

# Studio Tour Social Media Content Ideas

Sometimes the hardest part about marketing via email and social media is know what to talk about. Here's a list of content ideas for September and October.

\*Remember to bring up the Studio Tour Event with dates, times, and your location several times a week when you are posting. This is just going to become your tag line for posting for the next month and a half. People need to see it over and over again to remember to attend.

## September

- Introduce yourself (if you aren't on social media or email much, or haven't done an intro for awhile. Share a fun tip about yourself that helps people get to know you. (pair with a picture of yourself)
- Introduce your art. You can do this over several posts and emails.
  - What you create
  - How you create
  - Why you create
  - Where you create
- Share a picture or video of your studio and talk about what you like about the space and how it inspires you.
- Share a picture or video of you working on your artwork and talk about your process a little bit. Why you decided to create the way you create and what it makes you feel and how it helps you.
- Share about the tools you use. (you can do this as a series)
- Share about how you got started in art
- Share about something that art has taught you.
- Share about your studio pet! Use a story about how they help or think they are helping.
- Share about your inspiration (where does it come from?)
- Share about your influences (artwise or just life wise)
- Share about your creating routine or rhythms.
- Create abstract shots of your favorite art making tools and encourage people to guess what they are.
- Share finished works and tell a story about the piece...what inspired it, where does it live, what did the piece mean to you?
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## October

- Share sneak peeks of your space where people can find you on the studio tour.
- Share how you are preparing for the studio tour.
- Show sneak peeks of works that folks can see at the tour.
- Do a video and talk about what people can expect to experience at your studio. Will you demo? Are you going to give tours? Will there be several artists at your location?
- Share about the other artists on the tour (tag and share their posts), talk about artists YOU would want to see if you were visiting the tour.
- Share information that is helpful to people in getting to your studio, parking, etc. Don't assume anything!
- Share a time lapse video of you getting ready for the tour.
- Share other behind the scenes images and videos of preparing for the tour.
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All these content ideas can be adapted for use on Facebook, Instagram, YouTube, Twitter, email, and even texting. If you need more ideas, just start observing what other artists are doing. Get inspired and see what happens.

Find the ways you enjoy sharing and are most effective for getting in touch with your people and start sharing!

**Helpful Articles about Tagging and Sharing**—on social media, there is power in connecting, so make the most out of this group event and tag artists and tag the Loveland Art Studio Tour. Sharing posts, adding them to your stories and reposting are also powerful ways to build momentum. When we lift each other up, we all rise!

[Tagging on Facebook](#)

[Tagging on Instagram](#)

[Sharing on Facebook](#)

[Sharing on Instagram](#)