

Marketing Support for Tacoma Arts Organizations

(Compiled March 2019)

Marketing Mediums

1. Posters

- Posters can be displayed free of charge at local libraries, community centers, coffee shops, and often other arts organizations
- Posters should contain all information needed for event: Date, time, contact info, website/social media info
- Often small local print shops will provide better deals than larger chain companies
- Posters are an effective way to reach people who do not have access to the internet
- Quality posters can be created with easy to use Microsoft Adobe, which is available for free at Tacoma Public Libraries and the library offers free Digital Media Lab classes to learn new software, video editing, and photography programs

2. Facebook

- Use the image from your poster to create a Facebook event (free) and post it to your organization's page
- If you are collaborating with other artists or organizations, tag them and it will show up on their feed so you increase your audience
- Repost event and add details (especially pictures) so as to increase your audience and generate interest
- As a general rule, the best time to post on Facebook is 1–4 p.m. late into the week and on weekends. But check your audiences tab to know your own times
 - Saturday and Sunday at 12–1 p.m.
 - Thursday and Friday at 1–4 p.m.
 - Wednesday at 3 p.m.
 - When to post on Facebook in general to increase your shares and click throughs:
1 p.m. 3 p.m. 9 a.m.
- Boost your post for a small fee to reach more people
- Use imovie on your phone or Adobe Spark to create a small movie and post to your event page
- Schedule posts in advance to post over weekend or times when you are not working
- In addition to the Editorial Calendar, you can add a tab with "general content" with links to artist resources, event photos, or interesting news that you can compile as a back-up for when there are gaps in posts.

3. Instagram

- 75% of Instagram users take action after looking at an Instagram advertising post.
- Posting images from your poster and Facebook event creates continuity and impressions for your message. The more people see something, the more likely they are to respond
- Tag artists and arts organizations, especially any who are collaborating on event
- Upload video from Facebook page
- Create photo slideshow of artists involved or areas connected to event
- Use hashtags and polls to generate interest and engagement
- Ask other artists and arts organizations to share and post their own videos, updates, pictures
- Use Instagram story to increase interest and audience
- Best time to post on Instagram: Monday and Thursday at any time other than 3–4 p.m.
 - Mondays should get a little more attention.
 - Videos any day at 9 p.m.–8 a.m.
- Send a free print or marketing item to a user, who then posts it online, tagging artists or arts organization-can be a contest to choose user who receives prints-most reposts or likes, or random drawing

4. Snapchat

- 78% of 18-24 year olds use Snapchat
- Snapchat Story: Free app, small additional fee for location details, app is easy to use and you can upload your own graphic.
- Reposting same information from Facebook and Instagram creates familiarity and reaches wider audience

5. Radio

- Radio reaches families with young children especially in the morning & early afternoon, and those who do not have access to internet
- If you can find resources/assistance with recording ad, it is relatively low cost to air it, Public radio station (KPLU, KUOW, KING-FM) sponsorships are often lower cost and stations have events pages which list local arts events.

6. Tacoma Public Schools

- Peachjar: Electronic flyer on website for one month and one email sent to parents
- See website for pricing info and FAQs: <https://www.peachjar.com/pricing.html>

Online Marketing Tools

1. <https://www.canva.com/>
2. <https://snappa.com/>
3. <https://www.lucidpress.com/>

General Advice

- Avoid using low-resolution photos whenever possible.
- Use simplified links and camel case on hashtags to improve readability, examples:
 - bit.ly/TacomaArts instead of [http://cityoftacoma.org/arts/misc/long/f@ke liink 54908751394832](http://cityoftacoma.org/arts/misc/long/f@ke_liink_54908751394832)
 - #TacomaArtsMonth, not #tacomaartsmoth
- Provide contact information on Facebook posts and in the Instagram bio whenever possible
- Communicate with all social media managers on who is responsible for answering questions/responding to comments on posts.
- With the digital age, younger generations are accustomed to ease-of-use and brief bursts of information. Use short, active sentences, use spacers to break up paragraphs on Instagram and prioritize the most important or eye-catching information at the top of posts.
- Keep access in mind for attendees with physical disabilities: whenever possible, providing image descriptions for photos and closed captioning on videos is key
- Avoid going longer than a week without a post on social media-especially for events-post once or twice a week (or more) leading up to the event