

SUGGESTED SOCIAL POST & PRESS IDEAS

For Morro Bay Art Association Board, Teachers, Docents & Members

Please note: If you could send square format photos (just click 1:1 at the top of your phone's camera settings) - that'd be great! All rectangle photos will need to be edited to square so it doesn't show as cut-off on Instagram (not professional). Rectangle photos and videos are ok for IG Stories & Facebook only posts.

Send your info/pics/vids to Sue Allemand - sueallemand@gmail.com - or text them to me (262) 496-2681. OR if you post things on your own social media - please tag @morrobayartassociation and I will get notified. I can copy from there or repost/share to the Art Center's feeds.

If you have any other suggestions or questions, please let me know! If you'd like to set up an IG account for yourself, and need help...I'd be happy to help you!

Members/Artists:

- New Art
- Studio Shots - still shots of work area, you making art, holding art, etc.
- Art in Progress - can be still shots or short (15 sec) videos
- Studio Tour
- How-to's - Quick videos, process shots with captions, etc.
- Behind the scenes - Gallery drop offs, installs, delivery, inspiration, etc.
- Exhibits

Directors:

- Gallery Shots/ Short (15 sec) videos
- Featured Artists
- Upcoming Shows/Events
- Events/Openings - Patrons, Food, Art shots w/people, etc.
- Call to Artists/Teachers
- Behind the scenes (setting up a show, having a meeting, installing new lights, talking with patrons, etc.)
- Out and about in the Community (any collaborations, help, etc.)

Teachers:

- New class offerings (Date, Time, Price, Supplies, etc.)
- Class photos - art in progress, class with finished projects, happy students, etc. (During Covid, these could be pictures sent in by students or cropped screenshots of class, etc.)

Docents:

- Pics of the gallery with info on what we're seeing.
- Pics of happy collectors/buyers with their purchase. (Ask permission first - to make sure they're ok with us posting on social media. Also get where they're from if you can.)
- Pics of you holding or standing by a piece for sale - provide name of piece, artist name, size & price.