

BFAA's ART AND BUSINESS WORKSHOP

Information and Registration

INTRODUCTION TO SOCIAL MEDIA AND HOW IT CAN HELP TO SELL YOUR ART



An interactive online workshop with Cheryl Rak

Title: INTRODUCTION TO SOCIAL MEDIA
AND HOW IT CAN HELP TO SELL YOUR ART

Method: Online sessions through Zoom

Dates: September 17th, 2022

Time: 9:00 am to 12:00pm

Cost: BFAA Members \$35.00

Non-Members \$40.00

Registration Deadline: September 16th, 2022

Cheryl Rak has been praised by The Gallery Upstairs and Halton area artists for her ability to teach marketing and social media in a way that is easy to understand and put into practice.

Cheryl has over 20 years of marketing and design experience and is the Co-Owner of ARC: Active Results Collaborative; a marketing agency based in Milton, ON, that works with motivated entrepreneurs and small business owners to develop and execute effective marketing strategies for their brand.

Cheryl and her business partner, Robin Read Griffin, believe that every business, no matter the size, should have access to helpful resources to plan and execute marketing solutions that work!

Some of the services offered by Cheryl and her team are: Brand Management, Content Strategy, Copywriting, Digital Marketing, Social Media Management & Training, and Website Development and Maintenance.

When Cheryl is not busy working for her clients or spending time with her family, she enjoys getting outside in nature, loves to sing, and is a firm believer in the support local movement; including non profit and community work that she volunteers her voice and time towards.



Workshop description and instructions next page

WORKSHOP DESCRIPTION:

Introduction to Social Media and How It Can Help You Sell Your Art Social Media 101: Tips for Artists and Entrepreneurs

Date: Saturday, Sept 17th, 2022

Time: 9:00AM - 12:00 PM

Materials required: Computer or Laptop, Internet Connection (no phones)

Topics to cover will include (but not limited to):

- What is social media?
- What is the difference between the social media platforms/apps?
- What is an algorithm and why is it important to what I do online?
- What is the difference between paid and organic posts on social media?
- Why is it important to have a good website alongside social media?
- How can social media help me sell more art?

- How do I setup social media company page to promote my art?
- What types of posts should I use for my art brand?
- How often should I post, and when?
- Tips on writing posts that get engagement from users on social media
- What are hashtags and why are they important to pay attention to on my posts for each platform?
- What sizes for images and videos do I need for each social media platform?
- What is Canva and how will it help me create posts for social media that get more attention to my art?

SPECIAL INSTRUCTIONS:

• Access to Zoom

If you need help please email Margaret Dent at mdentfineart@yahoo.com

-The Zoom ID and Password will be emailed to you prior to the date of the workshop

• Deadline for Registration is Sept 16th, 2022

Payment and Registration

1. Payment must accompany registration and can made by paypal or credit card (through paypal).
2. **FOR PAYMENT** , please go to the **registration link** below and complete payment, *****and then be sure to click on the 'Register Here' button to complete the registration.*****

REGISTRATION LINK:

https://www.burlingtonfinearts.com/w_cherylak_2022.html

“ Should you have any questions regarding the workshop and/or registration and payment process please do not hesitate to contact us “ Irene555@hotmail.ca or Edith.norm@gmail.com

