

Social Media for Creatives

LinkedIn <https://www.linkedin.com/>

Even though it's had a total rebrand, LinkedIn doesn't immediately grab you as being a useful social platform for creatives. But art, design and filmmaking are businesses like any other, and many creative pros say they're making good use of LinkedIn regardless of what it looks like.

Take Frank Suyker, aka Mr Sugar, an art director based in the Netherlands. "I use LinkedIn to get recurring revenue out of my existing clients," he explains. "By posting my blog posts on LinkedIn, I'm kept top of mind. And when they do have work that needs to be done, they come to me."

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

Launched in 2014, The Dots is an online professional network that aims to be "LinkedIn for creatives". And it's had a fair amount of success in doing so, attracting companies such as Google, Burberry, Sony Pictures, Viacom, M&C Saatchi, Warner Music, Tate, Discovery Networks and VICE to use it as a recruiting tool.

There are lot of other things you can do on the platform besides just waiting to be offered a job, though. These include connecting with other creatives in your field, checking out people's side hustles, responding to requests for collaborations, keeping up to the latest events and more. It's very much a case, then, of what getting out what you put in. And unlike LinkedIn, every page you interact with is beautifully designed.

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

Launched in 2014, ArtStation may not have changed a great deal over the years. But it remains the place to post your profile for professional 2D and 3D creatives, especially those working in the games, film, media and entertainment industries, or those aspiring to do so.

Video games recruiters nowadays don't just encourage you to post your work on ArtStation; they expect it. "We're interested in artists who produce the sort of work that we can use; that's it," says Kevin McDowell, art director for Creative Assembly's Total War series. "So make sure it's visible to us."

Dribbble <https://dribbble.com/>

Launched in 2009 by Dan Cederholm and Rich Thornett, Dribbble was never intended to be a straightforward portfolio site like Behance. Its specific angle was about teasing out small glimpses of what you were working on, when you were unable to share the whole project.

Dribbble has since evolved beyond web and mobile app design to take in icon design, branding, animations, prototypes, illustrations, graphic art and other disciplines. But there's still a focus on informally sharing small screengrabs (known as 'Shots'), rather than setting out big and detailed images in an organised and carefully annotated way. As Albuquerque-based web designer Jack Harner puts it: "Dribbble feels more like a community than a portfolio site."

Nicola Jones, aka Hello I'm Nik Design, Dribbble is a place for posting work that doesn't fit in your main portfolio. "This is where I put my personal project illustrations, which is something I'd like to do more, so if I ever get any illustration enquiries I point them there. Illustration is more of a side thing for me, as I do brand and marketing design before all that for clients."

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

Behance is the closest thing on this list to a pure portfolio platform, but with a social aspect plugged in. Founded by Matias Corea and Scott Belsky in November 2005, the company was acquired by Adobe in 2012, and its reach has since become enormous.

Unlike, say, Dribbble or Instagram, Behance offers a way to show more of your work than just a single, eye-grabbing image. As motion designer and 3D generalist Jesus Suarez explains: "Behance is great for sharing the making of and behind the scenes aspects. It allows for more complete look at the project."

Of course, you could do all that on your own website, but the social aspects of Behance means that it's worth posting stuff there too, if even you're just duplicating the same content.

And that's exactly the approach Laundry takes, says Richardson. "Our Behance basically mirrors our company site," he explains, "but because it is so shareable and other creatives go to Behance for creative inspiration, it is an ideal place for us to share the behind-the-scenes and case study aspects of our projects."

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

The rise of Dayflash is a sign that a few people's love affair with Instagram is waning. But overall, Instagram remains far and away the most popular visuals-based social media platform today, and for most creatives, a presence of some sort on the image sharing platform remains a must.

"While, Behance is great for sharing and getting your work in front of professional eyes, I tend to use Instagram mostly," says George Kofi Prah, designer at New York and LA branding agency loyalkaspar. "It's the perfect tool for creatives in the way that Spotify is for musicians.

"It provides access to a much wider audience than any other platform and allows me to engage with literally anyone. Using hashtags makes being discovered and finding new and interesting things a lot easier."

Dayflash <https://www.dayflashapp.com/> (Not available for Windows or Android devices).

Never heard of Dayflash? You're not alone. But right now, it's rapidly gaining popularity amongst creatives. And that's because the iOS app, launched last year, basically works like Instagram used to. In its own words, there's "no algorithm and no more missing posts from your friends".

Co-founder Rupali Renjen tells us that, in her view, "Photo sharing platforms unfairly use algorithms to dictate which followers get to see a user's posts. And as they push users to spend more time on stories from friends, long-form videos and shopping, all so they can make more money on ads and business accounts, less and less time is being spent on creators, which is taking away visibility and opportunity".

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

When it comes to social media for any type of visual art, including design, the first site that often comes to mind is Instagram. But designers shouldn't overlook the second-most-popular image-based social network: Pinterest.

Pinterest doesn't necessarily have a reputation as a powerhouse social network for designers and other creative professionals. But the demographics show there's a lot of use in Pinterest for designers, as users are well-educated professionals who shouldn't be overlooked.