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WELCOME!

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- Please sign in
- Cell phones and other devices

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Workshop Overview

Artist Trust Overview

Artists on the Internet 101

    Getting Started

Your online Presence

    Creating a Home base

    Networking

    Listening

    Podcast and Video

    Email

    Administrative Tools

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PROFESSIONAL RESOURCES

Social Networking:

Facebook
www.facebook.com/ArtistTrust

I Am an Artist Blog:
www.artisttrust.blogspot.com

Twitter
Username: artisttrust

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Artist on the Internet 101

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Getting Started

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Get Help Using the Computer/ Internet

- Public Libraries
  - Tacoma Public Library (http://www.tpl.lib.wa.us)
- Community Centers
- Community Colleges or Universities
- Organizations
  - Tacoma Goodwill (http://tacomagoodwill.org/programs/career-services/)

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Vision

- Be clear in your vision as an artist.

- What does your future look like?

- Goals? Set goals for where you want to be in 3 years, then 5 years, then 10.

- Remember to revisit those goals often.

Goals help you to keep track of your progress, how far you've come and where you are headed.

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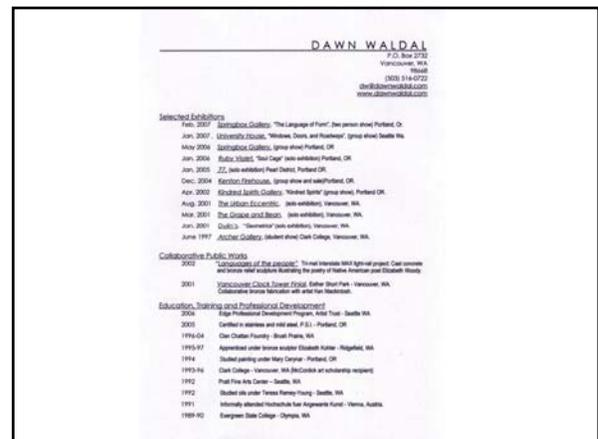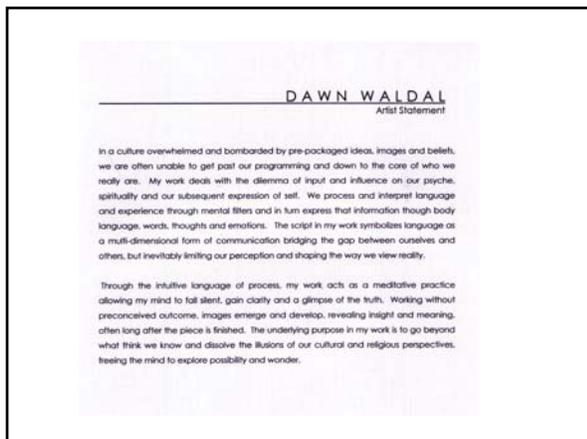
Documentation of your art

- Quality images/work samples.

- **GraphicConverte**r for Mac www.lemkesoft.com
- **GIMP** for PC & Mac X www.gimp.org
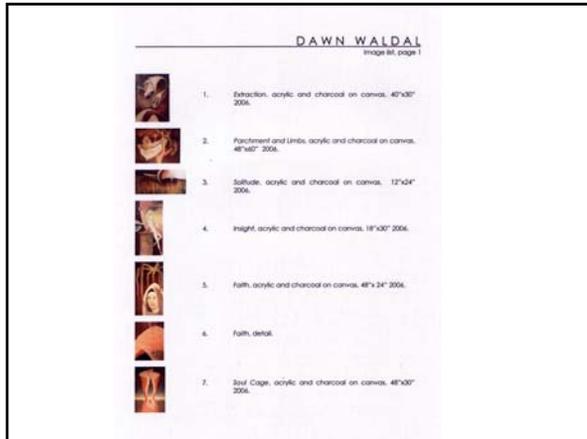- **Aviary** for web www.aviary.com

You need to be able to write about your work

- Writing about work can be difficult for some people. Look at examples or hire assistance. www.artisteyestudio.com

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Professional Portfolio - Digitized

- Resume
- Artist statement
- Artists bio
- Images / work sample
- Image list / work sample description
- Supplemental materials

Slide 1

DAWN WALDAL
Image list, page 1

1. *Extraction*, acrylic and charcoal on canvas, 40"x30" 2006.

2. *Parchment and Limbs*, acrylic and charcoal on canvas, 48"x60" 2006.

3. *Solitude*, acrylic and charcoal on canvas, 12"x24" 2006.

4. *Insight*, acrylic and charcoal on canvas, 18"x30" 2006.

5. *Faith*, acrylic and charcoal on canvas, 48"x 24" 2006.

6. *Faith*, detail.

7. *Soul Cage*, acrylic and charcoal on canvas, 48"x30" 2006.

Slide 2

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Getting Started

Copyright & Contract :

- You own the rights to your work automatically.

- Prioritize your concerns about being on the internet

- Terms of Use

Slide 3

http://creativecommons.org

Offers a suite of copyright "options".

Slide 4

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YOUR ONLINE PRESENCE

Slide 5

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ONLINE PRESENCE

Things to Consider:

- **It's about sharing** – What do you want to share?

- Make it an extension of your real world plan

- Include real world relationships as an outcome/goal

Slide 6

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ONLINE PRESENCE

Things to Consider:

- Think "Big Picture" (Comprehensive plan)

- Create a Voice (authentic/consistent/authoritative)

- It's about dialogue-keep it positive/constructive

- Build reciprocal relationships

Slide 1

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Things to Consider:

- Create and maintain contact lists – get started!

- Time management – have a plan and a timer

- Allow time for maintenance – website and blog

- Remember to check terms of use

Slide 2

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ONLINE PRESENCE

Be good to yourself:

- Identify when you get frustrated and step back

- Use the HELP menu – it's there for a reason

- Create situations where you can make mistakes - practice

Slide 3

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Be good to yourself:

-Hone your Google Skills
   - Keywords (use appropriately-use quotes etc)
   - Search for tutorials
   - Find forums
- Practice and TAKE CONTROL!

-**Remember that you're human.** You can't do it all. But you can look at the available options and prioritize. Figure out what is the best use of your time at any moment.

Slide 4

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What might an plan look like?

Slide 5

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ONLINE PRESENCE

Create an online Home/Hub

- Website
- Blog
   - Online Galleries
   - Web Journals
   - Online Registries

Slide 6

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ONLINE PRESENCE

Website Building

- Information Structure
   - *homepage*
   - *Portfolio – Your work*
   - *Statement/Bio page (including downloadable)*
   - *Resume (including downloadable)*
   - *Contact page*
   - *Reviews*

www.google.com/sites

Google offers a wide range of free services including a quick and easy template format for creating websites.

There many ways now to create websites.

ONLINE PRESENCE

Website Building
Check for online tutorials

- www.howstuffworks.com
- www.easysiteguide.com
- www.howtodothings.com
- www.eHow.com

Check our website for services and tutorials

ONLINE PRESENCE

Blog Building

- Keep it professional
- Keep comments open
- Circle of support
- Stay on topic (focused and yet unique)
- Look at examples (www.technorati.com)
- Template vs Package

Google Analytics

PRESENCE

Help folks find you:

- Use tags & keywords especially on your homepage
- Use web analyzing tools
- Submit your site to search engines
   Google: http://www.google.com/addurl/
   Yahoo!: http://search.yahoo.com/info/submit.html
   MSN: http://www.bing.com/docs/submit.aspx

ONLINE PRESENCE

Help folks stay interested:

- Update at least every 6 months
- Understand your site: why are folks visiting?
- Make it a pedestal for your work
- 3c's
   - Compelling
   - Concise
   - Clear

Blogger
www.blogger.com

Blogger. You can create a free blog here!

www.youtube.com/bloggerhelp

Word Press
www.wordpress.com

Create free blogs. Geared more towards literary.

www.easywordpressvideo.com

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ONLINE PRESENCE

Networking

- Social Networking Sites
- Bookmarking sites
- Hosting sites
- Web Journals
- Online Registries
- Online Galleries
- Web Journals

Ning
www.ning.com

Ning is an example of a popular social networking site.

Others:

facebook.com
myspace.com
tumblr.com

posterous.com

Flickr
www.flickr.com

Flickr offers a hosting site for photography/video

Photostreams

Twitter
www.twitter.com

Twitter – a microblogging site - offers quick communication using 140 characters or less.

Biznik
http://biznik.com

Biznik is an example of a business social networking site.

Linkedin.com

Plaxo.com

ONLINE PRESENCE

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Online Galleries, Registries, Hosting, Marketplaces

Research / Ask questions:
  - How does the site sell itself and to whom?
  - How many artists use their service?
  - How does the site classify its artists?
  - How much art do they sell in a month or year?
  - Do they charge or is there a commission?

Contact other artists on the site.

Web linking / Associate Memberships

ArtistsRegister.com
http://artistsregister.com

ArtistRegister.com is a national juried registry created by WESTAF. It is a subscription based site. They also provide an opportunities page and a great email newsletter. WESTAF is also a leader in establishing online submission technologies and services.

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absolutearts.com
www.absolutearts.com

absolutearts.com is an example of a **portfolio hosting** service that offers services on three different levels including free.

They also produce an electronic newsletter that includes calls for art, industry updates and featured portfolios.

www.qfolio.com
www.artindustri.com

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artshow.com
www.artshow.com

Artshow.com is an example of a juried online gallery.

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http://papernstitch.com/

Example of an online artist market.

Etsy.com

Write Habit
www.writehabit.org

Write Habit provides list of journals including electronic journals.

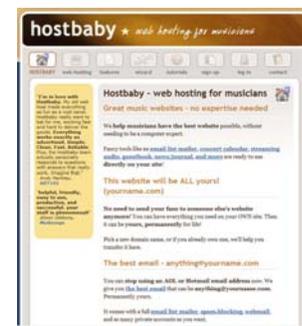## WebdelSol.com
www.webdelsol.com

Example of an online literary arts community.

Spout
www.spout.com

A social networking site for film folks

hostbaby
www.hostbaby.com

hostbaby offers web hosting for musicians. Services include, email service, blogs, calendar, streaming audio and much more. hostbaby is part of a larger online organization that also offers:

www.cdbaby.com
www.cdbaby.net
www.cdbaby.org
www.filmbaby.com

For independent artists.

artdish
www.artdish.com

Artdish is an example of a northwest online arts community.

Theatre Puget Sound
www.tpsonline.org

TPS is a consortium of theatres and individual artists in the Puget Sound region. Members include actors, directors, designers, stage managers, technicians, and theatre administrative staff.

Arts Northwest
www.artsnw.org

Arts NW offers a virtual exhibition hall.

Delicious
www.delicious.com

Bookmarking site - save and share web pages.

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Listening

- RSS feeds (rss, xml)
- Google Alerts
- Listservs

Best way to learn is to subscribe and give it a go

Google alerts
http://www.google.com/alerts

- Use rules (folders) to keep from cluttering up your mailbox.

LISTSERVS

Art Found List
www.artistsfoundation.org

Performers Callboard
www.performerscallboard.com

Seattle DanceNet
www.seattledancenet.org

TacomaArt
tacomaArt@cityoftacoma.org

ListServs
- ArtFound List (3)
- DanceNet (2)
- Performers Callboard
- Tacoma Art (4)

LISTSERVS

Create your own online communities!

ONLINE PRESENCE

Podcasts and Video

- Equipment
- Software

www.youtube.com

You Tube offers video hosting.

They also offer many contests.

itunes
www.itunes.com

Example of a podcast hosting site.

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Email

- Use a service!

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Email

What to send out
- Is it newsworthy and can folks participate

When
Tuesday – Thursday

What
Who, What, When, Where, Why and How

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Email

If you do use your own service

-Subject line: Mary Artist at Art Gallery

-Use BCC with you as the TO (never TO)

-Or create group lists with generic titles

-Send out 25 at a time max

-Mind the limits of your service

Constant Contact
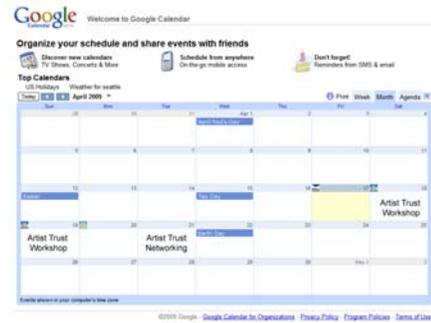## www.constantcontact.com

Email and newsletter service.

campaigner.com
icontact.com
marketvolt.com
streamsend.com
patronmail.com
mailchimp.com

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ONLINE PRESENCE

Administrative Tools

Online task management tools

Getting Things Done (GTD)

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www.google.com

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Administrative Tools

www.rememberthemilk.com

www.basecamphq.com

ww.scrumy.com

Questions?