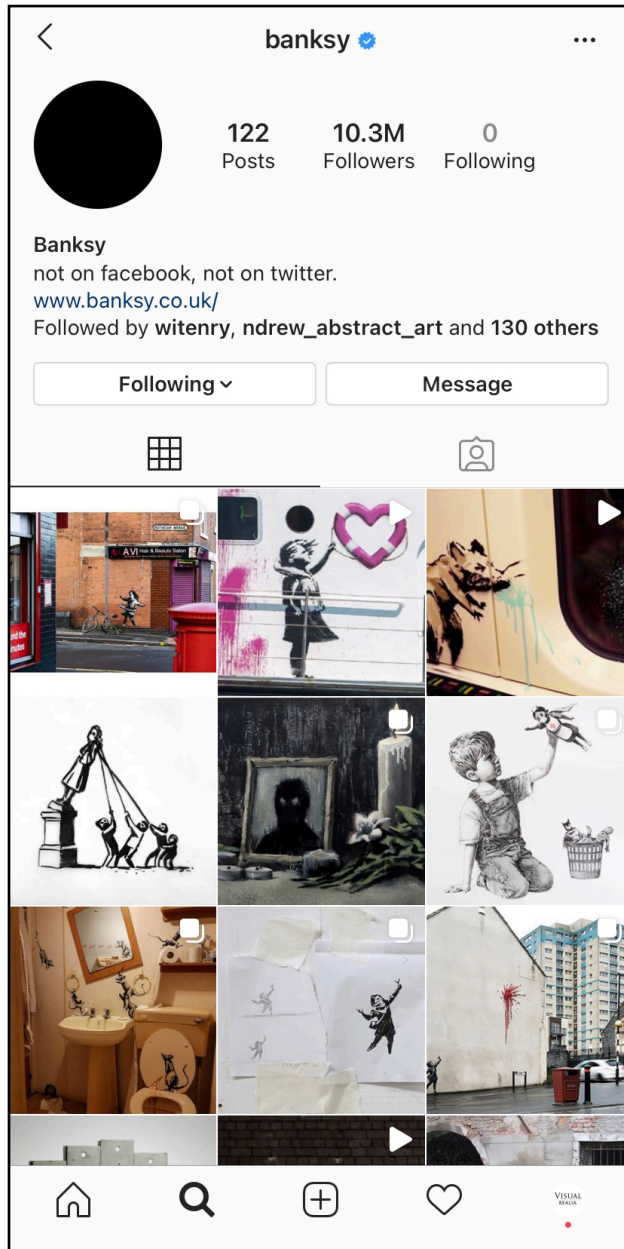


Instagram for Artists



Instagram is a social media platform, but with unique characteristics, strengths, and weaknesses compared to other platforms. It's essential to know those differences and when to use each platform. For the artist, Instagram's strengths often align with our needs. What are the key characteristics of the three social media platforms that we are most familiar with?

Facebook - Posts may combine text and graphics and are generally seen by *people you know* or have a relationship with.

Twitter - Posts are *short and mostly text-driven*. Tweets are seen by those that have an interest in that person or their job/role. Posts (tweets) tend to be somewhat time driven.

Instagram - Posts are *image and topic-driven*, which is ideal for the artist. While a user can follow people they know, *it's primarily utilized for following interests*. (Baseball, oil paintings, bridges, etc.)

Instagram was designed for immediacy; as such, *posts are typically created on a phone*. Images need to be taken when you post or already be on your camera. For the artist, this may involve generating an image of your artwork beforehand, then storing the prepared image on your phone.

To create a post, click on the + icon on the bottom of the screen, add a photograph, then type your text content and hashtags. (See the example to the right.)

Decisions about your account: What will your username be? Will you use it only for your art?

People will find you and your art (or won't) based upon your use of **#hashtags**, which provide categorization. The user posting an item decides on the hashtags to use.

Hashtags are shown by the hashtag (pound sign) symbol immediately followed by a word or short phrase with no spaces. Examples include: #art #contemporaryartist #oilpainting

How many should you use? While you can use up to thirty, many social media experts suggest that you should use less. *Use only the hashtags that accurately represent your image.*

A post typically uses an image or images, a short text description, and hashtags.



vanwechelart • Follow
Settlers West Galleries

725 likes

vanwechelart My latest painting destined for Settlers West Galleries' "Great American West" show opening November 21st, 2020 in Tucson, AZ.

"Walking The Line"
Oil on linen
24"x36"

#bison #americanbison #buffalo #montana #westernart #contemporarywesternart #animalart #natureart #wildlifeart #oilpainting #brushstrokes #artofinstagram #artistsofinstagram #originalartwork #settlerswestgallery

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andrea.fineart 🥰👏👏👏

vannoysally Gorgeous Dustin!

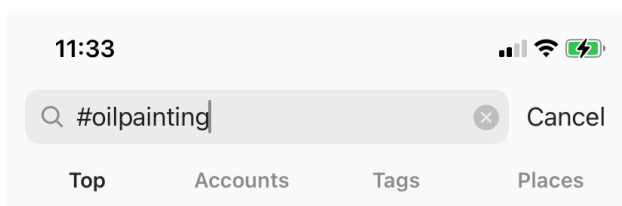
4 hours ago

Hashtag planning: be both general and specific. Consider:

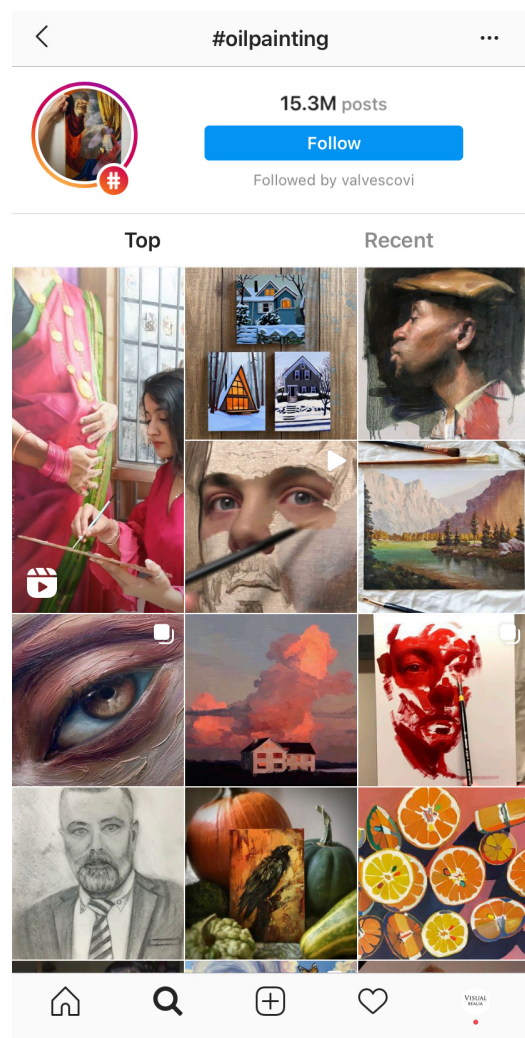
- medium
- technique and/or style
- subject matter (#wildlife #anteater)
- tools used
- where to display (#kitchenart)
- artist or studio name

More people will see general tags, but more specific tags will be seen by people specifically interested in what you offer.

What's a great way to learn about effective tags? Follow art mediums and artists that you like, and study the hashtags used. Search for and follow hashtags. Are the posts what you expected?



- #oilpainting
Followed by valvescovi+1
- #oilpaintings
1.1M posts
- #oilpaintingoncanvas
228K posts
- #oilpaintingart
152K posts
- #oilpaintingtechniques
20.3K posts
- #oilpaintingartist
48.8K posts
- #oilpaintingsoncanvas
35.4K posts



There are literally hundreds of art-related tags. The following is a *sample*; consider what works best for your specific post:

abstractprint
abstractprintmaking
acrylicpainting
acrylicpouring
art
artbusiness
artforsale
artgallery
artguild
artinstruction
artist
artistsoninstagram
artphotography
artprocess
artwork
clay
claymonoprint
color
contemporaryart
contempoaryartist
craft
design
digitalart
drawing
fabricart
fineart
form
hanover
hanoveraaguild
hanoverareaartsguild
hanoverart

hanoverpa
illustratioon
ilovedowntownhanover
landscape
lonogexposure
macrophotography
modernart
monoprint
nonobjective
oilpainting
oilpainter
paartist
painting
pastelart
pastels
photographer
photography
photoshoot
photoshop
pleinair
pleinairpainting
portrait
print
printmakersofinstagram
printmaking
sculpture
sketch
sketchbook
symmetry
textileart
watercolor
waterscape
workinprogress

**Questions? Contact
Andy at:**

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Instagram username:
visualrealia