

ESTABLISHING YOUR BRAND ONLINE

PART OF THE FREE YOUR FEED INITIATIVE

ABOUT THIS PROGRAM

This workshop is provided through Free Your Feed. Free Your Feed is a dynamic initiative aimed at enhancing civic literacy, understanding content, and boosting digital engagement. Our goal is to empower communities through free access to essential educational resources.

This initiative ties into the themes explored in the book *Power, Beats, and Rhymes* by Evante Daniels, which delves deeper into the importance of these topics. Free Your Feed promotes open educational access and community empowerment.

Discover more and access further resources at FreeYourFeed.com.





Branding is all about

PERCEPTION, NOT CONTROL G

When you hear the word "brand," what comes to mind? Often, it's a logo, a slogan, maybe a feeling. But at its core, a brand isn't something you can fully control. Instead, think of your brand as the collective perception people hold about you. It's the emotional and intellectual residue that lingers in the minds of your audience long after they've interacted with your art.

Why is this distinction important? Because trying to control a brand is like trying to hold water in your hands – it's futile and frustrating. What you can do, though, is influence perception. Every post you make, every piece of art you share, and every interaction you have contributes to this collective perception. This is why understanding your audience—their desires, their needs, their cultural touchpoints—is critical.

As artists, you communicate through your work, but you also speak through the choices you make online. The platforms you choose, the content you share, the narratives you highlight—all of these elements help shape how you are perceived. By focusing on authenticity and alignment with your artistic values, you can influence perceptions in a way that resonates and builds a lasting connection.

Remember, your brand is the art of shaping what people feel about you, not just what they see. In this workshop, we'll explore how to harness this concept to create a brand that is not only true to who you are but also magnetic to those you aim to reach.

In the world of theater, dramaturgy involves the thoughtful arrangement of elements to tell a story in a compelling manner. In the realm of branding, especially online, we utilize a similar approach to categorize our audience interactions across different digital platforms.

Here are the three stages to keep in mind:

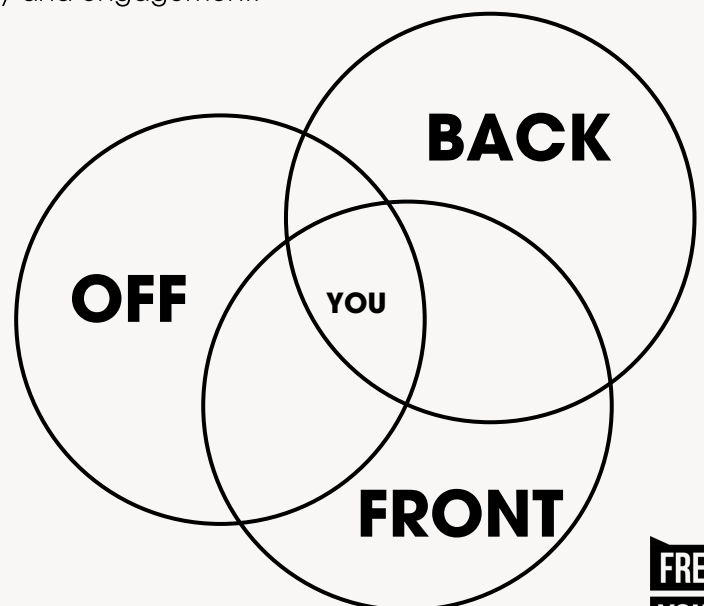
- **Front Stage:** This is your main performance area, where you directly engage with the audience. Platforms like Instagram, TikTok, and your mailing list are key here. Instagram and TikTok allow you to captivate a visually-driven audience with polished, creative presentations of your work. Your mailing list, meanwhile, serves as a direct communication channel to your patrons—those who are actively engaged and likely to support your art financially. It's about broadening your reach and drawing in those who may not know you well but can connect emotionally with your work.
- **Back Stage:** Hidden from the public eye, this stage includes the technical and preparatory aspects of your artistry. It's where you strategize, plan, and collaborate. Platforms such as LinkedIn fulfill this backstage role by enabling professional networking and showcasing the detailed craftsmanship behind your artistic endeavors.
- **Off Stage:** Think of this as the signage and walkways around the theater—the spaces that extend beyond the immediate performance but are integral to the experience. Off stage involves platforms that may not feature direct content but influence perceptions through indirect engagement. This can include the distribution of images or videos from performances across various social networks, which help to amplify your presence and bring the essence of your art to a wider audience.

Each platform serves a distinct purpose:

- TikTok and Instagram are ideal for capturing immediate attention with visual appeal.
- LinkedIn and professional blogs cater to backstage needs, highlighting your professional trajectory and collaborative projects.
- Twitter and secondary social media platforms often function as off-stage areas, where content from your performances can travel further and engage people who might not attend the show but will appreciate the artistry from afar.

By aligning your platform choices with these stages, you can manage perceptions effectively, ensuring each piece of content contributes strategically to the broader narrative of your brand.

In the next sections, we will explore each platform in detail, offering insights into demographics and strategies to maximize your visibility and engagement.



TIKTOK

33% of American's are here.

(Try posting once a week)

TikTok has become an indispensable platform for artists seeking to establish a robust online presence, capturing the attention of approximately one-third of all Americans. This audience predominantly consists of residents from major cities and spans from Gen Alpha through younger Millennials—essentially those aged 10 to 34. These users are trendsetters with high engagement levels, making TikTok a critical platform for artists targeting a youthful, energetic demographic.

Why TikTok?

TikTok's unique algorithm promotes content that can engage users quickly and effectively, allowing artists to gain visibility swiftly through creative, authentic expressions. The platform is designed not just for sharing but for creating immersive experiences that resonate and spread rapidly across a global audience.

Strategies for Success on TikTok:

1. **Consistent Posting:** To maintain visibility and keep your audience engaged, aim to post at least once a week. As you get more comfortable and your content reservoir expands, consider increasing your posting frequency to several times a week to keep the momentum going.
2. **Interactive Community Engagement:** TikTok thrives on user interaction. Engage with your audience through comments, and host live sessions to build stronger, more personal connections.
3. **Show Your Process:** Behind-the-scenes content that showcases how you create your art can be highly engaging. It allows your audience to appreciate the effort behind your creations and enhances their connection to your work.

The best days to post on TikTok are Tuesday, Thursday, and Friday. Peak times include early mornings at around 9 AM and late evenings at around 7 PM, coinciding with times when your target demographic is most likely to be online, such as during commutes or relaxation breaks.

YOUTUBE

Everyone uses youtube. For everything.

(Try posting 1x week)

YouTube stands as one of the most versatile and widely used platforms in the digital world, appealing to a diverse global audience that spans all ages, interests, and demographics. Its expansive reach makes it an essential tool for artists seeking to establish a lasting online presence and connect with a wide range of viewers.

Why YouTube?

Unlike platforms with narrower demographic niches, YouTube's user base is incredibly broad, making it a vital channel for artists who wish to engage with varied audiences. Whether your content is educational, entertaining, or purely artistic, YouTube provides the space to broadcast in-depth videos that can deeply explore your artistic process, thoughts, and experiences.

Strategies for Success on YouTube:

1. **Consistent Posting:** Establishing a regular posting schedule is crucial on YouTube. Start by aiming to upload one video per week. This frequency helps you stay top of mind with your audience, builds a loyal viewership, and enhances your channel's algorithmic visibility.
2. **Content Diversity:** Leverage the versatility of YouTube by creating a mix of content types—how-tos, behind-the-scenes, performances, and personal vlogs. This diversity not only keeps your channel interesting but also caters to different viewer preferences within your audience.
3. **Engage with Your Viewers:** Interaction doesn't end with posting a video. Engage actively in the comments section, respond to viewer feedback, and consider incorporating viewer suggestions into future content. This dialogue can foster a community feeling and strengthen viewer loyalty.

Consistency in posting is more critical than specific timing, due to the platform's on-demand nature. However, posting in the late afternoon to early evening, around 3 PM to 6 PM, can be effective, especially on weekdays, as this aligns with peak usage times when people are likely to unwind with videos after work or school.

FACEBOOK

Don't skip the OG

(Try posting 2x week)

Facebook remains a pivotal platform within the social media landscape, prized for its ability to connect artists with a broad and diverse audience. Its features cater well to community building, event promotion, and versatile content sharing, making it essential for artists aiming to reach an audience ranging from older Millennials to older Baby Boomers (25-75)

Why Facebook?

The strength of Facebook lies in its vast user base and the mature demographic it attracts. This platform is particularly effective for reaching audiences who appreciate more substantive, engaging content and may have more resources to support your art, whether through attendance at events or direct purchases.

Strategies for Success on Facebook:

1. **Consistent Posting:** Maintain an active presence by posting at least twice a week. This consistency keeps your audience engaged and informed about your work and upcoming events.
2. **Content Variety:** Make full use of Facebook's diverse content capabilities, including posts, live videos, stories, and photo updates. Varied content formats cater to the different preferences within your demographic, from detailed posts appreciated by an older audience to quick updates for those on the go.
3. **Interactive Engagement:** Boost interaction by engaging directly with your followers through comments, creating polls, and sharing posts that encourage user interaction. Facebook's algorithm favors content with higher engagement, increasing your visibility.
4. **Leverage Facebook Events:** Use Facebook's event planning features for scheduling exhibitions, performances, or streams. These tools help manage your audience, send reminders, and build anticipation.
5. **Targeted Advertising:** Utilize Facebook Ads to extend your reach within specific demographic groups. Strategic advertising can significantly enhance the exposure of your posts or events, tailored to the interests and behaviors of your target audience.

Posting during peak activity times—mid-morning around 10 AM and early afternoon around 1 PM, especially on Tuesdays and Thursdays—aligns with when your target demographic is most active online, maximizing engagement and visibility.

TWITCH

It's 24/7 Live

(Try going live once a week)

Twitch has transformed from a niche platform for gamers into a vibrant, expansive community where artists can live-stream their creative processes and performances. It's especially popular among younger demographics, including Gen Alpha (ages up to 10), Gen Z (ages 11-25), and younger Millennials (ages 26-35). These groups are drawn to the platform's real-time interaction and the immediacy of content delivery.

Why Twitch?

Twitch offers a unique opportunity for artists to engage with audiences in a direct, unfiltered manner. It's not just for gamers anymore; musicians, visual artists, and performers can share their creativity live, build a community around their work, and even receive support through subscriptions and donations. The platform's chat features and community-building tools make it ideal for fostering a close-knit viewer base.

Strategies for Success on Twitch:

1. **Consistent Streaming Schedule:** Just like any social media platform, consistency is key on Twitch. Establish a regular streaming schedule that aligns with when your target audience is most likely to be online. For many, evenings and weekends work best.
2. **Engage in Real-Time:** Leverage Twitch's interactive chat to engage with your viewers during streams. Respond to comments, ask viewers questions, and create a dialogue. This direct interaction helps solidify viewer loyalty and increases engagement.
3. **Diverse Content Offerings:** While live performances or creative sessions are the core of Twitch content, consider mixing in Q&A sessions, tutorials, or collaborative streams with other artists to keep your content fresh and engaging.
4. **Utilize Multi-Streaming:** Consider using tools that allow you to stream simultaneously on Twitch and other platforms like YouTube or Facebook. This strategy can help you reach viewers who prefer other platforms while maximizing your content's exposure.

The most effective times to stream are typically in the late afternoon to late evening, around 3 PM to 11 PM, which coincides with when younger viewers are most likely to be online and looking for entertainment.

LINKEDIN

Gen X and the working Millennials love it here
(Try posting 2x a month)

LinkedIn, traditionally viewed as the platform for professionals, offers a unique space for artists to establish and grow their professional networks. It's especially valuable for connecting with industry leaders, fellow artists, and potential collaborators within the arts sector. The platform's demographic skews towards professionals, including older Millennials (ages 26-40) and Gen X (ages 41-56), making it ideal for more formal, career-focused interactions.

Why LinkedIn?

LinkedIn provides a platform where artists can showcase their professional achievements, exhibitions, and collaborations in a setting that is inherently geared towards career development and networking. It's a place to not only post updates about your work but also to write articles, share insights, and engage in discussions that position you as a thought leader in your field.

Strategies for Success on LinkedIn:

1. Professional Profile Setup: Ensure your LinkedIn profile is polished and professional. Include a detailed biography, a comprehensive list of your skills, and examples of your work. Regular updates with new projects and achievements can also help keep your profile dynamic and engaging.
2. Networking and Building Connections: Actively connect with other professionals in your field. Regularly engaging with others' posts, sharing relevant content, and participating in group discussions can increase your visibility and establish you as an active member of the community.
3. Content Sharing: Share content that reflects your professional interests and expertise. This could include articles on art techniques, reviews of exhibitions, or insights into the creative process. Such content can attract the attention of galleries, curators, and collaborators.
4. Endorsements and Recommendations: Encourage colleagues, clients, and collaborators to endorse your skills and write recommendations. These endorsements enhance your credibility and can make your profile more appealing to prospective collaborators or clients.

The best times to post are during business hours, particularly midweek (Tuesday through Thursday) from 8 AM to 2 PM. These times typically align with when professionals are most active on the platform, checking updates during breaks or between tasks.

X(TWITTER) / THREADS

sigh, we gotta talk about it

(Try posting when you have a thought)

Threads and Twitter are platforms characterized by quick, impactful exchanges, making them ideal for artists to share thoughts, engage in real-time discussions, and participate in broader cultural conversations. Both platforms attract a similar demographic, primarily Gen Z (ages 11-25) and younger Millennials (ages 26-35), who value timely and concise communication. While Threads is growing, Twitter remains more active and offers greater immediate reach and engagement.

Why Threads/Twitter?

These platforms allow for rapid interaction with trends, news, and ideas, providing artists a stage to share their work, voice opinions, and engage with current events. The real-time nature of these platforms means that content can quickly go viral, offering significant exposure opportunities.

Strategies for Success on Threads/Twitter:

1. **Timely Engagement:** Stay abreast of current trends and news relevant to your artistry. Engaging with these topics can increase your visibility and position you as a relevant and informed voice in your field.
2. **Consistency and Brevity:** Regular posting is crucial, but the content must be concise and to the point. Aim to convey your thoughts and ideas in a straightforward manner, maximizing impact with minimal text.
3. **Visual and Video Content:** Although these platforms are text-heavy, integrating images, videos, or GIFs can significantly enhance engagement. Visuals are particularly effective in breaking through the text clutter and drawing attention.
4. **Hashtags and Mentions:** Use hashtags to join broader conversations and mention other users to increase your network interaction. This strategy can help extend your content's reach and foster new connections.

The best times to post are typically early morning or late afternoon, around 8 AM and 6 PM, respectively. These times align with when users check for updates during their commute or as they wind down for the day.

Effective content scheduling is a cornerstone of successful social media management. It involves looking at your content calendar not just day by day, but in terms of months and quarters. This strategic view allows you to prepare for key events, maintain consistency, and build momentum with your audience over time.

Why Plan Your Content? Planning your content in advance ensures that you have a consistent flow of material that aligns with your artistic goals and promotional needs. It also reduces stress, allows for better creativity, and helps in maintaining a quality standard across all your posts.

Strategies for Content Planning:

1. Monthly and Quarterly Planning: Break down your content strategy into monthly and quarterly segments. Each month should have a theme or a focus that ties all posts together, supporting a larger narrative or goal. For example, leading up to an exhibition or a product launch, each post can build on the last, gradually unveiling more details, engaging the audience, and building anticipation.
2. Content Creation in Batches: Aim to have at least one month of content ready before beginning to post. This buffer allows you to manage unexpected changes or events without a gap in your social media presence. Batch content creation days are crucial; dedicate specific days to produce various types of content (photoshoots, video recordings, writing posts) to maximize efficiency.
3. Timeline for Events: When planning content for an event, start at least three months in advance. This lead time is essential for teasing the event, providing sneak peeks, and gradually releasing information that builds interest and excitement. Each phase of the rollout should increase in intensity and frequency of posts as the event approaches, maximizing engagement and attendance.
4. Using a Social Media Scheduler: Leverage tools like Loomly, Buffer, or Hootsuite to schedule your posts. These tools can save time, provide analytics to optimize post times based on audience activity, and help maintain a consistent presence across various platforms without needing to post manually each time.
5. Adjust Based on Analytics: Regularly review the performance of your posts. Use insights from platform analytics to understand what content resonates with your audience and adjust your planning accordingly. Testing different times for posting can also reveal when your audience is most active, helping to increase engagement.

PLAN, POST, PROSPER.

Use a social media scheduler.

YOU NEED A WEBSITE

Doesn't have to be much, but it needs to exist

In today's digital age, relying solely on media platforms to host your content can be risky. Platforms change, policies update, and what's popular today may not be tomorrow. Having your own website acts as a central hub for all your artistic content, ensuring you maintain control and ownership over your digital presence.

Why a Website?

A website serves as the stable foundation of your digital identity. Unlike social media, it is a dedicated space that you own and control, free from the unpredictability of algorithm changes and platform rules.

Here are the key benefits and strategies for using your website effectively:

1. **Centralized Content Repository:** Your website houses all your content, from portfolio pieces and blog posts to videos and digital downloads. It becomes the definitive source for anyone looking for your work online.
2. **Brand Control:** With your website, you have full control over the branding and presentation of your content. This consistent, professional look reinforces your brand identity across all online interactions.
3. **Enhanced Credibility:** A professional website lends credibility to your artistic career. It shows that you are serious about your art and provides a trustworthy platform for potential customers, collaborators, and galleries.
4. **Data Ownership and Insights:** Own your audience data and gain insights through analytics tools that help you understand visitor behavior, allowing you to tailor your content and marketing strategies more effectively.

Using Squarespace as Your Platform:

Squarespace is a popular choice for artists due to its ease of use, beautiful design templates, and robust features that support a wide range of content types. Here's why it's a solid option:

- **User-Friendly:** Squarespace's intuitive drag-and-drop interface makes it easy for anyone, regardless of technical skill, to build and maintain a stunning website.
- **All-in-One Solution:** From domain registration and hosting to design and e-commerce capabilities, Squarespace offers everything you need to get your site up and running smoothly.
- **SEO and Mobile Optimization:** Squarespace sites come with built-in SEO tools to help your site rank better in search results and are automatically optimized for mobile devices.

WHAT ABOUT EMAIL?

Email remains one of the most direct and personal forms of communication between artists and their audience. By sending a well-crafted email once a month, you can keep your followers engaged, updated, and actively participating in your artistic journey.

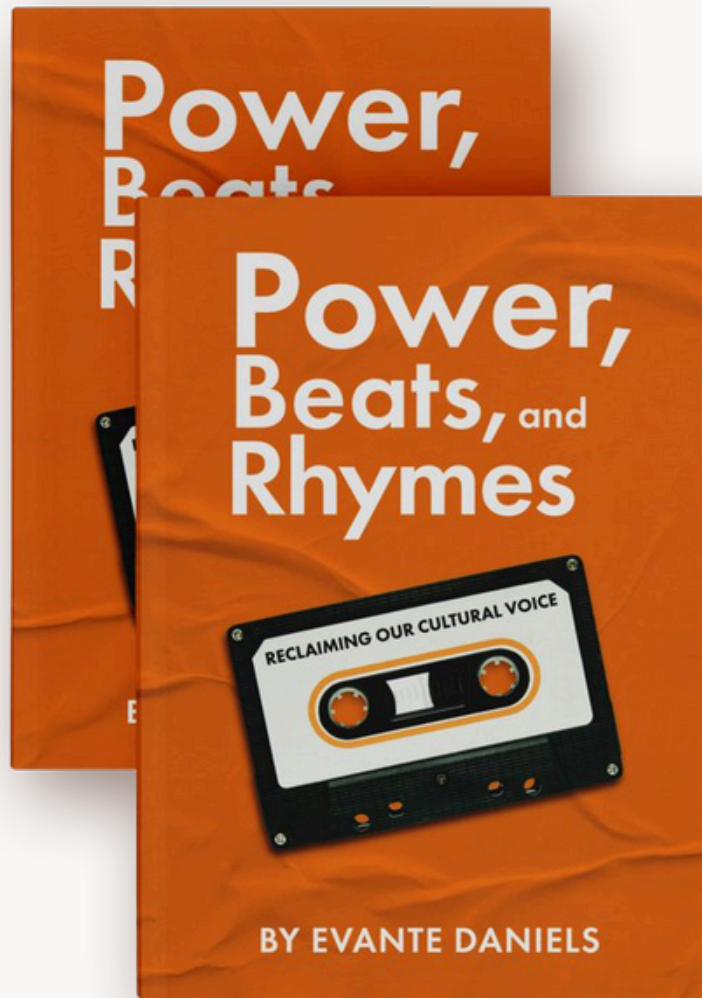
Why Monthly Emails?

A monthly email strikes the perfect balance between staying present in your audience's mind and not overwhelming them with too much communication. This frequency ensures your updates are anticipated and valued, rather than seen as spam.

Content Strategy for Monthly Emails:

1. **Comprehensive Updates:** Each email should serve as a roundup of everything that's happened in the past month. Include updates on new content, upcoming events, recent blog posts, or any media features. The goal is to keep your audience informed about your art and involved in your ongoing projects.
2. **Direct Links:** Make it easy for your recipients to engage further with your content. Provide direct links to your website, specific blog posts, event pages, or social media platforms. The easier you make it for them to access your content, the more likely they are to do so.
3. **Visual Appeal:** Include compelling images or graphics that reflect your artistic style. A visually appealing email can capture attention and encourage readers to engage with the content more deeply.
4. **Exclusive Content:** Offer something unique to your email subscribers that they can't get anywhere else. This could be early access to tickets, exclusive behind-the-scenes content, or special discounts on merchandise. Exclusive offers not only reward your subscribers but also give them a reason to stay on your mailing list.
5. **Clear Calls to Action:** Every email should have clear and compelling calls to action. Whether it's encouraging readers to register for an upcoming workshop, visit a new exhibition, or follow you on social media, your CTAs should be concise and persuasive.
6. **Engagement Metrics:** Aim for high engagement rates. Monitor open rates, click rates, and conversions to gauge the effectiveness of your emails. Use these insights to refine future emails and ensure they resonate with your audience.

Send your emails at a time when they are likely to be read. Mid-week mornings, particularly on Tuesdays or Wednesdays around 10 AM, are generally effective. This timing catches most people during a mid-morning break or the start of their day, increasing the likelihood of your email being opened and read thoroughly.



It's time to grab the mic, to echo the truths of our souls through the corridors of time. Speak loud, speak true, and let the world know: our stories are the blueprint of tomorrow.

Power, Beats, and Rhymes dives into the heart of cultural narratives, unearthing the roots and rhythms that define our artistic expressions. This book is a crucial read for every artist striving to sculpt their voice amidst the echoes of past silences. Written for those who carry the legacy of their ancestors and seek to forge a future where every story, especially those long stifled by outdated power structures, can finally resonate freely and fully. It's more than literature; it's a manifesto for cultural reclamation and personal revelation.

ISBN: 979-8218346690

For bulk orders, contact evante@seeqer.co



**BARNES
& NOBLE**

amazon