before you publish:
 - Are they long enough?
 - Is the tone conversational but still respectful and professional?
 - Is this the most interesting way to tell the story?

Posting

- *Post to LinkedIn only when it makes sense.*
 - Post a minimum of once (1) a week and a max of once per business day. Generally 1-3 posts per week is the sweet spot of not making yourself crazy.
 - Posts are mostly about professional development, ASLD in the news, job openings, registration opening (which is the most major event), travel opportunities, etc.
 - Posts about others, which will happen less frequently, would be more “industry news” type stuff.
 - Note: Employee achievements outside of ASLD are not necessarily considered “posts about others,” because you’d always tie the “look at this brilliant so-and-so and we are so lucky to have them teach X, Y, and Z” back to their work at ASLD.
 - This is an excellent place to highlight “company culture,” such as if you do team-building or staff-retreats, or everyone with their tea cups because every ASLD meeting is a “tea party,” etc.
- *This one can be less visual than others.*
 - Text-only posts do better here than on any other platform (cough cough, Facebook), but posting an image has been shown to increase commenting rates by as much as 98% so images are still important.
 - You can include links as well, especially to job postings or earned media, but varying the content type is the same here as it is for most others.

- LinkedIn supports video, so natively upload video for better activity thanks to LinkedIn's algorithm. That said, many still use YouTube links to great success because there's much less noise on this platform. Though if you have the native video to upload to YouTube and Facebook, you have it for here, too.
- *Seek out interactions.*
 - Try to get comments (ask questions) because that boosts posts in the algorithm.
 - You can use hashtags on LinkedIn though most of what the platform suggests to you based on what you've written isn't useful. Also, go light: Choose the best ~3-5 hashtags for use.
 - Regardless of hashtags, use keywords when writing posts so that your branding is clear and your posts can be easily found by your desired target audiences.
- *Recruit staff, faculty, board members, and donors.*
 - Add job postings, when relevant. Remember to mark these as closed when closed.
 - Beyond posting job descriptions, LinkedIn is a great place to showcase some of the information you're sending out to foundations, donors, corporate outreach, and high-roller sponsors.

Actions for ASLD

- ❖ Since this platform is just being built out, look at and incorporate this best practices for pages information:
<https://business.linkedin.com/marketing-solutions/linkedin-pages/best-practices>
- ❖ Finish building out the profile by ensuring the "About" section is correct, adding posts, and continuing to use the job openings functionality.
- ❖ Faculty and staff (plus board members) who use LinkedIn should:
 - Follow the page
 - List the official page name in the experience or volunteer section of their profiles (LinkedIn will automatically link "Art Students League of Denver" but not ASLD) for cross-connection and maximum mutual benefit.
- ❖ Someone other than Jennifer should have access.
 - Access should be monitored semi-frequently so that if someone leaves staff, their access to updating the page is also removed.
 - People who might make sense to have access: Rachel, Daniel, Joann A, Joann H, Sarah, Tessa. Still Jennifer if she manages hiring/job posts.

Other Notes

- ❖ LinkedIn now owns Lynda.com and has rebranded it as LinkedIn Learning, so this might be an even better home than YouTube for the branded tutorial videos that are in discussion or part of future plans. You'd have to do more research to know specifically what the best moneymaker is (LinkedIn Learning, Vimeo Pro, Coursera, Craftsyt, etc.).

Platform: YouTube

URL: <https://www.youtube.com/channel/UCbhyXJDkb2cGz4WLn-BM9yg>

YouTube is the second most used website in the world, after Google. Owned by Google, YouTube is itself often used as a search engine. It's SEO-friendly—unlike some other social platforms, this one is easy for robots to crawl and pull content to the front of search results. The dialect of YouTube depends entirely on who you are. Because it's used like a search engine, those looking for home improvements have a much different experience than influencer-obsessed tweens or video gamers.

If you're going to lean into using YouTube, the best performing business accounts are posting frequently and consistently updating old content. Given that ASLD doesn't have product offerings that fit neatly into a typical sales funnel, I think it's fine to continue using this platform on an as-needed basis and as a means to store video that is embedded elsewhere, such as in email newsletters. Other tips for more strategic use of YouTube are below.

General Tips

- ❖ Customize the channel.
- ❖ Make the most of tags.
- ❖ Make titles SEO-friendly.
 - Think of it like you want to answer a question someone is asking Siri or the search terms they're putting into the search field.
- ❖ Add the main website or a landing page URL to every single video. You should also use end cards (more below) that link to this page.

Posting

- *Subject matter rules.*
 - Your initial goal: A minimum of one new video per quarter.
 - Experts will tell you to aim to post one new video per week. That's a lot! So, more realistic advice is to focus on posting GOOD videos with high quality lighting and sound. A smartphone on a tripod is just fine to use, but the lighting and sound quality matter to YouTube audiences most.
 - Every minute, more than 500 hours of video are uploaded to YouTube, so there's a lot of content and a lot of noise, see the ideas below for how to use YouTube videos more strategically.
- *Think like a search engine.*
 - Make an interesting thumbnail for each video. Think about the videos you click on and why. Bright colors, bold text, a compelling image that begs the viewer to dig deeper by clicking...this is what you're going for.
 - Besides tags and titles, keywords should go in descriptions, in playlist names, and even in the "About" section of your profile.
 - People are looking to discover, as opposed to other platforms where they might know you exist and go looking for you. Own the space of making art in Denver or art workshops and classes in Colorado, or whatever other keywords make sense to use.
- *Include a call to action.*
 - Do you want the user to visit your website? Rate and review the video? Add their own thoughts to the comments below? Share on their social media or blog? Follow you on this and/or other platforms? The call to action on each video is what makes the video social — you're encouraging some kind of interaction.

- *Put the social back in “social media.”*
 - Engage with similar content to show you’re a player in the field while simultaneously bringing audiences and communities together
 - Respond to any/all comments
 - Create a playlist featuring similar videos that others have created. You can even include a few of your own in the playlist, but sharing is caring.

Actions for ASLD

- ❖ I’m not 100% sold on using this one as much more than a repository, at least not until we have a steady stream of content,, so below are suggestions for video themes:
 - Showcase demos to show what ASLD can do for target audiences
 - Promote under-enrolled classes, but not in “we’re desperate, please sign up” way; instead, think “evergreen.” You might be showcasing what someone would learn in a beginning metalsmithing class that happens to start in June, but what you’re really doing is showing that this is a place where would-be jewelers and hobbyists can learn to metalsmith.
 - End-of-year recap videos: By the numbers, illustrations, animated slide decks, etc.
 - Anything related to fundraising (e.g. give Sarah something to send to funders ahead of or after a meeting)
 - Testimonials: What I learned or how my life changed after taking a class at ASLD
 - How-to videos (this is YouTube’s BREAD AND BUTTER) but don’t give everything away. The idea with these is to give enough information so a viewer is satisfied but also leave a local viewer wanting more and therefore becoming a member and/or signing up for a class.
- ❖ Look at ASLNY for more ideas on a well-used channel with highly searchable answers to questions (How to...) and use of keywords (artist names, mediums, museums, etc.). Note their featured video is an invitation to "come create with us!" Some excellent ideas to emulate here.
- ❖ Change the contact email address to a general mailbox (this is true for EVERY platform so you never lose access and so no single employee is inundated with spam, except whatever poor soul has to check the general mailbox).
- ❖ Create separate playlists for events (interviews with the artists or curators of gallery shows, Summer Art Market) vs. creation (artist tutorials, demos, etc.). Note that you are rarely using this platform to promote a specific event.
- ❖ Give videos searchable titles, ones that answer a question or include keywords folx are looking for. Have we beat this one to death yet?
- ❖ Use title and end cards to your advantage. YouTube lets you make clips within videos clickable to other videos or to your website. So, a video interview with the curator of Future is Feminine should include an ending title card telling the viewer to see our current programming at ASLD.org and link to the ASLD general Exhibitions page, etc.
- ❖ Use watermarks to show the “Subscribe” button to non-subscribers:
<https://support.google.com/youtube/answer/6147757?hl=en>
- ❖ Claim your custom URL so that it matches your other platforms.
 - NOTE: This requires 100 subscribers in order to unlock this option so it will only be possible when/if you start adding content consistently.



HOW TO USE NEW PLATFORMS

Platform: Pinterest

Nearly ⅓ of Pinterest's 300+ million monthly users are US-based and 70% of those users are female, which makes it a good option to look at for future ASLD needs. Like YouTube, Pinterest also thrives on evergreen content that users can return to (or re-pin) again and again. High-level how-to posts, stunning visuals (such as the outcomes from workshops or the beautiful artworks in the gallery or items for sale at Summer Art Market), and video all work well on this platform. Pinterest is best to think of as a virtual bulletin board or filing cabinet—instead of clipping that recipe with scissors, I can virtually clip it into an easily accessible and searchable online bucket.

Though Pinterest can be useful for artists and arts organizations, it's best used purposefully and with staff buy-in. A direct quote from one of our meetings: "Pinterest could be helpful but we probably don't have the time or energy for this." I agree. Additionally, because ASLD doesn't have a blog or a video strategy (YouTube or otherwise), this platform is likely one that's best to either ignore for now or ease into slowly. I mention video and blog posts because they are two things that perform very well on Pinterest.

Further, pins do not equal memberships or registrations, but posting to Pinterest does showcase authority and expertise, so it's a good platform for raising awareness that ASLD exists (and what our offerings are) as well as legitimizing our credibility in the arts and education field. See what's already been pinned from the ASLD site at <https://www.pinterest.com/source/asld.org>.

General Tips

- ❖ High-level "how-to" content does well as does anything with strong visual interest. You'll notice most pinners use the formula of quality image + bold text on the image with compelling offer = users clicking and/or pinning.
- ❖ Vertical images do well, which is why the platform is often used for how-to tutorials and infographics.
- ❖ Pin from both your website and others. Sharing is caring.
- ❖ If you upload an image directly, always manually add a URL and include photo credit or the artist's name directly on the image. Users can change captions when they re-pin, so putting the artist info in the caption is a given, but that second step is needed so everyone benefits.
- ❖ Your website needs to have pinnable content, including strong imagery and complete metadata.
- ❖ Pinterest is also often used as a search engine.

Posting

- *Pin regularly, but batch uploads are just fine.*
 - 5 pins per day x 3 times per week is generally enough to see some traction.
 - Some social practitioners suggest pinning every day or multiple times per day, but that doesn't make sense for every industry. Mom bloggers, recipe websites, and retailers with buyable pins are going to pin a lot more frequently than the rest of us.

- *Think evergreen.*
 - The social part of Pinterest is pinning and re-pinning. If you pin content from your website (or someone else does), Pinterest's algorithm will show that pin to others who have pinned art, extended learning, and related items to their boards. Hopefully those users re-pin the existing pins and the cycle continues on indefinitely.
 - Because of the cycle mentioned above, businesses using Pinterest will often re-pin their own content from time to time with a new image. That has a "double up" effect where the same URL exists on multiple pins with varying visuals and calls to action.
 - You certainly can post your event URLs as long as they continue to exist on the website after the fact (meaning they're archived but still accessible or redirect to the general events page) as these showcase what you do best, but know that these aren't going to be the most pinnable or compelling offerings unless they're associated with a strong image. Pinner either pin content ("I want to learn how to do X") or images ("Dang that's gorgeous"). Ideally, your pins have both.
- *View it as a digital portfolio.*
 - Pinterest is even better than Instagram at showing the appeal of artworks because the image sizes are larger, not required to be square, and click directly to a URL.

Actions for ASLD

- ❖ Content ideas:
 - Infographics. This can be anything from registration and students served numbers to outreach information about work in prisons or with libraries or SAM facts (applications, booths, artists, attendees, pieces sold, average amount sold per artist, etc.)
 - "Dream" exhibition artists or other inspiration boards.
 - A board collecting pins from faculty websites, media mentions, Instagram, other social networks, and other good online images to showcase the volume and strength of ASLD instructors.
 - Examples of final artworks or projects from completed workshops or classes.
 - Add a logo or watermark to these for additional copyright protections.
 - Images of the places ASLD visits or will be visiting in travel programs
 - Similar how-to content as what was suggested for YouTube, but a mix of video (you can cross post) and images. (Something like [this example](#) but more visually appealing, like [this example](#), mixed with clear step-by-step visuals [like this](#).)
 - Related to how-to content, show a series of works in progress. People love seeing the creative process.
 - This is a good idea for Instagram as well. Any kind of behind-the-scenes or "how this work progressed over time" content is good for both platforms. Only with Pinterest, there's a link!
 - Friends of ASLD: This could be curators, galleries you admire, event sponsors, collaborators like DPL, etc. It's important that this board is an 80/20 of arts-related entities versus others (such as Import Mechanics).

- It might be fun to tailor boards featuring pins from websites and social content (yep, Instagram pins super well) for Student Art Market artists, so you'd have boards for SAM 2020, SAM 2021, etc.
 - Boards can also be used as supplemental materials for students. So a board for ceramics might have a mix of classes offered, instructors, where to buy supplies, and other information helpful for those taking (or with desire to take) or teaching a class.
-

ADVERTISING

Let's start off by saying online advertising is a little creepy. You look at one coffee table and weeks later an ad for that item and all its little wooden competitors still show up on your search sidebar and in your Facebook and Instagram feeds. That happens because of cookies and the Facebook pixel (covered in depth below). If large companies and startups are using that technology to their advantage, why not nonprofits?

I've found that LinkedIn Learning (formerly Lynda.com) is the best place to learn about advertising and platform changes (which are constant). You'll need a LinkedIn profile to access these courses. The first month is free and after that [LinkedIn Learning](#) is \$29.99 on a monthly basis or \$19.99 per month if you subscribe for a whole year. If you're not planning to use it frequently, be sure to cancel the subscription before the 30-day free trial ends. You can use these courses to learn about everything from Facebook Ads to email marketing to building a Messenger chatbot and beyond.

Facebook Ads

Budget

Organizations can obviously do more with more, but the minimum ad spend to be effective is \$150-\$250 per month. (As of October 2019, ASLD is budgeted \$1250 per year, which is about \$104 per month on average.) Regardless of whether you up your budget or keep it the same as it is currently, it makes the most sense to ensure that those dollars are used most effectively, which is why I've listed budget first in this section.

I recommend spending your ad dollars promoting (in this order):

1. Items that are revenue generating
2. Events where it **really** matters they're full (maybe you have press or a paid photographer coming or it's a super important artist that just being associated with earns a lot of clout)
3. Adding to the email newsletter list
4. Membership drives. (Though this is very important, it will also cost the most per click or conversion to run.)

Facebook Pixel

This code is embedded into the ASLD website. It has many functions, including ensuring that people who visited your website are later served your ads and targeted posts, even if they haven't liked your page. Having the pixel code embedded on your site also lets you create custom audiences for specific ads, like when you want to push memberships or a travel program or get new email subscribers. You can also create lookalike audiences based on who's visited your website to find people who **haven't** visited the ASLD website and target posts and ads to them. Ashlae would put the pixel on the ASLD website and Daniel (or whomever is managing Facebook Ads) would be able to see and set up advertising in the ASLD Ads Account in Facebook Business Manager.

- ❖ Instructions to create and install a Facebook Pixel (for Ashlae):
<https://www.facebook.com/business/help/952192354843755?id=1205376682832142>

Using Facebook Ads

The most obvious uses for ASLD is to use Facebook ads to promote posts—including videos—build email lists, get clicks to the website, and gain new page likes.

Facebook offers their own tutorials:

- ❖ <https://www.facebook.com/business/learn/lessons/how-business-owners-can-use-face-book>
- ❖ <https://www.facebook.com/business/ads-guide>
- ❖ <https://m.facebook.com/business/learn/facebook-tips-recommendations>

And these external sources are excellent primers, too:

- ❖ <https://blog.hootsuite.com/how-to-advertise-on-facebook/>
- ❖ <https://www.linkedin.com/learning/advertising-on-facebook-2>

Promote Posts and Videos

Boosting posts is not the most effective use of ad dollars. It's the *easiest* use of those dollars and the one Facebook constantly dangles in front of you because it makes them the most money. That said, there are times when boosting posts makes better sense or is a necessity:

- ❖ If a post is already performing well, sometimes putting a few dollars (\$5-10) will help it even further.
- ❖ If a post isn't doing well but you need it to, you can put dollars behind it, but know that it will take more money to get the performance you're seeking.

When boosting a post, pay attention to the audience section and target the post appropriately. I generally prefer to find the post in the Ads Manager and promote it from there rather than just hitting the "Boost" button on the post itself as there are additional targeting tools in the Business Manager functions.

Build Email Lists

Once the pixel is in place, you can use a specific type of ad called Facebook Lead Ads to build an email list. I recommend doing this after the pixel has been implemented for at least a few weeks because email generation ads work best when targeting a lookalike audience (that is, targeting the ad to people on Facebook who look like people who have already visited your website). You can also reverse engineer this a little by taking an *updated* email list and uploading it into Facebook Ads Manager.

Regardless, Facebook Lead Ads have an easy to use form that's designed specifically for growing email newsletter lists. You can A/B test ads to see which image or call to action resonates more with external/new audiences. (The A test might be something like, "Ready to learn how to paint like the masters?" and the B test something like, "Want to be able to sign up for new art classes the day they launch?") With A/B testing you can test two separate ideas, separate images or an image versus a video, or two slightly different captions/language choices and see which one performs best. A/B testing is often used with email campaigns to suss out which subject line readers are most likely to open. As with all ads, visuals are key.

- ❖ More about Lead Ads: <https://www.facebook.com/business/m/facebook-lead-ads-info>

Website Clicks

ASLD might use this type of ad to fill a specific class, promote a specific travel program, or drive new memberships. This type of ad works to varying degrees of success and generally costs a little more per click without tailored audience specifics. It's another reason why that pixel is important because you'll use the data the pixel pulls to tailor ads to certain audiences.

Page Likes

Generally, I don't recommend putting budget behind generating page likes unless a page or company is brand new or rebranding. There are a few times where it might make sense, like right before a big development campaign (e.g. Colorado Gives) or when there's a membership deal (e.g. Arts Week \$52.80). But, in both examples, I'd likely recommend building a specific campaign around gaining new members at the special rate.

Instagram Ads

Because Facebook owns Instagram, you can run your ads using Facebooks Ads Manager or turn existing posts into ads within Instagram.

Because there's less noise on the platform, it's easier for users to see and interact with Instagram ads; Ads here generate a lot of "I clicked to buy" actions. Because of that, ASLD Instagram ads might be most effective when used for a membership drive (e.g. Denver Arts Week in November), development campaign (e.g. Youth Art Month in March), or similar targeted approach. Budget recommendations are not included because you'll generally use Facebook to run ads or you'll set a budget for each specialty campaign.

- ❖ More here: <https://business.instagram.com/advertising/>
- ❖ And here: <https://www.facebook.com/business/help/1513393428972189?id=1997185213680277>

Google Ads

Google AdWords are a pay-per-click (PPC) tool that are best used for targeted campaigns when you want users to go to a specific URL. Google Ads let you set up ads for targeted keyword phrases, like "art classes Denver" instead of separating them into individual words like "art" "Denver," so you are only paying for the clicks generated from more specific and strategic word choices. Membership drives, class or workshop registrations, and travel programs might be a good use of this platform because in each case you're targeting a specific audience using specific search terms to get them to click on a specific URL. You can also use Google Ads to drive general brand awareness, which is part of what Google hopes to do with it's Grants program (see below).

I'm not including a budget here because ASLD should apply to Google's Grants program before seriously considering this advertising platform.

- ❖ Google For NonProfits info: <https://www.google.com/nonprofits/offers/google-ad-grants/>
- ❖ Google Ad Grants: <https://www.google.com/grants/>

- ❖ Google's "How-to" page for creating ads: <https://ads.google.com/home/how-it-works/>

LinkedIn Ads

Because LinkedIn is a business network, these ads work well for business-to-business (B2B) but they can also work well for reaching consumers (B2C). Specifically, cost-per-click ads can be used for event registration or membership drives and cost-per-impression ads can be used for general brand awareness campaigns. Again, both of these would be targeted, in this case by geographic area and, depending on the goal, might include certain arts terminology. Also, LinkedIn allows you to target by interest, which might allow you to reach people who are interested in the arts but aren't working in or educated in arts-related fields. That said, LinkedIn Ads are much more expensive than the other advertising platforms listed above because they have fewer users and most users expect B2B instead of B2C advertising content.

More information direct from the source:

- ❖ How to use:
<https://business.linkedin.com/marketing-solutions/how-to-advertise-on-linkedin>
 - ❖ Ad formats:
<https://business.linkedin.com/marketing-solutions/blog/linkedin-b2b-marketing/2017/when-and-how-to-use-each-linkedin-ad-format>
-

OTHER

Google Knowledge Panel

The Google Knowledge Panel is what appears when internet users search for ASLD or Art Students League of Denver. If you haven't already, you'll want to claim the knowledge panel by getting verified via Google My Business. That said, anyone with a Google account can make suggested edits to the knowledge panel, including adding business hours. Google also places known social networks on the knowledge panel, which is why it's important to think of social media as part of the entire digital landscape (along with your website, search, and email subscription).

- ❖ Get verified: <https://support.google.com/knowledgepanel/answer/7534902>
- ❖ Update the knowledge panel: <https://support.google.com/knowledgepanel/answer/7534842?hl=en>

The screenshot displays the Google Knowledge Panel for the Art Students League of Denver. It includes a header with a photo of the building and a map showing its location at 200 Grant St, Denver, CO. Below the header, there are buttons for 'Website', 'Directions', and 'Save'. The address and phone number are listed: 'Address: 200 Grant St, Denver, CO 80203' and 'Phone: (303) 778-6990'. There are links to 'Suggest an edit' and 'Add missing information'. A section titled 'Events' lists upcoming activities: 'Advancing Creatives' on Tue, Mar 3 at 6:00 PM, 'The Basics and Beyond: Soft Slab Handbuild...' on Sat, May 2 at 7:00 AM, and 'Summer Art Market' on Sat, Jun 13. A 'Reviews from the web' section shows a 4.8/5 rating from Facebook with 39 votes. On the right side, there is a 'Popular times' bar chart showing busyness throughout the day, a 'Plan your visit' section stating people typically spend 1-3.5 hours, and a 'Profiles' section with links to Facebook, Instagram, and Twitter. At the bottom right, there is a 'Reviews' section with 14 Google reviews, including a quote: 'Such a welcoming atmosphere with the most talented instructors.'

Art Students League of Denver

Website Directions Save

Art school in Denver, Colorado · 3.4 mi

Address: 200 Grant St, Denver, CO 80203
Phone: (303) 778-6990

[Suggest an edit](#)

Add missing information
[Add business hours](#)

Events

Tue, Mar 3	Advancing Creatives
Sat, May 2	The Basics and Beyond: Soft Slab Handbuild...
Sat, Jun 13	Summer Art Market

[View 1+ more](#)

Know this place? [Answer quick questions](#)

Reviews from the web

4.8/5 [Facebook](#) · 39 votes

Popular times [Thursdays](#)

4 PM: Usually not too busy

Plan your visit

People typically spend 1-3.5 hours here

[Send to your phone](#) [Send](#)

Profiles

[Facebook](#) [Instagram](#) [Twitter](#)

Reviews [Write a review](#) [Add a photo](#)

14 Google reviews

R "Such a welcoming **atmosphere** with the most talented **instructors.**"

S "He was disorganized and he gave poor instruction."

The artist were super friendly and the art was amazing!

[View all Google reviews](#)

Wikipedia

Having an entry on Wikipedia also helps in the greater digital landscape. This information is repeatedly indexed by Google and also often appears on the Knowledge Panel. Because the Knowledge Panel shows your social accounts, it's a traffic driver to those social media platforms. Wikipedia etiquette frowns upon creating your own page and often doesn't approve suggested pages created by an organization. So, if you'd like to be on Wikipedia, it's best to have a faculty or staff member create the page from an email address not associated with ASLD. It's also imperative to have a number of sources that are not just your website and be able to interlink to other related Wikipedia pages.

- ❖ https://en.wikipedia.org/wiki/Wikipedia:Articles_for_creation
- ❖ https://en.wikipedia.org/wiki/Help:Your_first_article

END OF DOCUMENT