

1. Social media basics that actually work



Engage like a human

Reply to comments and DMs when you can. Ask a question back. The algorithm loves it, but people love it more.

Consistency beats intensity

Post 1 to 3 times a week from NOW until June so people remember you exist. From August, tighten it up to 2 to 4 times a week if you can, then lift again during event week with short daily updates. You do not need perfection. You need presence.

Share across platforms

Post on Instagram posts and stories, then share to Facebook too. Different crowds, same work.

Tag MHOS every time so we can reshare

Instagram: tag @mundaringhillsopenstudios in the caption and tag us on the image or reel

Facebook: tag Mundaring Hills Open Studios

Add your location and tag nearby studios and local businesses if relevant

Hashtags

Use a small set consistently. Keep it to 3-5 - add in your specialisation.

#MHOS2026 #mundaringhillsopenstudios #perthhillsart #artistsinthehills #openstudios #arttrailwa #wartists #visitmundaring #supportlocalartists #perthweekend

Correct sizes to avoid ugly crops

Instagram post square 1080 x 1080 px 91 x 91 mm at 300 dpi

Instagram post portrait 1080 x 1350 px 91 x 114 mm at 300 dpi

Instagram story 1080 x 1920 px 91 x 163 mm at 300 dpi

Instagram reel 1080 x 1920 px 91 x 163 mm at 300 dpi

Facebook feed use 1080 x 1350 px

Facebook story 1080 x 1920 px

Reels - Vertical 9:16 - For MHOS submissions send up to 20 seconds