

ORGANIZE “CONTENT BUCKETS”

Personal Information

Headline [that describes you and your art form]

Brainstorm a few headlines. Think about each of the social networking sites you want to promote yourself/work and POS on, and write headlines that would appeal to the folks on that particular service, while maintaining your personality in each.

1	
2	
3	
4	
5	
6	
7	

About Me:

This is the bit where you really want to be revealing about who you are as an artist, and what your current body of work represents. Don't be long winded – unless you're an amazing writer. Best to get right to the heart of what people want to really know – what motivates you, why you do what you do as an artist.

ONLINE PR THROUGH SOCIAL NETWORKING – CONTENT BUCKETS WORKSHEET

I'd Like to Meet:

Don't be shy about asking for collectors, admirers, like-minded artists in corss genres to collaborate with, etc. Again, be frank, open and honest – without being desperate.

Collectors	Tom Cramer [Portland Artist]
Fans	
Other Artists	
Collaborators	
Press People / Bloggers	

Interests:

Bring this back to your work rather than subjects that may not relate to your work. Think about the things that inform you, your artistry, your innovations and creativity.

Music:

Do you get inspired by music? Great! Write about it, include your favorites. Your fans want to know about the things that influence you, guide you, keep you on your path as an artist. The same goes for Movies: Television: Books:

Heroes:

Artistic influencers? Social leaders? Your ancestors? Parents? Again, think about the folks who bring meaning to your work.

Exhibit / Professional Experience

This includes both resume types of information AND exhibition experience. Sample format provided below:

Art Education and Exhibition Experience

Education and Academic Honors

Bachelor of Arts, list any special honor

Major: What? Minor: What?

University Name, Month Year.

Dean's List - # of Semesters [if applicable]

List Special Honors or Awards [if applicable]

Solo Exhibitions

YEAR Business Name. City, State. Medium.

YEAR Gallery Name. City, State. Medium.

YEAR Public Building Name. City, State. Medium.

Group Exhibitions

YEAR Business Name. City, State. Kind of Group Show.

YEAR Gallery Name. City, State. Kind of Group Show.

YEAR Public Building Name. City, State. Kind of Group Show.

Awards/Competitions

YEAR Festival Name. City, State. Prize: Category.

YEAR Fellowship or Grant Name. Type of Award.

YEAR Competition Name. Award Received.

Professional Affiliations

YEAR – Organization name.

YEAR - present Organization name, Office Held

YEAR - present Organization name, Board Seat Held

Related Experience

List Internships, Volunteer Positions, etc.

Resume Format Sample [templates courtesy of, and available for download at www.collegegrad.com/resumes]

Tracy Q. Graduate

CAMPUS:

456 College Hall
Normal, OR 67890
111-222-3333
tracy.graduate@ilstu.edu

PERMANENT:

123 Main Street
Anytown, OR 12345
777-888-9999
tracygraduate@hotmail.com

OBJECTIVE: Art Research or Administrative position in the St. Louis area.

SUMMARY:

- Internship at St. Louis Museum of Art History.
- Internship at Missouri Art Society.
- Magna Cum Laude graduate with BA in Art.
- Proficient with MS Office, Windows XP, and the Internet.

EDUCATION: Bachelor of Arts in Art, May 2008

Illinois State University, Normal, Illinois
Graduated Magna Cum Laude with a GPA of 3.6 on a 4.0 scale

Courses taken included:

Art History Methodologies	Architecture: Castles, Cathedrals
European Art and Architecture	Asian Art and History
American Art and History	European Art
Modern Art	Spanish and French

EXPERIENCE: Education Intern, May 2007 to August 2007

Saint Louis Museum of Art History, St. Louis, Missouri

- Served as acting Research Assistant for grant from the Institute of Museum and Library Sciences.
- Developed teaching suggestions and object information guides for public use.
- Processed and updated museum membership data using The Raiser's Edge.

Curatorial and Collections Intern, May 2006 to August 2006

Missouri Art Society, St. Louis, Missouri

- Researched label information and acquired relevant archival display materials for "The World of Art in Miniature" exhibit.
- Updated and created new entries for automated cataloguing system.

ACTIVITIES:

- Independent research paper presented at Interdisciplinary Undergraduate Research Conference, 2008
- Tutored peers in paper and essay writing and editing, 2006-2008
- Dorm Resident Assistant, 2007-2008.

Blogging / Posting

Create an Editorial Calendar telling an ongoing story leading up to Open Studios. If you were to publish stories weekly on Saturdays, beginning next week, your calendar dates would look like this:

DATE	TOPIC TO WRITE ABOUT
Aug 2	
9	
16	
23	
30	
Sep 6	
13	
20	
27	
Oct 4	
11	
18	

Images

Prepare images for posting on the web. Create several different sizes of your artwork, and headshot – a thumbnail, small and medium sized images. Thumbnail sizes vary from network to network, but in general if you have a 150 pixel by 150 pixel image you’ll be able to post on most networks. Keep your medium images to no larger than a 350 pixel width, and large image up to a 700 pixel width.

If you need information on how to edit images for the web, visit these tutorials:

Prep Your Photos for the Web: Tips for taking your photos from your camera to the Web

<http://graphicssoft.about.com/od/digitalphotography/1/blprepforweb.htm>

Dreamweaver Tutorials - Prepare images for the web

<http://www.youtube.com/watch?v=8IsjyhQyC-k>

You can find other tutorials on the web – search with Google or Yahoo using terms like “editing images for the web”, or “image editing software for web images”.

CREATE AN “ONLINE PROMOTIONS” FOLDER

On your desktop, include all these prepared pieces of information in a folder. Give the folder a name that will be meaningful to you, like ONLINE PROMOTIONS. Save all your editorial work as unformatted TEXT files.