



Guide to social media marketing



Engagement

- Interaction is key. Respond to comments, engage with followers, and participate in conversations. This builds community around your art and makes your audience feel valued.



The importance of consistency

- Regular posting keeps your audience engaged and aware of your latest work. Develop a posting schedule that fits your workflow and stick to it. Consistency helps build a recognisable and reliable presence.



Share across your social media accounts

- If you have profiles on multiple platforms, share your posts across all your social media accounts. Since some people prefer to use just one platform, this ensures your content reaches a wider audience.



Hashtags

- Relevant hashtags categorise your content and attract users who are interested in specific topics, styles or mediums. This means your content is more likely to be seen by people who are genuinely interested in your art. Check our media guide a list of MHOS event hashtags.



Let's play tag!

- Be sure to tag our official handle, @mundaringhillsopenstudios. This allows us to easily share your content on our profile, boost your visibility and enhance the collaborative spirit of the event.