

Successful Show and Gallery Work Flow for Publicity

- **6 Weeks Before Opening Reception Provide and Send**

Have a polished show description, show statement, artist statement and 2 images ready for the PR Director. This information will be used by the PR and Marketing Directors for press releases and will be forwarded to SYNC's E-Media and Website team: **Lois Lupica, llupica77@gmail.com (PR Director)**

- For your show in a separate email send at least 3 images of different artworks to the following people:

Clare Scott, clare@clarescottart.com (for the show newsletter)

Dagmar Nickerson, dagmarnickerson1@gmail.com (for Instagram & Facebook)

- **Image & Photo Requirements for All Website and Social Use Cases**

For your SYNC Gallery Artist Page, full members can send up to 6 to 8 images to the SYNC website manager at dcdixondenver@outlook.com (for artist page on SYNC website)

Each image file name needs to be labeled as follows: **Your Name_Title_Medium_Size**

Each image should be at least 72 dpi and measure 12" or more for each side. (For example, if your photo is in landscape or portrait format the minimum size for one side is 12". We will properly size the image for each channel.)

- **Artist Show – Gallery Funded Social Media Budget**

Each artist has a gallery funded social media budget of \$35. If you want to increase that budget send a check for the additional funds no later than 2 weeks before your show opens.

Also send the dollar amount you have subsidized your marketing budget to Lisa and Dagmar so they can properly set up your Facebook and Instagram advertising campaign and duration:

Lisa Calzavara , lisacalzavara@yahoo.com

or

Dagmar Nickerson, dagmarnickerson1@gmail.com

How each artist can maximize our advertising impact for SYNC Gallery and our art

1. Set up a Face Book account.
 - a. Search Facebook for organizations you like and “follow” them
 - b. Like and “follow” SYNC Gallery
 - c. At least once a week, preferably twice a week sit down for 15 minutes AND
 - a. Share posts (highest value in terms of visibility)
 - b. Comment on posts (2nd highest value in terms of visibility)
 - i. These can be simple comments “Great!” “Beautiful work!” “Love this!”
 - c. “like” posts
 - d. Send Joy any content for Facebook page
 - a. Examples include:
 - i. Other shows you are in
 - ii. Awards or recognition you have received
 - iii. Work in progress photos
 - iv. Photos of art experiences—museum trips etc.

2. Set up an Instagram Account
 - a. “Follow” SYNC Gallery
 - b. At least once a week, preferably twice a week sit down for 15 minutes AND
 - a. Share posts (highest value in terms of visibility)
 - b. Comment on posts (2nd highest value in terms of visibility)
 - i. These can be simple comments “Great!” “Beautiful work!” “Love this!”
 - c. “like” posts
 - c. Send Clare any content for Facebook page
 - a. Examples include:
 - i. Other shows you are in
 - ii. Awards or recognition you have received
 - iii. Work in progress photos
 - iv. Photos of art experiences—museum trips etc.