



## Online North Shore Art Crawl - Social Media Marketing Tools

2021 North Shore Art Crawl artists! Check out our latest tips and tricks to help you effectively use social media to promote this year's event.

### Event Blurb

This copy could be used to send to your friends, family, or arts patrons for promotional purposes:

Each spring, typically artist workspaces, local community and commercial galleries, and host businesses open their doors to the public to showcase the talents of participating local artists in the North Shore Art Crawl. This year will be different due to the global pandemic, as we pivot to an online format to keep our artists and community safe, but also expand the audience who will be able to engage with these creative, passionate artists.

The 2021 Online North Shore Art Crawl is a month-long virtual event from March 12 - April 12, 2021. Visitors can scroll and swipe their way across the North Shore with artist webpages showcasing studio practices and exhibitions. The virtual crawl will highlight a wide range of media including textiles, jewellery, pottery, sculpture, painting, glass, and photography. This is a great opportunity for local audiences and remote browsers to meet the talented artists of Vancouver's North Shore. Visit <https://northvanarts.ca/north-shore-art-crawl/> to start your crawl.

*Art sales must be arranged with individual artists. Some artist studios are businesses that may be open for in-person viewing. See artist webpages for contact information.*

335 Lonsdale Avenue, North Vancouver, BC V7M 2G3  
info@northvanarts.ca | 604-988-6844

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## Quick Tips

The 11<sup>th</sup> annual North Shore Art Crawl has several dozen participating artists using social media. This year, we are aiming to direct social media users to our website's HUB where they can learn how to navigate the Online North Shore Art Crawl – safely from home.

- Share this link whenever possible: <https://northvanarts.ca/north-shore-art-crawl/>
- Tag **@NorthVanArts** and use **#NorthVanArts** in all your Art Crawl posts
- Check out past posts in the hashtag **#NorthShoreArtCrawl**

**Pro Tip:** If you're already using Facebook or Instagram, you don't need to make a new account on TikTok, Snapchat, or another new app to be relevant on the internet. Use the platform(s) you're most comfortable with and engage your current followers where they're at instead of starting over on a new app. Did you hear what happened to [Vine](#)? Check out these social media platforms where North Van Arts' followers are currently hanging out:

- [Facebook](#): @NorthVanArts
- [Twitter](#): @NorthVanArts
- [Instagram](#): @NorthVanArts
- [Linkedin](#): @NorthVanArts
- [YouTube](#): North Van Arts Council

## Suggested Hashtags

Our hashtags are: **#NorthShoreArtCrawl #NorthVanArts**

Our community's hashtags: **#ExploreNorthShore #NorthVancouver #WestVancouver #CultureDoesntStop #BCCreates #CreativeBC**

## Suggested Emoji

If you're new to using emoji it's easy to get started! Each one represents different ideas, images, or common cross-cultural expressions (like the cheers / salud / à ta santé Emoji here: 🍷).

🌐 - Globe Emoji can represent the World Wide Web / www.

💡 - Sparkle Emoji is generic, often used in announcements

📷 - Camera Emoji can represent "Photo Credit" among other things

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- 🖌️ - Paintbrush Emoji is self-explanatory
- 🎨 - Palette Emoji can represent the Arts industry in general
- 💻 - Laptop/Computer Emoji can represent the Internet, Zoom, Working from Home
- 🏔️ - Mountain Emoji can represent the North Shore Mountains... obviously 😊
- 🌊 - Wave Emoji can represent the beach, the ocean, the North Shore waterfront
- 🏠 - Home Emoji can represent a lot of things, but it has become more popular with the pandemic forcing everyone to stay in their homes

## Suggested Images

The following images, videos, and graphics are recommended for you to use on any social media platform. You could also use them in your emails to friends + family or on your personal website.

- [North Shore Art Crawl Logo](#) (link to logo)
- [2021 NSAC Invitation](#) (link to Square .jpeg)
- [2021 NSAC Brochure](#) (link to the online brochure)
- [2021 Online NSAC Video](#) (link to YouTube video)

## Ideas for Posts

These are suggestions to help you generate ideas when you are thinking about what to post, how, and where. Generally, you can use and reuse ideas on any social media site, but the following are some recommendations for specific platforms.

### Twitter Ideas:

Short and sweet posts perform better on Twitter, but these can also be used for Facebook/Instagram Stories or other short-form content.

- Try inviting your friends to view your work in the North Shore Art Crawl and link to your webpage. Use a photo of the Art Crawl logo if you haven't already.
- Try posting a photo of a newly finished artwork, with a link to your webpage, and tell people it is for sale.

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- Try joining a conversation by using its hashtag. For example, #WestCoastArt or #WestCoastArtist. Tell your followers why you're passionate about your subject matter and share your thoughts about why you love the West Coast.
- Try tagging people you know. If you're posting about a studio you share with another artist, tag them. If you're inviting your friends to visit your webpage, tag a few of them at the end of the post or in a separate comment / reply.
- Try posting a photo of a work-in-progress and ask your followers what they think the title should be. Social media users love being able to participate or share creativity.

## Facebook / Instagram Ideas:

These two are owned by the same company. Visually-pleasing photos + videos perform really well on Instagram. Posts that tell stories or share insights about your art perform well on Facebook and Instagram.

- Try posting a photo – or video – of an artwork you made and tell the story of how/why you created it. Especially right now, people want to know what your inspirations are.
- Try posting a sneak peak of your studio or workspace and tell the story of how you got started there. Do you have advice for emerging artists without studios/spaces?
- Try tagging a location or venue. Maybe it's the beach where you first saw a view that inspired your artwork, or maybe a business/café/gallery where you previously exhibited your artwork. Remember that Ambleside, Lower Lonsdale, and other neighbourhoods often have social media accounts that might share your artwork if it relates to them. For example, if you depicted West Van's seawall in your artwork, try tagging @WestVanDistrict or @adbiawv (Ambleside + Dundarave BIA) who might want to share your artwork because it involves their neighbourhood. Likewise, if you were inspired by the Shipyards in North Vancouver, try tagging the @cityofnorthvancouver or the @shipyardsdistrict
- Try posting a photo of you! Introduce yourself to your followers in a personal way.
- Try making a time-lapse video of your artwork from start to finish. Or post photos from before and after.

## LinkedIn Ideas:

Here, people tend to like posts that read like articles.

- Try writing a blog-style post about your artistic process. Dust off your artist statement and try including stories from it that informed your process, artwork, or your life in general as an artist. Link to the art crawl digital brochure wherever possible.

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- Try writing a how-to post, sharing things you would recommend followers do and things you would not recommend. For example, you're a textiles artist. What are some helpful bits of advice for other folks using fabrics?

## Sample Posts

Here, people tend to like posts that read like articles.

### (shorter text):

1. Join me in this year's ONLINE #NorthShoreArtCrawl: <https://northvanarts.ca/north-shore-art-crawl/> March 12<sup>th</sup> until April 12<sup>th</sup> 🌐

I will be selling my artwork and I hope to meet you there – virtually!

Image: North Shore Art Crawl Logo / Promotional Square Graphic

2. This is one of the pieces I've been working on over the last year. You can see the rest of my new artwork here: <https://northvanarts.ca/north-shore-art-crawl/> Mar 12-Apr 12 during the 11<sup>th</sup> #NorthShoreArtCrawl 🎨.

Image: Your favourite new work you've created

Video: Film the final touches on your artwork

3. Virtually visit my studio from the comfort of your own home 🏠 Check out these photos from my art studio and view my work in this year's #NorthShoreArtCrawl Mar 12-Apr 12.

Learn more: <https://northvanarts.ca/north-shore-art-crawl/>

Image(s): Multiple photos from your studio

Video: 10-second pan of your studio

### (longer text):

1. Have you heard? 🌟 The 11<sup>th</sup> annual #NorthShoreArtCrawl begins March 12<sup>th</sup> virtually at [northvanarts.ca](https://northvanarts.ca) and I am participating!

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View my artwork and more from the local North Shore community March 12<sup>th</sup> - April 12<sup>th</sup>. You can save the date now and browse @NorthVanArts brochure. Ask me for a copy!

Visit <https://northvanarts.ca/north-shore-art-crawl/> to learn more.

#NorthVanArts #SupportLocal

Image: Digital Brochure Cover OR North Shore Art Crawl Logo

Video: 5-seconds flipping through a physical brochure (or try making a [boomerang!](#))

2. Virtually visit my studio March 12-April 12 in this year's North Shore Art Crawl. I am planning to do a [digital demo] that will be released during the first weekend so stay tuned on my social media.

Visit @NorthVanArts + follow the organization hosting this online event 🌐

Learn more about its 10 years of history here:

<https://northvanarts.ca/north-shore-art-crawl/>

#NorthVanArts #NorthShoreArtCrawl

Image: A photo of your studio or your demonstration space. If you're planning to do an artist talk instead of a demo or something else on social media, invite your followers to save that date.

Video: Instead of typing all this text, try saying it out loud in a video announcement! Hold your camera 'selfie-style' and record a short 30 second invitation.

3. I have been creating new artwork and finishing old projects this past year that I can't wait to show you during the 11th annual #NorthShoreArtCrawl!

Visit <https://northvanarts.ca/north-shore-art-crawl/> to browse the brochure or pick up a copy at @NorthVanArts 📍 Their offices are in the @cityofnorthvancouver, but the crawl spans the entire North Shore. Virtually visit from anywhere in the world Mar 12-Apr 12.

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Image/Video: A shot of CityScape Community ArtSpace, where North Van Arts offices are located and where brochures can be picked up.

**If you're new this year, or you want a refresher on last year's social media advice, you can look at 2020's social media tip sheet to connect with North Van Arts' followers even more: [2020 Social Media Tip Sheet](#)**

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