

Pat McAtamney Art
Guide to Maximizing Results & Minimizing Time Spent
for Rewarding Social Media Marketing

While you create artwork, be sure to take photos and video about the process along the way.

- ***What to Post:***

- Day 1: Teaser close-ups or “what’s on my easel today...”
- Day 2: couple photos of your process
- Day 3: Post final work as both posts & reel – can even use the same text for both
- Day 4: Post about yourself – “Its been a while since I introduced myself” list 10 interesting points
- Day 5: Post your varnish/finishing process
- Day 6: Post your packaging process, framing, or matting process
- Day 7: What is your favorite tool, paint, or supply item. Do you find a great deal on line? Post about it.

- ***More Fun Stuff to Post:***

- Go Live once a month or more!
- Post a 90 second reel with you sharing information.
- Share 1 other artist to your stories and tag them once a week.
- Share an interesting/feel-good post or meme to your stories.
- Post 5 – 7 days a week!
- ***Cross share all posts & reels to stories on both IG & FB.***
- Pin your top 3 reels to the top of your IG account.
- Don’t forget Threads!! Post a single or multiple photos – you can add your website link in the text!!

Visit me at PatMcAtamneyArt.com,
or Pat McAtamney Art on Instagram, FaceBook & Threads.