

March 2019 Member Newsletter

◆ Art Talk - Tips, News, Resources

Social Media - you know you should be using it!

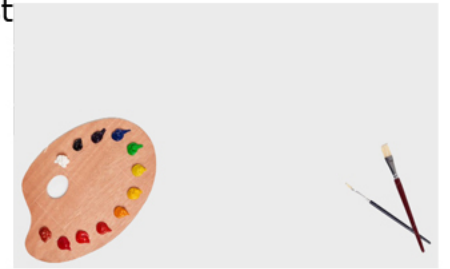
#ART was the fifth most popular hashtag on Instagram last year.
Users on Instagram 'like' 4.2 Billion post per day.

68% of Americans use Facebook

77.4 million people in America use Pinterest

Creating a buzz on social media:

Use "behind the scenes" and "works in progress" shots once in awhile. Things like a shot of a blank canvas next to your color palette for the new piece, with a simple statement under the shot -



"The beginning..."

Post a piece that is not completed, just as what it is: "work in progress".

Keep your audience (who ARE potential buyers) entertained, informed and engaged. You will gain followers who are interested in you and your work.

Get interactive with your followers. Example: post 3 half-done works and ask - which should I finish first. Or post a finished piece and ask for title recommendations.

Focus on "reaching your audience" instead of "selling".

Do not just rely on one platform -

Facebook, Instagram, Youtube, a blog on your website, pinterest.....

Use the ones YOU are comfortable with and create a schedule to post regularly.

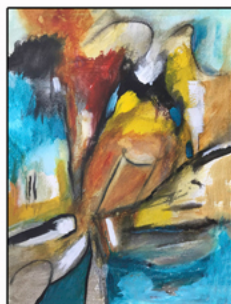
◆ INDIVIDUAL MEMBER NEWS:

Dave Aldridge, Katy Tartakoff and Michael Holtby have work displayed at Peak to Peak Brewery, 9735 E. Colfax, Denver, for the month of March. Closing reception: **March 28th from 6-8pm**. Public welcome.

Michael Holtby will be giving a presentation: Storytelling with Photographs as part of MoP, the Month of Photography in Denver. **March 6th, 7pm** at the CUBE, the Master Community Association - Stapleton's community center, 8371 Northfield Blvd. Public welcome.

If you have individual art-related events to be posted in the newsletter, please submit to: stapletonarts@gmail.com

◆ MEMBER OF THE MONTH



Kathy Skarvan
Contemporary Fusion Art

As an artist, I am driven by eye appeal. I have a passion for people, gain energy from my environment and am motivated by the emotional reward I receive when

others appreciate my work. I am a contemporary abstract artist. I use multidisciplinary art mediums and build images layer by layer.



KDaly photo

KathySkarvan.com

If you have information for the Stapleton Artists' Newsletter, please email stapletonarts@gmail.com