Programme of Study: BA Fine Art

Module: ADAA5000

Changemakers lecturer: Paul Duerinckx

Word count

Evaluation of social media links: 877 Artist

statement: 746

CV: 572

Evaluation of social media Links

Social media has become imperative to being a successful and popular artist “It is therefore only natural for art…to be entwined in the ever-growing web of social media” (Martin, N. 2020). Like many areas of society, technology has become interwoven into the fabric of the profession. Growing platforms such as TikTok and Instagram have furthered the technological opportunities for artists. Although, TikTok is much more musically based rather than artistically “TikTok is an essential promotional tool for music artists and record labels.” (Whateley, D. 2022).

Social media can be a simple, easy, and accessible way to become recognised as a young growing artist. On the other hand, it can get complicated, draining and restrictive being bound by a screen.

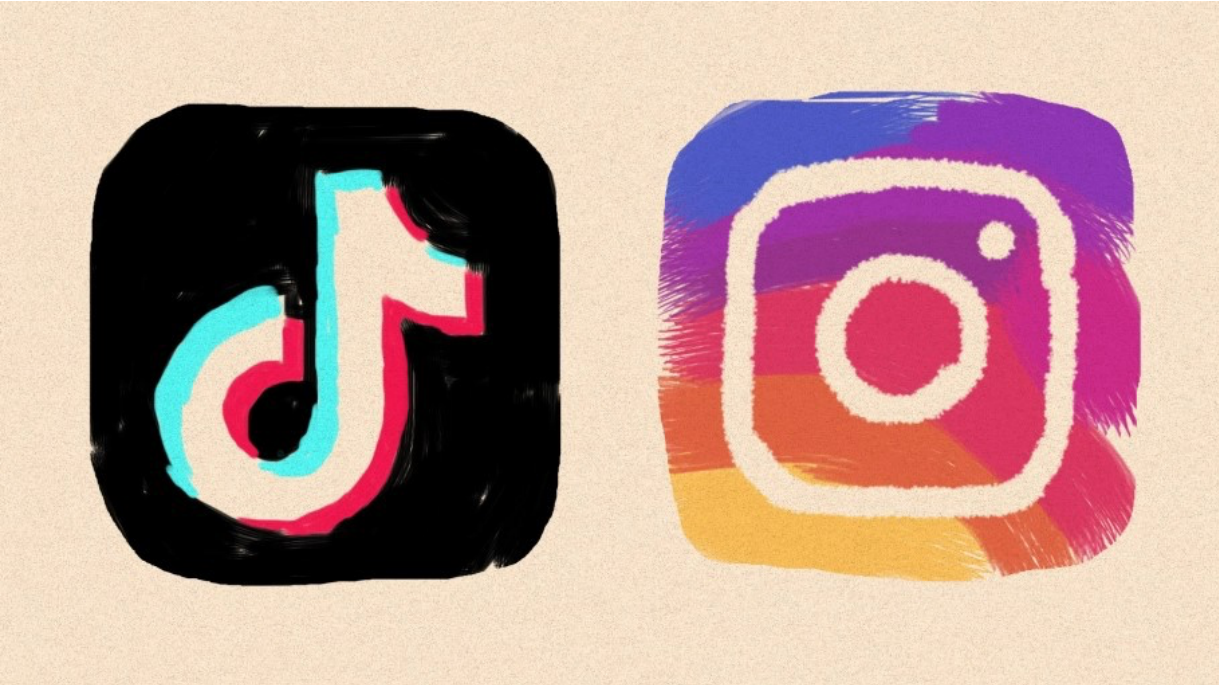


Figure 1: Tietjen, Alexa. and Manso, James. (2020) *The Thread: Will Beauty Embrace Instagram Reels?*

Personally, I struggle to keep on top of my social media (forgetting to document or post) as I put focus into my physical work. I post when I can on my separate art Instagram account. This is an account I have kept up to date with since my art experience in sixth form. Over the

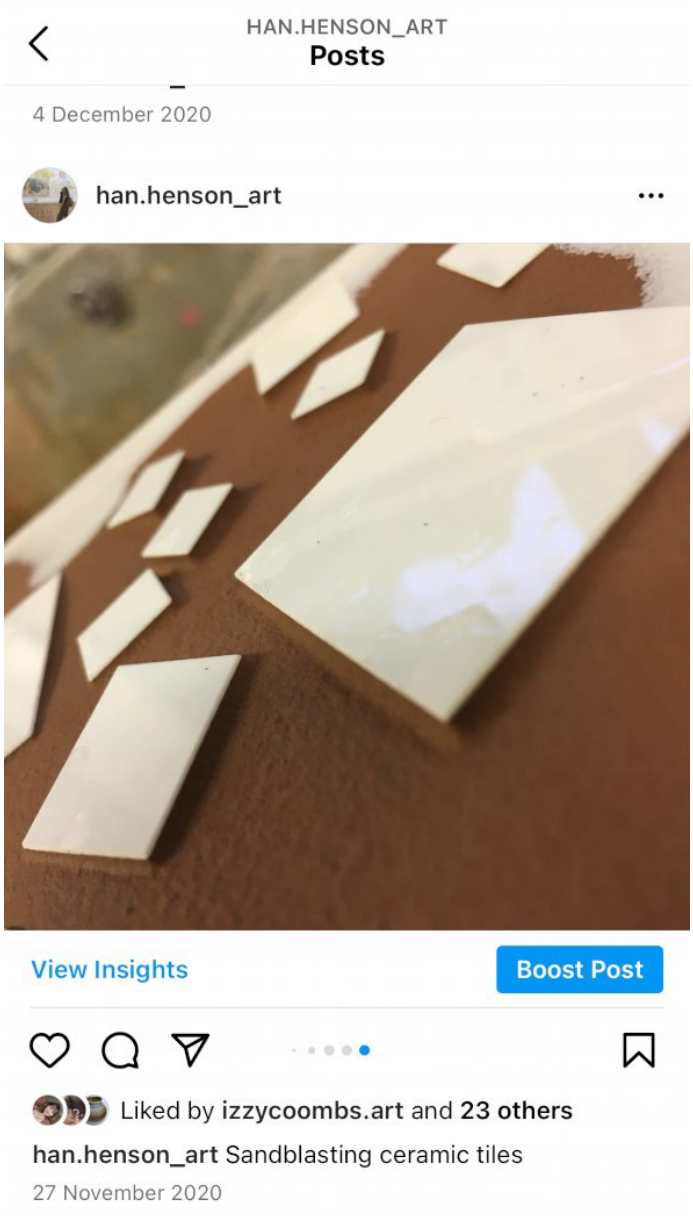


Figure 2: Henson, Hannah. (2020) *Sandblasting ceramic tiles* Accessed: 4th of January 2022

years I have experimented with posting techniques, photography angles and video documentation. It is a long process working out what achieves the most views and likes. It

takes practise, research, and patience. Hashtags is a successful way to boost a post as an artist “Hashtags are a vital tool for marketing your art online.” (Singh, T. 2016).

The social media aspect of being an artist is a job in itself. In my opinion its important to stay authentic within your art as it can be easy to be engulfed by the social media world, and end up feeling uninspired and often trapped.

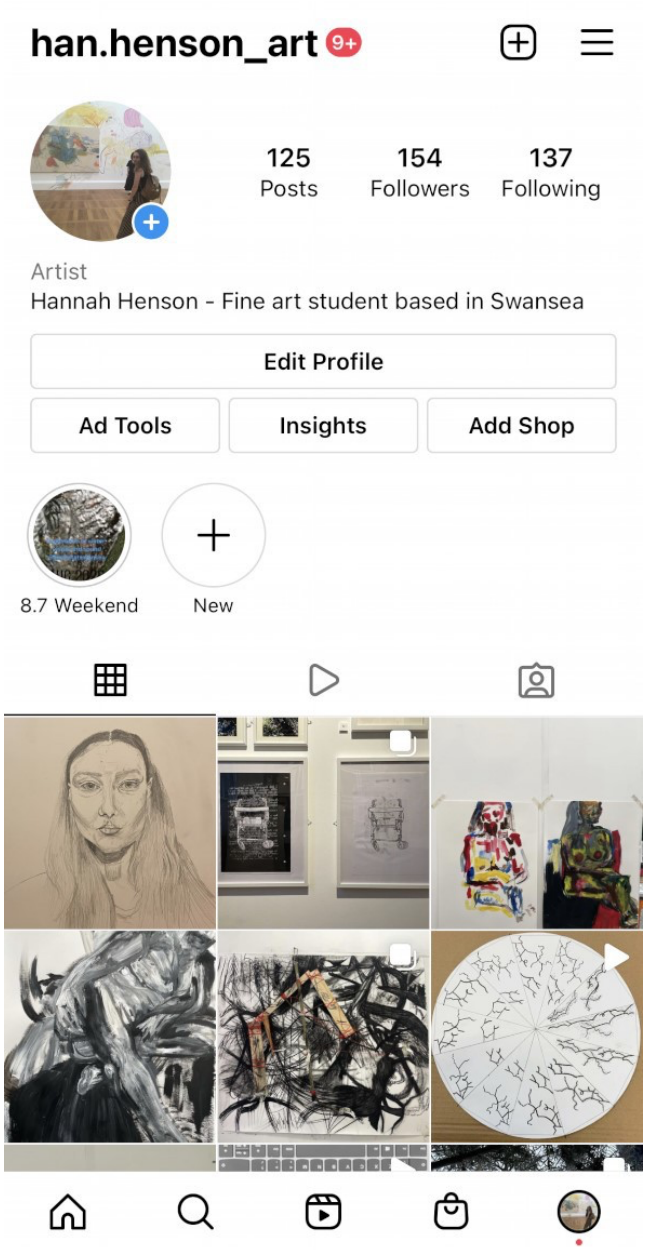


Figure 3: Henson, Hannah (2021) Accessed: 4th of January 2022

I find Instagram the best platform for me "For years…Instagram has been ranked as the best social media for artists out there" (Superfine, 2019). Instagram is my only artistic platform that I didn't initially create for the purpose of university. The app is easy to navigate as I've had a personal account for years. I understand how to share and promote my work which is crucial when building a platform. It has options to post numerous photos at the same time, which allows me to consider layout. The only issue I find with Instagram is how much aesthetic is considered when looking at someone's home screen. I find this restrictive when growing in my practise, it feels as if previous works hold me back.

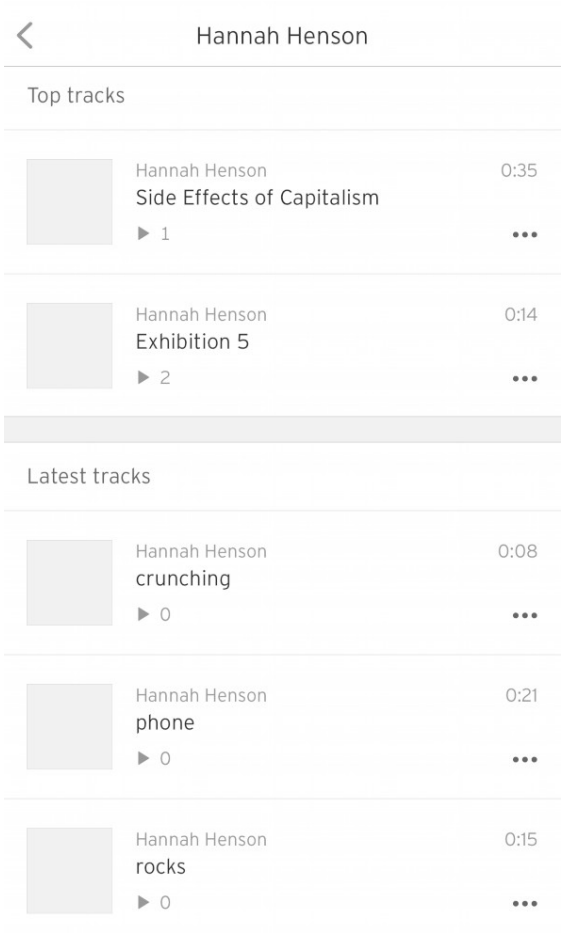


Figure 4: Henson, Hannah (2019 and 2021) Accessed: 4th of January 2022

I use platforms such as YouTube and SoundCloud to post my video and sound art. Video and sound are my most used mediums, therefore, having solid platform to store and upload my work is essential. Over time, many recordings and videos have built up on these accounts.

I find YouTube easy to use and very accessible when promoting my work “This helps increase your rank on search engines, the number of views on your videos, and subscribers to your channel.” (Armer, S. 2018) compared to Instagram which has a very specific search engine. If you get the username a few characters off, you may not find the desired account.

I haven’t explored SoundCloud much but, I’ve found that its incredibly simple. Sharing and linking recordings is quick and easy. I appreciate SoundCloud as its difficult to find platforms that will just upload audio without visuals. That are also free of charge.

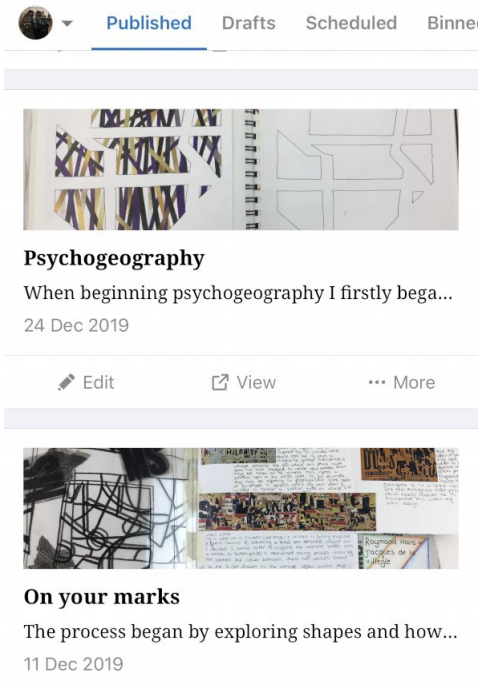


Figure 5: Henson, Hannah. (2019) Accessed: 4th of January 2022

I also have a WordPress account which I created when doing the foundation art course in UWTSD, for marking purposed. A way to digitally collect all the artwork from the modules

together. I really like the layout and feel for the site. I admire that it is visually orientated. However, there are a few digital mistakes that lead to the site being difficult to navigate and edit.

I do have a small TikTok account where I create videos to post on Instagram. I find it's an easy and exciting way to show my process. TikTok can be a very quick way to become incredibly well known as an artist. However, it is one of the most consuming and addictive social media platforms. It does worry me when creating these videos that I am subsequently abusing an addictive technique that the app creators formed to ensure viewers would be hooked on the app "The average user spends 52 minutes per day on TikTok." (Smart Social, 2020).

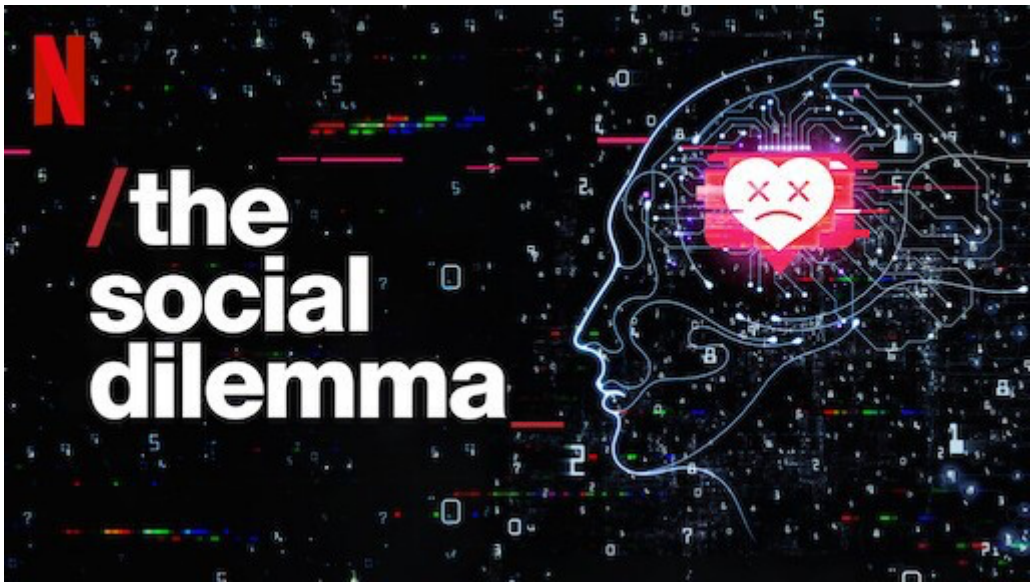


Figure 6: Orlowski, Jeff. (2020) *The social Dilemma*

After watching the documentary, *The Social Dilemma* "Never before have a handful of tech designers had such control over the way billions of us think, act, and live our lives." (Netflix, 2020) I am even more hasty with my involvement in social media. I find it a constant battle

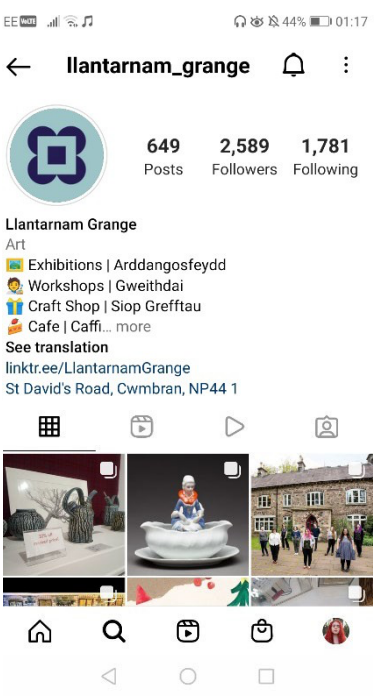
between what is right and how I will promote my art and speak on pressing issues in society today.

Other common social media for artists include Facebook, and websites such as Wix. I intend to create a Wix website to build my digital platform.

E-Portfolio Evidence of Learning

1. Evaluation of Social Media Links

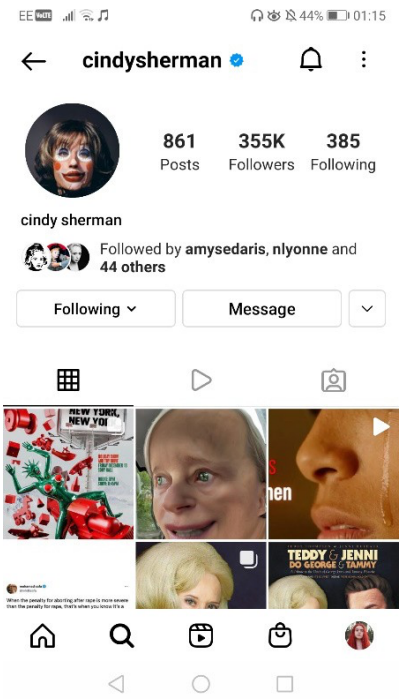
Currently, the only social media I have is an Instagram account that I started in 2018. It has now since morphed into my account for my art practice where I follow a variety of accounts; people, artists, museums, galleries, organisations and collections to learn and to be inspired.



Llantarnam Grange, 2022



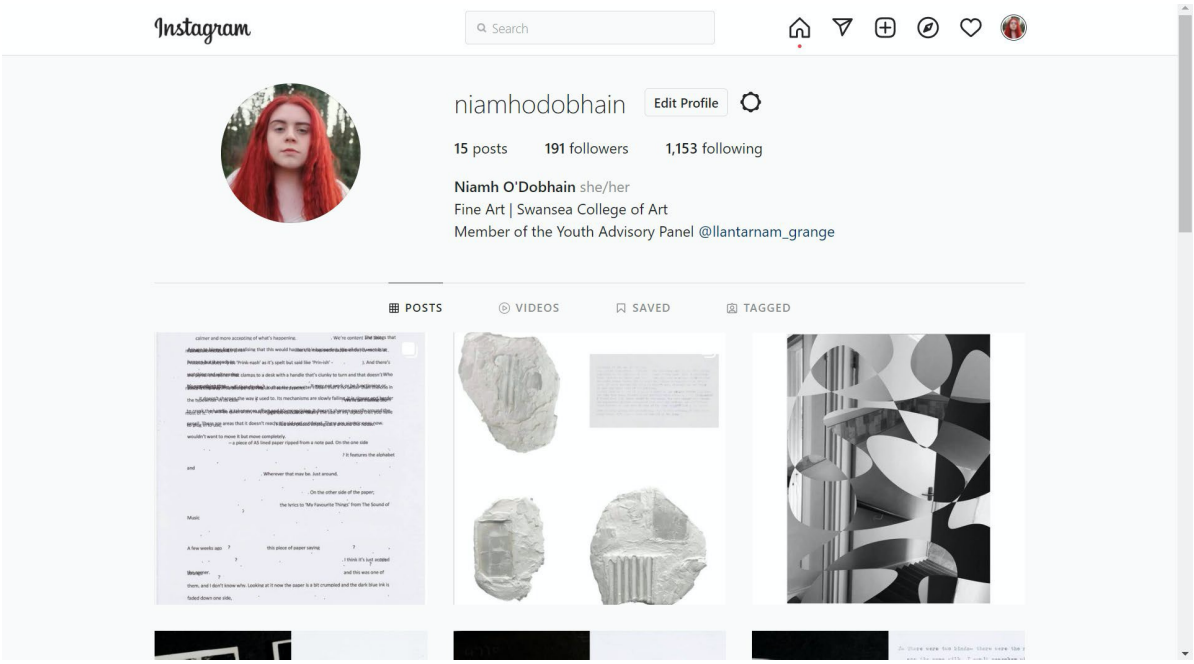
Grayson Perry, 2022



Cindy Sherman, 2022

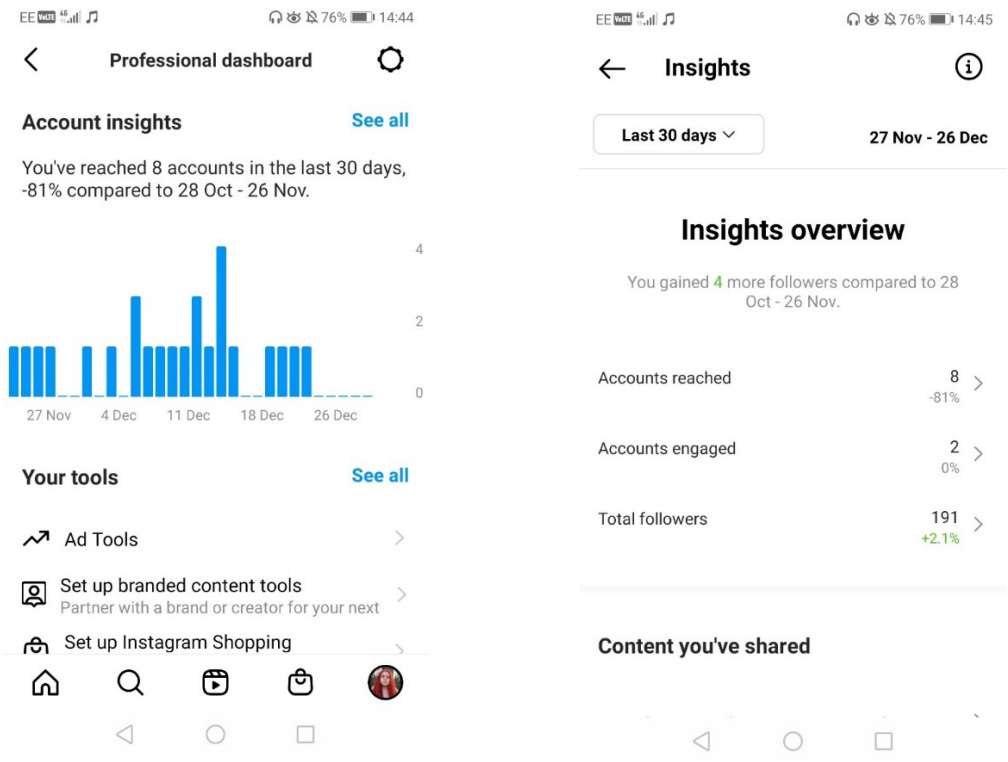
I use Instagram stories to share workshops and exhibitions I have been a part of or just

things I am keen to share. I rarely post and I want to try and get into the habit of posting more often and treating my work always as an ongoing process and inviting people to give feedback.



My Instagram page @niamhodobhain

It is useful to get into the habit of posting regularly, consistently and encouraging engagement it is more beneficial when on a platform that is algorithm-based as you are more likely to reach more people. (Artwork Archive, 2017) I want to be able to use Instagram as a tool to share, communicate and give and receive feedback on work throughout the rest of my degree and beyond.

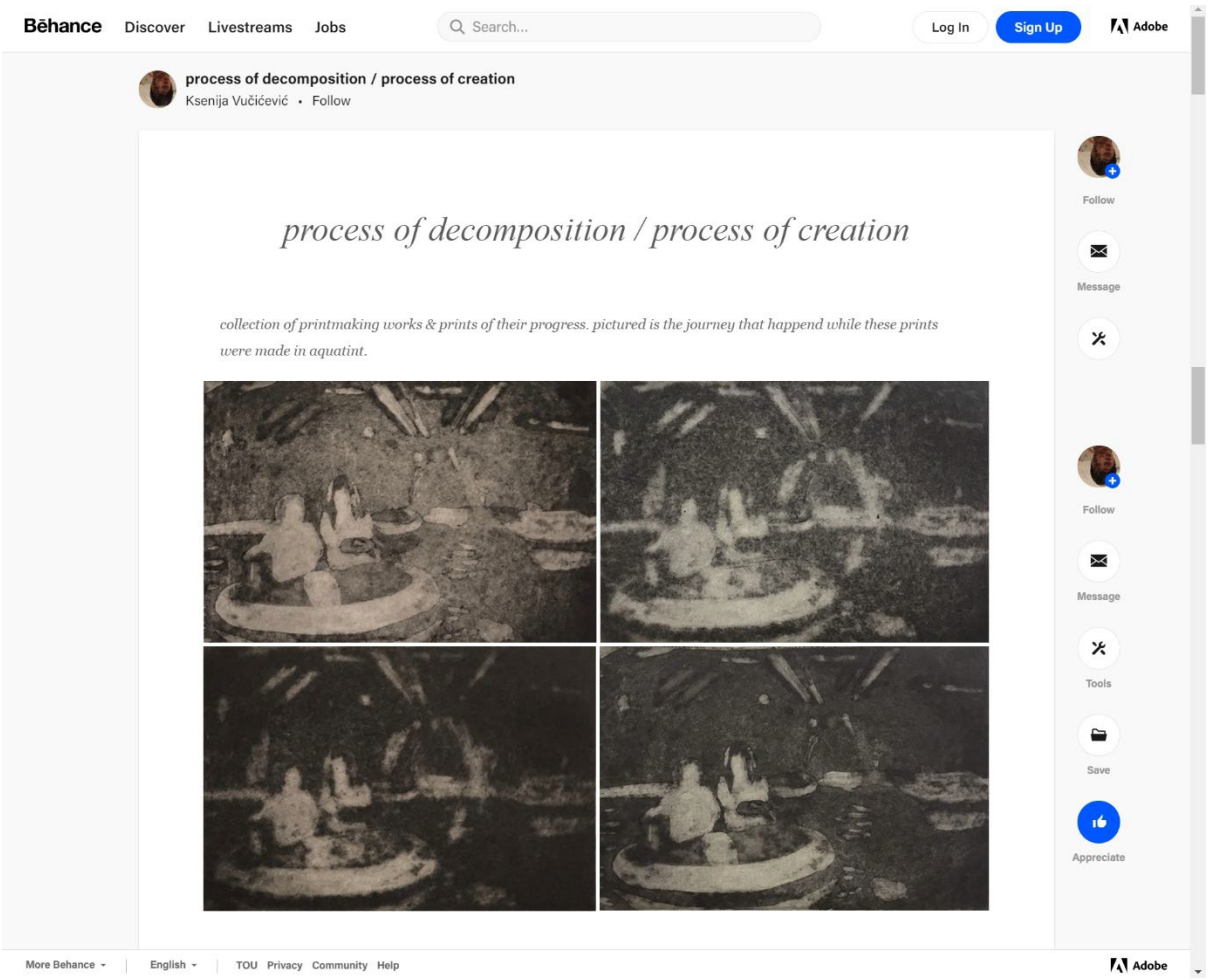


My Instagram account insights

I want to improve how I use social media and look at different platforms to see what would be beneficial for me to use, and how I could utilise it and potentially incorporate it into my process. Here I have looked at 8 different social media platforms:

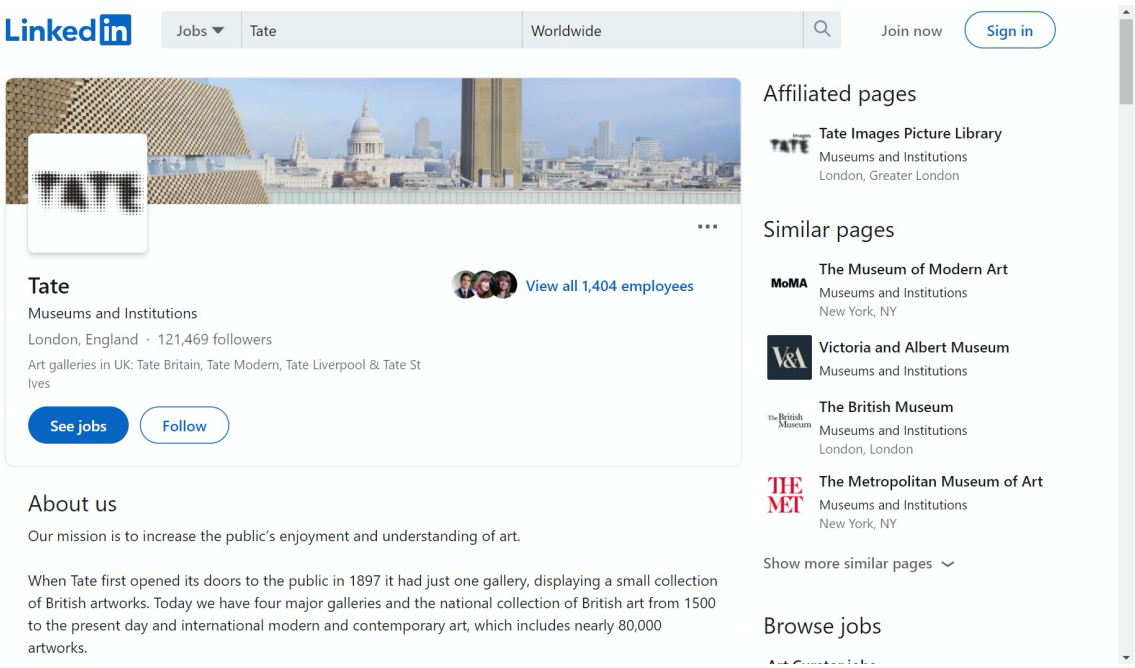
DeviantArt is a platform purely for people experimenting and exploring self-expression. (DevaintArt, 2021) I have previously used DeviantArt and found that it is a more casual platform and a home of fan art with people growing their skills and starting to share work and receive feedback from other members. However, from experience, feedback was limited and users lean mostly towards illustration. It still has a wide variety of mediums showcased, skills and experience which does make the site rich with inspiration, experimentation and with welcoming art community.

Behance has a similar set-up to DeviantArt but with a more sleek professional look and allows for artists to make ‘projects’ that share a theme that they can continue to add works to. (Behance, 2020) I am considering using Behance over DeviantArt because of the ‘project’ feature and it’s a useful platform to keep work together but also be able to share it professionally with others as an online portfolio. I think this would be a very useful platform for encouraging me to post my process and would reflect the project-based and thematic way I work. Behance was created by Adobe so it is compatible and good for sharing digital work that I would like to explore further using Photoshop and Premiere Pro for videos. (Behance, 2020)



Ksenija Vučićević, 2021.

LinkedIn provides a professional platform to network, “strengthen professional relationships” (LinkedIn, 2020) find jobs, other people and stay up-to-date with the latest in the industry. LinkedIn is something that I will most likely use in the future especially if I decide to pursue curating, it will allow me to create a professional profile and a way to find opportunities. As an artist, it can be beneficial for connecting and collaborating with other artists, galleries and organisations.



Tate, 2021.

The Dots is also something I would consider using as well as it functions like LinkedIn but has been created specifically for creatives to connect. (The Dots, 2021) The Dots is still a relativity new platform and with LinkedIn still being the popular choice out of the two, it would be the most beneficial to keep a profile on both to seek opportunities as well as some I might not have thought of before. (Butcher, 2017)

Facebook is a popular platform that can easily connect you to various people, join groups and share posts. (Facebook, 2021) However, Facebook, as well as Twitter, are primarily text-based platforms that are less useful for artists and sharing work. Facebook and Twitter can be used as a platform for information about me and my art with links to be directed to other accounts like Instagram and LinkedIn that can present work and information more easily and professionally. They can be useful to connect to a wider variety of people not necessarily seeking art but more use can be gained from other platforms.

Tiktok has gained popularity with #art having 166.6 billion views, it is a very useful platform for sharing short-form video, performance and documenting a process in video format. (Moradi, 2021) I would like to experiment with video more in the future however Instagram has now developed a short-form video feature that it is pushing. Therefore any video work could be posted on Instagram with the rest of my work. Instagram is still the leading platform for artists as it is made for visual media, and newer features have also allowed for artists to set up shops and promote their work. (Moradi, 2021)

I think using a variety of platforms is the best option. Making the most of Instagram is my priority currently and it is the best way to reach a variety of people. I think it would be beneficial to create professional accounts on LinkedIn and The Dots especially post-university. I am also considering trying Behance to get into the habit of sharing more of my process and using it to create a professional online portfolio.

Word Count: 869

List of Figures:

Figure 1: @llantarnam_grange (2022) [Instagram] Available at: https://www.instagram.com/llantarnam_grange/ (Accessed: 3 December 2022)

Figure 2: @alanmeasles, (2022) [Instagram] Available at: https://www.instagram.com/alanmeasles/ (Accessed: 3 December 2022)

Figure 3: @cindysherman, (2022) [Instagram] Available at: https://www.instagram.com/cindysherman/ (Accessed: 3 December 2022)

Figure 7: Vučićević, K. (2021) [Behance] Available at: https://www.behance.net/gallery/133037433/process-of-decomposition-process-of-creation (Accessed: 21 December 2021)

Figure 8: Tate (2021) [LinkedIn] Available at: https://www.linkedin.com/company/tate?trk=public_jobs_topcard-org-name&originalSubdomain=uk (Accessed: 21 December 2021)

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Evaluation of Social Media Links (800-word equivalent) Consider how you use social media and evaluate the relevance of different apps and sites. What are the advantages and disadvantages of different types? How do these work in relation to your own practice now

and as you consider the future? Include links to your current social media sites and to any sites/profiles you have used in your research, as appropriate.

Benjamin, W. (2008), back in the 1930's describes how technological developments and the increasing ease of reproducibility robs a work of art of its aura. He believed that a piece of art exists in its own time and space and the original holds on to properties that are lost when it is copied.

Sontag. S. (2005), in the 1960's talked about the ubiquity of the photographic image and how the sheer volume of images devalues each picture.

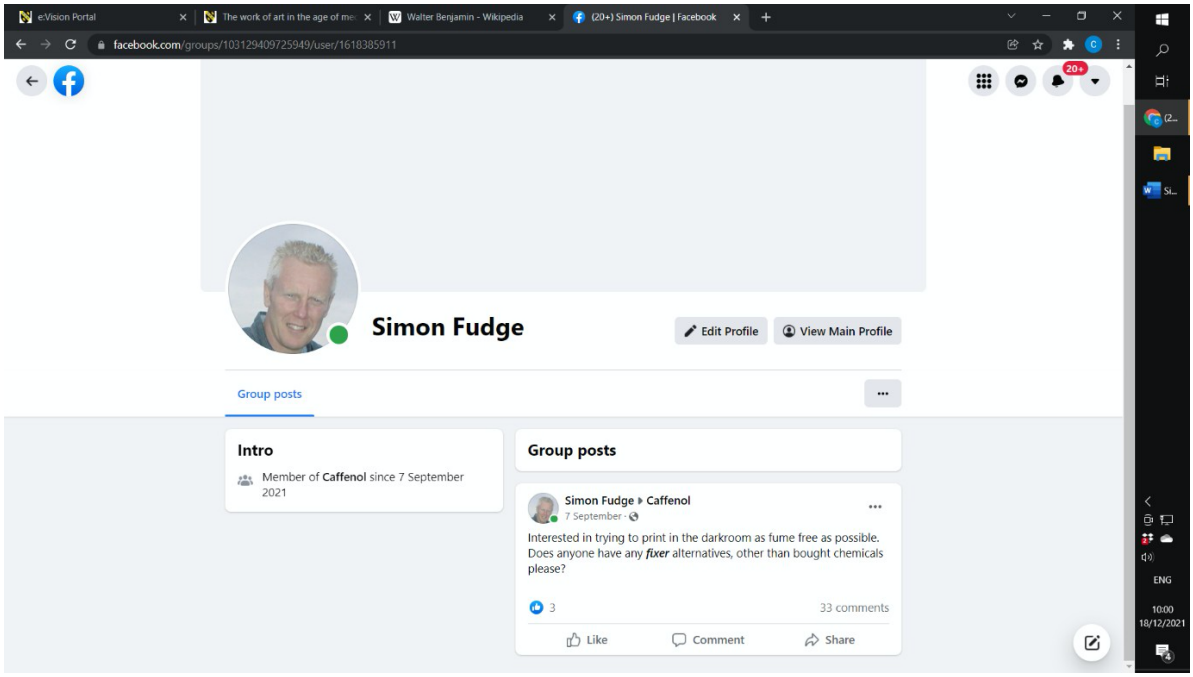
Surely, both writers could not have imagined how prescient their observations have become within the digital realm and the age of social media.

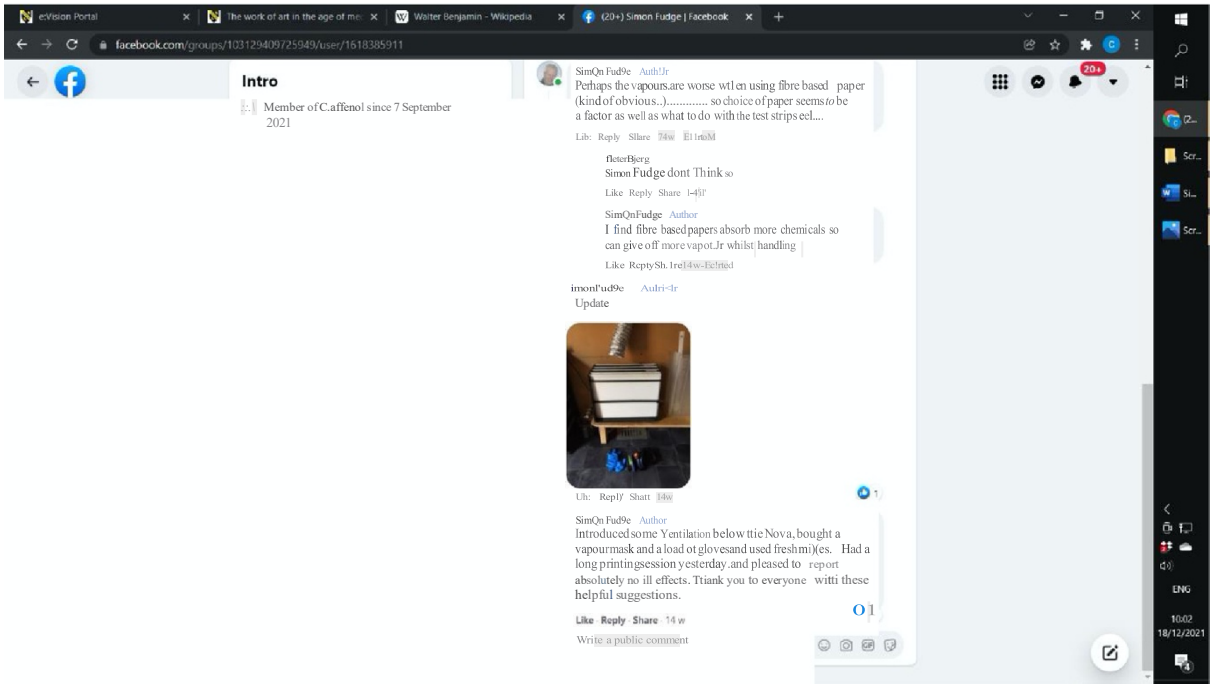
Their teachings resonate with me strongly. Also, the manner in which the digital realm is owned and utilised causes me significant moral, ethical and political concerns.

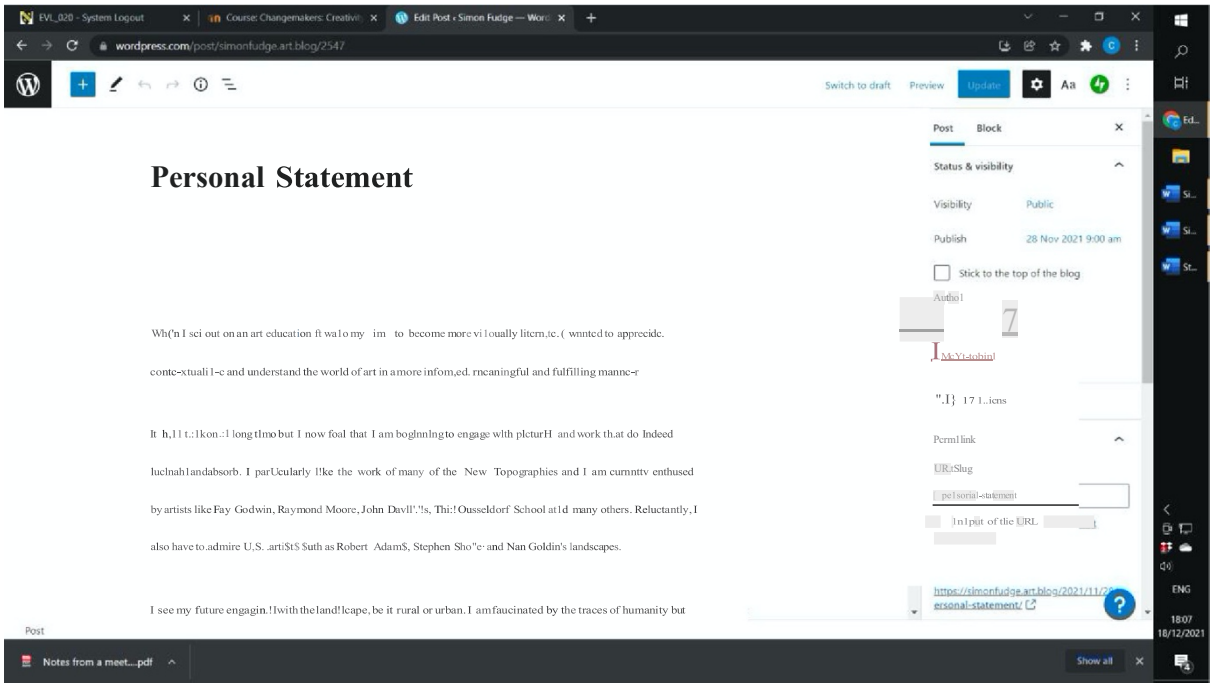
I use social media as a tool when it suits me to do so but I do not currently use it for artistic self- promotion and perhaps I never will.

I do have a Facebook account and I use it to seek out information. Broadly, in connection with my practice, I have joined a few groups. For example, I am a member of a Caffenol film group. However, unless I want to find out something specific, I rarely use these facilities. I never post any images of my artwork nor get involved in banal chat. My profile is currently private.

The Caffenol group I found to be very helpful and supportive when I set up my darkroom. They were particularly helpful in assisting me to make my darkroom safer and to reduce vapour fumes.




facebook.com/groups/1031294097259 49/user/1618385911
Intro
Member of C.affenol since 7 September 2021
SimQn Fud9e Auth!Jr
Perhaps the vapours.are worse wtI en using fibre based paper (kind of obvious..)..... so choice of paper seems to be a factor as well as what to do with the test strips eel....
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SimQnFudge Author
I find fibre based papers absorb more chemicals so can give off more vapotJr whilst handling
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Introduced some Yentilation below ttie Nova, bought a vapourmask and a load ot glovesand used freshmi)(es. Had a long printingsession yesterday.and pleased to report absolutely no ill effects. Ttiank you to everyone witti these helpful suggestions.
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lucinah1andabsorb. I parUcularly !!ke the work of many of the New Topographies and I am curnnttv enthused
by artists like Fay Godwin, Raymond Moore, John Davll'.'!s, Thi:!Ousseldorf School at1d many others. Reluctantly, I
also have to.admire U.S. .arti$t$ $uth as Robert Adam$, Stephen Sho"e· and Nan Goldin's landscapes.
I see my future engagin.!Iwith the land!lcape, be it rural or urban. I amfaucinated by the traces of humanity but
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I also have a WordPress site. I used this for the display of my Foundation exhibition in 2020. However, due to Covid restrictions, social media was only used as a last-minute alternative as a stand in for a physical, gallery show. I have since deleted all images and this site is also currently private. I keep and pay for this site purely for the demands of my academic studies. I doubt if I will find a need for this site if and when I graduate as I find it difficult and complicated to navigate. I have looked at Squarespace as an alternative and I may well set up an account there shortly.

On commencing my academic studies, I was encouraged to join Instagram and Twitter which I did. I found that interacting on these sites to be vacuous and inane and I cancelled my accounts almost immediately.

I am uncomfortable with the use of social media for a number of reasons.

I do not wish to spend a significant portion of my life sitting down in front of a glowing screen.

As well as having negative consequences for the physical and mental health of individuals, I believe that social media addiction is also having a negative effect on societies. I believe it is fuelling polarisation of views and leading to extremism and violence. The algorithms that keep the person fixed to the screen can sometimes tend to engage them in increasingly problematic behaviour.

The most powerful nation in the world was recently almost taken over in a violent coup which may have had devastating consequences for democracy and global stability. I believe that social media played a significant role in those events.

Another problem with social media is that it encourages excessive consumerism.

Yet another problem with social media and digital interaction generally is that the companies that control this domain are almost entirely based in the United States. I believe there is a danger that the extreme capitalist world view of a small group of

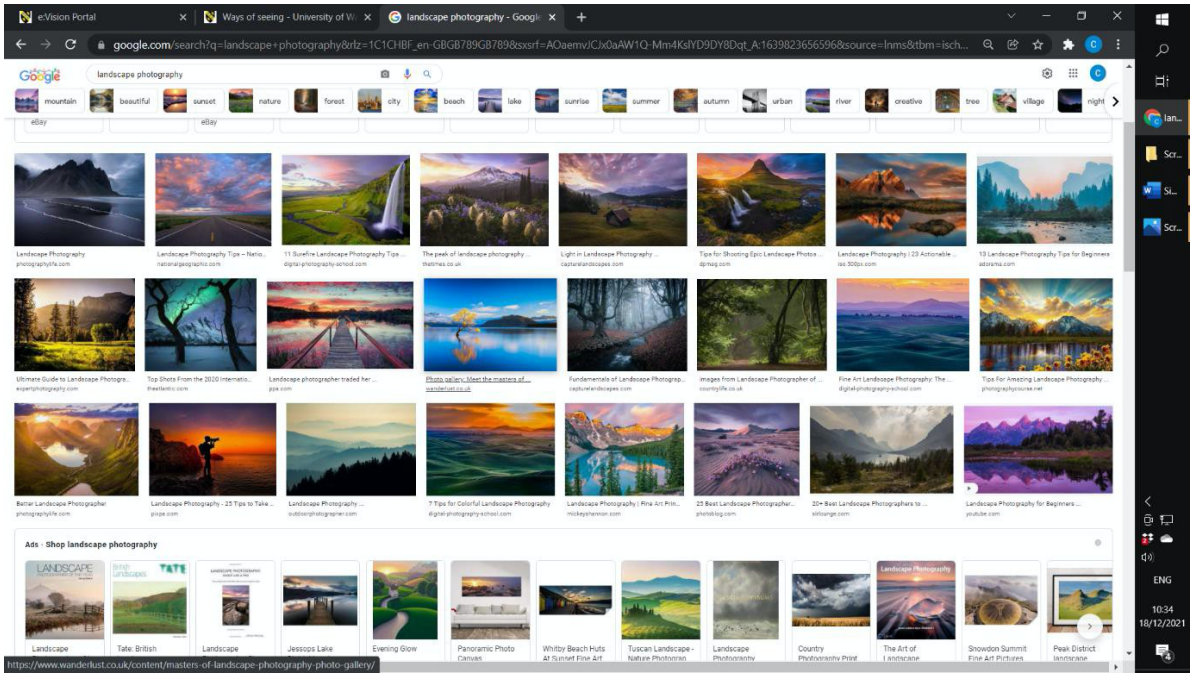
controlling individuals is becoming the dominant voice in culture, media and politics.

The revolving door between global corporations and politics supports and encourages this trend.

From a creative perspective, the use of social media might help an artist with self-promotion and to create a presence. However, as more and more people are joining Instagram and the like, the potential for an individual to stand out diminishes. Perhaps the best way to draw attention to one's work and to create effective self-promotion is not to have a social media presence and be different.

At present any work that I produce and display, I would rather show in a setting where the art exists in a material form. I wish to show my work in a way in which the viewer can directly experience the dimensions and form, it's original essence, texture and curation. It deserves to occupy a place in time and space of its own. The setting in which it appears is one which I want to choose and have some control over. I do not want my work to be on a screen where it is mediated by the amendments of computer code.

I believe that art should be seen and appreciated in a setting that inherently creates a respect for the work and promotes the act of engaged, active and contemplative seeing. A computer, and particularly a phone screen does the opposite.



I am not completely closed off to the prospect of using social media to help my artistic aspirations and I see its potential as a publicising and networking tool. However, I will only use that tool if, on balance, I choose to do so and I am creatively, ethically and politically comfortable in the space. As a backup I store digital images on a hard drive should I have a change of heart.

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Evaluation of Social Media Links

Consider how you use social media and evaluate the relevance of different apps and sites. What are the advantages and disadvantages of different types? How do these work in relation to your own practice now and as you consider the future? Include links to your current social media sites and to any sites/profiles you have used in your research, as appropriate.

I personally, have an internal moral dilemma and disagreement or torn opinions – a push and pull if you will with online presence and the use or misuse rather of social media. Particularly, I believe it is the brainwashing of a generation, multitude of magnifying mental health issues, a fake online presence that wastes time and convinces people that they or their lives are not good enough.

However, I am not naïve to the benefits of social media and the increasing growth of technology and use of online presence, especially in regards to becoming an artist and sharing your practice. It is the modern equivalent to gaining a following and popularity – alike having your own personal museum- your work has the ability to live on beyond its lifespan.

Instagram, for example, a clear and easy accessible application, very popular for everyday users, advertisement, raising awareness, mainly for sharing; whether it be for a cause, for a creative or just updates on your life - people share everything. It's almost a breach of privacy, but it's voluntary!

So, why is social media, in particular, so incredibly addictive? Can it truly be used for good? How can we change our relationship with our devices, to make for a happier and healthier life? These are the questions I ask myself in regards to my own use of applications and websites.

> "Three billion people, around 40% of the world's population, use online social media – and we're spending an average of two hours every day sharing, liking, tweeting and updating on these platforms, according to some reports. That breaks down to around half a million tweets and Snapchat photos shared every minute." (Brown, 2018)

Most people see social media, the aimless scrolling, as a 'waste of time', with the increasing use of such platforms, have seen a correlation with the increase of poor

mental health and wellbeing. Many worry, that young people are becoming more anxious and having a lower self of steam from the over use of social media. A lot of young people no longer know how to communicate (Child Mind Institute, 2021). It

is the generations that have grown up alongside the expansions of technology, that are unfortunately at risk to being sucked into the whirlpool of the online world, living life through the virtual realms and forgetting to be present- lacking the ability to look beyond a device in your hand. I believe people fall into a vicious cycle too regularly, the fear we may miss something or an opportunity by straying away from a device – the device that we've grown a bond with that we allow to control us, instead of us control it. We have become susceptible to boredom and the need for constant stimulation of the brain. Our eyes feel heavy, our sleep disrupted, our minds constant and our health in decline. As a population how can we not see the clear and direct link between the two?

When it comes to my use of platforms, both personal and for my work I have tried to become less distracted by what I see online. I try to limit my use. This is difficult especially when there is opportunity for comparison and distraction at every corner of the internet. For this reason, although I have an Instagram account to display and share my progress as a student of the arts, I rarely use the site. I enjoy sharing on this platform as it is so easy to share and fuel inspiration from people with interests alike.

As long as it is used intelligently, social media can provide a boost of inspiration, help us create community, and help us visualize what is important to us. In contrast, using such apps and online platforms can quickly become frustrating and isolating for artists aiming to gain visibility and grow their following.

In addition to allowing illustrators, designers, and contemporary artists to showcase their work, Instagram also allows them to connect with other artists and find inspiration for new works (Artsy Editorial and Hill, 2019).
It is important to realize that likes, followers, and comments can serve as a source of validation for some artists. However, if people view these interactions as metrics for their work, it can lead to a self-destructive path.

My future goal with stabilising and utilising my platform I try to think about how I can strengthen my connection to my audience by understanding who already follows my practice, and how to stay in touch with them. Therefore, I can establish stronger connections with existing audience, this I believe is a strong foundation to base how I can grow in an ever growing industry.

I currently only use Instagram as well as two blogging services, Wix and WordPress. I find Instagram to be the most user friendly, but am aware of the lack of 'professionalism' or structure. I do believe it can be a greatly beneficial tool,

however, especially in terms of advertisement, collaboration and connecting with audience. I have found Wix to be a great form of presenting an online portfolio. I do not pay for the service and understand that creates some limitations, but have found I have been able to present most of what I have envisioned. WordPress, on the other hand, is a more complex platform, the use of which has been encouraged by university tutors. I find the elaborate, less user friendly site harder and therefore less encouraging to use. It can be ideal for the use of ongoing blogging of progress and research. Despite this, I do not favour this site and rather update or consider the use of other services. I may consider the use of LinkedIn, Facebook and Pinterest. All of which are websites I generally use as an individual but not as a Fine Artist.

Portfolio Links

Instagram *- https://instagram.com/grosseys_place?utm_medium=copy_link*

Wix *- https://sgrosseyportfolio.wixsite.com/sartpo*

WordPres*s - https://sarahgrossey.art.blog/*

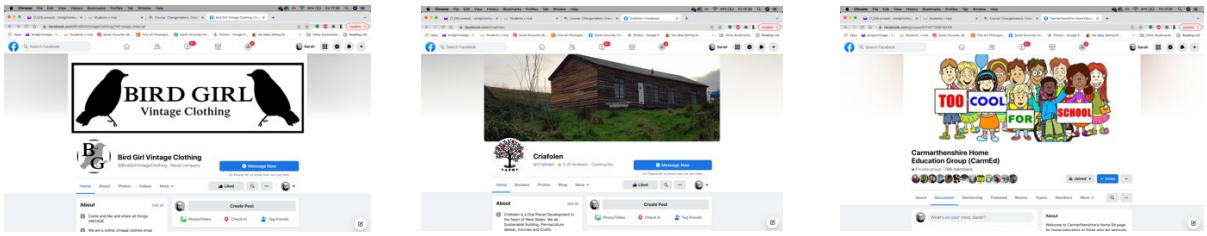
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GETTING SOCIAL

I have been using social media as a photographer for three years. Actually, I should change that statement, social media introduced me to photography three years ago.

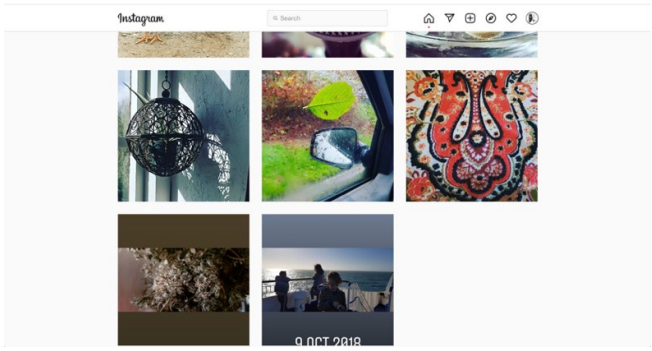
Before this point, the only social media I used was Facebook. I ran a page for my clothing business, a community help page for Home Educators in Carmarthenshire, a page for our One Planet Development, ‘Criafolen’ and a personal page.



(Figure 1)

Because I ran a business online for fifteen years, I was aware of a few of the basic principles of getting exposure on the internet. I learnt how to present images, to make a daily post and use keywords to attract attention and get the all-important hits I needed for my business. I was also used to dealing with people over the internet and learnt how to express myself and my feelings clearly online, which is slightly different than being face to face.

In 2018 my daughter said I should set up an Instagram account so we could stay in contact and I could share shots of what I was up to.



(Figure 2)

I was going through a lot of stress at the time and started releasing that stress through creating images,

which I then shared on my Instagram account. It was soon after this that I changed the name of my Instagram account to ‘Mid-Life Psychosis’ and it became my art practice account.



LINK TO INSTAGRAM ACCOUNT

I was very lucky to meet some talented artists on Instagram, pretty soon after this. And they encouraged me to get involved in pages like @artofselfportraiture, (artofselfportraiture, 2022)which gives a prompt word to create a self portrait image every week which may then get shared on their page. I have created some of my favourite work by participating with this page.



NIGHT



HEART



TALK

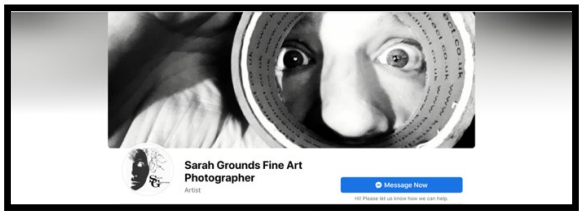
(Figure 3)

There are also pages such as @littlerivermag (littlerivermag, 2022) and @sombresociety which you can

hashtag an image to, in the hope they will share it on their pages. These pages have large followings, so featuring on these pages greatly increases your exposure..

My Instagram page has gone from strength to strength. I have met a lot of lovely people and really feel a part of a photography community on there. From street photographers in New York to Fine artists in London. I find a lot of their work very inspiring, and I am really pleased when I inspire them too. I feel Instagram has been a key component in evolving my artistic persona and without that input and support, I would not be studying photography now.

I started a Facebook page ‘Sarah Grounds Fine Art Photographer’ in December 2019.



LINK TO FACEBOOK PAGE

I find the two pages function very differently. A lot of my friends follow my Facebook page, so I feel that may make me censor my work a little more for that platform. It also seems to be a little less social artistically. Because of this, I share very rarely on this page.

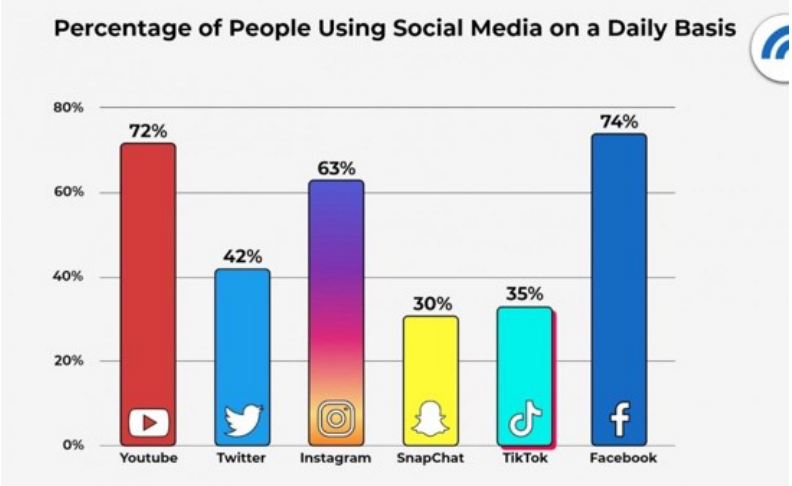
I recently opened an Etsy shop to sell prints, and this is beginning to make me rethink my social media usage.



LINK TO ETSY SHOP

I have shared images for sale on my Instagram page a few times but have received barely any hits on my Etsy page, despite having thousands of Followers. I then shared some images I had for sale on a women's artist page I am a member of on Facebook called Girls That Make Stuff (Girls that make stuff, 2022) . I got a bit of traffic from this post and some people saved my Etsy page and some images. This is leading me to think that Facebook may be the place that I should be trying to get sales on predominantly. I decided to do some research into this.

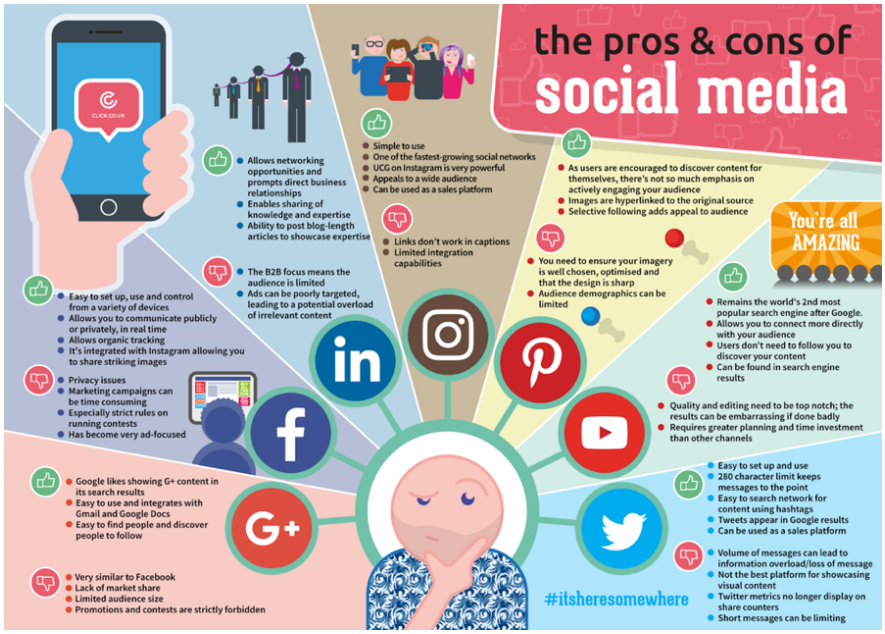
What I discovered is what I was already beginning to think. Even though Facebook is not the trendiest site anymore, it is still the most used, with 74% of adults online using it. Whereas Instagram has 63% of adults using it. (Shawn, 2021)



(Figure 4)

The average age of people using Facebook is higher than on Instagram too and generally people above 30 have more of a disposable income. (Western, 2019) This has shown me that different social media

platforms are good for different things, so I need to refine how I use each platform to better progress my art career. (O'Brien, 2020)



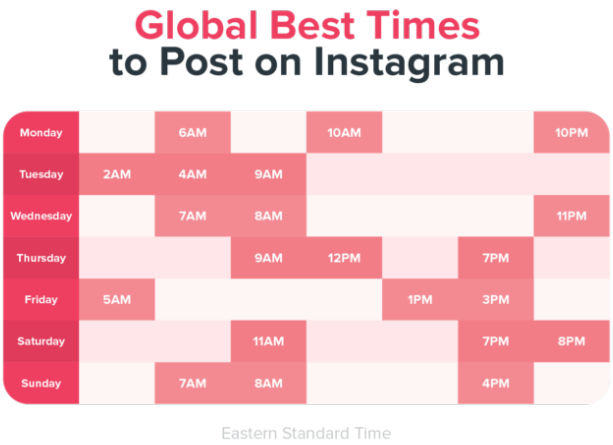
(Figure 5)

I have started having my images on Instagram appear on their 'Explore' page. This means that the image gets a great deal more exposure then normal and so gets a great deal of hits. Appearing in this section is how Instagram accounts build a large following.

'Getting on the Instagram Explore page is the social media equivalent of striking gold: when it happens, life gets easier.' (Sehl & Cooper, 2021)

I have started analysing the images that have appeared there, trying to work out why. Researching online, it appears to be a number of factors to Instagram's 'Explore' algorithms.

1. Target audience: creating content that a set demographic will relate to and find visually appealing
2. Participate in an active community on Instagram: commenting on other peoples images and replying to their comments. Instagram wants to introduce new people to active, vibrant communities on their site.
3. Use niche and interesting keywords: don't just use the same old hashtags.
4. Always share content when your audience is on Instagram.



(Figure 6)

I normally try to share my posts on Instagram at 8am every day. But looking at this chart, it may be a good idea to scatter my posting times. (Aguiar, 2021) I will do this for a week or two and see if it makes any difference to the amount of people who interact with my posts.

Doing some research into social media has really helped me plan how I am going to move forward with my social media presence. I am now going to try and post every day on Facebook and share my posts to relevant pages. Hopefully this will result in my Etsy page getting more hits and hopefully then more sales. I have been introduced to other social media sites that are more art specific such as Unsplash and Behance (Superfine, 2021), which I am going to explore in the coming year. I am also going to create a Linkedin account.

Social media can be a really useful resource. I have made contacts with people in the industry, got work and made links with galleries through my Instagram account. It can take a lot of time replying to people, as more and more people comment on posts and share your work. But overall, my social media presence as an artist is very positive.

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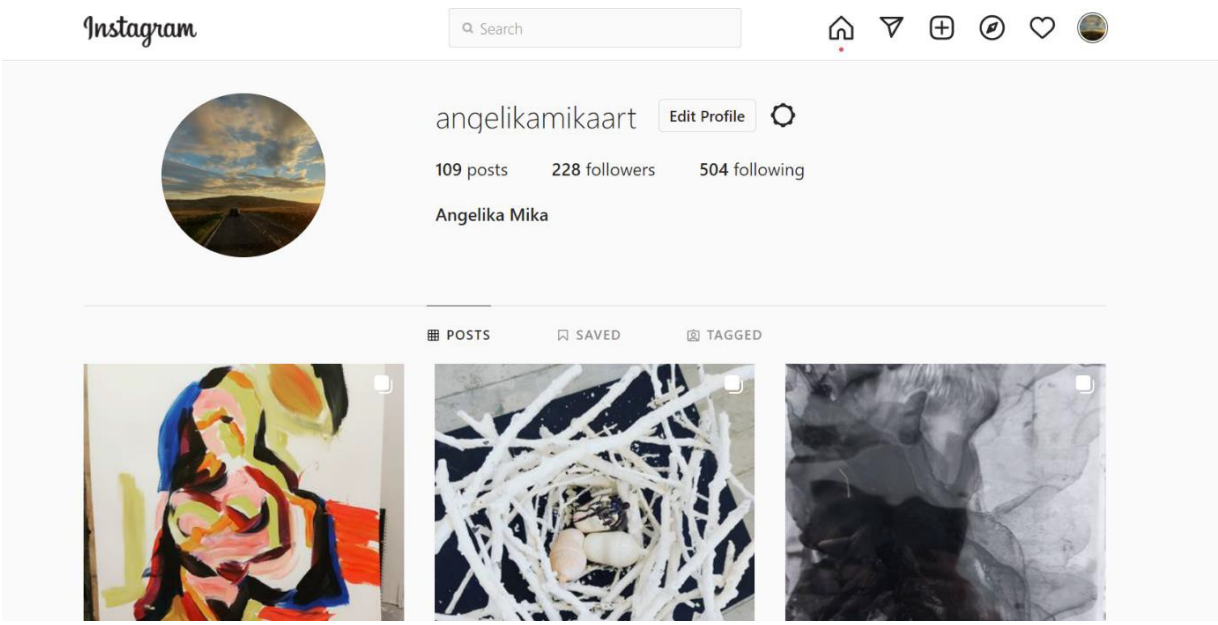
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Social Media Evaluation

Angelika Mika Student no 2011704



https://www.instagram.com/angelikamikaart/

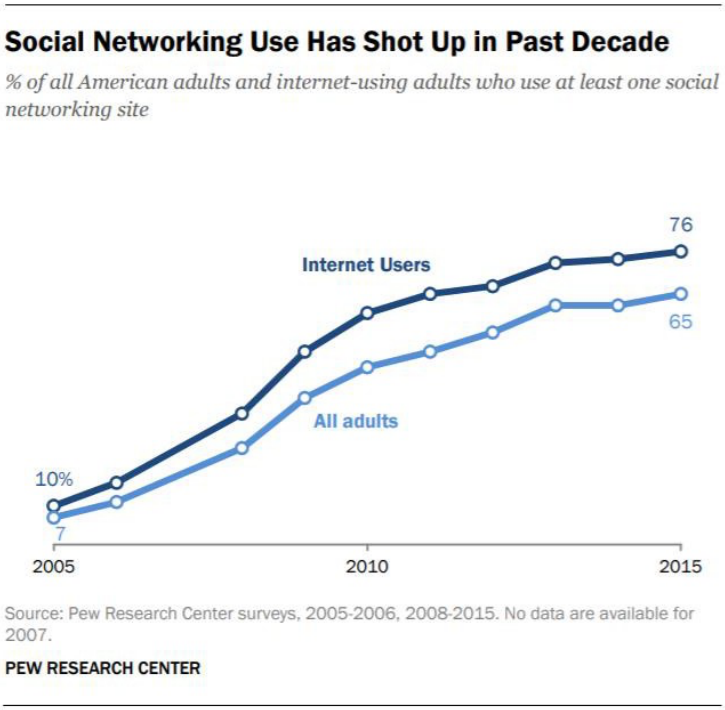
Fig1



https://www.facebook.com/Angelika-Mika-Art-and-Photography-156342588234098

Fig.2

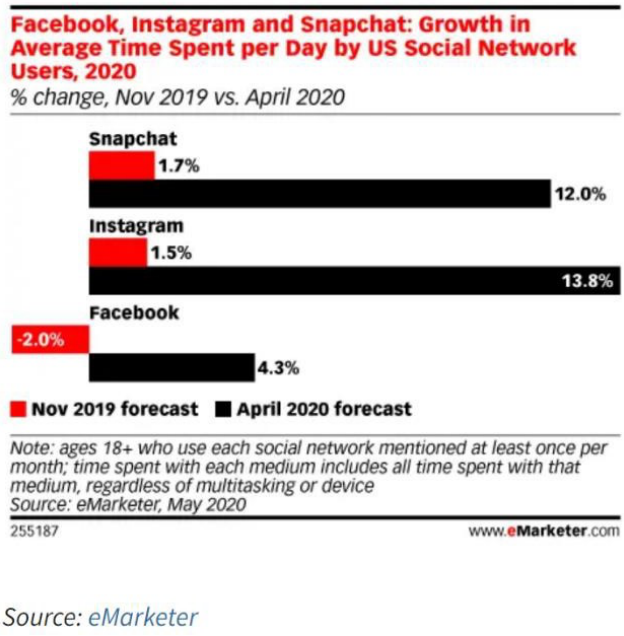
I have never been very keen to share myself through social media as I have always been aware of my privacy. I heard a lot about stealing the identity, so I was careful before signing into any social media's account. During my Foundation course, I started to understand how important it is to build my brand on a site. It is a perfect way to promote my work by interacting with the audience and connecting with them personally. After researching, I found that many platforms used to focus on a function, such a social networking or image sharing, and most of the established ones have expanded to incorporate shopping, live streaming, social audio and more. (Hootsuite, 2021)



Facebook is the most popular and most often visited social network as it already has 2.85 billion monthly users from around the world. (Springer, 2020). At that time, I already had my own private Facebook profile, but I used it to be in touch with my friends and have access to a marketplace where I could buy local products at a great price and start to sell my products and works. Unfortunately, it doesn't work as my prices seem too high compared to other 'hand-crafters' so I haven't got many customers. The messenger, a part of Facebook, gave me a constant and free connection with my family in Poland, which I found helpful after spending a fortune to use credit on my phone.

During the Art and Design Foundation course, I created a separate profile to promote my works. Setting up a new account was relatively straightforward and allowed me to choose

how to promote my work. Option for free - where I got a limited number of viewers as I need to find my way to reach customers or paid where Facebook helps me be more visible and reachable. I have learnt that in addition to strategy, you also need commitment. Writing back to customers and constantly interacting with them is a crucial factor. With this simple method, we show that we care about our recipients. Very helpful and rewarding was to become a member of private groups where people can share challenges, support each other by helping answer everyone's questions, inspiring and giving a sense of professional belonging. (Brenner, 2021) Overall, I found lots of advantages on a platform like Facebook. The handy option is the audience selector tool, where I can choose the limit of who can see my posts. Another one is the privacy checkup option which allows me to review who see my posts, settings from apps they are logged into Facebook and check who can see the info like a phone number or email from their profile. Those options are essential in times where cybercriminals is a common occurrence. Indeed, we still should read the terms and conditions before signing in and be aware of what information about ourselves and the photos we share.



Source: eMarketer

Fig.3 Facebook, Instagram and Snapchat growth forecast in average time spent per day in the US. (between Nov 2019 and April 2020)

Instagram is another platform I have decided to promote my artwork and share my academic experiences through photos. Before creating my account, I knew I should post the

most professional-looking images possible, but I discovered that the statistics show something different. Almost 77% asking prefer to see customers photos, so I try to learn more about the fundamental elements of photography as angles, planes, focus etc., with the great help of Instagram filters. (Canva, 2021)

Thanks to this, I realise that Instagram helps me to encourage and develop my artistic skills. I like the idea of hash-tagging, which allows me to share my photos with groups I want them to see. Compared to Facebook, where I met a flood of information I can barely process, Instagram is elegant and organised, so it helps me manage my profile in the same way. A considerable advantage of this platform is that it takes privacy very seriously, and there is no option to bypass privacy settings. It means that I can feel safe about my photos as they stay private between my followers, and nobody is allowed to download them. As with most apps, there is always the risk of addiction from checking the number of followers and likes, but I try to treat it in the distance and turn my notification off. I heard a lot of good opinions about LinkedIn and Behance, so I will consider them to sign in, but first, I will do my research about these platforms. The privacy and simplicity of using social media are still the most critical aspects in choosing the best one.

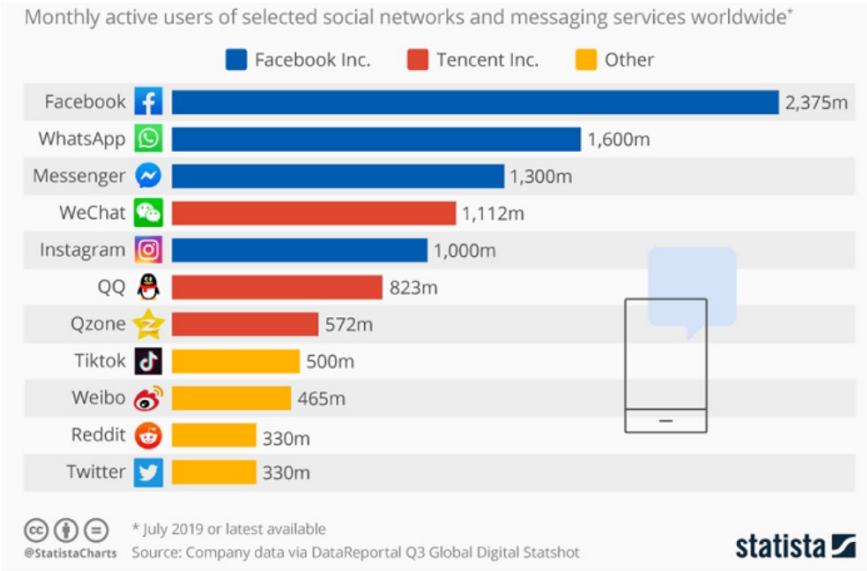


Fig.4. Statistic of monthly active users of selected platforms.

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https://www.instagram.com/angelikamikaart/ Fig 2 Front page of

Facebook profile.
https://www.facebook.com/Angelika-Mika-Art-and-Pho

Fig 3. Facebook, Instagram and Snapchat growth in average time spent per day in the US. Available from: https://marketinginsidergroup.com/content-marketing/why-social-media-is- important-for-business-marketing/ (Accessed: 15 December 2021)

Fig 4. Statistic of monthly active users of selected platforms. Available from: https://marketinginsidergroup.com/content-marketing/why-social-media-is-important-for- business-marketing/ (Accessed: 15 December 2021

Evaluate Social Media links

In a digital world, social media is a very important tool for artists to find inspiration,

make connections and get exposure for their work. Most current social media platforms are based around the use of photo and video. As an artist who works mostly in a lens-based practice, my Instagram presence is the most valuable to the sharing of my work.

However, the temptation to stay relevant on social media can put quite a lot of pressure on the quality of work that artists produce. There should be an equal balance between the creation of work and experimentation. It can be tempting to overshare the journey of work in progress. Instagram stories are a great way to combat this. Stories allow artists to share visits to galleries and post research without posting onto their grid.

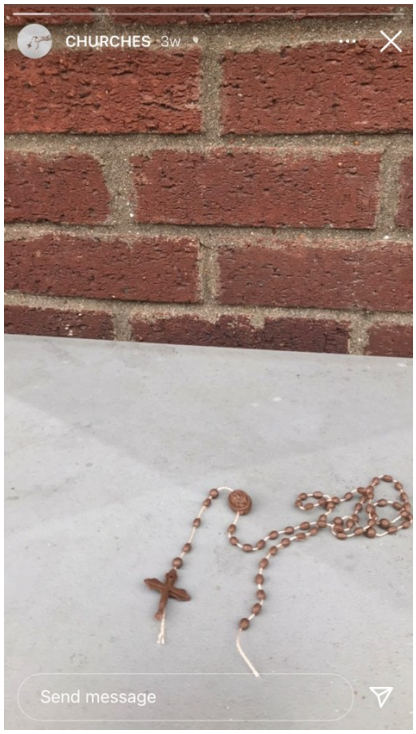


Fig 1

Using stories, I have been able to share my current interest in the link between church and land. As this is a recent project that I am currently working on, I was hesitant to share work in progress. I began documenting what was inspiring me during the creation process. Through this I can continue to engage with my followers, while also developing my project in the background.



Fig 2

My art handle is currently @momentsifilmed, however I don't think that it is representative for the work that I am currently creating. I would like to change my username to be more personal. This will allow my followers to associate my work readily with my name, which will also be a form of branding.



Fig 3

This is my Instagram grid; the first 9 images are of current art that I have been working on. I kept to a black and white colour board as this is the style my current projects have taken. Using photoshop I have been able to create white and black backgrounds which help bring out the contrasts in the images.

My previous Instagram posts were more sporadic and unplanned. There is no clear influence or style, but as my degree has gone on, I have found a photographic style. This will change over the next year and onwards in my art journey, but my Instagram has helped me to see my own development over the past year.

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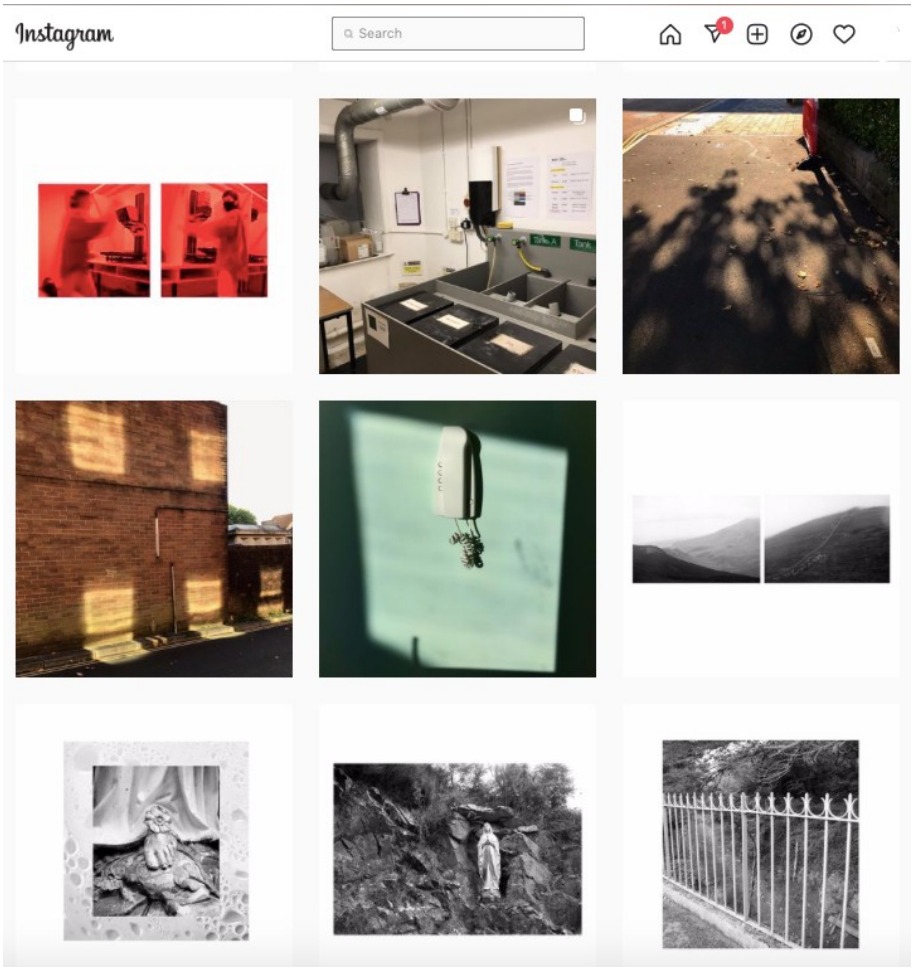


Fig 4

Due to art's subjective nature, there will always be critics and audiences who don't get the message your work is putting out. This is a good challenge to better your art. Using Instagram as the platform for these conversations allows a wide range of people to critique and inspire you.

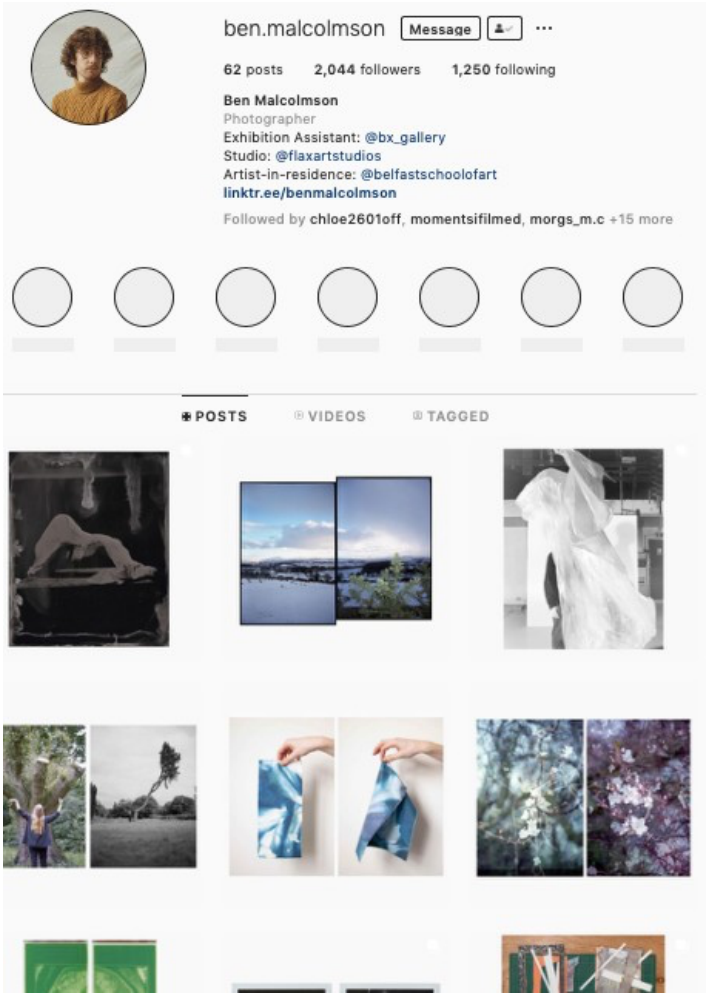


Fig 5

Photographer Ben Malcolmson's Instagram is a good example of ongoing and developing photography, with posts on conceptual experimentation and commissions. He curates what he shares, making sure that it is relevant for viewers. Ben only posts a couple of images per year, but he is always working on projects and commissions in the background. However, these photos lean more on the experimentation side, there is not many images which also feature on his website.

Ben also uses his ‘close friends’ story feature to share more personal, updates on his life. Allowing the followers he chooses to see what he is doing when he is not creating photographs.

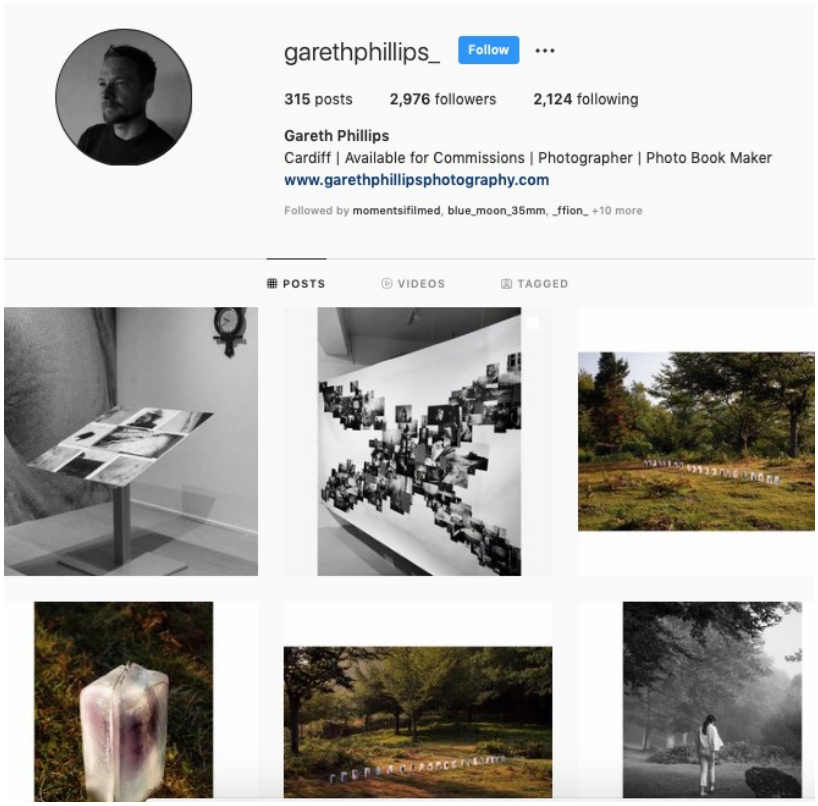


Fig 6

Gareth Philips uses Instagram as a portfolio, most of these photos would be what he would post on his website. This use of Instagram for professional reasons is popular for artists who are using their accounts as business pages. Over time, a practicing artist, who has become established through their style and experiences, may use this setup to attract commissions.

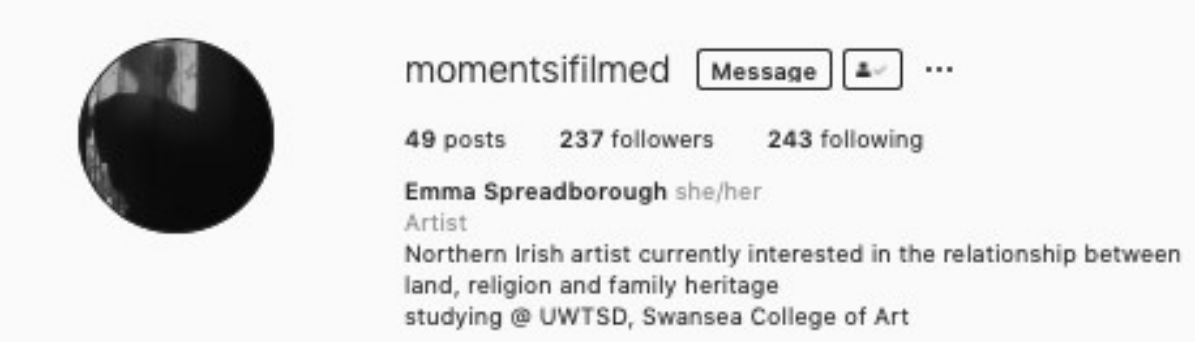


Fig 7

When writing a bio for my Instagram, I decided to include a very brief outline of the main theme I have been focusing on in my work. This gives my page a 'mission' and helps me to work to a key idea.

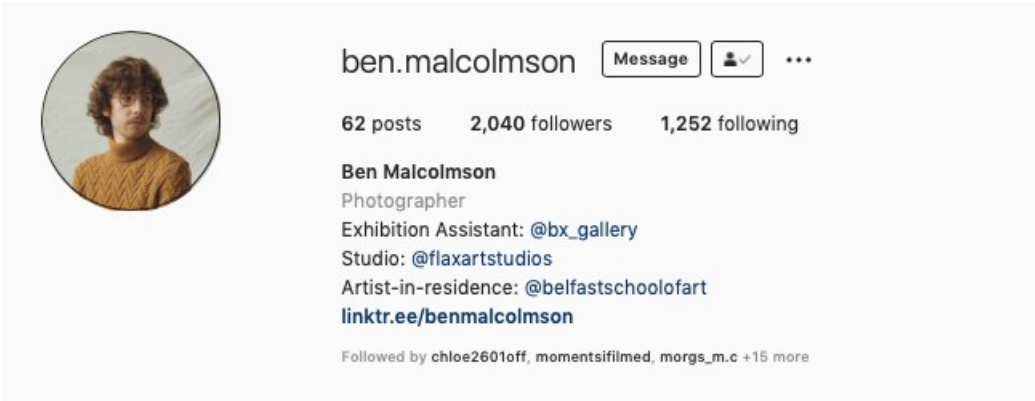


Fig 8

In Ben's Instagram bio, Viewers can see the establishments he is currently working with and use the link in the bio to access certain elements of his website including his cv. Although I have not put together a functioning website yet, I hope to set up a website by mid 2022, which will allow me to display a cv, statement, and relevant

works of art. Combining the learning and experience that I will have in photography by this point in my artist development my work will be more developed than it was in 2021.

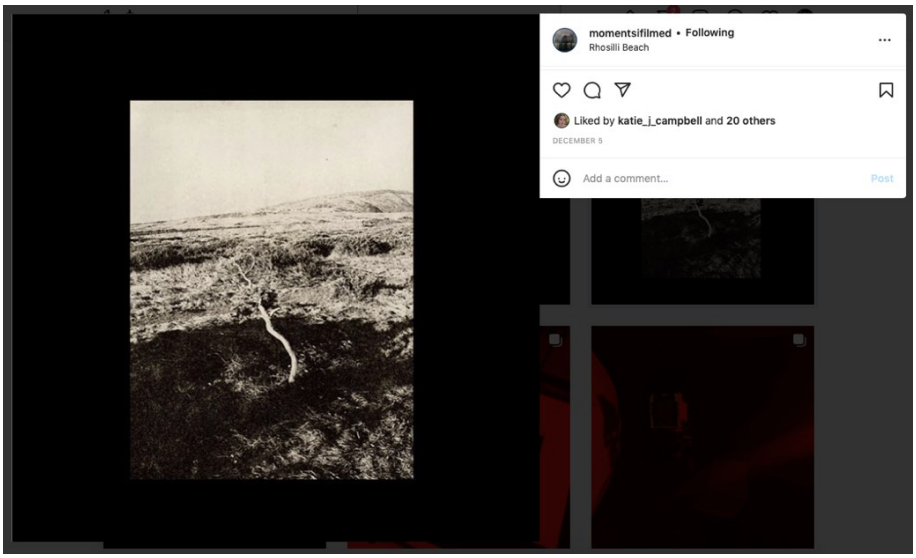


Fig 9

Instagram isn't designed for large file sizes (Format, 2020), so the quality of the work I have posted is low. This is the downfall of Instagram in comparison to a website.

Although it is ok for experimental work, the outcome images that I create may be better suited to a website.

To conclude, I am proud of my Instagram presence, however there are a few things for me to consider for the future. I am now aware of the importance of relevancy, professionalism and using Instagram as a fun creative outlet. In the future I will work towards using my Instagram as a space for the advancement of my art style and practice.

Social media has clearly had an impact on the society our world currently faces, taking its toll on humanity and the aspect of technology. Think about the term ‘technology’, when it first appeared in 17th century English and used in a form of discussion in the applied arts, and gradually when the arts themselves came to the object of the designation.

A common analogy would be the story of our planet’s 4.7-billion-year history, 24 hours in a single day, and if we were to assume that the Earth coalesced an instant after midnight, every hour spent developing the Earths’ natural habitat, microscopic organisms preserved into human life, animals, nature itself, the same concept applies to technology it has to start as an organism to build further.

In fact, ask yourself, what is ‘technology’ and how does it affect our younger generation? Experts worry that young adults learn to do their communication whilst looking at a screen, not another person, social media and communication through texting have become so integral to teenage life, however these promote anxiety and lower self-esteem.

In today’s face-paced world social media plays an important aspect for photographers, however, it is also difficult finding the time to advertise and promote your work. Despite every social media platform available it is difficult to choose one, Facebook, LinkedIn, Instagram, might even consider Steller Stories, a platform that allows you to create albums using your own photographs, building a narrative of your work, sharing the concepts with other creators and start gaining interactions.

Keeping the personal and professional separate is the conceptual idea of having boundaries. When it comes to pursuing a career within the arts there is ‘the value which they possess, is exactly in proportion to the pleasure they yield. Prejudice apart, the game of push-pin is of equal value with the arts and sciences of music and poetry’ (Bentham, 1830, p.206). A personal social media account is a way of engaging with family and friends,

despite being able to gain access to their current locations. Keeping you connected with people you may have lost touch with throughout the years. If we look at the professional aspect, as the digital concept of social media grows and matures it is important to consider the images you want to present in a professional capacity, how it is going to create the impact on your career in the future. The importance of social media for photographers, it's relationship between marketing for photographers, digital marketing strategies and skills, and the main concept of marketing photography.



Figure 1: I have always been self-conscious of my body.

Clinical Psychologist Catherine Steiner-Adair, EdD, stated ‘there is no question that kids are missing out on very critical social skills. In a way, texting and online communication is very likely to create a nonverbal learning disability, but it puts everybody in a nonverbal disabled context, where body language, facial expression, and even the smallest kind of vocal reactions are rendered invisible’, there are problems that need to be faced, big ones or small, taking the courage to be honest about feelings of bridges being crossed, and how friendship formulates a sense of trust and communication.

Let’s talk about Instagram, one of the many popular social media sites for sharing photographs and videos. Does Instagram create a new method of networking? If we were to look at Instagram from a positive and a negative perspective, we would start with what are the benefits to having an account?

Think about the true benefits of using Instagram, as well as the use for the art industry it has also become a nesting site for businesses advertising their products, gaining potential customers, this could be within any industry leisure, beauty products, fashion, or hospitality. Instagram may be an aspect to marketing and advertising; however, other social media platforms do not charge whereas Instagram has a fee for businesses who are looking to use this platform as a ground for gaining customers. It is often the greed which technology feeds off, the power and control that social media can give you is intense.

Users of 500 million LinkedIn is the quintessential professional networking platform for artists and photographers, you are better off learning to use it when you don’t need it, it works best when you use it as a career management tool and not just for job hunting. In reference to

The New York Times, an article entitled ‘How to Use Social Media in Your Career’ has the

key to finding an approach and connecting with people you already know or would like to know, posting your own content, showing off your expertise on a regular basis to keep up the momentum. However, despite the free access to an account, there is a choice of going premium for an additional cost, some will say that it is worth the money to expand the search for jobs, extra features, and abilities to use as well as connecting with recruiters.