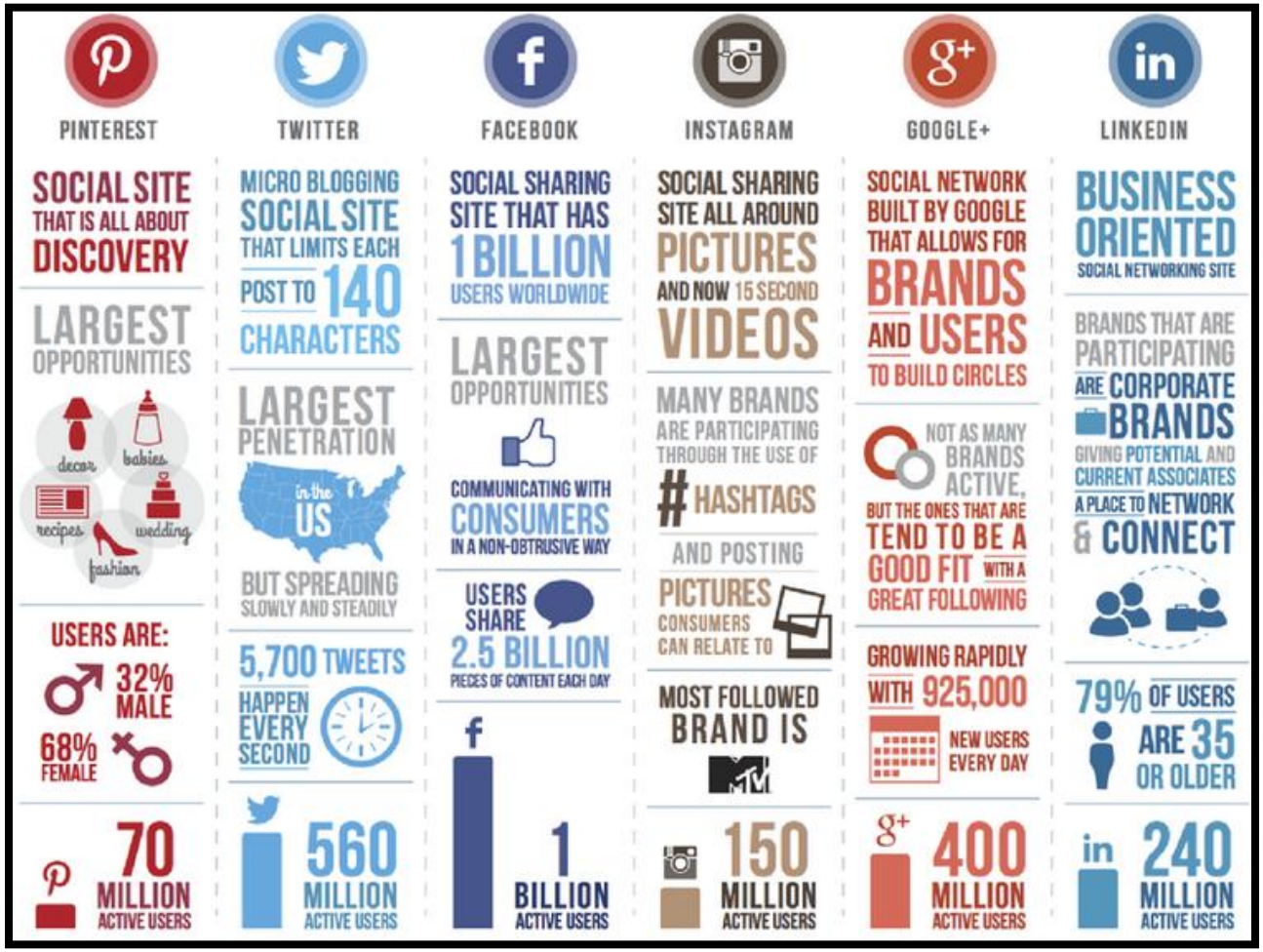
Web and Social Media



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!

Web and Social Media

theaoi.com/

www.creativereview.co.uk

www.creativebloq.com/

www.itsnicethat.com/

Web and Social Media

CREATIVE BOOM

www.creativeboom.com/

COLOSSAL

www.thisiscolossal.com/

ImagineFX

www.creativebloq.com/imaginefx

Artists & ILLUSTRATORS

www.artistsandillustrators.co.uk/

DESIGN JOBS BOARD

https://www.designjobsboard.com/

design WEEK

designweek.co.uk

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 — 3.07 billion
2. WhatsApp — 3 billion
3. Instagram — 3 billion
4. YouTube — 2.58 billion
5. TikTok — 1.99 billion
6. WeChat — 1.41 billion

Statista global social networks ranked by number of users

Right now, as a personal brand entering into social media for the first time, it may be daunting.

How are you meant to compete with those giants who seem to have it sussed?

Although these giants may have teams of creatives, copywriters and strategist, you will always have your personality.

No large team can recreate that.

Being authentically you has never been more desirable, and enables your audience to create a more meaningful connection to your brand.

You don't need to bring them into your personal life, but let them see you, hear you, and find out what you stand for through your content and tone of voice.

Don't be scared to push those boundaries.

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 gramer.

WordPress

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

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

https://www.artstation.com/

LinkedIn®

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/

Bēhance

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

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/

Web and Social Media

facebook®

Over 2 billion members and counting.

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

www.facebook.com

Web and Social Media

facebook®

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.

Web and Social Media

www.x.com

‘Micro-blogging’ site.

Many other sites can publish activity to your feed.

Other sites let you embed your feed.

Web and Social Media

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.

Web and Social Media

about.me

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 things 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!

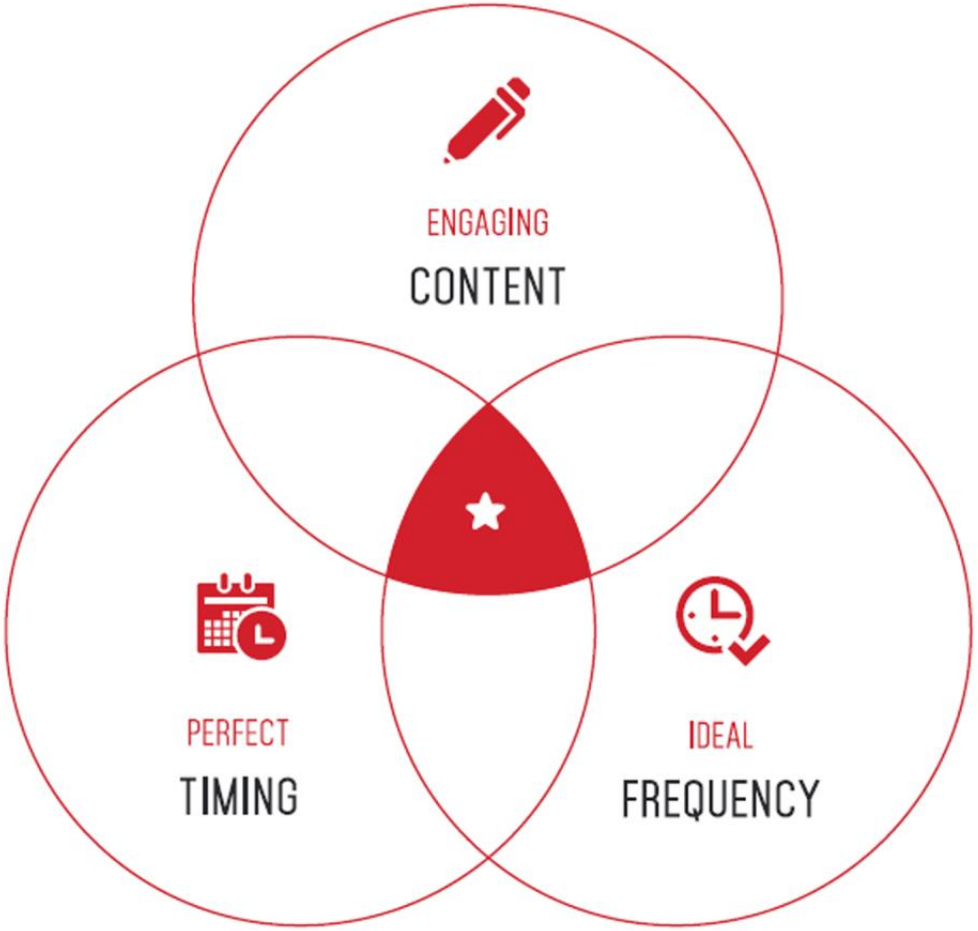
Consistency must be at the heart of your strategy:

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.

Your goal is to make the user journey as simple, enjoyable and distinctive as possible.

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

MON TUE WED THU FRI SAT SUN

TIME: 12PM - 3PM

TWITTER

MON TUE WED THU FRI SAT SUN

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

INSTAGRAM

MON TUE WED THU FRI SAT SUN

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

LINKED IN

MON TUE WED THU FRI SAT SUN

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.

A Guide to Social Media for Creatives

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