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Changemakers

Social Media and Artist Websites

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Use of websites and social media for artists:

Using a website to showcase artwork is more professional than using only social media, although some artists choose not to have any social media, this usually only is efficient for mid-late career artists. Other perks of running a website often include not having to compete with an algorithm within the site to get your artwork seen, although it is the opposite when you want your website to show up in a search engine such as Google. A website can also act as a portfolio and can show more specific information about your work and how to contact you than a social media page might. Despite this, running a website can be time-consuming and difficult to maintain. People are also less likely to find it unless they have been directed there by other means such as already being aware of your work or other online presence you may have such as social media.

Using social media as an artist can be more convenient than running a website and is easier to use and reach a larger audience. There is also the opportunity to connect with other artists and discover open calls for exhibitions. However, as social media is much more popular than building a website it is often more competitive if you want to get your work seen and the algorithm tends to promote other types of posts more often than it would promote artwork, especially on sites such as *Instagram*, *Facebook* and *TikTok*, often having users pay to have their posts show up more often in other user's feeds (Bousquette, I. 2020). There are other social media options made specifically for artists although they are much less common than the three previously mentioned. Still, they are better for networking with other artists.

Using both a website and social media simultaneously is often most effective and creates an established online presence to promote your work in both a professional and casual way, as

well as both being able to feed into each other if you have linked social media to your website and vice versa.

My social media and website:

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

www.mothcorpse.wixsite.com/fineart

Ways to create a website:

Easy ways to create an artist website include using a website builder such as *Wix* or *Squarespace*. Some are better than others, and some require a subscription to use them although this is a good starting point for those with little to no experience in building a website. Other options for creating an artist website include coding it yourself, which can be difficult if you have never done it before, or paying someone else to code it for you which is often more expensive than using a website builder.

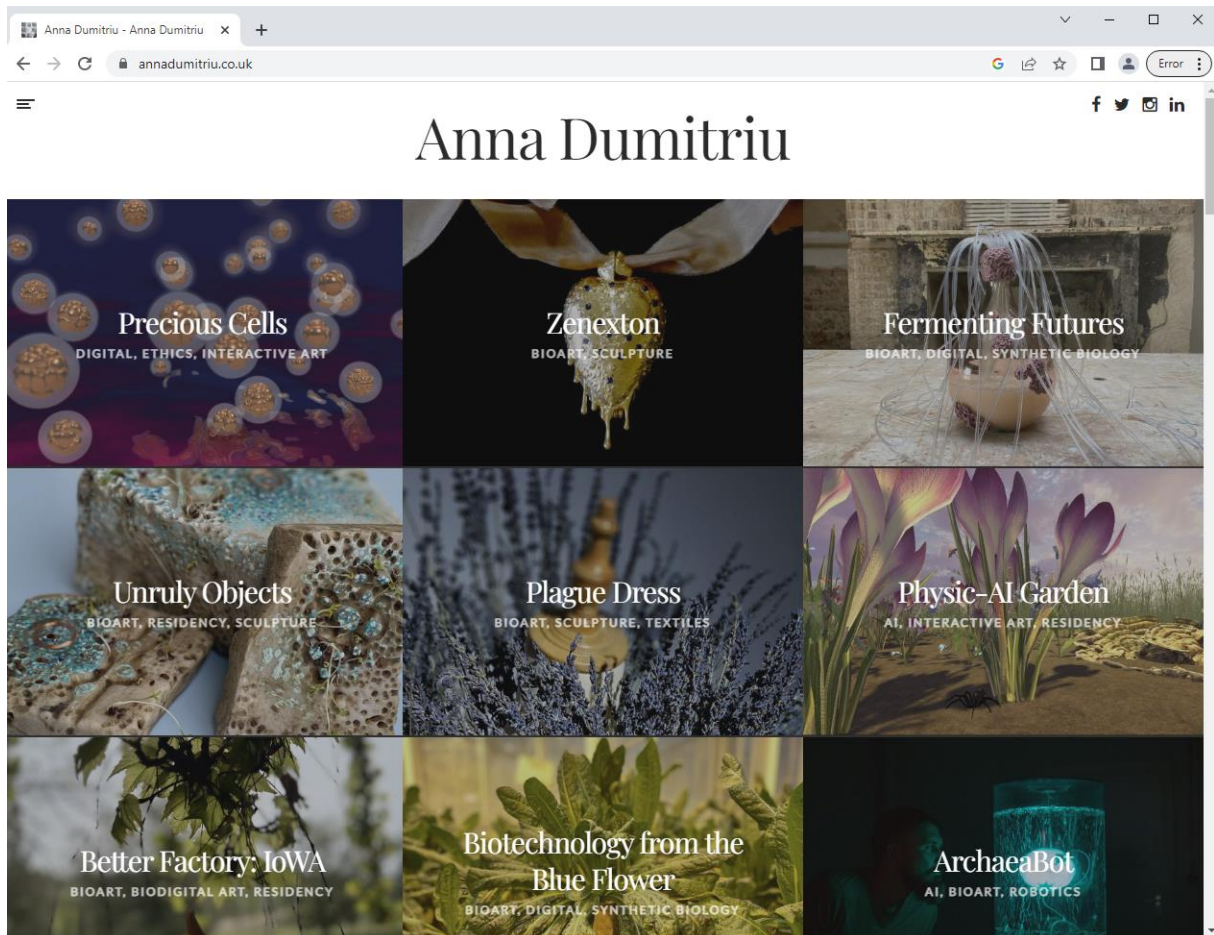
Websites I like and dislike:Anna Dumitriu:<https://annadumitriu.co.uk/>

Figure 1: Home Page – Anna Dumitriu

Anna Dumitriu's site is successful as an artist's website as the home page instantly directs you to a variety of work and projects she has worked on, with each tile seen in Figure 1 containing the title of each artwork or project and keywords relating to the work. The tiles also act as a link to more information on each one. There are also clear icons in the top right-hand corner directing the viewer to a variety of other sites and social media she uses to promote her work and an icon in the top left-hand corner which opens a menu to direct

the viewer to other areas of her website such as those with information on talks, exhibitions, and workshops she hosts.

The site itself is visually stimulating, not overwhelming, and easy to navigate. I also found the website is just as compatible with mobile browsers as it is on a computer. Finally, there is also a contact section on the website where visitors can fill in a form or be added to a mailing list and a section for students doing research.

Rona Green:

<https://www.ronagreen.com/index.html>



Figure 2: Home page – Rona Green

While Rona Green is another artist I am interested in, I find her website to be too simple.

The home page consists of one image as seen in Figure two and although there are links to other areas of the site at the top of the page, the link to a blog she runs takes the visitor to an external webpage. When trying to view her artwork I was greeted with a page full of tiny jpegs that can be opened to view larger although the image quality isn't very high and zooming in on them is inefficient. Despite this, I found that due to the simplicity of Green's website, it worked well on mobile. The website isn't necessarily bad, although it is not a good example of an artist's website either.

References:

List of figures:

Figure 1: Home Page – Anna Dumitriu. Accessed from: <https://annadumitriu.co.uk/>

Figure 2: Home Page – Rona Green. Accessed from: <https://www.ronagreen.com/index.html>

Websites:

Bousquette, I. (2020) *Artists struggle to promote their work on Instagram amid algorithm changes, censorship and blocked hashtags*. Available at: <https://medium.com/8-million-stories/artists-struggle-to-promote-their-work-on-instagram-amid-algorithm-changes-censorship-and-hashtag-cd83112e3258> [Accessed: 30 Apr 2023].

Dumitriu, A. (2020) *Anna Dumitriu*. Available at: <https://annadumitriu.co.uk/> [Accessed on: 25 Apr 2023].

Green, R. (2023) *Rona Green welcome*. Available at: <https://www.ronagreen.com/index.html> [Accessed on: 25 Apr 2023].