



## Social Media 1.0

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Welcome to Social Media 101, a guide crafted with care to empower our studio tour members to embrace the world of social media! In this digital age, where connections are made with the tap of a finger, we invite you to discover the joy of sharing your artistic journey, building a community, and highlighting your artistic creations.

**Why Social Media Matters:** Social media is not just a virtual space; it is a vibrant canvas waiting for your creative strokes. It is where we share stories, find inspiration, and connect with fellow enthusiasts. This guide is here to demystify the world of social media, providing you with the tools to express yourself, engage with others, and let your creative masterpieces shine.

**What You'll Learn:** In this guide, we will walk you through the basics of social media, with a focus on Instagram and Facebook. From creating captivating posts to connecting with like-minded individuals, you will discover how to turn your social media presence into a delightful extension of your artistic passion.

**Your Creative Journey Awaits:** Social media is a stage, and you are the artist. Whether you are a seasoned creator or just starting, this guide is tailored to enhance your online experience, allowing you to share the magic of your studio with the world.

**Let's Dive In:** Get ready to embark on a journey where pixels meet artwork, where hashtags become your companions, and where every post is a brushstroke on your digital canvas. Let's unlock the doors to creativity, community, and connection in the vast world of social media!

Included are YouTube links to watch with graphics on how to use each of the platforms. Some people learn better by watching rather than reading, and if you are one of those people, I recommend watching the videos!



# Instagram

<https://www.youtube.com/watch?v=2YSB468mn4M>

Instagram is a powerful visual platform to highlight your creativity and connect with others who share similar interests. This guide will walk you through the basics of creating engaging posts on Instagram.

## 1. Set Up Your Instagram Account:

- Download the Instagram app from the App Store (iOS) or Google Play Store (Android).
- Create an account using your email address or phone number.
- Choose a profile picture, preferably a picture of yourself, or one of your artworks.

## 2. Understanding the Instagram Interface:

- **Home Feed:** Scroll through the home feed
- **Profile:** Your personal space where others can see your posts, followers, and following.
- **+ icon:** Use this to create a new post.
- **Heart icon:** Like and see likes on your posts.
  
- **Speech bubble icon:** Comment on posts.
- **Paper airplane icon:** Direct message a post to someone.

### 3. Creating a Post:

- Tap the "+" icon at the bottom of the screen.
- Choose the photo or video you want to share from your gallery.
- Use the editing tools to enhance your photo:
  - Filters: Apply filters to add a unique touch.
  - Crop: Adjust the framing of your photo.
  - Adjust: Fine-tune brightness, contrast, and more.
- Write a caption: Describe your artwork, share a story, or include relevant hashtags.
- Add location: Tag the studio's location.
- Hashtags aren't as important as they used to be so it's up to you whether you want to use them or not. Feel free to use [#lastudiotour](#) if you want.

### 4. Interacting with Others:

- Follow other studios, artists, and enthusiasts.
- Like and comment on posts you find interesting.
- Respond to comments on your posts to engage with your followers.
- **Note:** Please follow [@lastudiotour](#) and be sure to Like and Share and add your Comments. Your engagement contributes significantly to the reach of the L&A Studio Tour posts.

### 5. Posting Schedule:

- Be consistent but do not overwhelm yourself. Start with a few posts per week.
- Experiment with various times to see when your audience is most active.

### 6. Storytelling:

- Use Instagram Stories to share behind-the-scenes moments, process videos, or quick updates.
- Stories disappear after 24 hours, making them perfect for timely content.

### 7. Safety and Privacy:

- Adjust your account settings to control who can see your posts.
- Be mindful of sharing personal information.

Instagram is a fantastic tool to share your artistic creations, connect with the community, and find inspiration. Have fun, be creative, and enjoy the process of highlighting your talents!



# Facebook

<https://www.youtube.com/watch?v=fGcHOcj1SQA&list=PLk3xjyeTggSayKijxydpoqZ2qlY7Eu7Hr&index=43>

## 1. Creating Your Facebook Account:

- Visit [www.facebook.com](http://www.facebook.com) to sign up.
- Fill in your details and set a secure password.
- Follow the on-screen instructions to complete your profile.

## 2. Navigating Your Home Page:

- Explore the News Feed to see updates from friends and pages.
- Use the left sidebar to access your profile, groups, and pages.

## 3. Connecting with Friends:

- Search for friends using the search bar.
- Send friend requests to connect with other studio members.
- **Note:** Please follow us <https://facebook.com/lastudiotour> and be sure to Like and Share and add your Comments. As with Instagram, your engagement contributes significantly to the reach of the L&A Studio Tour posts.

## 4. Setting Up Your Profile:

- Upload a profile picture that represents you.

- Add a cover photo to personalize your profile.

#### **5. Exploring Groups:**

- Engage in discussions, share photos, and connect with fellow members.

#### **6. Creating Your First Post:**

- Click on "Create Post" on your News Feed or profile.
- Share your artwork, updates, or thoughts.
- Add photos, tags, or location to make your post engaging.

#### **7. Interacting with Posts:**

- Like, comment, or share posts to show appreciation.
- React with emojis to add a personal touch.

#### **8. Privacy Settings:**

- Customize your privacy settings to control who sees your posts.
- Adjust settings in the "Privacy" section of your account.

#### **9. Notifications:**

- Stay updated with notifications for friend requests, comments, and more.
- Customize notification settings in "Settings & Privacy."

#### **10. Safety Tips:**

- Be cautious about sharing personal information.
- Report or block any suspicious accounts.



## What is a reel?

A reel on Instagram and Facebook is a short-form video format that allows users to create and share engaging videos with their followers. Reels are typically up to 60 seconds long and can include a variety of content, such as music, text overlays, special effects, and transitions. Users can film and edit their reels directly within the Instagram or Facebook app using built-in editing tools, or they can upload pre-recorded videos from their device's camera roll. Reels are a popular feature for highlighting creativity, sharing moments, and engaging with audiences on social media platforms.

Both Instagram and Facebook algorithms rank visual content higher than text only. We strongly encourage that you make your content visually beautiful and informative.