

carterburdengallery

SOCIAL MEDIA TOOLKIT

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CBG SOCIAL MEDIA TOOLKIT

The Carter Burden Gallery Social Media Toolkit is a set of guidelines to advise CBG how to behave across social channels. These guidelines are meant to teach CBG how to be a social media leader in the New York art world. Adhering to these rules will keep the gallery's social media channels consistent, engaging, and innovative.

This toolkit is based on insights from the 12X12 Exhibition Campaign, as well as known social media standards that make brands across the board successful.

Have a question about social media? Open this toolkit to find your answers. This is meant to be a go-to source anytime CBG plans content.

CBG BEHAVIORAL PERSONA

WHO IS CBG?

- A supportive, welcoming community
- A leader for lesser known, older artists; and the expert in the dialogue between the art world and these artists
- A source for art knowledge, artist stories, and creative ideas that have developed over decades
- A gallery that encourages all people's interests in art

CBG'S TWO SOCIAL AUDIENCES

CBG COMMUNITY MEMBERS

This audience has a connection to the gallery whether they are an artist, or family/friend of the artists. These people make up the majority of the social audience and exhibition event attendees.

MILLENNIALS

This is the new target audience that CBG wants to go after. These people make up a limited percentage of the total social audience and exhibition event attendees. This audience has an interest in art, doing good, and looking cool. They are very digitally connected.

HOW DOES CBG TALK TO BOTH SOCIAL AUDIENCES?

CBG wants to speak to Millennials, a completely new audience for the gallery. However, since the gallery's current social audience consists of CBG artists and their families/friends, the gallery must be conscious of not pushing the current audience away. CBG must find a balance. This balance can be achieved through content that tells a story. From the insights found from the 12X12 Exhibition Campaign and research done about the Millennial audience, it's recommended to use creative, inspirational stories as the direction of CBG's social media content. Millennials need a connection and to be inspired to follow a brand.

WHAT DOES CBG VALUE?

Ideas to think about when creating content

ENCOURAGING COMMUNITY

CBG supports lesser-known, older artists, and welcomes all people to explore the gallery and its artists stories.

CHANGING THE SCENE

CBG is committed to taking a stand to the art gallery culture. The current culture celebrates young, new artists, and believes that these are the only artists who matter. CBG is devoted to breaking this stereotype.

RICH STORIES

CBG has a wealth of artists' stories that are valued and meant to be shared.

CREATIVITY

CBG is devoted and welcoming towards all forms of creativity and artistic talent.

HOW DOES CBG SOUND?

How to come across when writing posts for social media

INCLUSIVE

Community focused, warm, and accepting

IN-THE-KNOW

A leader in the gallery scene and culture

INSPIRED

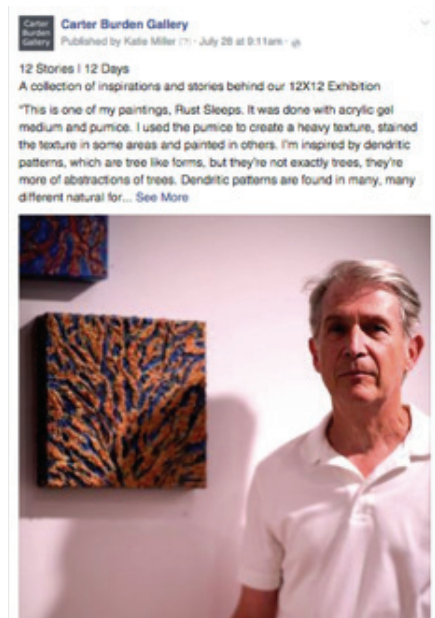
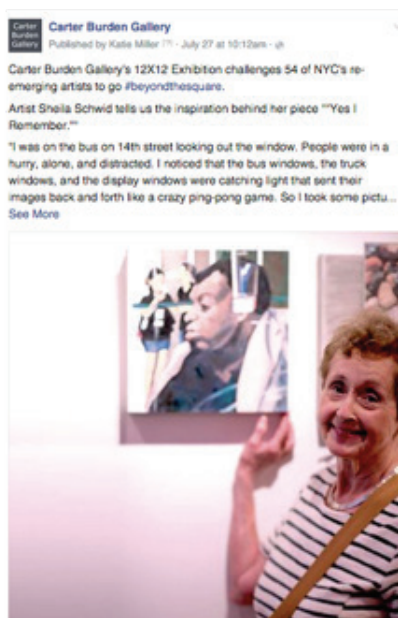
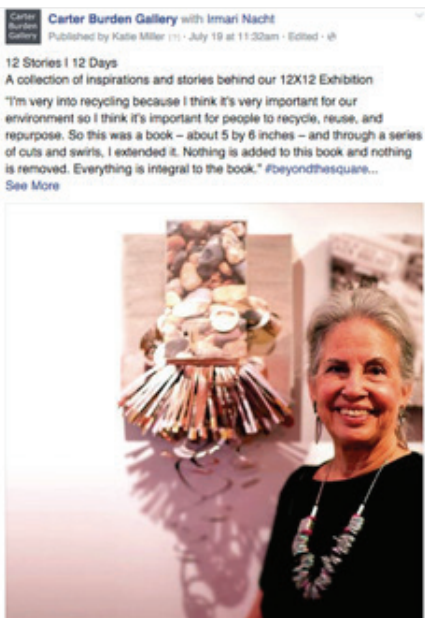
Motivated by the art and stories from their artists

PASSIONATE

Excited to share work from every artist

RECOMMENDED CONTENT

Based on insights from the 12X12 Exhibition Campaign, posting rich content that goes past the artwork and details of the exhibition will increase engagement/reach, followers, and overall stance as a gallery leader. Sharing the stories of the artists' journeys, creative inspiration, and medium used, will push CBG's social content to the next level.



HOW TO PLAN SOCIAL CONTENT

Planning out social content one to two weeks at a time will ensure that CBG maintains regular posting on all platforms. The following is a recommended template to follow when developing content.

Date	Time	Platform	Copy	Media (Photo, Video, etc)	Link

FACEBOOK BEST PRACTICES

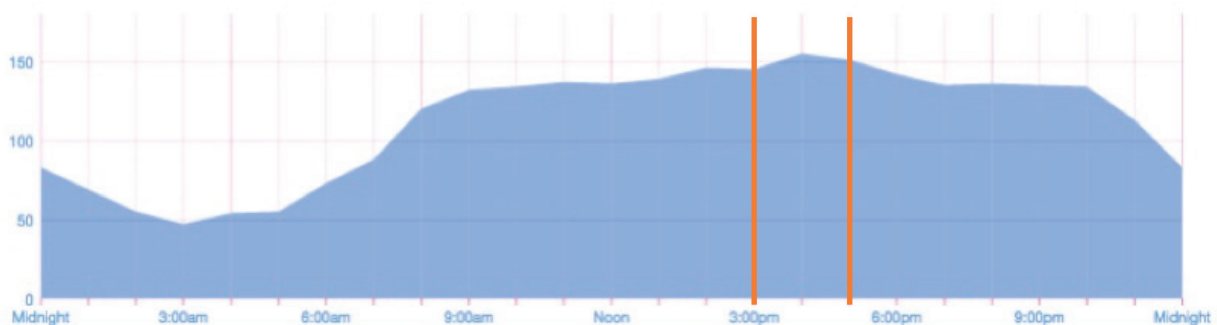
A guide to being a leader on Facebook

Post Regularly

To keep the social audience engaged, CBG should post content three-seven times a week, but never more than once a day. Use the template for planning posts.

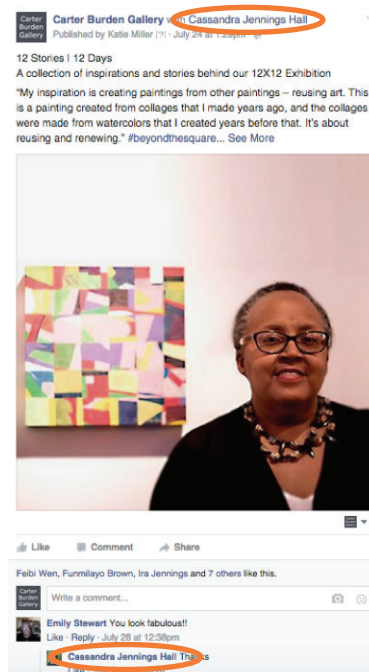
Time of Day

TIMES



Tag People

When possible, tag people in photos and artwork. Tagging people will increase reach and engagement rates. Tagged content will appear in more newsfeeds, and artists can share the content on their own Timelines.



Use links

Provide links to rich content when possible. Keep the links within CBG; don't use links to other publishers. The best links to use are to other CBG social channels and to CBG website content. For example, if posting about an artist, also provide a link to their profile on carterburdengallery.org so that fans can learn more.

Think Mobile

From the insights from the 12X12 Exhibition Campaign, the majority of users are viewing CBG content on their phones. When creating content, keep in mind how it will look on mobile devices. Photos and text must look compelling both on a desktop, phone, and tablet

Community Management

When CBG receives comments or messages on Facebook, the gallery must respond in the CBG tone of voice (inclusive, in-the-know, inspired, passionate). These responses should be timely. When fans leave positive comments on posts and photos, CBG should like their comment to show that the gallery cares about the community's thoughts.

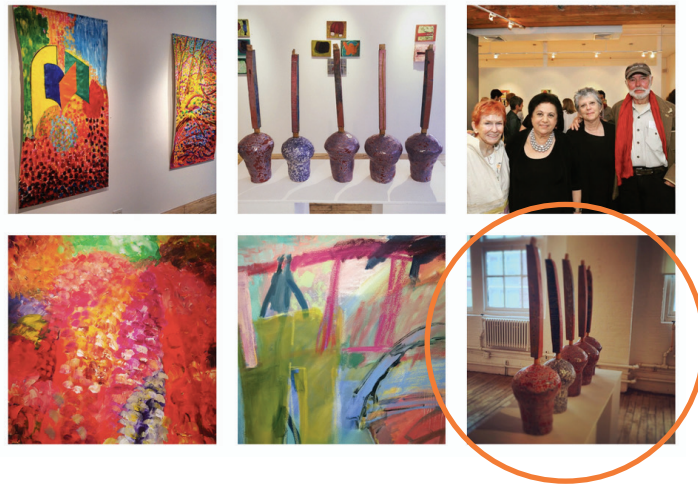
If CBG finds that someone has posted an inappropriate comment on any content, CBG should hide this comment. To hide a comment, hover over the top-right hand "x" on the comment and click "Hide." Now the post can only be seen by the person who wrote the comment and his or her friends. They'll have no idea the post is hidden, and you can always click "Unhide" later if you like.

INSTAGRAM BEST PRACTICES

A guide to being a leader on Instagram

Consistent Style

CBG must have an own-able, visual style and keep it consistent. The majority of CBG's Instagram posts use the same visual style. This style is vibrant colors, limited use of a filter, and full square photos. CBG should avoid posting photos that have dull colors, are over-filtered, or have a border. Below is an example of CBG's style on Instagram. The circled photo is over-filtered (too much blur effect), and throws off the consistency.



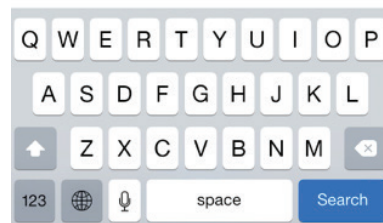
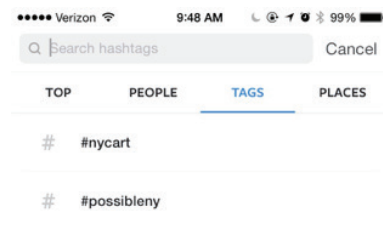
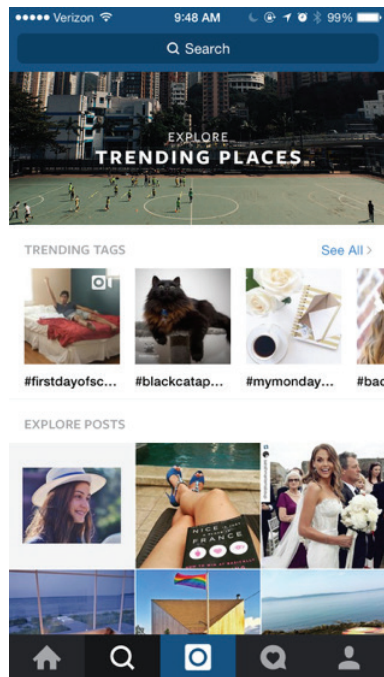
Post Regularly

To keep the social audience engaged, CBG should maintain frequent posting on Instagram. While it is best to post once a day, it is recommended that CBG posts three-seven times a week.

Hashtags

Applying hashtags to posts will make the gallery easier to find by people interested in art related content. CBG should use four to seven hashtags per photo. When possible, use a hashtag within the copy, but only one. The rest of the hashtags should come at the end of the copy.

It is recommended to use one brand specific hashtag, one to two campaign specific hashtags, and three to four exposure hashtags. Below is a list of hashtags to use. This list should be updated over time. CBG should use the search page on Instagram, and explore different hashtags. If a hashtag has been used in thousands of posts, it should be used by CBG to increase visibility.



Gallery	Campaign	Exposure
#carterburdengallery	#beyondthesquare #NYartselfie These will change depending on each exhibition's campaign. Hashtags should be relevant to the theme of the exhibition. The above were used for the 12X12 Campaign.	#artist #artists #artoftheday #artstagram #nycart #nyart #newyorkart #newyorkartist #chelseagalleries #artgallery #artlife #painting #paintingoftheday #artistoftheday #sculpture #abstract #abstractart

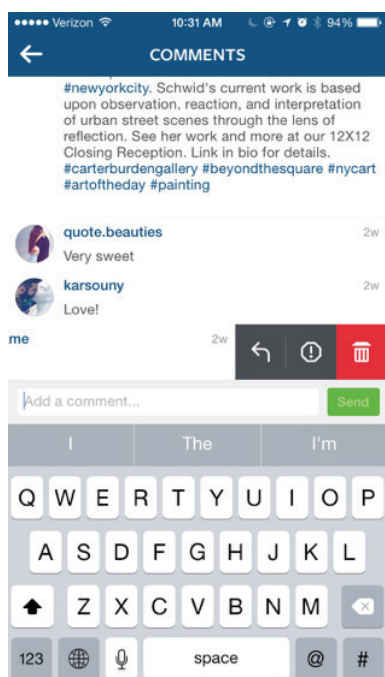
Community Engagement

Of all the platforms, community management can be most impactful on Instagram. Instagram allows CBG to easily interact with people interested in the art world. It is recommended to take 10-15 minutes out of the day to do community management on Instagram. This will increase CBG's followers. Below is a step-by-step process of how to do this.

1. Open Instagram
2. Go to the search page
3. Type in hashtags relevant to CBG (#nycart, #nyart, #chelseagalleries)
4. Go through the posts from these hashtags and like photos that CBG finds interesting and relevant
5. Leave insightful comments on photos when there's an opportunity. Make sure to use the CBG tone of voice.

When Instagram users leave comments/questions on CBG's photos, the gallery should respond in the CBG tone of voice when the comment/question should have a response. If CBG finds inappropriate or spam comments on its posts, the gallery should immediately remove the comment. Below is a step-by-step process of how to do this.

1. Go to photo
2. Tap the comments button
3. Swipe left on the inappropriate comment
4. Tap the red garbage can button and the comment will disappear



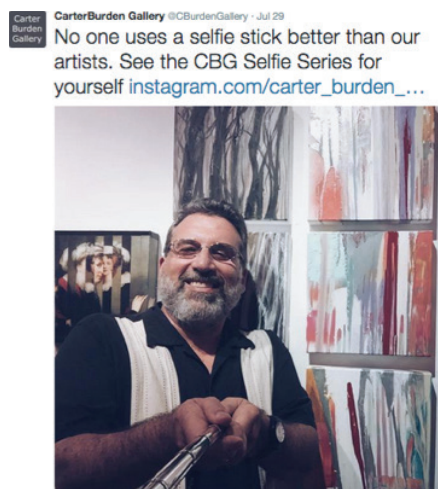
TWITTER BEST PRACTICES

A guide to being a leader on Twitter

How should CBG use Twitter?

According to the insights gathered from the 12X12 Exhibition Campaign, Twitter is not the platform that is going to make the biggest impact for CBG. However, this does not mean that CBG can forget about Twitter. When a fan looks at a brand's social accounts and they find that a platform is inactive, they doubt that the brand is a leader in their industry. Therefore, it is recommended to upkeep Twitter, yet not spend time and manpower on Twitter specific content.

CBG can use Twitter to announce its own news and appear as a knowledgeable, in-the-know art gallery leader. Instead of creating content to be used only on Twitter, it's recommended to recycle content from Facebook and Instagram – the two highly important platforms for CBG. For example, in the 12X12 Exhibition Campaign, an artist selfie that was created for Instagram, was also used on Twitter. This kept up CBG's Twitter presence, but did not take a lot of effort.



Use Links

Provide links to rich content when possible. Keep the links within CBG; don't use links to other publishers. The best links to use are to other CBG social channels and to CBG website content.



Hashtags

Use hashtags that are exposure and/or gallery specific in order to increase the gallery's reach. Exposure hashtags like #nycart, #artoftheday, #artist, are highly used and will make CBG's tweets easier to find. When possible, also use #carterburdengallery. (See list of other hashtags in "Instagram Best Practices")

Post Regularly

To keep the social audience engaged and increase reach, CBG should maintain frequent posting on Twitter. Three to five tweets a day is ideal, however CBG can aim to tweet twice a day (one of these tweets can be a retweet).

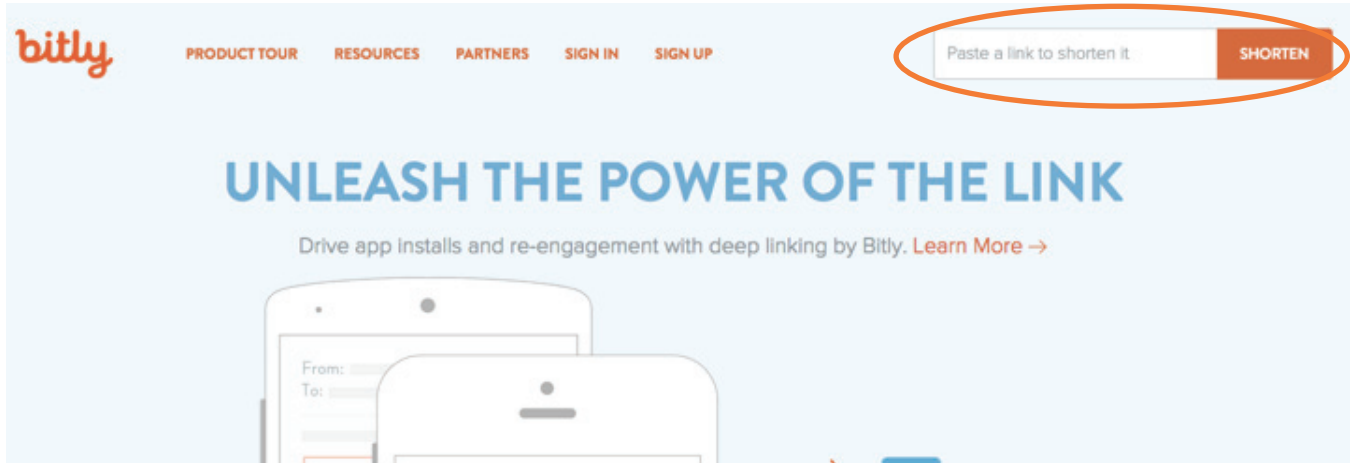
Retweeting

To be an engaged gallery leader on Twitter, CBG should interact with the art world. Retweeting allows CBG to look engaged and active, without spending the time it takes to create it's own content. CBG should never only retweet, but instead find a balance between retweeting and creating original content. To find posts to retweet, look at who the gallery is following and what they're saying. Retweet posts that are timely, valuable, and relevant to the gallery.



Character Limits

When planning out content, it's important to remember the 140-character limit for tweets. If a tweet will have a photo and/or link, the gallery must keep in mind that these also use characters. Photos use 23 characters. For links, since they can be long, use the website bit.ly to shorten the link. To do this, copy the link into the box in the right hand corner of the website. Links will look like this: bit.ly/1LgAfFo



Community Management

When CBG receives comments or messages on Twitter, the gallery must respond in the CBG tone of voice (inclusive, in-the-know, inspired, passionate). These responses should be timely and within the same day as the message.

FACEBOOK ADVERTISING

Connecting CBG with Millennials

Promoting CBG Facebook content can increase the gallery's followers, brand recognition, reach, and/or engagement. From the insights pulled from the Facebook Ads that were part of the 12X12 Exhibition Campaign, it was determined that CBG should only target millennials. With a limited spending budget, targeting this audience will benefit CBG the most because they most likely haven't heard of CBG. This first interaction between millennials and CBG can create a lasting connection and increase CBG's followers. Since CBG already receives engagement from its current fans, the gallery does not need to target fans or friends of fans.


When choosing content to promote to millennials, the copy should not be too specific. Targeted individuals don't know about CBG, so using general, yet engaging content is recommended. Once the audience sees this general post, it is expected that they go to the CBG Facebook page, and become connected to the richer, story-filled content. Below is an example that works.

Carter Burden Gallery
Published by Katie Miller [?] · July 27 at 10:21am · 🌐

What happens when 54 artists are each given a 12X12 canvas?
They go [#beyondthesquare](#).

Carter Burden Gallery gives a wall and a voice to NYC's re-emerging artists.

RSVP to our 12X12 Closing Reception on [fb.me/1MBCss7](#)



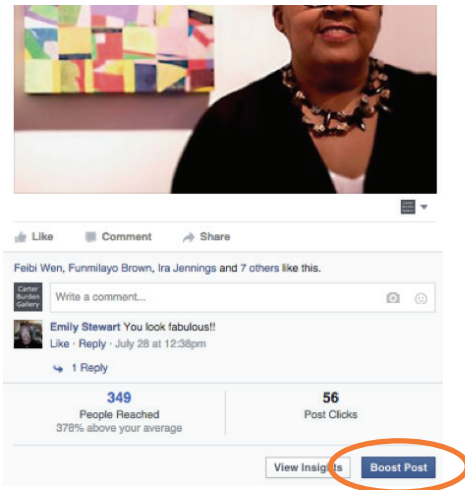
49 Likes · 2 Comments · 1 Share

Like · Comment · Share

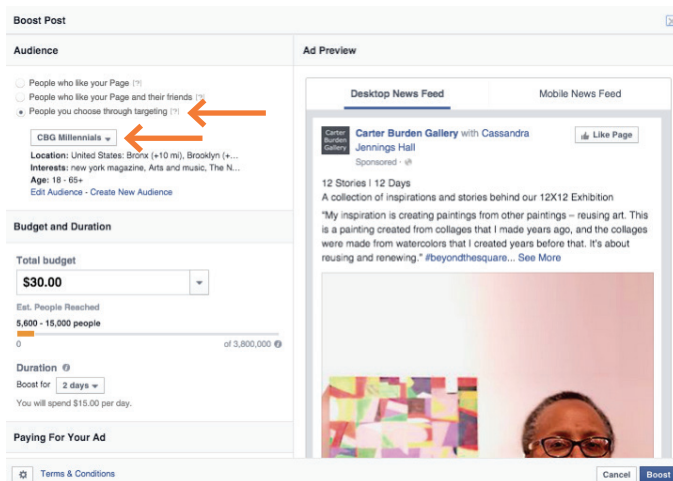
145 Organic Reach	14.6K Paid Reach	343 Post Clicks
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How to Promote a Post

1. Choose/create a post
2. Click “Boost Post”

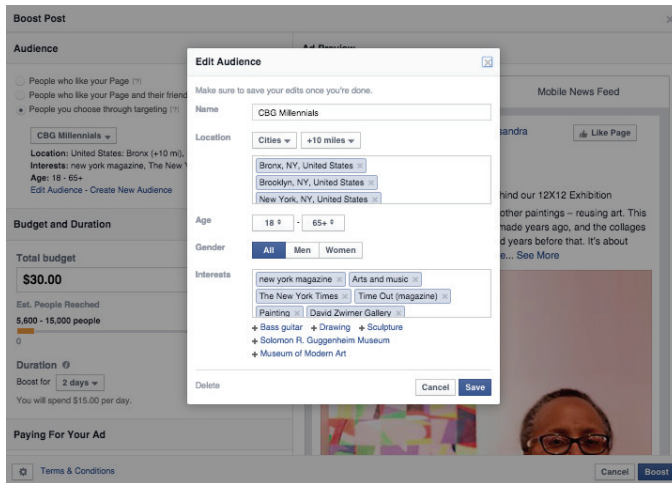


3. In the “Audience” section, choose “people you choose through targeting” and “CBG Millennials”

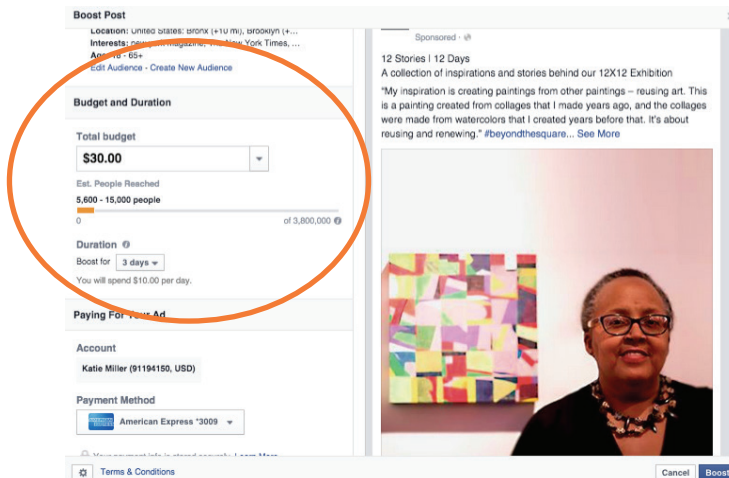


4. Currently the CBG audience consists of the following characteristics:
 - Location: Bronx (+10 miles), Brooklyn (+10 miles), New York, NY (+10 miles), Queens (+10 miles)
 - Interests: New York Magazine, Arts and Music, The New York times, Time Out, Painting, David Zwirner Gallery, Metropolitan Museum of Art, Chelsea Art Galleries, The New Yorker, Whitney Museum of American Art, New York City, Humans of New York
 - Ages: 18-65+

To change these characteristics, click “Edit Audience” in the “Audience” section.



- Choose how much you want to spend/duration of the campaign and Facebook will determine how many people you will reach.



- Make sure your form of payment is added to the account.
- Click “Boost”
- Facebook will take up to an hour to review your post and will let you know when it runs live
- Monitor post to see the results

TOP THREE ACTIONS

With the small nature of the gallery and limited manpower to do everything on social, the following are the top three actions that CBG should do before over anything else.

1. **Post Frequently**

CBG needs to keep its followers engaged, and to do this the gallery should post frequently. The best way to upkeep posting, is to plan out content. Use the provided template, and for 1-2 hours every week or every other week, develop content for each platform. This way, it's not a daily task to create new content.

2. **Create Valuable Content**

Avoid posting just to post. Think about how to give your followers a compelling, rich story. People want to know more than just the details of an upcoming exhibition; they want an emotional connection to CBG's creative talent.

3. **Community Interaction**

Interacting with the audience and potential followers will help develop more connections. Community management can be most beneficial on Instagram. Simply commenting and liking other people's photos (art related), will help grow CBG's social following.