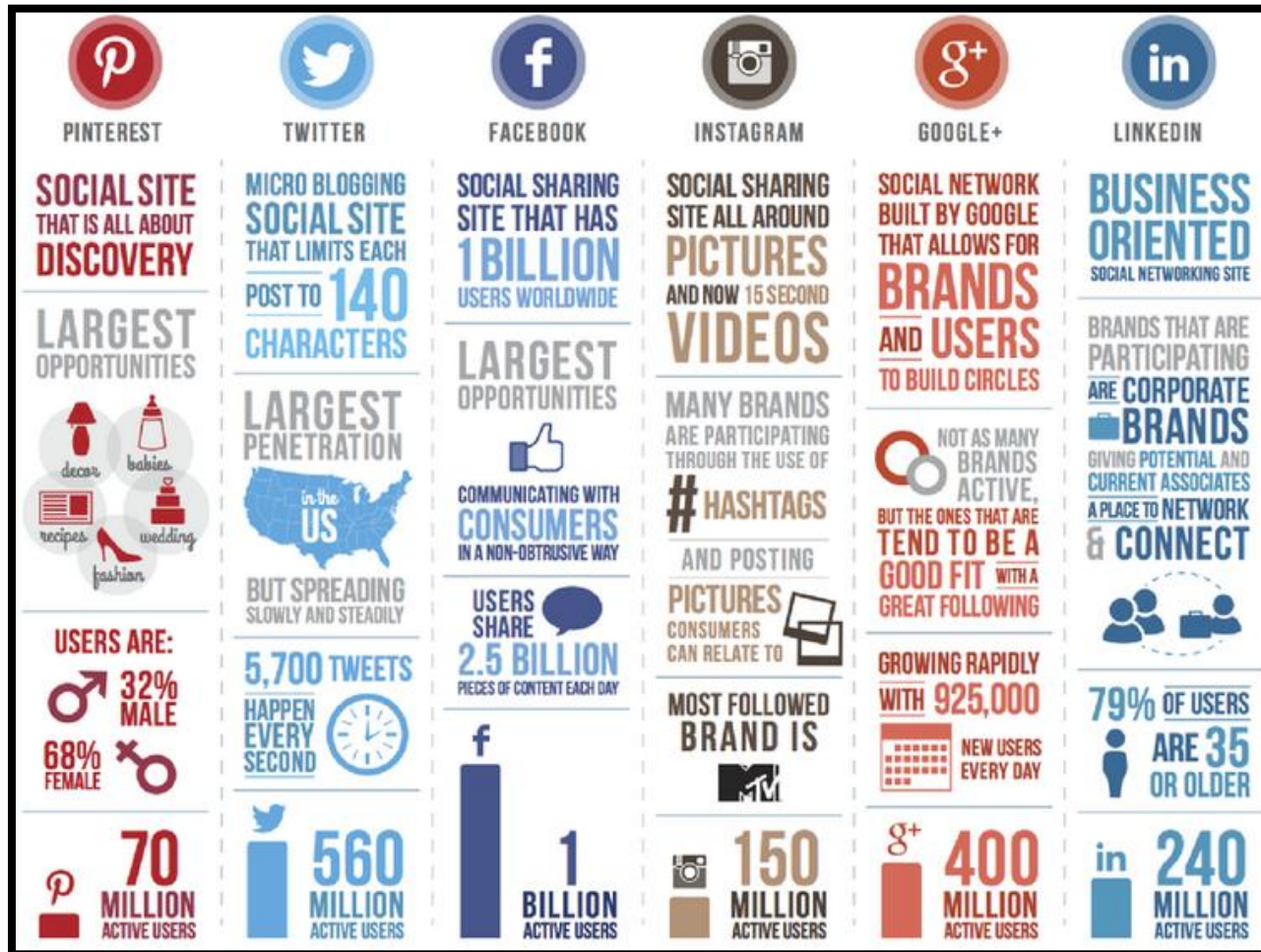


Web and Social Media



Next Thursday



<https://www.waters-creative.co.uk/>

Have you started researching your industry – do you know what kind of work there is out there?

Have you bookmarked websites that may help you to learn about the opportunities that exist in your industry?

Do you read industry magazines or belong to online creative communities?

If not, start now!

These industry websites will be a start!



<http://www.thedrum.com/>

AdAge

www.adage.com

campaign

<https://www.campaignlive.co.uk>



marketingweek.com

www.marketingweek.com

ADWEEK

<http://www.adweek.com/>

digital marketing
magazine

www.digitalmarketingmagazine.co.uk/



www.designweek.co.uk



www.creativereview.co.uk



www.marketingdonut.co.uk



www.marketerquarterly.com/



www.mandmglobal.com



www.impactbnd.com/blog



theaoi.com/



www.creativeblog.com/



<https://www.houseofillustration.org.uk/>

It's Nice That

www.itsnicethat.com/

CREATIVE **BOOM**

www.creativeboom.com/

ImagineFX

www.creativebloq.com/imaginefx

**DESIGN
JOBS BOARD**

<https://www.designjobsboard.com/>

CULLOSAL

www.thisiscolossal.com/

Artists &
ILLUSTRATORS

www.artistsandillustrators.co.uk/

 **Illustrators**

bookpalace.com/acatalog/Illustrators-Quarterly.html

Brand Identity

Marketing yourself means that you should consider yourself as a ‘brand’. Start getting involved in online communities now and establish a web presence.

Try to maintain some consistency across the sites in your web presence.

Make sure all your sites link to each other.

Create a business brand for yourself!

Brand Identity

Thanks to the internet our world has shrunk.

Every person who wants one can have a global presence alongside multinational corporations.

This means if you don't then you are at a disadvantage.

Brand Identity

Many sites allow you to integrate content from other places. E.g. Twitter feed, blog linking.

These make it easy to meaningfully connect your sites together.

But be professional and remember that that means an embarrassing Tweet could show up all over your web presence....

Never mix business and pleasure!

So let's look at social media!

From Myspace (remember them) to the TikTok app, social media has exploded over the last 15 years.

Fast-forward to 2020, and social media is mammoth, with huge personalities presenting to an even bigger audience.

But there is one thing you should know – social media will always change, and you've got to move with it.

Where is social media right now?

Social Media Platforms Ranked by Monthly Active Users

1. Facebook — 3.05 billion
2. WhatsApp — 2.78 billion
3. YouTube — 2.49 billion
4. Instagram — 2.04 billion
5. WeChat — 1.32 billion
6. TikTok — 1.22 billion

[23 Top Social Media Sites for Your Brand in 2024, Ranked \(buffer.com\)](#)

It will take time to build up a network of people who are genuinely interested in your work and what you have to say.

So don't be discouraged – it may also be that you are just not telling it in the right place or to the right people.

Keep looking for your audience.

They may be in places you don't expect.

Social media is powerful, but it can be incredibly fickle so don't let your stats entirely define what to create.

If something doesn't work, go back and take a look at why.

Review, rework, re-publish and review again.

Once you are able to determine what your audience enjoys, where you can find them, and how you would like to show your personality, build on that.

Social media is all about escalation.

Now let's look at some different options!

Blogs

Develop your own style.

Be professional!

Check you're **speling and grammer.**



www.wordpress.com

Blog site – free and easy to get started.



Just a blogging site?

WordPress was used by more than 27.5% of the top 10 million websites as of February 2017.

www.wordpress.com



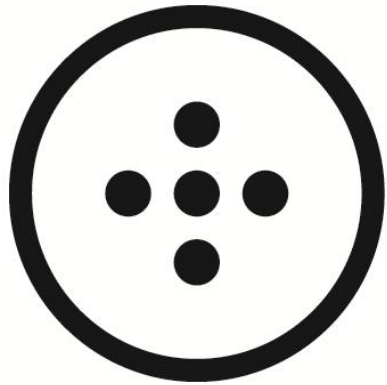
ArtStation is the leading showcase platform for games, film, media & entertainment artists.

<https://www.artstation.com/>



Quickly grow your professional network.

www.linkedin.com



The—Dots

The professional network for people who don't wear suits to work. LinkedIn for creatives.

<https://the-dots.com/>



Dribbble is where designers gain inspiration, feedback, community, and jobs and is a resource to discover and connect with designers worldwide.

<https://dribbble.com/>

Behance

Behance is the world's largest creative network for showcasing and discovering creative work.

<https://www.behance.net/>

Instagram

A simple, fun and creative way to capture, edit and share photos, videos and messages with friends and family.

<https://www.instagram.com/>

DAYFLASH

Dayflash is a free mobile iPhone application and social networking platform for sharing photos and short videos with the world.

(Not available for Windows or Android devices).

<https://www.dayflashapp.com/>



Pinterest is an entirely visual social network. And therefore it makes sense that illustrators and designers can use it to show their work as well as a platform to collect and organize inspiration.

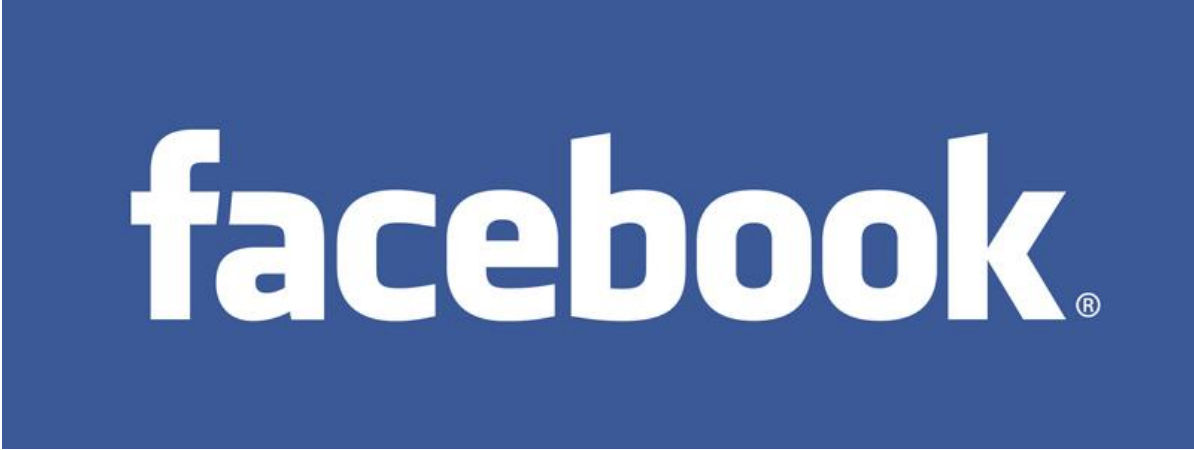
<https://www.pinterest.co.uk/>

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®). The logo is centered on a solid blue rectangular background.

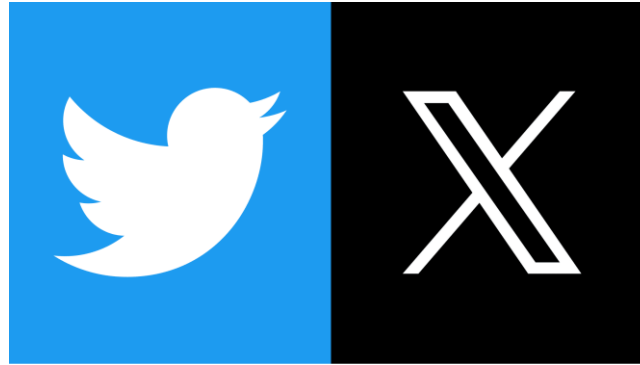
Over 2 billion members and counting.

Your profile page is not a suitable promotional medium! Use business pages instead

www.facebook.com

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, with a registered trademark symbol (®) at the end.

More than 7 in 10 employers discarded a job seeker's CV after checking their Facebook page according to a survey of 450 employers by careerbuilder.co.uk.

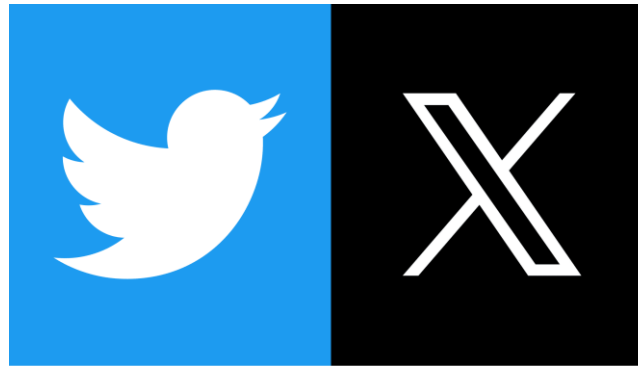


www.x.com

‘Micro-blogging’ site.

Many other sites can publish activity to your feed.

Other sites let you embed your feed.



Remember that your tweets can potentially be viewed by everyone, not just your friends!



Yep, we all know about this one – but how many of you have uploaded a self promotional video?

Hosted Sites



www.vimeo.com

Professional video upload and sharing site.

The logo for about.me, featuring the word "about" in white and ".me" in yellow, centered on a dark teal background.

www.about.me

A single-page profile site.

Shows a description of you and can link to most relevant social networking sites.

Think of it as an online business card.

What Social Media platforms should you be on?

First thing's first, discover where your target audiences congregate online.

Find the network where users are most receptive to you or your brand.

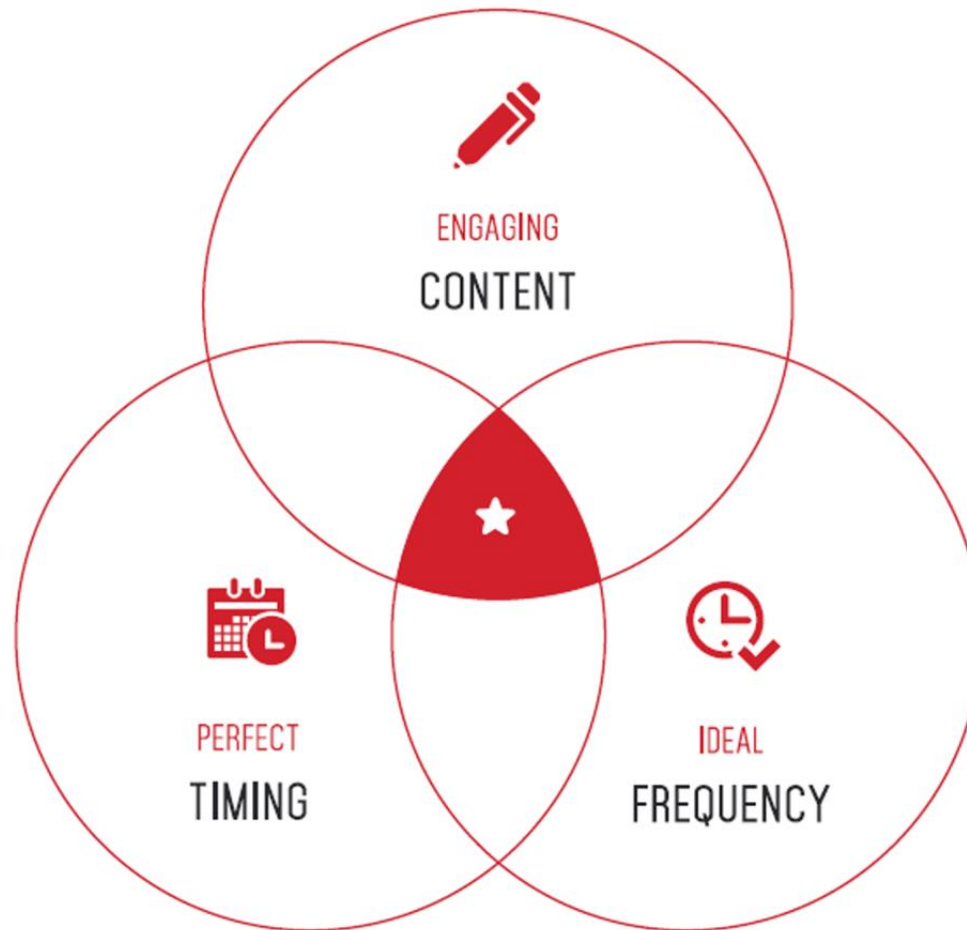
It's all about market research!

Consistency must be at the heart of your strategy:

Each social profile should be tailored using your brand colours, text, symbolism and imagery.

It's fine to use alternating imagery, but as long as your brand is consistent throughout, you're doing a good job.

What and when should you post on social media?



WHEN IS THE BEST TIME TO POST ON SOCIAL MEDIA?

The short answer is 'when your audience are online.
Experiment to see when your posts get the most engagement.
However you can use this guide to get started.

FACEBOOK



TIME: 12PM - 3PM

INSTAGRAM



TIME: 8AM - 9AM,
2AM, 5PM

TWITTER



TIME: 12PM - 3PM
& 5PM - 6PM

LINKED IN



TIME: 7AM - 8AM,
12PM & 5PM - 6PM

Multi-dimensional content gains the most impressions and shares on Social Media.

Think attractive imagery, high-quality, snappy video and audio clips.

People love visuals; they will far outweigh text-only posts.

The topics of your posts shouldn't be rigid.

Purely promotional content will have an adverse effect and merely put the audience off.

Purely topical content that is irrelevant to your product, service or industry will eventually confuse the audience.

Mix it up. After all, variety is the spice of life.



A Guide to Social Media for Creatives

**Extra content on Moodle & adapted from articles
to be found at www.creativeblog.com**