



Social Media for Creatives

Plan Make Do



PLAN.MAKE.DO

STØRiiE

About me

Founder and Director, Storiie
Arts Marketing & Design Agency

Founder and Director, Plan Make Do
Creative Mentor

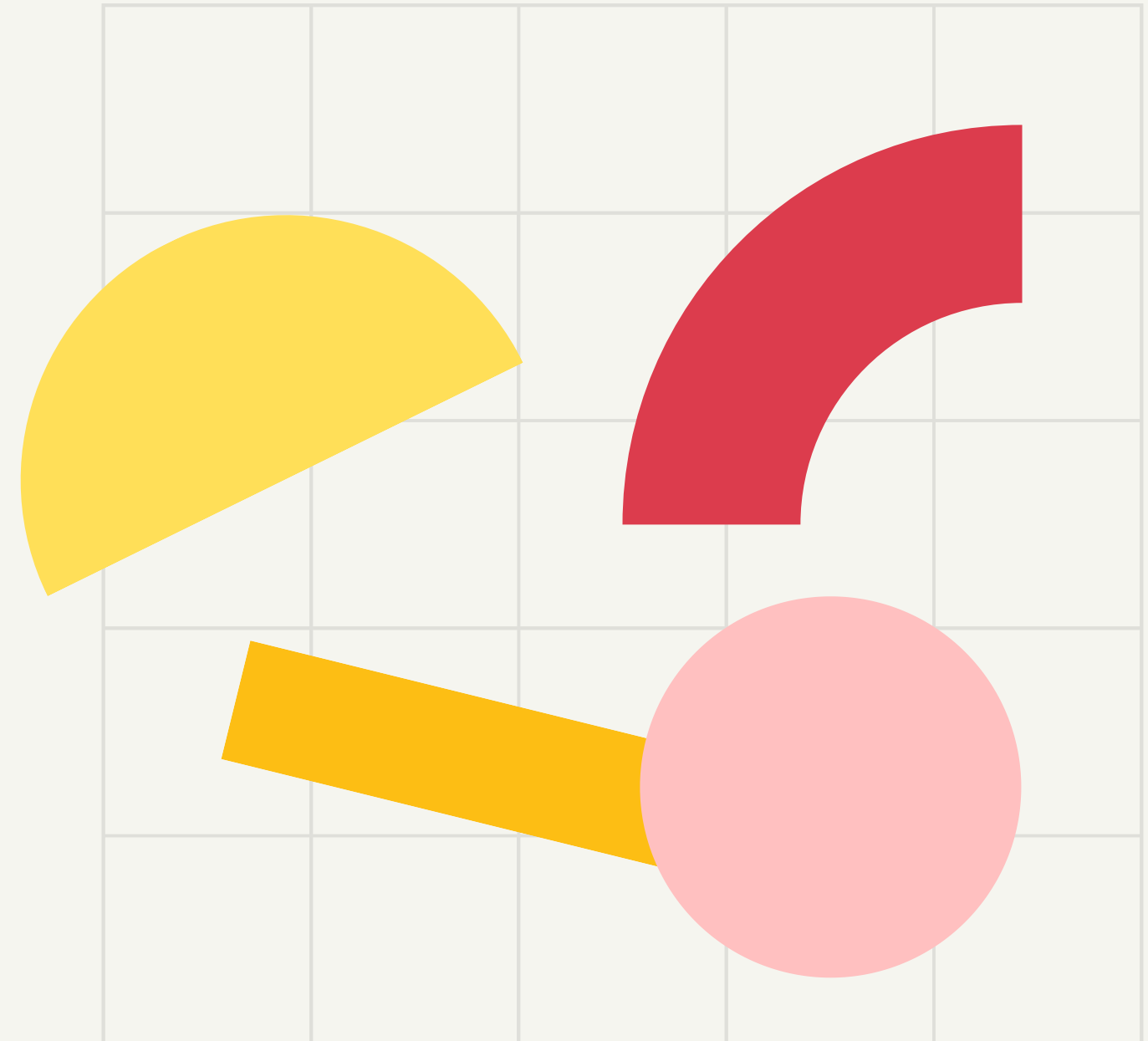
Clients include Crafty Fox Market, The
National Trust, BoConcept, Hall &
Woodhouse, Winchester City Council,
Pavilion Dance, Bournemouth Emerging Arts
Fringe (BEAF)

Worked with over 400 designer makers and
illustrators.

Welcome!

Today's Session

- What you look like
 - +
 - What you say
 - +
 - How to engage with others
- = Raising your profile and attracting customers/clients

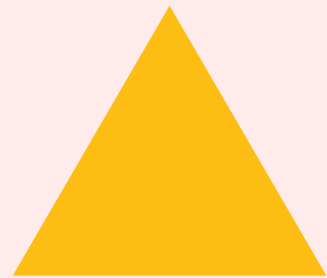


Our focus for today

But the overall approaches we will cover work for any platform

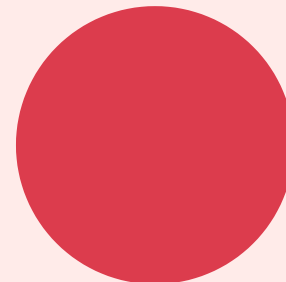


Ok, let's start at the beginning...



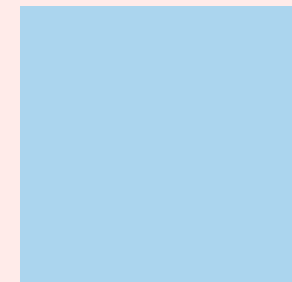
Brand identity

What do you look like and sound like?
Images, videos, tone of voice, look and feel.



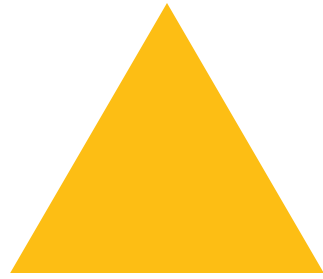
Your story

What are you saying in your posts, stories, reels?
What story are you telling?



Engagement

How are you getting people to find and interact with you?



Brand identity

COLOURS

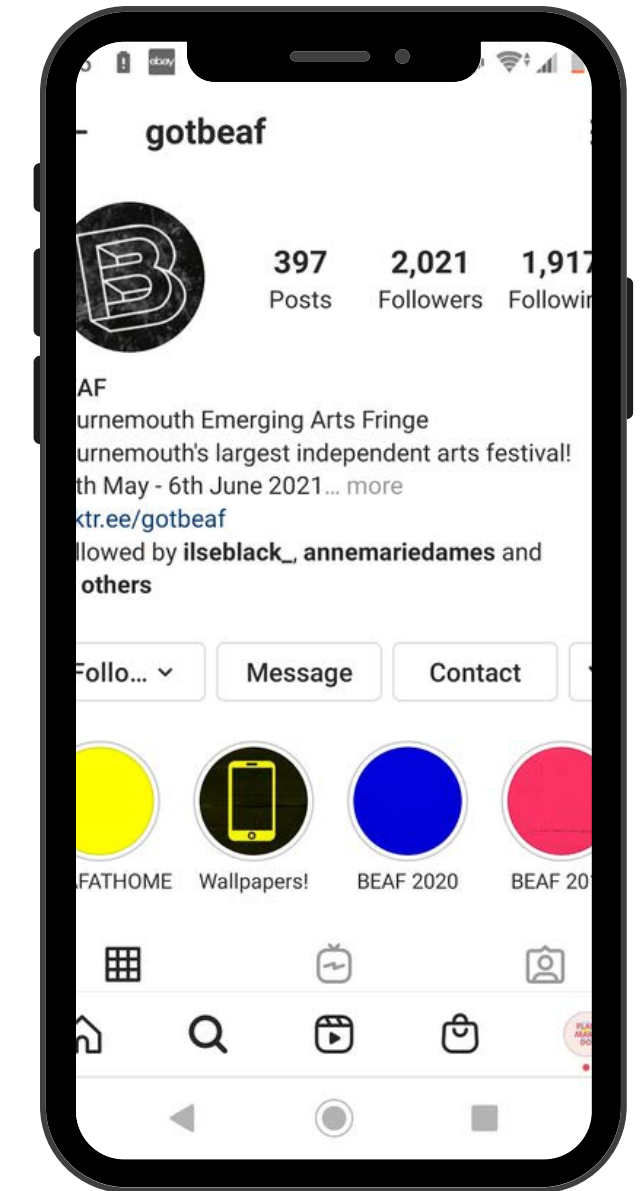
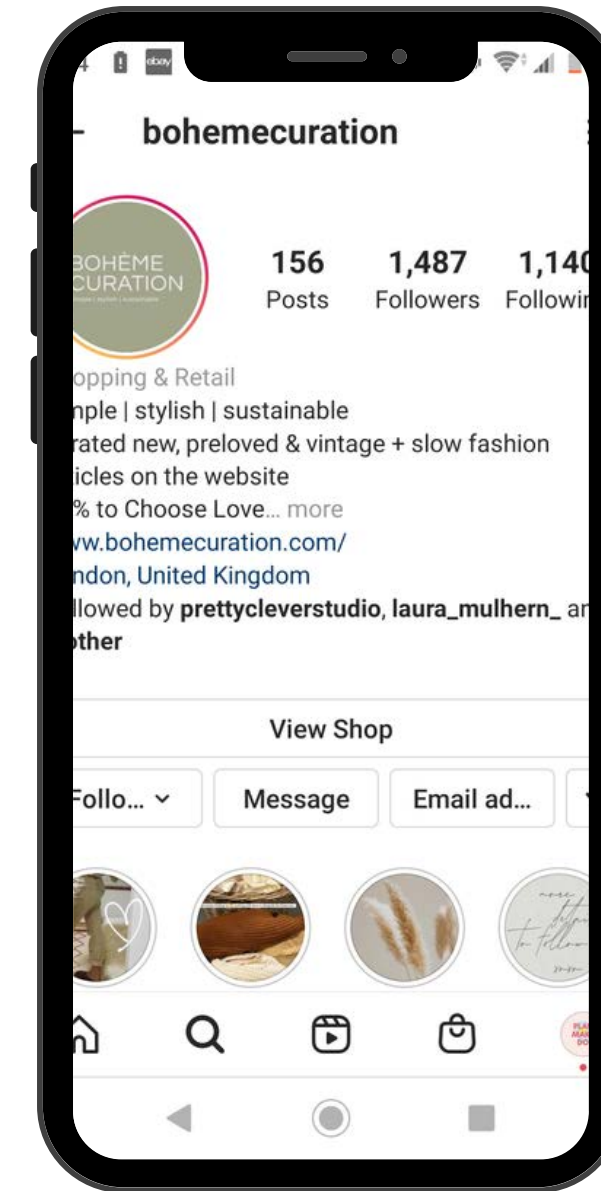
- What are your brand colours?
- Choose no more than 4-6 at any one time
- (This can evolve)

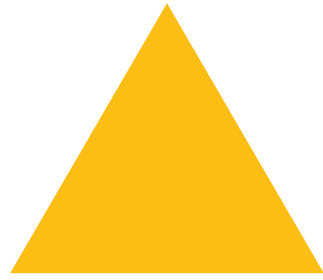
IMAGES/ VIDEO

- Good quality photography.
- Present your best work.
- Showcase work in situ.
- The overall tone must relate to you and your work.

CONSISTENCY

- Keep your brand look and feel consistent.
- This is your shop window so play with seasonality, your work evolution.
- Bring your audience on the journey with you.





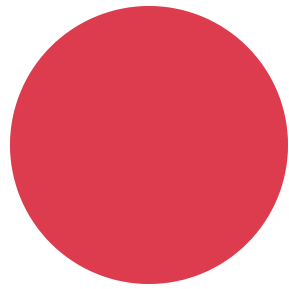
Brand identity

- LOGOS - A VARIETY TO FIT YOUR PLATFORMS
- COLOURS - NO MORE THAN 4 - 6 AT A TIME
- FONTS - HEADER AND BODY - NO MORE
- PATTERNS - 2 - 3 IF NEEDED
- ICONS - A WAY TO TELL YOUR STORY

The brand identity guide for PLAN.MAKE.DO is presented on a white background with a decorative orange border featuring small yellow triangles and pink dots. At the top center is a logo consisting of a blue head profile with a yellow lightning bolt inside, above the text 'PLAN.MAKE.DO' in pink. Below this, the guide is organized into sections:

- colours:** A vertical column of six color swatches: yellow, orange, pink, magenta, red, and blue.
- alternate logos:** Two variations of the logo. The first shows 'PLAN MAKE DO' in red text stacked vertically over a blue head profile with a yellow lightning bolt. The second shows 'PLAN.MAKE.DO' in pink text curved around a blue head profile with a yellow lightning bolt.
- font:** The header font is 'GLACIAL INDIFFERENCE BOLD' in red. Below it, a full alphabet set (Aa Zz) is displayed in the same font.
- patterns:** Three overlapping patterned squares: a yellow one with white geometric shapes, an orange one with white dots, and a pink one with white geometric shapes and symbols.
- icons:** A row of six icons: a blue brain, a red pencil with a star, a pink head profile with a lightning bolt, a pink bar chart, a yellow pencil, and a yellow lightbulb.

At the bottom center, the website address 'planmakedo.com' is written in blue.



Your Story

SHARE

- How did you start?
- What do you do?
- Why do you do it?
- What are you selling?

YOUR USP

- What makes you different?
- What is interesting about you and your practice?

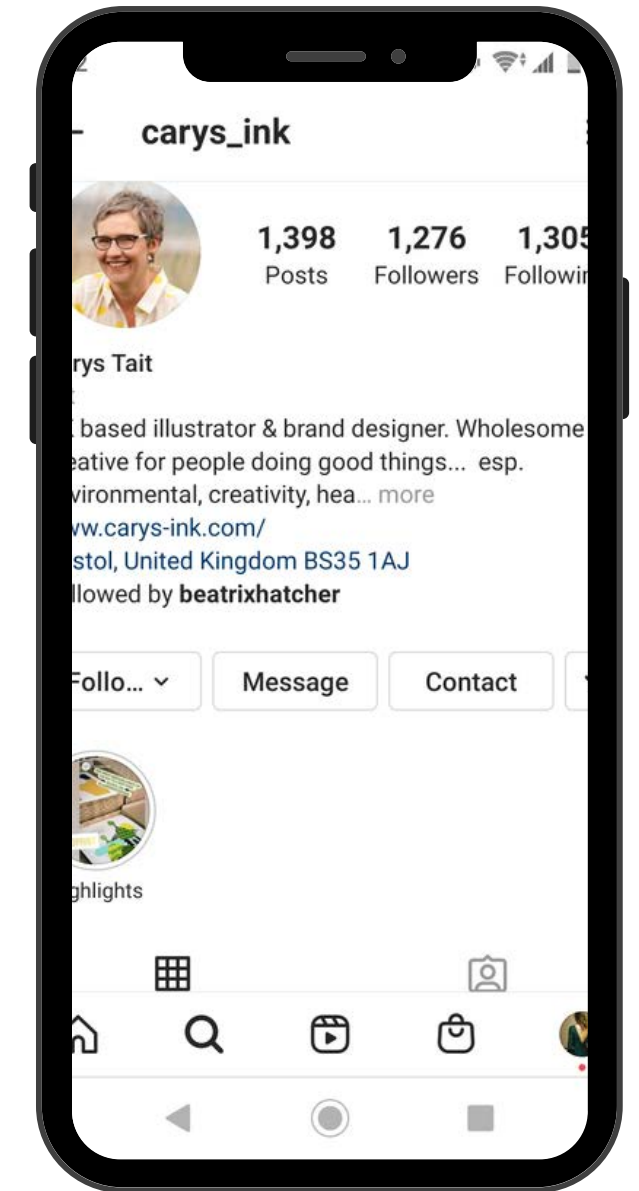
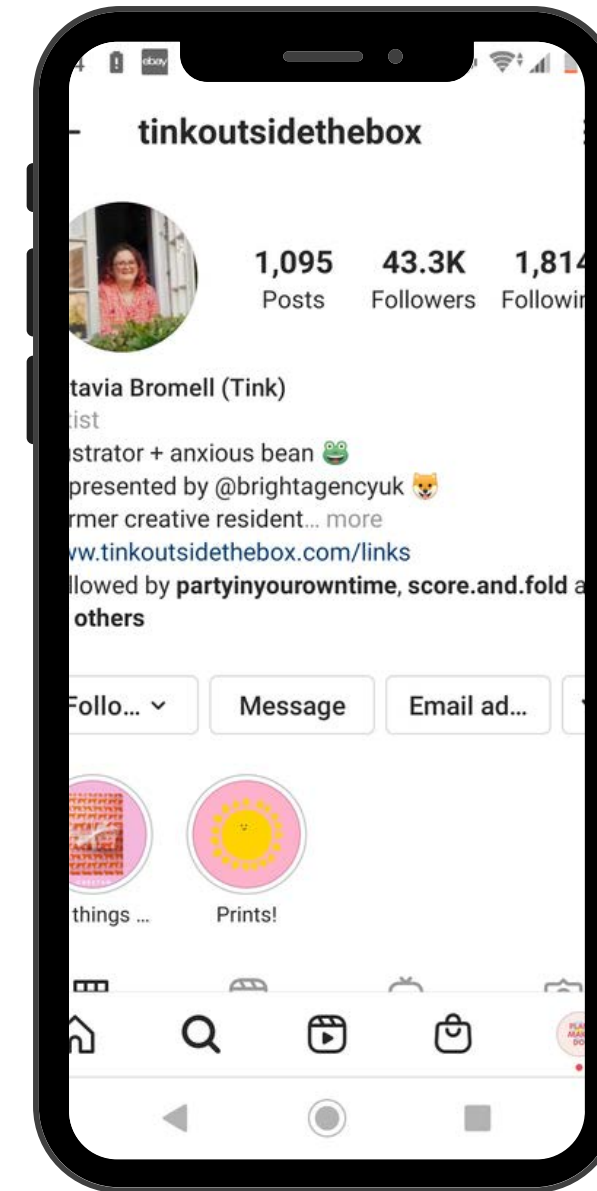
VALUE ADDED

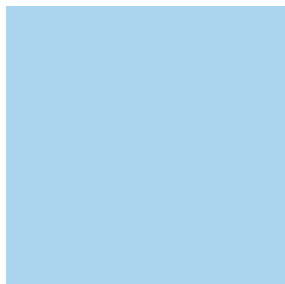
- Share facts, and points of interest
- Offer free advice
- Remember:

KNOW

LIKE

TRUST





Engagement

CTA = Call to Action

BE FOUND

- Use relevant hashtags
- Go where your followers are and interact
- Have a consistent presence

BE SOCIAL

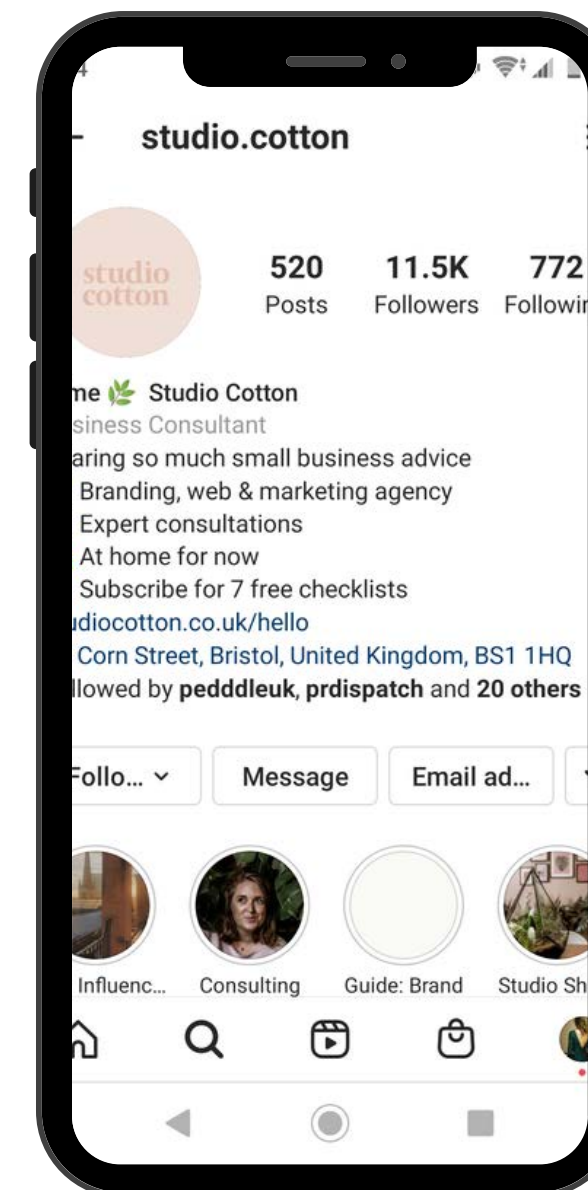
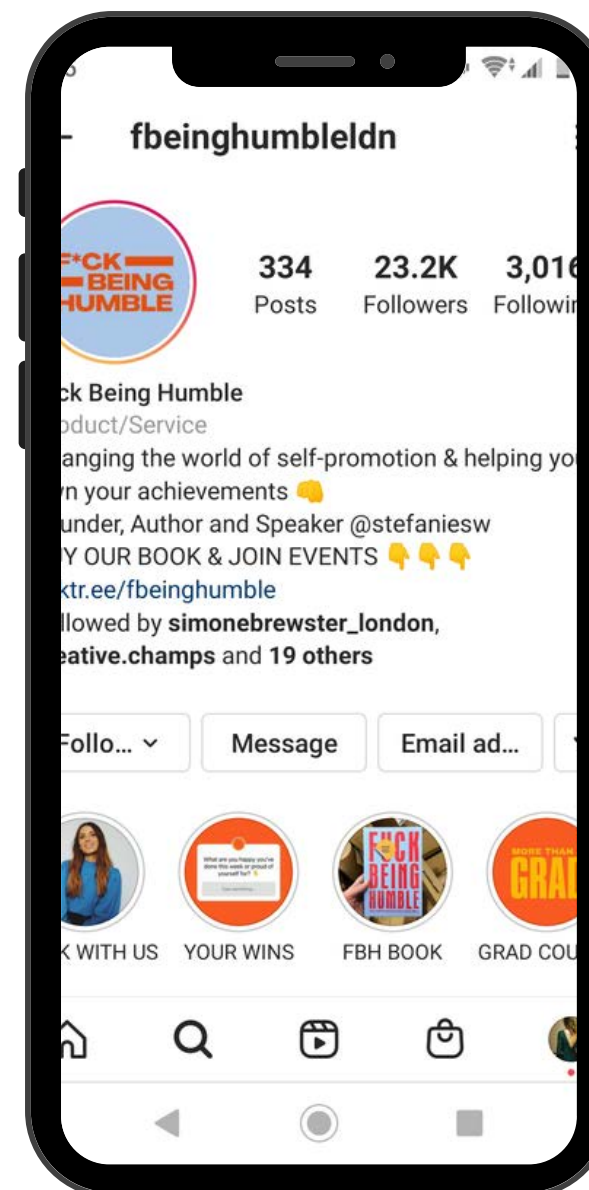
- Get out of your own feed. Comment, like and tag others.
- Reply to all comments and DM's with a CTA.

MAKE IT EASY

- ...to buy
-to contact
-to find out more

Think like a customer or client!

Provide what they need!



factoid time

"70% of all purchases online are based on customer reviews"

consumerist.com

Take 5...

- What's your story?
- What are your colour ways?
- How will you talk to your audience this week?



Instagram

- Use it for your business as a tool, nothing more
- Make the most of the functionality
- Use it to communicate directly with your customers/clients.



factoid time

Our current attention span online is 8 seconds (and often only 3 seconds with serial scrollers!)

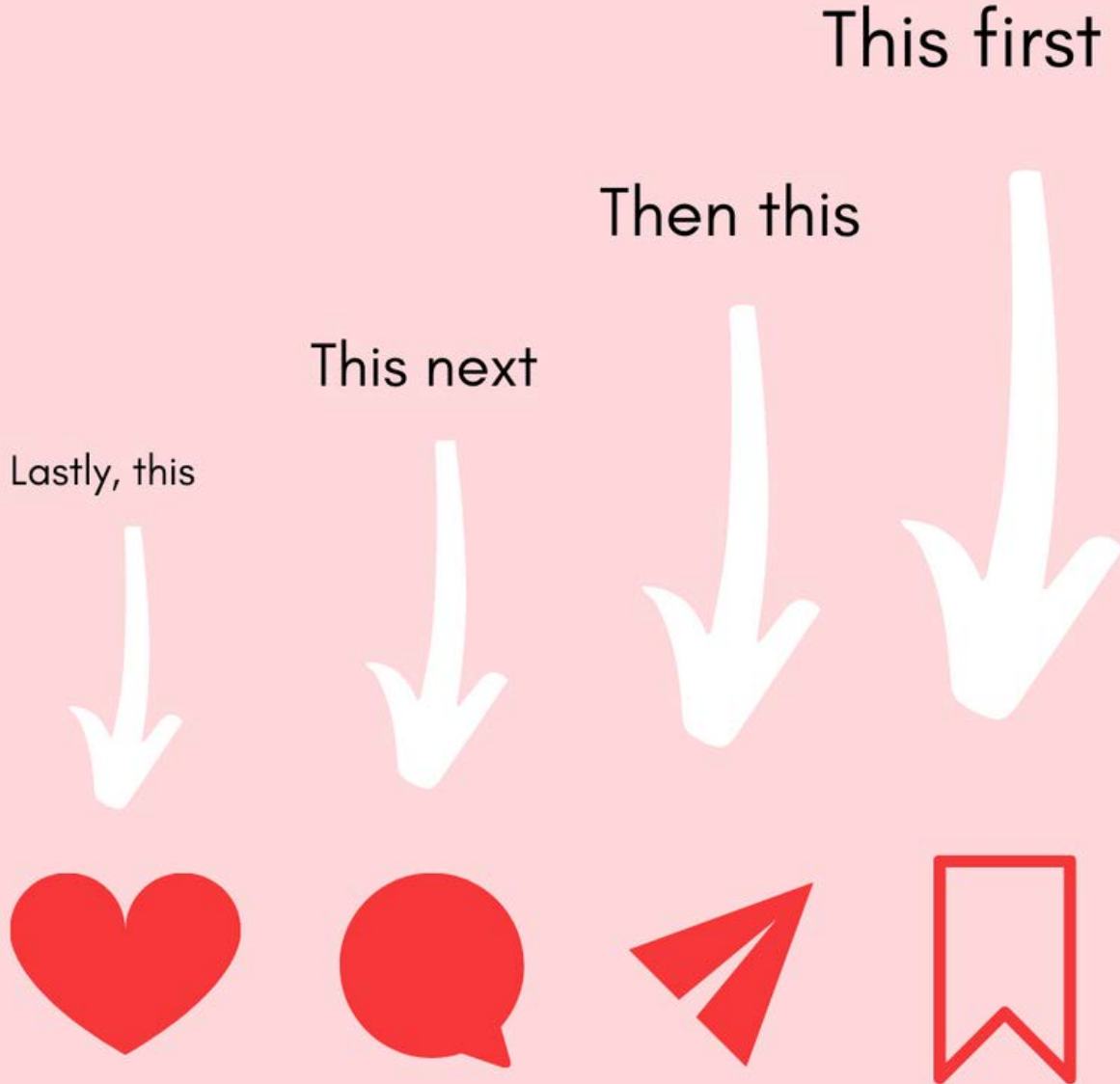
Instagram

This first


Then this


This next

Lastly, this



@planmakedo

1.  Save
2.  Share
3.  Comment
4.  Like



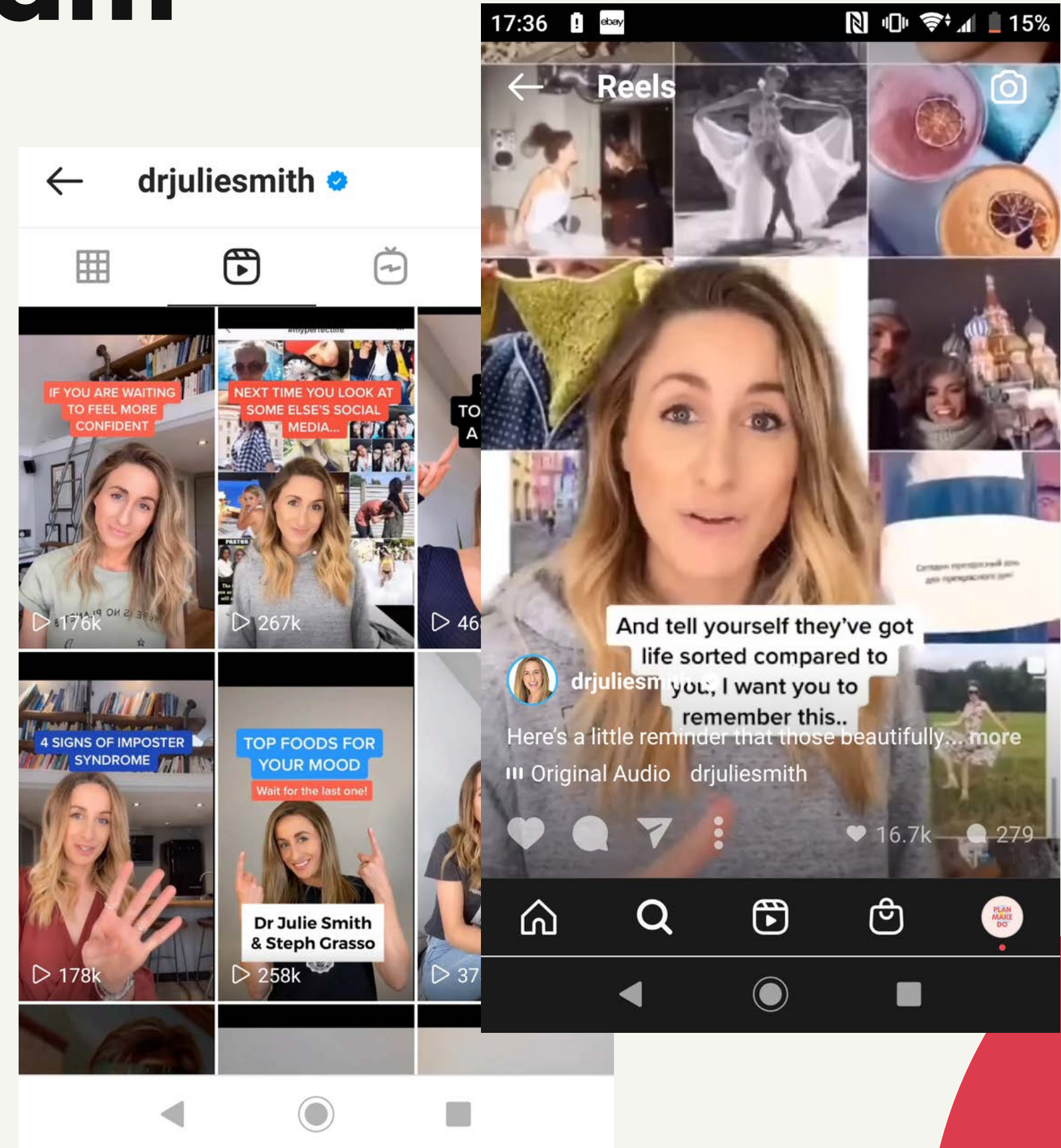
@planmakedo

Instagram

Reels

@drjuliesmith

- Instagram is pushing this at the moment – good for reach
- Add text for accessibility for sounds off
- Can be images or pre-recorded videos

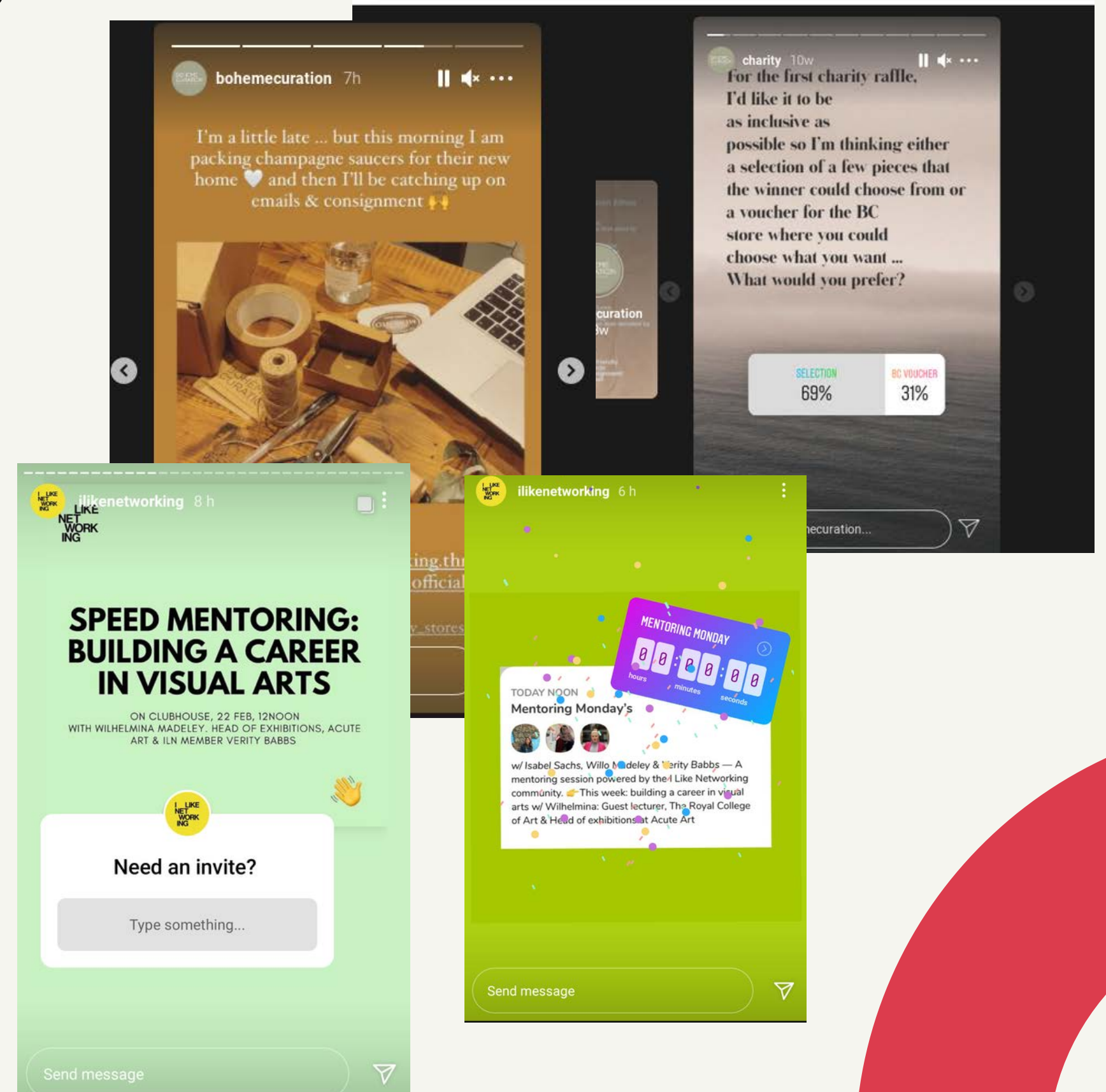


Instagram

Stories

Various

- More important than your feed
- A great way to talk directly to your audience through polls, questions and fun stickers etc.
- Behind the scenes opportunity for your audience
- Announcements of exclusives or sales

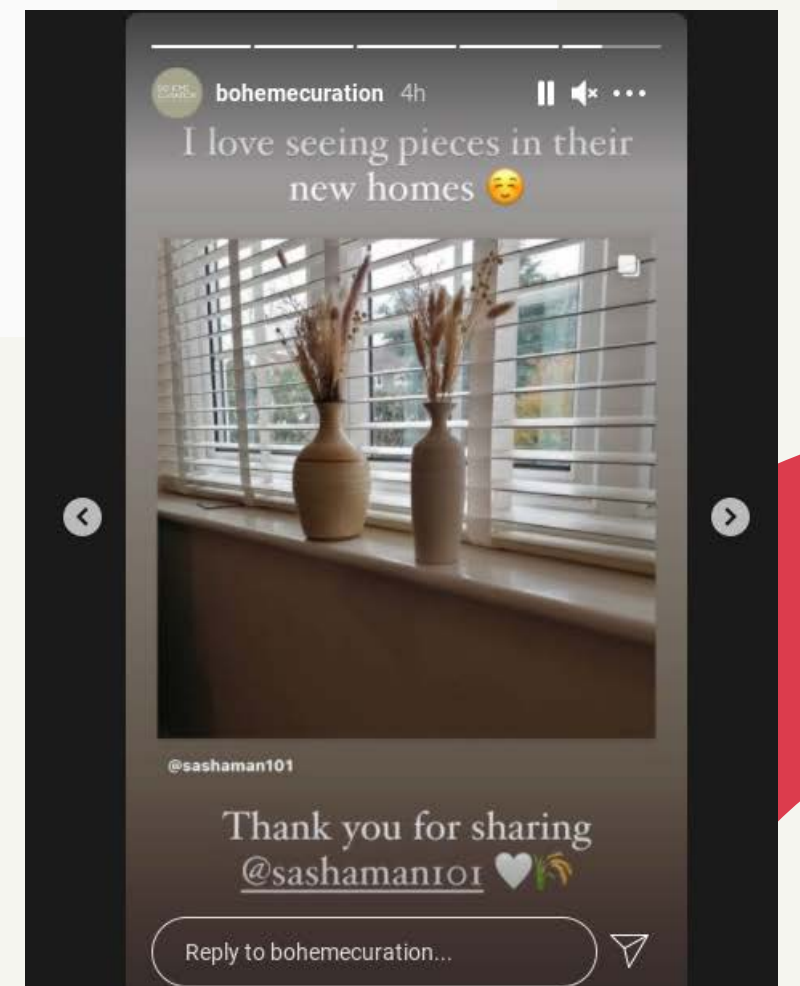
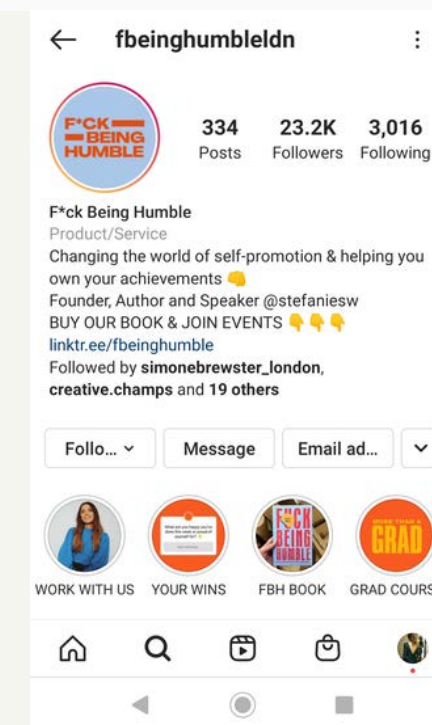
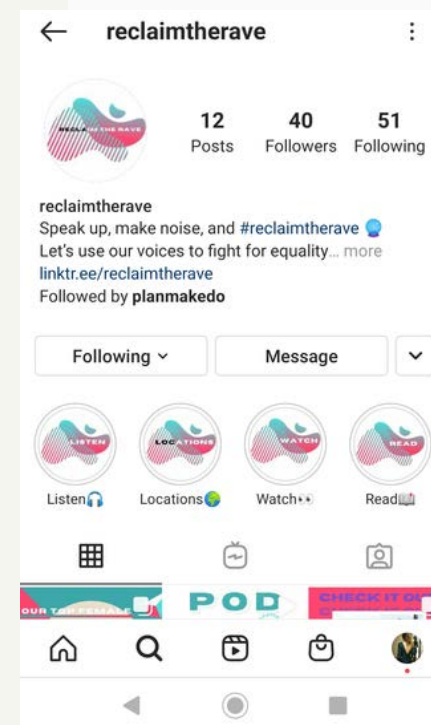
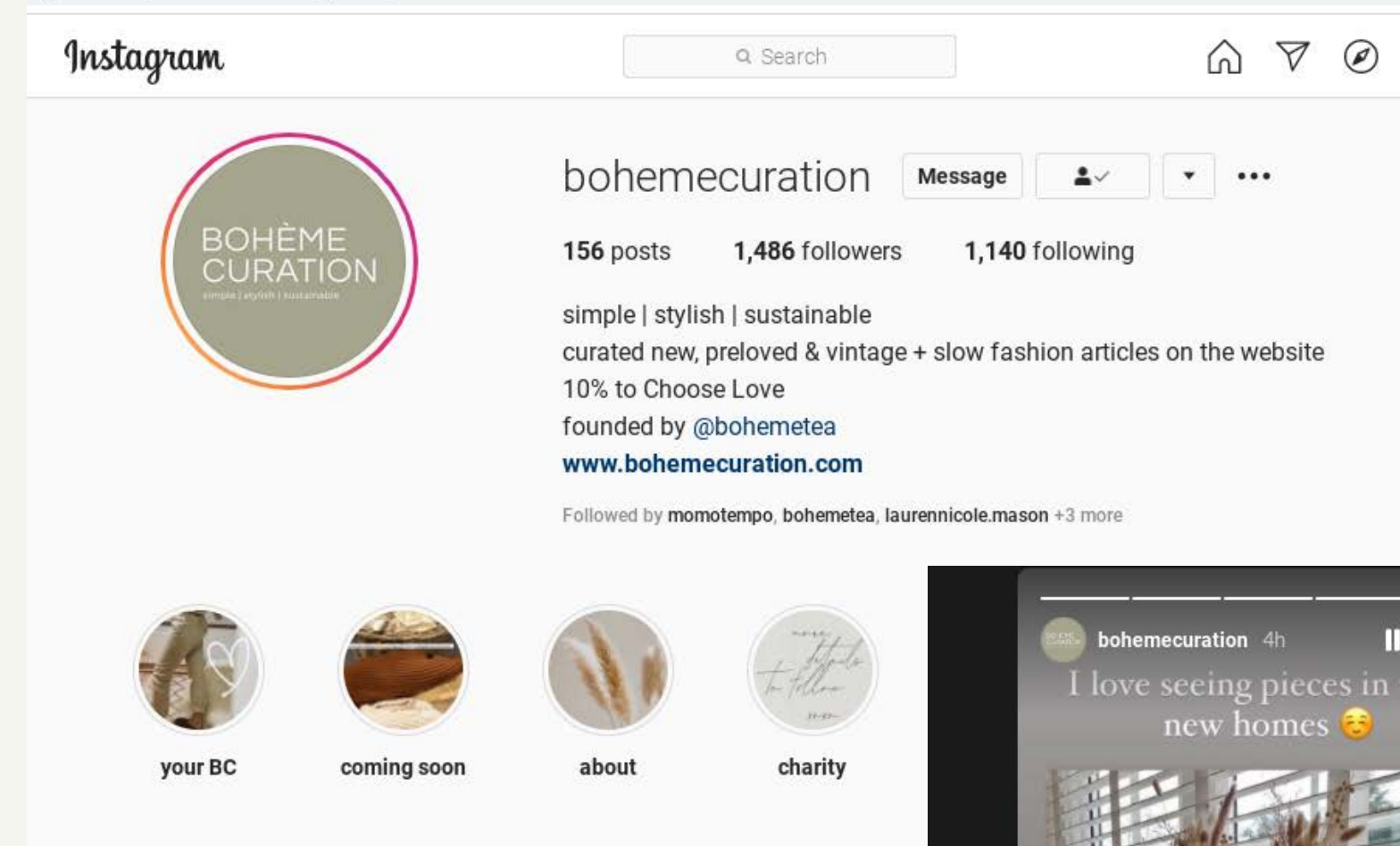


Instagram

Highlights

Various

- Saved stories
- Use these to add value for your audience - top tips, FAQ's, Sale items, New Work, Testimonials
- USE THEM for long lasting info so your audience doesn't have to scroll

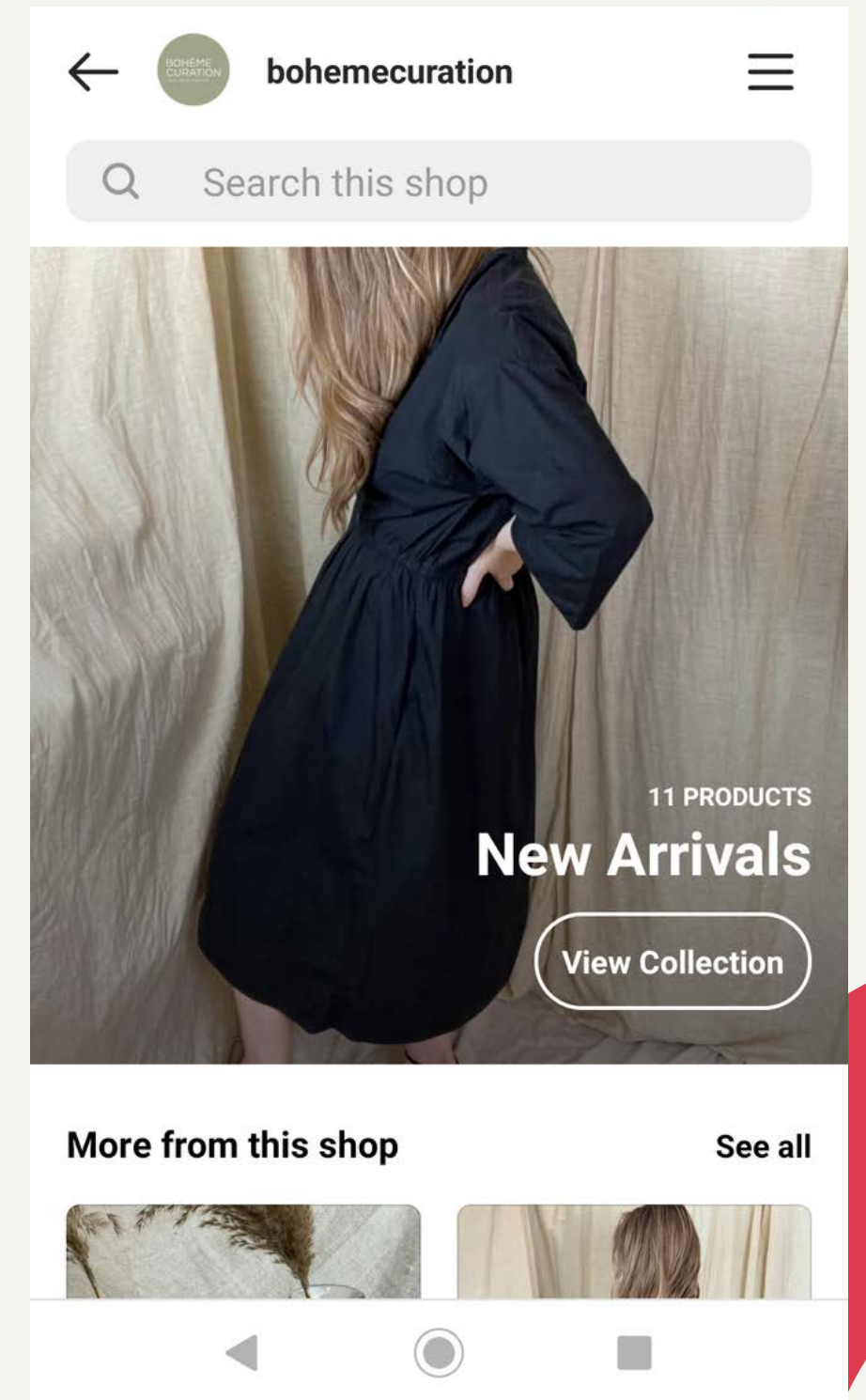
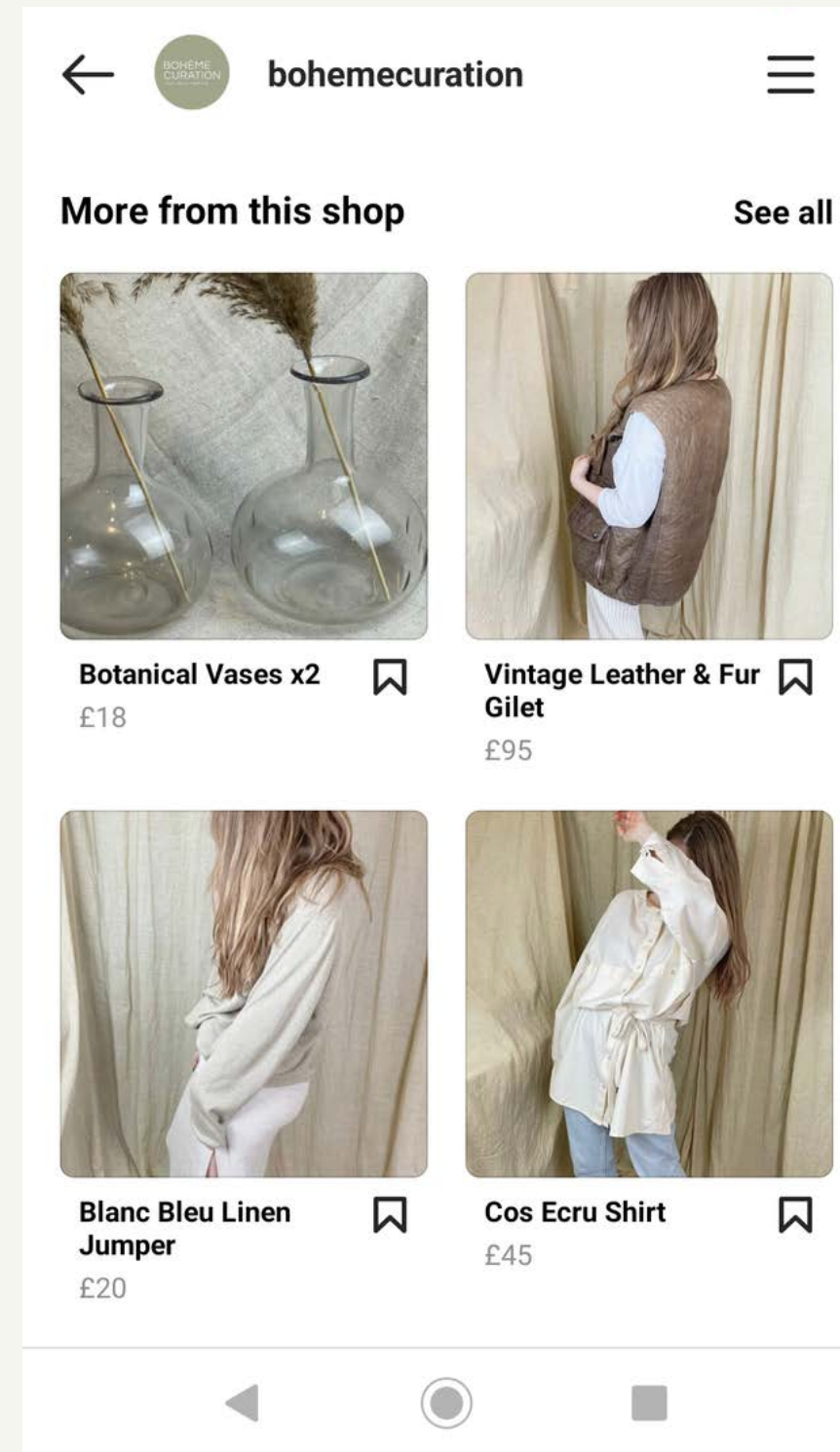


Instagram

Products

@bohemeuration

- A great way to get your audience to buy immediately
- Links to your website
- NOTE: Don't just rely on this however

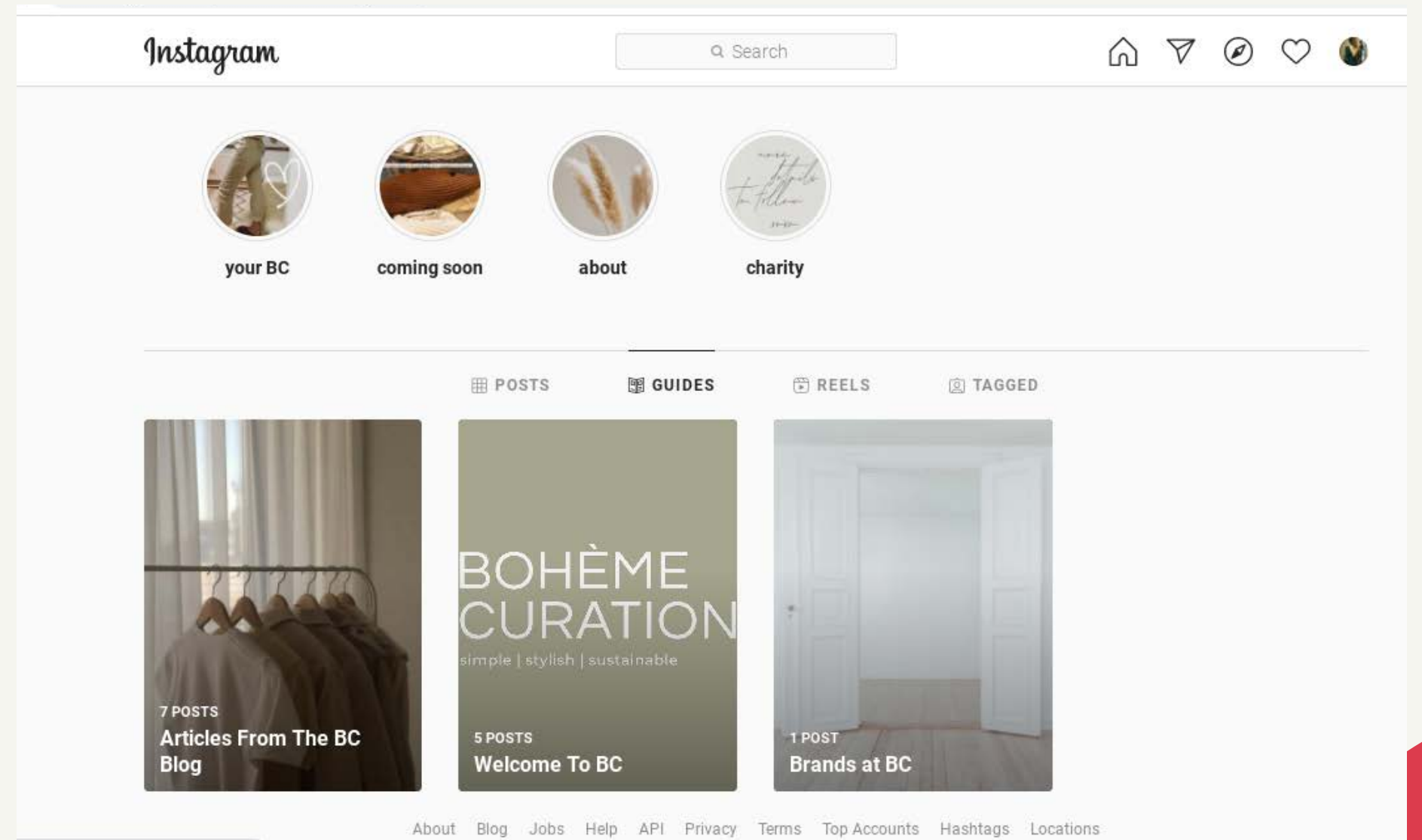


Instagram

Guide

@bohemeuration

- A way to extend your brand story
- Link to your website blog or resources or portfolio
- Making full use of platform functionality

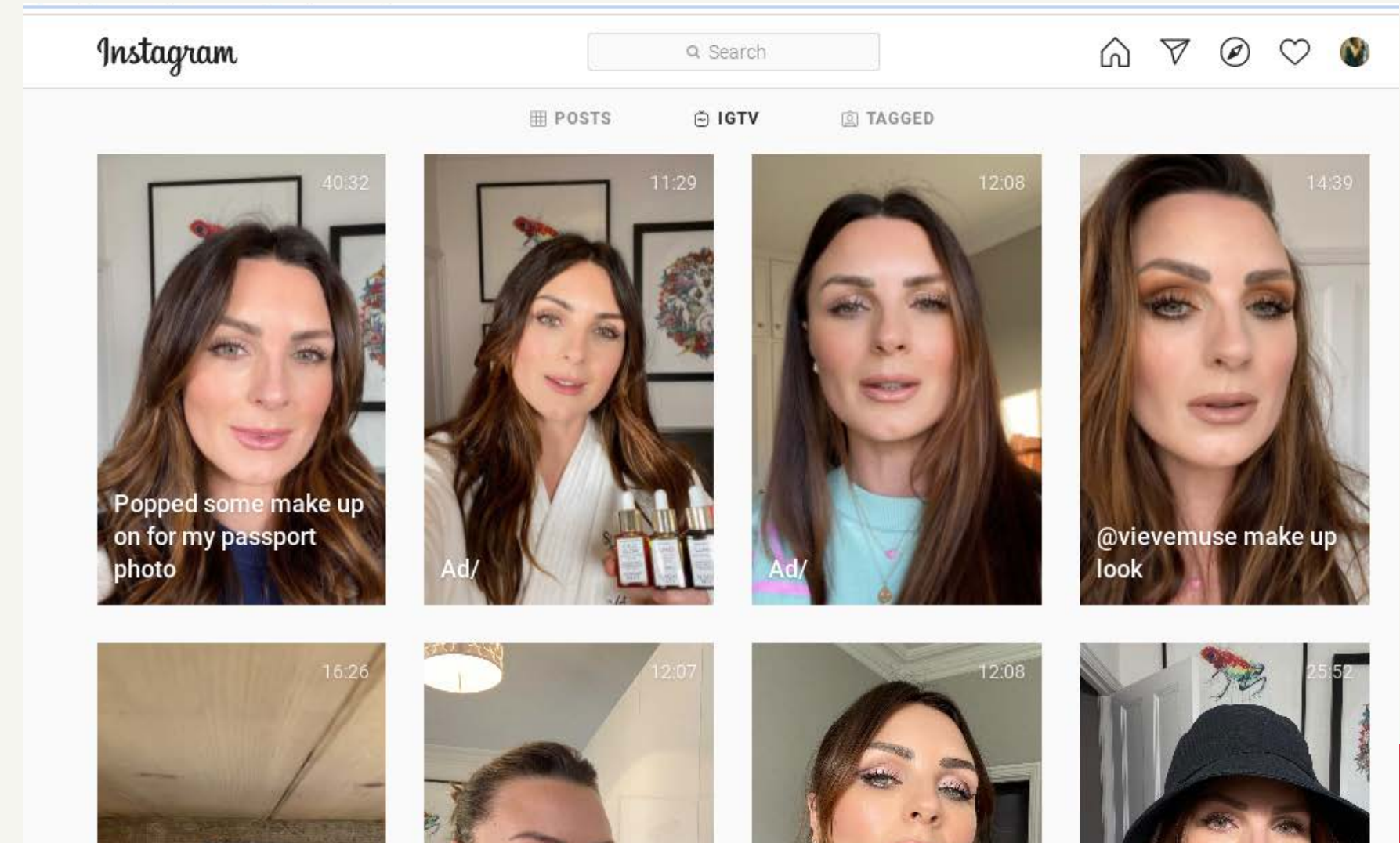


Instagram

LIVE and IGTV

@nicolachapman

- You don't HAVE to do this - but it's a great way to connect with your audience quickly and directly
- You can do it with one other if you feel self conscious
- Good for demo's or live Q&A's.
- Can save Lives as videos (IGTV)



HASHTAGS

GLOBAL – SPECIFIC – LOCAL

You can have up to 30 per post on Instagram

Research and follow what others do

They DO work – try to include them everytime you post

Insta Checklist

Download and print off!

What to do:

- Things I need to do
- Things I should do
- Daily
- Weekly
- Monthly

INSTAGRAM

CHECKLIST

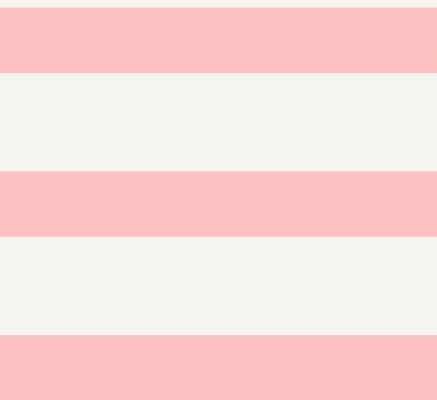


PLAN.MAKE.DO

DAILY	WEEKLY
<input type="checkbox"/> POST A STORY OR TWO	<input type="checkbox"/> POST ON THE FEED X 3+
<input type="checkbox"/> REPLY TO A COMMENT	<input type="checkbox"/> CHECK YOUR STORY INSIGHTS
<input type="checkbox"/> REPLY TO ALL DM's	<input type="checkbox"/> SHARE 2 x FAVE ACCOUNTS
<input type="checkbox"/> WRITE A COMMENT	<input type="checkbox"/> REACT TO STORIES
<input type="checkbox"/> HAVE A SCROLL	<input type="checkbox"/> HAVE A DM CHAT
<input type="checkbox"/> SAVE SOMETHING	<input type="checkbox"/> SAVE FAVE POSTS FOR LATER
<input type="checkbox"/> SHARE SOMETHING	<input type="checkbox"/> FOLLOW NEW FOLLOWERS
MONTHLY	Extra BITS n BOBS
<input type="checkbox"/> CHECK ALL YOUR INSIGHTS	<input type="checkbox"/> BE CONSISTENT
<input type="checkbox"/> NOTE DOWN WHAT WORKED	<input type="checkbox"/> STAY ON BRAND
<input type="checkbox"/> NOTE DOWN WHAT DIDN'T	<input type="checkbox"/> UPDATE YOUR BIO
<input type="checkbox"/> ADD TO YOUR HIGHLIGHTS	<input type="checkbox"/> BE EASILY CONTACTABLE
<input type="checkbox"/> UPDATE LINKTREE	<input type="checkbox"/> ALWAYS ANSWER Q's
<input type="checkbox"/> REVIEW WHAT SOLD WELL	<input type="checkbox"/> ALWAYS REPLY TO COMMENTS
<input type="checkbox"/> MAKE A NEW LEAD/CONTACT	<input type="checkbox"/> MAKE IT EASY TO BUY!

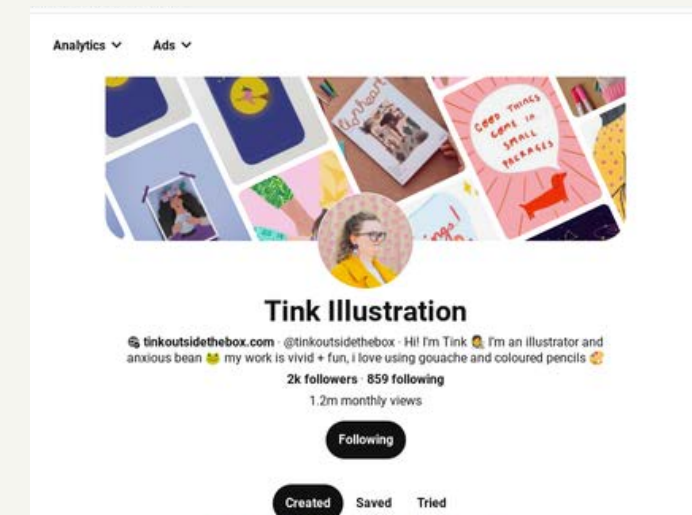
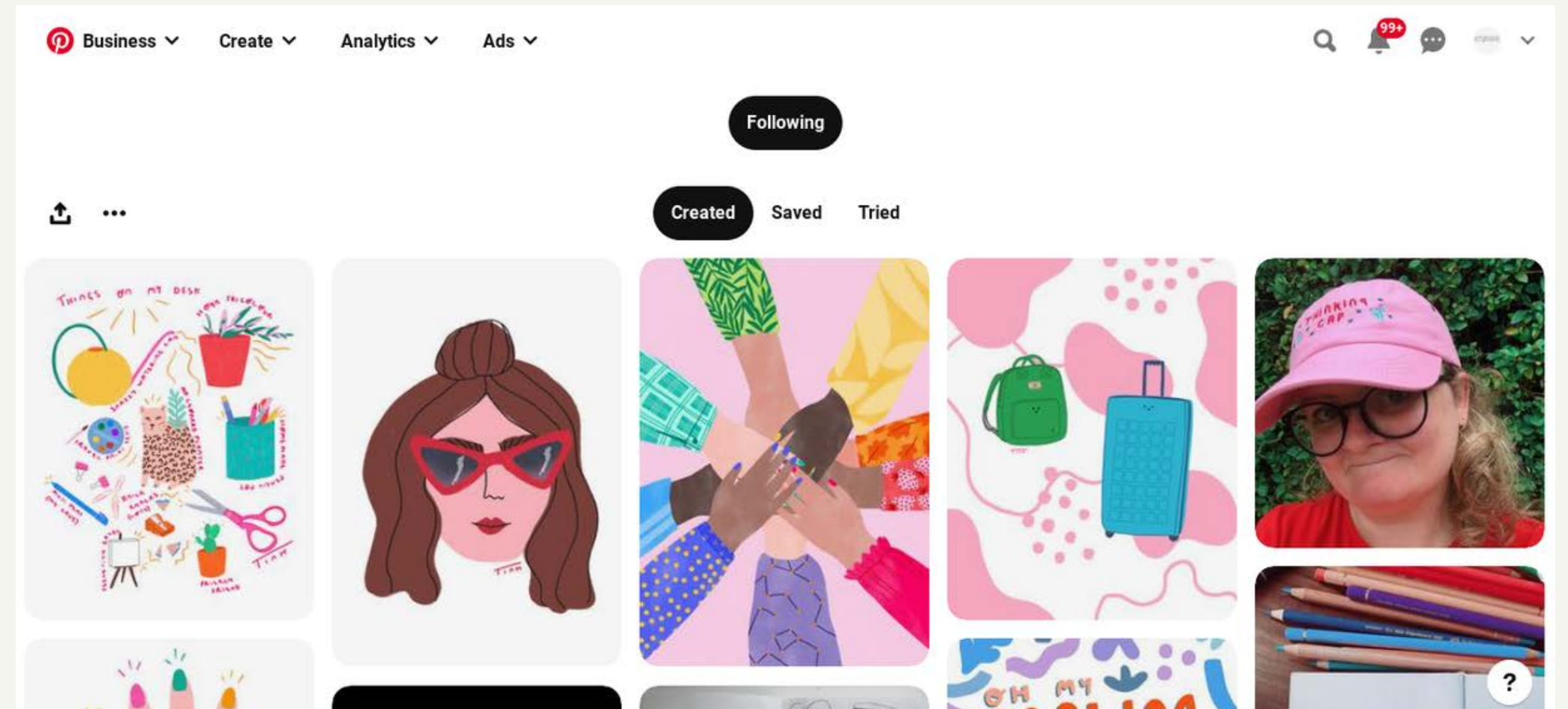
Pinterest

- Treat it like a search engine: use it to be inspired and see what your community is up to
- There is no 'timeline' so start now
- Pinning = winning!



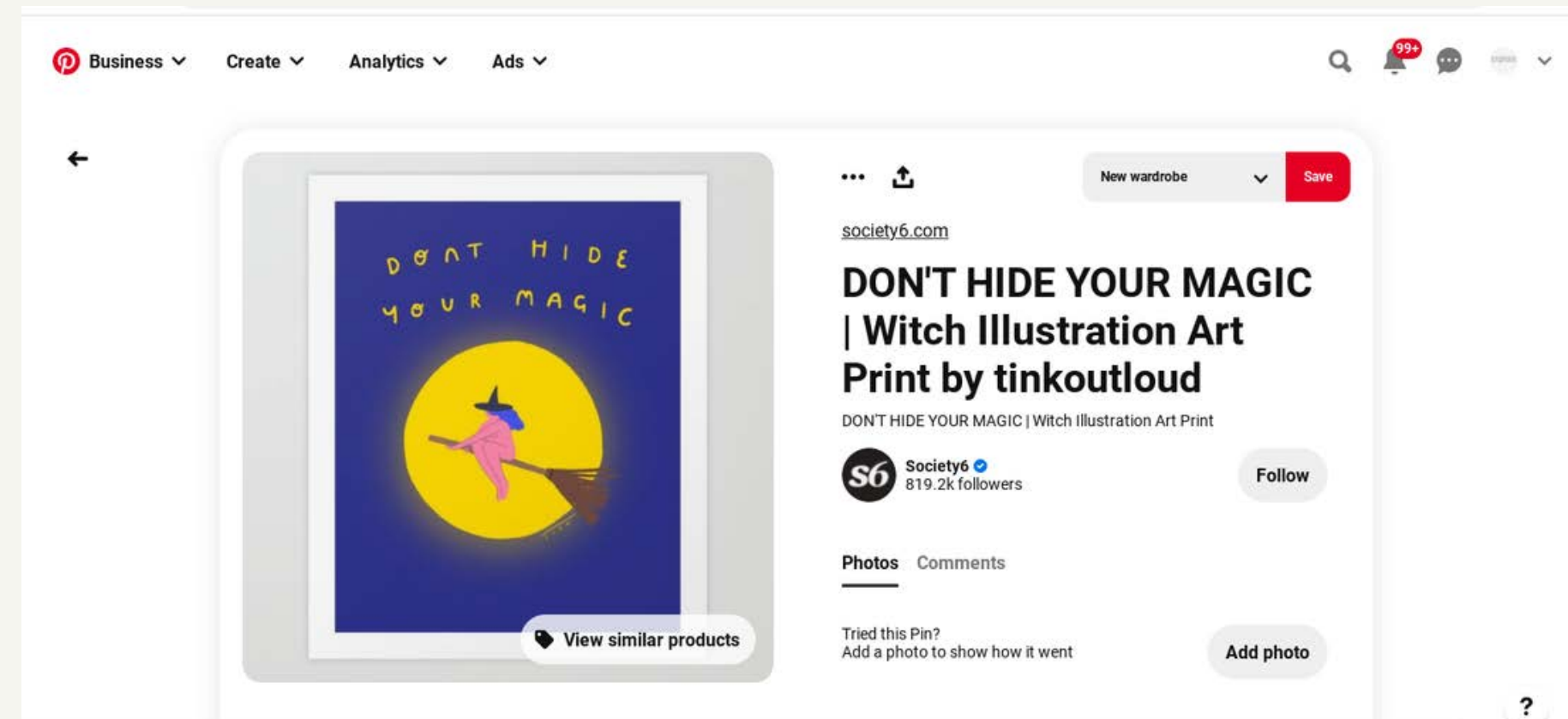
Boards

- Have the same pin on many boards
- Intersperse your work with other pins you like
- Update often
- Add keywords and hashtags



Rich Pins

- Automatically syncs info from your website to your pins
- You can have extra info on a rich pin
- Making full use of platform functionality
- Gives user a richer experience and increases engagement





LinkedIn

- Don't be afraid to say you're available for work.
- Tap into industry knowledge and connections
- Use it as a micro-blogging site - share your progress, successes and learnings.



LinkedIn

Have a profile!

- Good for testimonials and recommendations
- The business world Facebook
- Connect and follow industry professionals

[Stalk Laura here](#)

The screenshot displays a LinkedIn profile for Elliott Bulpett, an illustration artist. The profile includes a post about painting bears and tigers, two gouache paintings, and various LinkedIn interface elements like navigation tabs, search bar, and course recommendations.

Navigation: Home, My Network, Jobs, Messaging, Notifications (4), Me, Work, Try Premium Free for 1 Month

Search: Search

Profile Stats: Who viewed your profile: 87, Views of your post: 102

Access exclusive tools & insights: Try Premium Free for 1 Month

My items:

My pages (3):

- Plan.Make.Do (Page notifications: 0)
- B+B Weymouth (Page notifications: 0)
- Storie (Page notifications: 2)

Recent:

- www.craft-e.co.uk
- # hiring
- # professionalwomen
- # happiness
- # emotionalintelligence

Post by Elliott Bulpett (Illustration, 7h):

Trying to spend more time at the moment painting for myself! Bears and tigers are forever my favourite subjects to draw and I had so much fun creating these two gouache paintings.

The bear one has already sold, but if you'd like to have the tiger in your home, he's available here: <https://lnkd.in/eAwVceE>

Hashtags: #painting #gouache #originalpainting #illustration

Paintings: Two gouache paintings are shown: one of a tiger and one of a bear, both surrounded by colorful flowers.

Course Recommendations:

- What's your post-pandemic wish? (18h ago • 8,810 readers)
- Finding a salary that's just right (1h ago • 8,336 readers)

Today's most viewed courses:

- The Six Morning Habits of High Performers (Pete Mockaitis | How to Be Awesome at Your ...)
- Speaking Confidently and Effectively (Pete Mockaitis | How to Be Awesome at Your ...)
- Strategic Thinking (Dorie Clark)

Advertisement: Get the applicants you need for free (LinkedIn Jobs)

Messaging: Messaging

SCHEDULERS

These save time when posting - but don't just use these! Be social!

[Tailwind](#)

[Later](#)

[Buffer](#)

LINKS

Stalk, connect, get inspired

[Dr Julie Smith](#)

[Crafty Fox Market](#)

[Tink Illustration](#)

[Boheme Curation](#)

[Nicola Chapman](#)

[I Like Networking](#)

[Studio Cotton](#)

[Carys Ink](#)

[BEAF Festival](#)

[F*ck Being Humble](#)

Come and say hi!

PLAN MAKE DO - HERE FOR YOU



-
-
-

Podcast
Newsletter
Instagram

planmakedo.com



Talks in 2021

- ESSENTIAL CONTRACTS, PRICING AND NEGOTIATION IN THE ARTS

Q&A

My favourite part! Ask anything!