

SOCIAL MEDIA SUPPORT FOR ARTS ORGANISATIONS

Vogue magazine recently called Instagram "The World's Most Talked-About New Art Dealer."

Social Media offers enormous potential for arts marketing. It can bring you press coverage, followers, audiences, brand development, visitors and sales. For many arts professionals, getting on top of it requires training and developing a new skill set. Arts Media Contacts has been offering PR support to the arts for over 20 years and we have a range of specialist arts social media programmes to help you develop your social media skills to make the most of the latest channels.

SOCIAL MEDIA EVENT PROMOTION

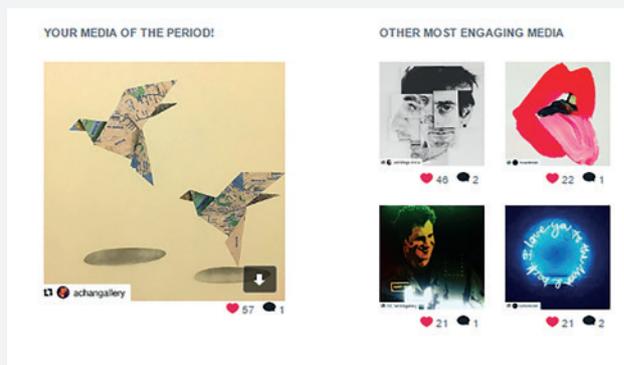
Arts Media Contacts is fully integrated with social media. We provide links to journalists' individual social media outlets. As well as emailing your press release, we make it easy to broadcast it via Twitter and Facebook. We also actively promote your shows via our own Twitter, Facebook and Instagram feeds using our @ArtsMediaAlerts handle and #ArtsPR. This service is free to all subscribers.

Cost: Members: Free. Not available to non-members.

SOCIAL MEDIA WORKSHOPS

These are held at Westminster Central Library on a regular basis. Please contact jessica@artsmediacontacts.co.uk for details of the next one. Two and a half hours long and in small groups we look over all the latest developments and platforms and give straight-forward advice on best practice:

- Platforms to use for the Arts
- Advice on latest developments
- How to pitch to the press via social media
- Selling art via social media
- Boost visitors and audiences and followers
- Paid-for advertising



Cost: Members: £45. Non-members £65.00

Comments from workshop attendees:

"Valued the topic on how to organise social media postings and engaging with users." Amelia Hubert

"Appreciated the in-depth analysis of social media exposure using Hootsuite." Oliver Scampton

"Valued the insights on how social media channels work and how to best use these for business - it was very useful and I appreciate the insights." Ethan Bates

"Excellent advice on the use of applications and websites that manage and make social media life more interesting." Hannah Simpson

"Valued the breakdown of the different social media sites and their various pros and cons." Sasha Morse

"As a complete novice I found this session a very inspiring overview of how to use social media in an Arts PR context" Laura Elgar

SOCIAL MEDIA MANAGEMENT

Our monthly service comprises creating original content for your Facebook/ Twitter and Instagram accounts, posting 5 days per week where appropriate and seeking out influencers and key accounts to brand associate. We actively react to news stories and general topics of interest that are relevant to your field to create a vibrant and interesting timeline. The price includes an initial meeting for a brief on your organisation and to run through your objectives.

Cost: *Members: £550.00 first month to include pre and post-management reports and initial meeting, then £500.00 per month, (Non-members: £570.00 first month, then £520.00 per month). Plus travel to any meeting.*

SOCIAL MEDIA REVIEW

Our social media consultant will set up an appointment (on the telephone) to go through all your social media channels. After the consultation, we spend a day creating a detailed and bespoke report with advice on: Time-saving practices.

- Boosting your sales, visitors and impressions.
- Creative content.
- Practical advice on creating gifs, videos and managing live broadcasts.
- Identifying key influencers and associate brands.
- Creating a strategy for your forthcoming events.

The price includes one follow-up call to go through all the recommendations.

Cost: *Members £250.00. Non-members £275.00.*

IN-HOUSE SOCIAL MEDIA TRAINING

We offer in-house training in social media. We come to your office for a half-day session where we go through your platforms and practices and offer hands-on advice on getting more out of the channels and saving time. This works well after a Social Media Review too.

Cost: *Members £250.00. Non-members £275.00.
Plus travel.*

VIDEOS

If you would like us to create a short video about your venue, artists or arts organisation to put up on your website and social media channels, we are pleased to offer a competitive price. We can also offer in-house training in Periscope and creating and editing videos on your phone. Please contact jessica@artsmediacontacts.co.uk for details.

All prices are inclusive. No Vat is added.

ABOUT ARTS MEDIA CONTACTS

Arts Media Contacts is a press database service for arts organisations. It was set up in 1995 as a collaboration between arts press and PR officers and arts journalists. Arts Media Contacts has been offering related PR services since 1997 for artists and art organisations ranging from UK City of Culture, Attenborough Arts, Seamus Heaney HomePlace to artists and commercial and alternative spaces and venues. www.artsmediacontacts.co.uk

ARTS MEDIA CONTACTS SOCIAL MEDIA CONSULTANT

Lucy Wilkes manages the social media for Arts Media Contacts. A full time social media consultant since 2009, she is the founder of Total Social Agency managing and training a variety of business types. She is passionate about the arts and joined Arts Media Contacts in 2016 to promote subscribers' news and events via social media; and inspire development and understanding through consultancy and training. In the fast paced, and ever changing media world, Lucy is always keeping tabs on the latest developments to share with subscribers and workshop participants. Lucy can be contacted on social@artsmediacontacts.co.uk

Contact Jessica Wood

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