

Facebook

Artist or Business Page for those without a personal Facebook page

**If you do not already have a personal Facebook page**

You can still have a page for your art or business!

visit [www.facebook.com](http://www.facebook.com) scroll to the bottom of the page and click on the link for Create a page for a celebrity, band or business

Here you will be prompted through the steps of setting up a page for your art.

Once you have set up a preliminary page look at the adding content section below for ideas on how to build your page and connect to your audience and customers.

**For those with a personal Facebook page**

1. On your personal newsfeed Facebook page find in the left-hand column a tab for CREATE PAGE
2. Choose either local business or Artist, band or public figure
3. Follow the prompts to set up initial page.

## **Adding content**

Once you have set up your page you can use the tabs to the left of your page to add content about who you are and what you do

### **Personal and basic business information**

Start by clicking the ABOUT tab and adding basic pertinent information that will help your customers find you. This includes a description of your work, your email or web address, phone number and awards you have won.

### **Photos**

Second, you will want to add photos of your work. After clicking the PHOTOS tab you will have many options to showcase your work. At the very least you will want to add a cover photo which is what people will see when they search for you. Think of this as your head shot and choose a photo that really exhibits your work. On the right hand side of your screen click the black tab ADD A COVER you will be prompted to upload a photo from your personal files.

Another important photo is the small square image found in the upper left hand corner of your page. Again this is a photo that is seen when people see/find you on Facebook and a

great way for them to know they have found who they are looking for. Click the small photo icon to upload a picture of yourself or your work.

In addition to the two important photos mentioned above, the photo page allows you to upload either individual photos or full albums of photos. Use these to showcase new works or bodies of work.

### **Additional information**

There are two additional tabs on the left-hand side of your new Facebook page that will help you connect with and dazzle your new customer base. Use the **VIDEO** tab to upload video of your craft or yourself at work. Customers love seeing their products being made!

The **EVENTS** tab is a perfect spot to promote the shows and events that you take part in and to let your customers know where to find you. (like the Santa Barbara Arts and Crafts Show!!)

There are many ways to use your new Facebook page to support your art . We encourage you to spend some time experimenting with the offered promotional tools and post photos to draw your customer to you.

### **Link to Santa Barbara Arts and Crafts Show**

Finally, be sure to use the search bar located in the upper left hand corner of your page to search for the Santa Barbara Arts and Crafts Show. Once you find SBAACS page, click the thumbs up **Like** tab located under the cover photo. By doing this you will be connected to the show and be able to see and share posts created about your fellow artists and events surrounding the show.