

Three Rivers Artist Guild

SERVING ARTISTS IN OREGON CITY AND SURROUNDING COMMUNITIES

Volume 7

July 2014 Member Newsletter

Issue 7

Linda Merry Gross

President

president@threeriversartistguild.com

Tara Choate

Vice President

vp@threeriversartistguild.com

Webmaster

webmaster@threeriversartistguild.com

Joe Escriva

Treasurer

treasurer@threeriversartistguild.com

Marianne Ryder

Secretary

secretary@threeriversartistguild.com

Ellen Nawrocki

Gallery Chair

gallery@threeriversartistguild.com

Sue Thomas

Membership Coordinator

membership@threeriversartistguild.com

Cherilyn SunRidge

Public Relations Coordinator

publicrelations@threeriversartistguild.com

Kerin Dimeler-Laurence

Newsletter Publisher

newsletter@threeriversartistguild.com

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Mark your calendars!

The next TRAG General Member meeting will be on Monday, July 14 at 7PM at the Pioneer Community Center.

Does your art lack vision?

This month's meeting we are proud to welcome Laura Valenti Jelen, a photographer and arts educator, who will give a talk on Developing a Visionary Portfolio:

"Building a portfolio of your artwork can be a deeply enriching process. It can also be a bit daunting - where do you start? It's very easy to get stalled at this stage in the creative process. This talk will focus on taking meaningful new steps in your portfolio-building process"

See page 2 for a full description of the talk and a Bio for Laura.

See you Monday at 7p.m.!



Got an idea for TRAG?

Let us know!

suggestions@threeriversartistguild.com

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Socially Savvy?



Unlocking Social Media p. 12

Get involved in your Guild!

Developing a Visionary Portfolio

Building a portfolio of your artwork can be a deeply enriching process. It can also be a bit daunting - where do you start? It's very easy to get stalled at this stage in the creative process. This talk will focus on taking meaningful new steps in your portfolio-building process. With a mix of creative and practical advice, Laura will discuss how to better focus your creative efforts to make a cohesive-looking portfolio, how to gain confidence with editing your selections, and how to present your work in professional contexts. She'll also discuss the importance of identifying and cultivating a unique personal voice - a key ingredient in a strong portfolio.

Bio

Laura Valenti Jelen is a photographer, curator, educator, and arts director based in Portland, Oregon. She works as Outreach Director at Photolucida, a Portland-based nonprofit that works to build connections between photographers and the gallery and publishing worlds. She has served as a reviewer at portfolio review events such as Review Santa Fe, Houston FotoFest, and Photolucida. Laura has also juried for Center's Director's Choice Awards, Photo District News, The Oregonian, Midwest Center for Photography, Critical Mass, Rangefinder Magazine, and more. She has also curated exhibitions for RayKo Photo Center and the Center for Fine Art Photography. For many years, Laura worked as Program Director and co-curator at Newspace Center for Photography, where she also taught. Currently, Laura teaches online courses about photography and the creative process. Her e-courses include: "Candela: Finding Inspiration Through Photography" and "Traveling Light: The Spirit of Travel Photography." She is in the midst of developing two new e-courses - one on portfolio building, and one on using photography as a tool for a daily practice of gratitude. This year, Laura is also curating a major northwest landscape photography exhibition for the Oregon Historical Society (December '14 - April '15).

Outside of photography, Laura is a half-marathon running mentor for the Leukemia and Lymphoma Society's Team in Training program. She practices Zen and mindfulness, and is currently studying to be ordained in the tradition of Thich Nhat Hanh. She lives in Portland with her husband and their gregarious German Shepherd. Her degree is from Reed College. See Laura's work online at: www.valentijelen.com

Looking for some expert advice?

Below is a short list compiled of some experts in their field. If you know of others, please let webmaster@threeriversartistguild.com know, so we can post it on our website.

- Artsy Shark (Gallerist) - www.artsyshark.com
- Holly Sugrue (Videos) - www.hollysugrue.com
- Jessica Kupferman (Branding) - www.jessicakupferman.com
- Launch Grow Joy (Pinterest) - www.launchgrowjoy.com
- Laura C. George (Facebook) - www.lauracgeorge.com
- Living a Creative Life (Coach) - www.livingacreativelife.com
- Stahle Law (Art Legal) - www.stahlelaw.com
- Sue B. Zimmerman (Instagram) - www.suezimmerman.com
- Tara Reed Design (licensing) - www.artlicensingblog.com
- The Abundant Artist (Coach) - www.theabundantartist.com
- The Art World Demystified (grants/funding) - www.theart
- The Thriving Artist (Coach) - www.thethrivingartist.com
- Zenplicity (Virtual Assitant/Mail Chimp) - www.zenplicity.com
- Laura Valenti (Portfolio Building) - www.valentijelen.com

Information for artists to get on the free advertising site in Willamette Weekly newspaper:

Submit your art to be featured in Willamette Week's I Made This. For submission guidelines go to wweek.com/imadethis

They will need to e-mail a photo, description, price.

I recommend checking out the Willamette Week when it comes out on Wed, I Made This to see other submissions at the very back of the newspaper.

Sue

And the award goes to.....

Beth Daniell.

It's about time we honored one of TRAG's most passionate and accommodating volunteers.

Whether taking her valued time to personally interview TRAG members for the numerous and expansive articles that Beth writes for our newsletters and publications, or continuously volunteering at art shows to booth sit or pass out treats and water to all the artists, or sharing information at our general meetings, we count on Beth's enthusiastic and endless energy to keep all of us motivated.

Beth, you are one in a million. We THANK YOU!



• TRAG General Meeting Minutes

- Three Rivers Artist Guild General Meeting - June 9, 2014
- 7:15 PM, at the Pioneer Center
- Welcome: Linda Merry opened the meeting and welcomed guests and visitors.
- Guests and new members were introduced. There were 32 members and guests present.
- Secretary Report: Marianne Ryder gave the Secretary report. No corrections or additions. Minutes are approved and filed.
- Treasurer Report: Joe Escriva gave the Treasurer report.
- Gallery report. Ellen Nawrocki gave the TRAG Gallery report.
- June Meeting:
- Gallery Plans: There was a brief discussion of plans for the gallery. On June 11, Linda Merry will be making a presentation to the Friends of the Library Board about the gallery.
- The August Three Rivers Artist Guild meeting will be about possible plans for the gallery.
- 221: Anita announced that there is a need for more 2D artists to sign up for the 221 gallery.
- Linda Merry announced that there are more postcards available to distribute to advertise the Carnegie event and First City Celebration and encouraged people to post them and hand them out to people and businesses.
- Painting! Bring it on Home – Art Abandonment painting on wood discs and Pioneer Center ornament painting.
- Next Meeting: Monday, July 14, 2014 at the Pioneer Center.
- Meeting adjourned, 8:28 PM.

Gallery Spotlight

Three Rivers Artist Guild operates a gallery located at 502 7th Street (Corner of 7th and Center Street), in Oregon City. We share a space with The Friends of the Library Bookstore.

Gallery News

I wanted to let you know about a couple of changes in the gallery.

I am very excited to hold a "drawing" this quarter. Visitors fill out the "TRAG \$50 Gift Certificate" slip and put it in the cloth covered box. On September 1st, we will have a drawing, and the winner will receive a \$50 gift certificate! This certificate is to be spent in September, towards the purchase of art in the 3rd quarter rotation.

I also provided a guest book. It is currently on the jewelry case. Please encourage our visitors to sign, leave a comment and email address. Although we are not emailing events at this time, I envision a future where we may send out event emails.

Also, I want to thank everyone who has been in the previous rotations or covered shifts at the gallery for filling in the customer survey. For those that are new this rotation, please engage with customers to see how they found us.

Thank you!

-Ellen Nawrocki, Gallery Committee Chair



Attention all members!

We are still in need of some volunteers to cover open shifts for this gallery rotation: July, August and September.

As a reminder, all you need to do is greet customers and work on your art! We don't handle any money.

If you are interested in helping out, please contact Stephanie Gillette (gallery@threeriversartistguild.com).

Thank you!

Are you currently showing or have shown in a gallery? Share the gallery name, address, telephone number and/or website with our webmaster@threeriversartistguild.com and we'll keep a handy list for all our members to peruse and use.

Want to be the next Artist of the Month?

Contact Ellen Nawrocki about showing your work in the Three Rivers Artist Guild Gallery!
gallery@threeriversartistguild.com

Don't forget! You must be a paid member to show in the gallery! Please bring your payment to the general meeting or contact Sue Thomas:
membership@threeriversartistguild.com

July 2014 Artist of the Month: Gail Maire

Artist of the Month

Gail Maire Designer Handbags

"I have been sewing one thing or another since I was a child," says Gail, an Oregon State Home Economics graduate. But it was after a thirty-year teaching career that an old college roommate brought her the idea of crafting handbags from recycled sports coats. "I think the fabrics in the coats are gorgeous," she gushes.

It's surprisingly easy to find designer-quality coats in select thrift stores in the Portland and



Eugene areas. Gail gives them a second life by cleaning, pressing, disassembling, cutting and reconstructing them, often with their designer labels prominently displayed. The finished bags have a polished, tailored look with a fun-loving flair – ideal for workday or weekend activities!



Gail sews steadily, six hours a day, July through December. "Sewing is relaxing for me – and I like doing one thing at a time," she quips. "Multi-tasking is not all it's cracked up to be." She enjoys seeing how the different fabrics sew up into a handbag. "And," she adds, "the feedback I get at [art] shows is an inspiration for me."

After sewing 400 handbags, Gail is as enthusiastic as ever about her sewing! "When people like the product, it's rewarding," she says, "and I love to sew." You can find her at www.etsy.com/shop/kgdesignerbags as well as the TRAG Gallery. She also sells at the Portland Expo Center's Christmas Bazaar and at TRAG's Holiday Show here in Oregon City. You can reach her at kgdesignerbags@gmail.com.



Community Happenings

Bonnie Burlew and Bill Burlew will be showing their artwork at R.Blooms Flowers at 267 A Avenue, Lake Oswego. Dates of these events are June 21, July 19, August 16th and Sept 20th.

Mickey Ronningen's AEP Display Poses the "Big Bang" Questions

"What color is infinity? What map colors the journey from life to death?" These are the types of questions that Micheline (Mickey) Ronningen explores with her abstract compositions, currently on display at Oregon City's Public Services Building (2051 Kaen Road) through August 14th. "I explore color, form, texture and composition to give physical life to the abstract," she tells us. "The unseen continues its attraction."

In her capable hands, pens and markers portray elaborately detailed designs – architecturally precise in their linear precision yet wildly exuberant in their colorful forms. Their titles add pun-like humor, too! "Space Chicken Peeks at Infinity" shows a snow-white "big bird" facing a "big bang" of fantastic colors. "Love Tangles" is full of stringy,

twisted pieces, many with dead ends – part tortured labyrinth, part bad hair day.

"Dumping Grounds" takes a more serious tone as a sludge-like funnel penetrates green leafy motifs. "Square Root" brings math to botany, showing a plant's roots, stem, branches and leaves completely adorned by various small squares. All works on display are part of her recent series "Impossible" and can also be seen on-line at her website, www.artmsr.com.

Mickey is one of the 2014 artists chosen for the Clackamas County Arts Alliance's Artist Exhibit Program (AEP). The AEP uses an application process to select 2D and 3D artists for display at 18 Clackamas County public gallery venues rotating every three or four months. All artwork shown is available for sale but must stay in place for the entire display period. You can learn more at www.clackamasartsalliance.org.

With motifs ranging from the cosmic to microbial, Mickey knows that viewing her work can be thought-provoking. "Whether seeking the familiar or enjoying the new discovery – there are no errors," she encourages us. "Road trips take many forms. My art offers several routes."



TRAG Member Bob Bresky Authors New Book

"Father Time" and "Mother Nature" are familiar phrases, but Bob gives them new meaning in his recent book, *My Best Teachers: Father Time and Mother Nature* (Outskirts Press, 1/23/14, 210 pages, and on sale at www.amazon.com). In it, he details his life's journey through decades and continents, exploring the long healing process nurtured by these "best teachers."

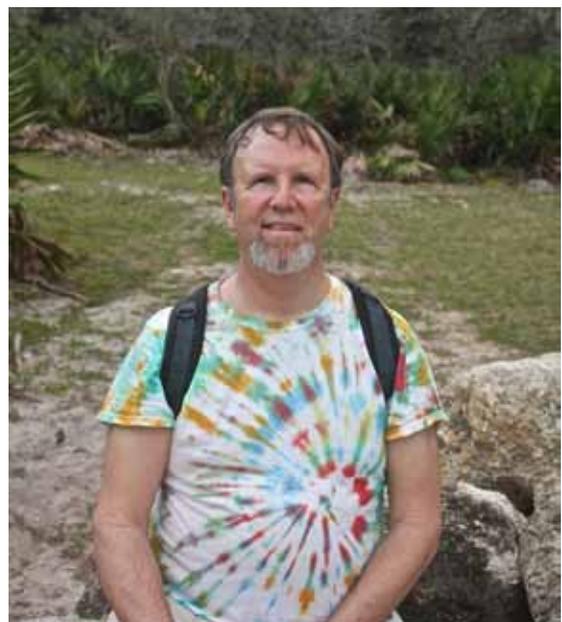
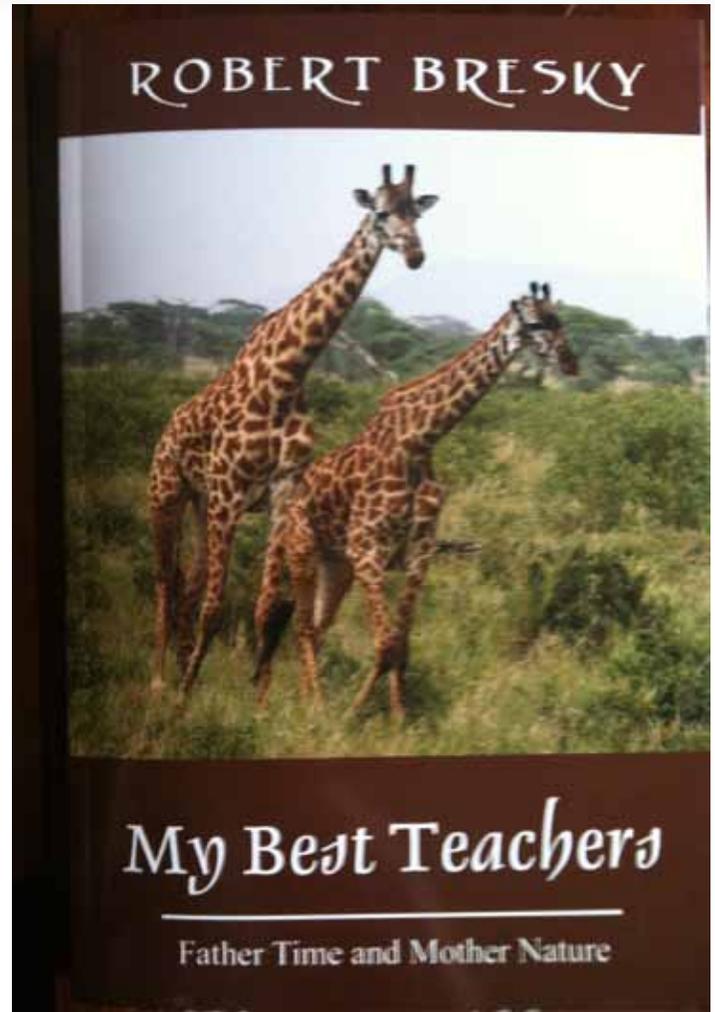
This is Bob's second book. Like his first, *Tales from the Trips: How I Grew to Be a Father* (currently on sale at the Friends of the Library Bookstore), he draws inspiration from life stories and nature. He encourages aspiring writers to "go for it," advising them to write what they know. "Everyone has a story," he reminds us. Self-publishing opens new doors to new authors.

Bob is thinking of writing a third book based on his nature journals. His home office, looking out over flowering shrubs and birds congregating at his suet feeders, is a continuing source of inspiration.

Bob is also well-known for his award-winning nature photography. His striking composition of two giraffes in their African savannah takes center stage as the cover photo for his new book and has also been on display at TRAG's 221 Gallery installation.

You can find Bob's work at many local arts events, including the Open Studios of Beavercreek, Oregon City's Carnegie Art Show and First City Celebration, Gresham's Arts Festival, and the Forest of Arts, hosted in the Hopkins Demonstration Forest south of Oregon City.

Bob's journeys into photography and writing are both geographic and personal. To travelers of the heart, he offers, "I hope what you read about new places and faces will calm your fears, fill your heart and enrich your soul." You can reach him at bobthenatureguy@gmail.com.



Carnegie Art Show Celebrates Expansion!

The 2nd annual Carnegie Art Show on Saturday, June 21st, couldn't have come at a better time! Sunny weather on the 1st day of summer set a festive tone. It was just one month after passage of the bond measure for the library's 15,000 square foot expansion. And, built in 1913, it was just one year after its 100th anniversary! Event Coordinator Lynda Orzen summed it up, saying "Last year, we celebrated the library's 100th year anniversary with our first art show. This year, we're celebrating the beginning of its next 100 years with our second."

TRAG collaborated with the Friends of the Oregon City Public Library (FOCPL) to host this year's event, doubling the number of artists participating last year. Twenty two TRAG members joined ten others to present an astonishing array of art – from classic oil paintings and rustic wood carvings to whimsical painted goose eggs and jewelry for every occasion.

Art lovers viewed work by TRAG members Barb Anderson, Ingrid Aubry, Bob and Carol Bresky, Kathy Brown, Rusty Brown, Lynne Collum, Kerin Dimeler-Laurence, Rebecca Evans, Linda Merry Gross, Janice Gunderson, Diane Hillison, Bonnie Moore, Michael Moullet II, Anita Reuther, Terry Rocheleau, Tatiana Rogovsky, Thomas Sadilek, Cherylun SunRidge, Thomas Tietze, Deanne Todd and Jerilyn Walker as they strolled among the many art booths.

"We're donating our booth fees to the Carnegie Library Foundation this year," offered Linda Merry, TRAG President. "We're thrilled with the library's plans for expansion and the opportunities it brings."

Library representatives were buoyant. "Thank you, TRAG," beamed Library Director Maureen Cole. "The funds can go for art, technology, children's programs and other [special items]." Foundation Board Chairperson Karen Martini echoed her sentiment. "We're so appreciative of TRAG. The bond will build and equip the library, but the Foundation funds will allow the community to enhance that building and make it unique to Oregon City."

Speaking for the Midtown Business District, City Commissioner Carol Pauli joined in the excitement. "We're thrilled that the library is expanding. It's a strong anchor with a strong sense of history. The Midtown vision highlights our many historic properties in our midtown area along with a great walking area and vibrant businesses."

The Carnegie Art Show is also a launching point for Oregon City's summer art season. Booth holders shared cards advertising the upcoming First City Celebration in July, where many will be offering their artwork again, plus cards advertising TRAG's nearby gallery. The show was a great way to celebrate the first day of summer in Oregon's First City!



Mark Your Calendars!

"Plein Air" Planned for Rose Farm August 16th

This year's annual "Art on the Lawn" event at Rose Farm will feature TRAG's new plein air group plus other art enthusiasts eager to enjoy the site's unique blend of horticulture and history. Artists can set up their easels on the spacious lawn AND take time to tour the 1847 pioneer Holmes Family home museum. No formal sign-up or fees for participating artists are required. "We want artists to feel relaxed," says Denyse McGriff, TRAG's Rose Farm liaison. The museum allows participants to step back in time while enjoying a modern plein air experience.

Rose Farm is just minutes away from the TRAG Gallery in Oregon City. (Head up 5th St, which becomes Linn Ave as you head uphill, and then turn left onto Holmes Lane. Rose Farm is on your right at 536 Holmes Lane.) Artists can park behind the building and water is available on site. Bring your lunch and snacks, plus a source of shade for the sunny site. Set-up is scheduled for 10AM to noon, and the event runs from noon to 3:30 PM. Contact TRAG Coordinator Kerin Dimeler-Laurence at kerin@a-red-thread.com for more information.

The pioneer museum, formally known as the William Holmes House, is one of the oldest structures in Oregon and was the site of the inaugural ceremony for the Oregon Territory's first governor, General Joseph Lane. The home apparently hosted many social events in early Oregon history and locals affectionately called it "Rose Farm" because of its many rose bush plantings. The home remained in the Holmes family until 1919 and is currently operated by the McLoughlin Memorial Association. Make plans to share a leisurely afternoon at this plein air event – and stop to "smell the roses"!

Art on the Lawn

August 16, 2014

Visit the William Holmes House also known as Rose Farm (915 Rilance Ln in Oregon City) , as an artist or observer.

- Plein Air Workshop by Sally O'Neil
- Watch artists create original art
- Show for participating artists
- Tour historic site

threeriversartistguild.com

What is Plein Air?
Plein Air is a term that originates from the French term for "in the open." The term was used by French and American Impressionist painters of the late 1800s.

New Artists, Locations at Open Studios of Beavercreek

Spectacularly sunny weather gave a special feel to June's "Open Studios of Beavercreek" event. Ten TRAG artists shared in a baker's dozen of open studios, including both new artists and new studio locations.



When Jodi Dann moved to the Beavercreek area with her husband, she was thrilled to be able to participate in the Open Studios tour. Though still settling in, she managed a "garage-to-gallery" transformation for Studio #7's display of her fine art acrylics. "We're still building the real studio out back," she noted, pointing to the Sedona terra cotta colors emerging on new construction. Come back to the next tour this October to see another new studio at this new location!



Bob and Carol Bresky also decided to offer their home as Studio #11 for the first time this year. Their inviting Hattan Rd. hideaway spreads out in true ranch style for a spacious display of Bob's nature photography and Carol's fused glass. "Business has been great this year – better than last so far," said Bob. "And we've had glorious weather," added Carol.



Tara Choate and Carol Ellison shared Connie Veenker's Studio #8 – an ideal stop for those short on time and travel options. It's almost within walking distance of the Oregon City High School! This is Tara's first time with the Open Studios. "I'm so excited," she gleamed as customers gathered around, asking about her pet portraits. She explained that she generally works from photos, but added "I like to meet the pet first to get a sense of its personality." Carol's paintings and jewelry gave her display the appearance of two artists' work. "The [booth] fee is so reasonable," she mentioned, "that I always like to come back."



Cherilyn SunRidge shared space with Jill Montgomery's garden getaway at Studio #5 on Carus Road. Hummingbirds hovering over tall delphiniums and lovingly-tended greenhouses seemed especially at home with Jill's earthy mosaics and Cherilyn's spirit-filled acrylic abstracts.





Jerry and Rhondi Myra opened their classic red wood barn as the perfect home for Studio #2 and their wildlife photography in rustic barn-board frames. You can see why Jerry calls himself "The Old Framer"!



TRAG Past President Darla Lynn joined with new jewelry artist Morgen Barrett for Studio #14's "indoor/outdoor" offerings on Morgen's property. Morgen's working shop building was open for business while Darla displayed her glass mosaics in an open canopy outside. She enjoyed framing her art with the dappled light of the countryside setting, saying "when the sun comes out it just lights up my pieces like they have a presence within."



Veteran TRAG and Open Studio members Bunny Lewis and Jude Welter remembered the early days of Open Studios. Walking along the winding pathways towards Jude's woodland cabin Studio #9, one senses the area's long studio heritage. "Looking back," she said, "Jim Hall, Glenda Richards, Connie Veenker, Lynda Orzen and I were all involved" in local arts activities. "The Open Studios was an offshoot of my personal studio show, known as TOAST (The OPEN Art Studio Tour). Then it was taken on by the core committee . . . and grew . . . from that time forward." Open Studios is now in its 11th year!

Open Studios gives us a unique chance to see art and its natural "presence within" – often in the very studio where it was created and often framed by the beauty of an outdoor setting. Put autumn's Open Studios on your calendar (www.openstudiosofbeavercreek.com) and celebrate the seasons with art!

5 Ways Artists Can Unlock the Power of Social Media

by Chris Davies

It's not just about motivational quotes and pictures of cats being crazy. The potential of social media for artists is huge, so if you're not growing your audience here, you could be missing out. But which networks should you use and when? Here are 5 tips to get you started ...

1. Setting Up Your Branded Social Media Pages

Facebook, Twitter, Pinterest, Instagram, Google+ or LinkedIn. Whichever social media network you choose to go with first, it's incredibly important to get your page set up correctly. For example, while many artists already have their own personal Facebook pages, a surprising amount don't have a business page in place to market their work effectively. Why should you do this? Because your social media page is your storefront to the world. And, if you get it right, you can start developing a lasting relationship between your brand and your customers.

2. How To Get Started With Facebook

According to research carried out by the Pew Research Center, Facebook remains by far the most popular social media channel. In 2013, 71% of adults used the site regularly compared to 67% the previous year, with 60% of these users signing in every day.

If you're not registered already, setting up a Facebook page for business is straightforward and easy. Simply choose a name for your brand, decide which category to place it in, and then think about how you'd like your page to look. Using the right images can help your social media pages get more attention

3. Designing Your Social Media Page For Maximum Effect

As an artist, you've already got a head start when it comes to social media. You instinctively understand what works visually and how to present your work in the best manner possible. However, despite having a clear advantage, it's surprising to see how many artists let their work down with low resolution images and cover photos that don't sell their creations to their best advantage.

The first thing to do is make sure you're using the right template for your profile pic and cover photo. Once you've got yourself some templates, it's time to get creative

and think about how you'd like your cover photo to look. Don't have Photoshop? No problem! There are lots of free resources out there, such as Gimp, Pixlr or Google's own Picasa. Any of these will enable you to crop and resize your images and add effects if you wish. In fact, Picasa now comes with 24 new ways of doing this.

Think about how your cover photo and profile pic will look across different platforms. With research carried out by Pew suggesting 40% of people now use their Smartphones to access social media sites, you may want to consider how your cover pic will look on a smaller screen. Is your logo clear and legible? Does your cover photo still look good when viewed at this size?

You might also want to take a look at what works best for different social media channels. On Twitter, for example, potential customers tend to respond better to a picture of you rather than a logo. Keep your followers updated with what you're up to, such as exhibitions.

4. What To Post and When To Post It

Once you've got your social media pages set up, it's time to go on the hunt for potential customers and fellow artists to engage with. Search for people who share similar interests to you or work with similar materials. Use relevant hashtags in your updates to help others find you easily, but try to avoid using too many – two hashtags seems to be the sweet spot.

Just as with face-to-face meetings, you'll find the creative community are usually hugely supportive of each other, so don't be afraid to reach out and 'Like' other artists' pages and share, retweet or +1 their work as often as you can – most people will be only too happy to return the favor.

What should you post about? Think about why you follow other people on social media and what makes them stand out. Always remember that the story behind a brand is more interesting to customers than the brand itself, so try and keep your audience entertained with regular updates that help them identify with you as a person. Try and keep your posts short and sweet – around 100 characters seems to be the optimum figure here.

Post pictures of you using some new materials or sketching out some rough ideas for a painting or sculpture. People love to see the process behind making art and will

often respond more to this than the actual finished piece.

The same applies to blog posts. Try and make these as regular as you can, post them on your social media channels and use tracking links to monitor their impact. Linktrack is a handy free tool to help you do this. As an artist, you'll probably want to use lots of pictures in your blog posts. If so, use an image optimizing tool such as Kraken to help keep pageload times down. There's nothing like a slow-loading web page to make people navigate elsewhere quickly!

Don't simply try and sell your work. People will be far more likely to think about buying a piece of your art if they feel they've gotten to know you a little better first. Tell your audience about what inspires you, when you feel most creative and even when you don't. It's the story behind you as an artist that will help establish your presence on social media.

When to post updates? Facebook already comes with a useful range of analytics tools to help you determine the most effective days and times to post updates. Click on 'Insights' to see a detailed weekly breakdown of your performance so far. Clicking on 'Posts' will show you when your fans are online, while clicking on 'People' will show you where they're based.

If using Twitter, try using Followerwonk to tell you when your followers are online and schedule your Tweets to take this into account. Both Buffer and Future Tweets are great tools for doing this.

How often should you post updates? This depends on your audience and the social media channel you're using, but as a general rule, try and strike the right balance between being informative without becoming annoying. Some research has found that updating your Facebook status once a day can be more effective than posting several times a day, while some brands using Twitter have found that five Tweets per day is the optimum figure. Incidentally, it's worth bearing in mind that Tweets with images are twice as likely to engage people, so always try and include one.

One very important thing to remember is that all social media channels have different audiences, so don't simply share the same content across all of them. For example,

women are four times more likely to use Pinterest than men, while Facebook is no longer purely for younger audiences. In fact, research suggests that 45% of people aged 65 and over now use this channel. Likewise, 23% of people online aged over 50 use Pinterest, while Twitter's fastest-growing demographic is people aged between 55 and 64. Think social media is just for youngsters? You might want to think again. Always try and respond to your followers promptly.

5. Stay Engaged And Respond To Your Followers Promptly

According to some research, the lifespan of an average Tweet is just 18 minutes. Therefore, it's important to respond to people as quickly as possible if you want to keep them engaged. Think of it like a conversation and always get back to people promptly if you can.

Posts on other networks such as Facebook and Pinterest have a longer shelf life, but it's important to remember that the more you interact with people, the more likely you are to get noticed. Therefore, the more comments you can reply to the better.

Social media can be an incredibly useful marketing tool for artists, so have fun with your pages and don't be afraid to try out different methods on each to see which ones work best.

A circular logo with a black background and white text. The text reads "OREGON'S First City CELEBRATION!". "OREGON'S" is in a simple sans-serif font, "First City" is in a large, white, cursive script font, and "CELEBRATION!" is in a bold, sans-serif font.

OREGON'S
First City
CELEBRATION!

July 26, 2014

11am to 9pm

In historic downtown Oregon City.

**Local Wine
Art
Entertainment
Family Fun**

Learn more at thefirstcity.org

★ 169
Years

