



DIGITAL MEDIA AND
THE MODERN ARTIST

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3 things to take
yourself to the next
level using digital
media/social media

-Set goals

-Tell your
story

-Build your
contact list

What are your goals for using social media?



S

Specific

Clearly State your Goal

M

Measurable

Ensure you can Measure Success

A

Attainable

Set Goals you know you can Achieve

R

Relevant

Set Goals Relevant to your Career or Education

T

Time-Based

Set a Deadline for Completion

2. TELLING YOUR STORY:



ARTIST STATEMENT



ARTIST BIO



TECHNIQUES /HOW IT IS
MADE

Reflect on
your work
to discover
one or all of
the
following:

-identify a common thread or theme in your work/body of work

-think about yourself, your art and your art making practice in a new way

-identify the significant aspects of your personal history that informs your art or identity as an artist

-realize the emotional response evoked by your work

-learn to articulate the aesthetics of the work

-understand your personal reasons for doing the work

-create a narrative around your art, your style and artistic practice

Getting
Started
ON
SOCIAL
MEDIA:

Gather your Crucial
Information

Name of Artist(s):

Name of exhibition:

Name of venue:

Venue website:

Address of venue:

Venue phone
number:

Dates for the
exhibition:

Date and time of the
opening reception:

Cost of opening
reception:

Days and hours open
for viewing:

Artists website(s) or
contact info:

Artists Instagram or
Twitter ID:

Really good Photos
of your work

Have everything
organized on your
device so it is easy to
find and work with

3. BUILD YOUR LIST:

Be a follow-worthy brand.

Use automation.

Focus on customer service.

Promote your social media accounts.

Actively engage.

Watch the competition.

Know what's being said on social media.

Select the best platforms to be on.

Be sincere and graceful.

Quality over quantity.

Don't sound robotic.

Research hashtags before use.

Ignore trolls.



ESTABLISH GOALS
AND STICK TO THEM



TELL YOUR STORY



GROW YOUR LIST

Thank you!

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