

## Edmonton Art Club Social Media Reference Sheet

- **Hashtags:** Hashtags are a way to categorize your posts in with like-minded posts, so that like-minded people can find each other's pages. Clicking on a hashtag will take you to all the other posts that also used that hashtag.

The golden number of hashtags to use as per the Instagram algorithm is around 15.

Currently using:

#art #albertaart #100yearsofart #albertaartist #exhibit #yegart #canadianart  
#artgalleryofalberta #artgallery #arthistory #artwork #artlover #artlife #artistsupport  
#galleryart

Extras/other options:

#newpost #oils #arylics #paintbrush #creative #smock #mixedmedia #absract #passion

You can use the same hashtags every time or change them, depending on the post. It is best to the hashtags relate back to what is in your picture and what you're posting about. When writing hashtags, you can check their popularity in the Instagram explore page by simply typing in your chosen hashtag and the number of uses will come up.

The presence of hashtags can make a post look cluttered so after posting, comment under the post all your hashtags. It keeps things clean and still gives exposure.

- **Stories:** Instagram stories are a quick way to give updates and give live content. Anyone can view a story so putting up a story of your recent post can bring people who are not following you to your page.

Post a story of your most recent post, after posting to drive up traffic on your page. You could also post about things going on in the EAC. Art classes, events, new projects, etc.

- After posting on your timeline, it is effective to be active and 'like' other account's posts. As a community, it is good to support others posts, this also encourages them to like yours as well. Taking that extra 5 min can make a huge difference.
- Including a location [tag location option] can also prove useful to your followers. It allows people to find your exhibit, and also helps with Instagram's algorithm.
- Liking and engaging with people comments is a good way to keep interaction up on you profile. It solidifies the community aspect of your profile.