



A Guide to Social Media for Creatives

Now let's look at some of the bigger players in more detail.

How can you get the best from them?

The following content is adapted from articles to be found at www.creativebloq.com

Instagram

Instagram

Instagram is one of the fastest growing, visually led platforms.

So how can grow your audience by using a personality led strategy?

It's a given that your profile should feature some of your work, brand or products that you sell.

Instagram

All these things will help followers to understand what you offer.

But how do you really become unique?

Here are some tips for improving your feed.

Instagram

Hone your Focus

Pick a 'consistency' topic. This could be your products, brand values or concept.

Merge this with a specialist topic.

This isn't always on-feature but will enable you to expand outside of your normal publishing realms, building an audience that appreciates not only your work, but also your commentary and creation.

Instagram

Hone your Focus

For example, if you are a creative, your page could feature your work, mixed in with appreciation and/or commentary of another creative's work.

By sharing and introducing your passions, you are further injecting your personality and interests.

All these traits give a user a reason to follow you, as you are aligning further with their own interests.

Instagram

Don't Forget Stories and Reels

Instagram Stories are more throwaway, but this doesn't mean you have to sacrifice your content quality – it just means being more accessible and engaging, and less like a series of adverts.

An example would be using a question or poll sticker to support a live draw on stories, documenting each stage with the involvement of your community.

Instagram

Don't Forget Stories and Reels

Not sure how to use Instagram Stories? Follow the link below for a guide:

<https://www.creativebloq.com/features/a-designers-guide-to-instagram-stories>

Instagram

Organise your bio

If someone is going to take the time to look at your page, you need to make sure you have any info they might want on there.

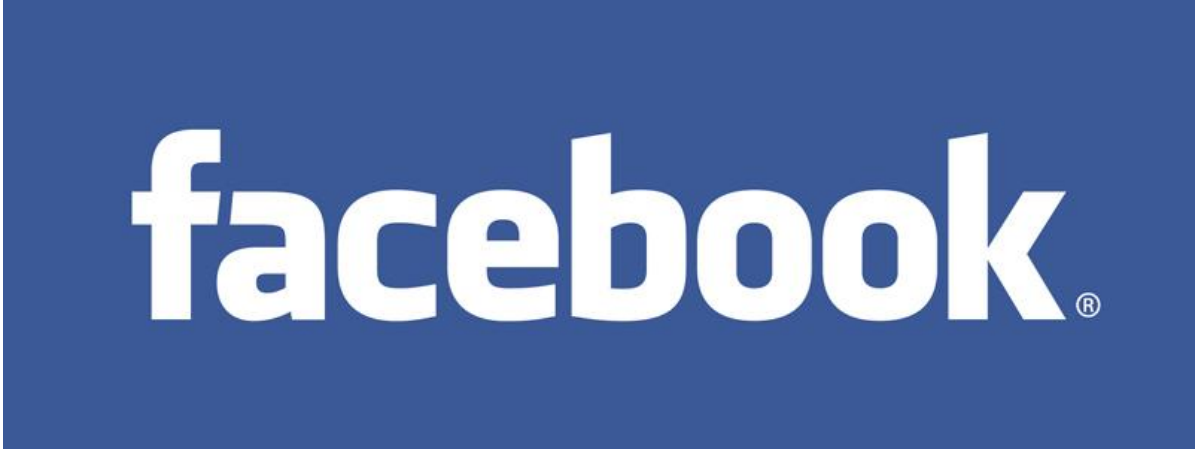
Make sure you include a URL where they can find more about you, and add an email button so they can get in touch. Story highlights help give an idea of your personality.

Instagram

Organise your bio

When you've done all that, it's time to explore personalisation options, for example you might want to change the font on your Instagram bio.

<https://www.creativebloq.com/how-to/change-the-font-in-your-instagram-bio>

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

facebook®



The largest online platform in the world, with over 2 billion active users, but is Facebook still relevant?

Data from taken from the top page categories showed that they have experienced a decline of up to 70 per cent engagement.

The worst affected in this case were artists' pages.



However, don't be put off by the bleak stats.

Facebook is in a changing state, so you've just got to be willing to move with it.

Some say Facebook's publishing tools are a little bloated, but here are a few that you should consider focusing on.



Facebook groups

By creating a group on Facebook, you're able to connect one on one with your audience.

You are providing them with a space in which they can discuss and share their own opinions based on a topic you've set.



Facebook groups

It becomes less about broadcasting and more about collaborating, and with over 400 million people in meaningful groups, it's a great time to start.

A successful group isn't easy. You've got to give a reason for people to join, and of course, it needs to have some relevance to your brand.



Facebook groups

Think about what topics you could set. This could be a theme, brand value, collaborative effort — either way, it has to have as much value to your audience as it does to you.

If you can create a home for this topic, you will have created a community with a deeper connection to your brand.



Facebook Messenger

Facebook reported that 53% of people are more likely to shop with a business they can message directly.

The best part is, there isn't a whole lot you need to do to get this started.

Make sure you've turned on private messaging for your page.



Facebook Messenger

You're using the messenger call to action on your content, and most importantly, you're replying.

You could explore bots, but for creatives it is better to keep it human – apart from the automatic greeting, which is a great way to let people know their message has been received and when to expect a reply.



Product Catalogue

This tool is free for business pages, and it carries over to Instagram.

If you are selling products through your website or a third party site, consider setting up a product catalogue, which can be found in your Business Manager.



Product Catalogue

This will enable you to tag products in posts, which comes in handy when you don't want a long product description in the copy of that post.

The link below will give you more information;

<https://www.facebook.com/business/help/1275400645914358?id=725943027795860>



Event Pages

These micro groups have come a long way since being the main source of a birthday party invitation.

If you are planning on a series of events, spend the time to build an event page for each.



Event Pages

Cover what to expect, where to buy tickets, and most importantly, keep those interested updated on the happenings by sharing updates to the timeline.

The link below will show how to create an event;

<https://www.facebook.com/help/116346471784004>





With 250 million monthly active users, it's not a platform to ignore.

The question is, do you need an account, or can you just be present by introducing better sharing functions on your website?

How about both?



Users come to Pinterest to find pins for inspiration, aspiration and motivation purposes.

You can make this work to your advantage by pinning against these headings to seed content throughout the platform, all the time creating links back to your website.

Here are some tips for making the most of Pinterest.



Work with what you already have

Start small and build up. Work with what you have.

For example, If you're an illustrator and have a bank of work on facial expressions and features, use those files and start.



Work with what you already have

You could organise them and create sections within your board to separate it by categories – eyes, smiles, happy or sad.

Show a potential pinner your expertise, and provide them with inspiration.



Use Keywords

As mentioned earlier, Pinterest is an image search tool, so use those general keywords in the description, including relevant hashtags, a title to summarise, and always include your website.

The optimisation is important — take the time to fill out the small details, as it will pay off in traffic and awareness.



Use Keywords

You can also use Pinterest to promote your back catalogue of work for inspiration and awareness.

Be sure to work in those keywords when you do, avoiding words like 'my work' or 'my portfolio.'



Use Keywords

Instead use 'Graphic Design', 'Illustration' or 'Advertising' with sections such as 'infographics', 'campaigns' or 'typography' for example.

Be descriptive.

Make your work easier to find by potential clients.



Create Dedicated Pinterest Content

You could look at creating some templates, inspiration pieces or how-to style guides.

These pins are a great way to build up awareness for your expertise and provide motivation for a pinner.

Instead of sharing it as a native upload, pin this work directly from your website, ensuring you are getting traffic back to your page.



Pay Attention to what Works

There are no real rules on how much you can upload to Pinterest and when the best time to post is.

Just think about the quality of your pins, and keep a close eye on your top pins, clicks and audience interactions to better understand what your audience engages with.



Pay Attention to what Works

Discover further opportunities, and find what drives traffic back to your website and why.

New pins may take a while to show any results, but check back on those older pins – they may surprise you and receive more attention.