



GETTING STARTED ON

SOCIAL MEDIA

MONDAY 20 JANUARY 2025

with Charline Marzin and Alison Hannah

WHAT'S COVERED

6.00pm: Features of Social Media

6.50pm: Comfort Break

7.00 pm: Activities

7.45 pm: Q & A's

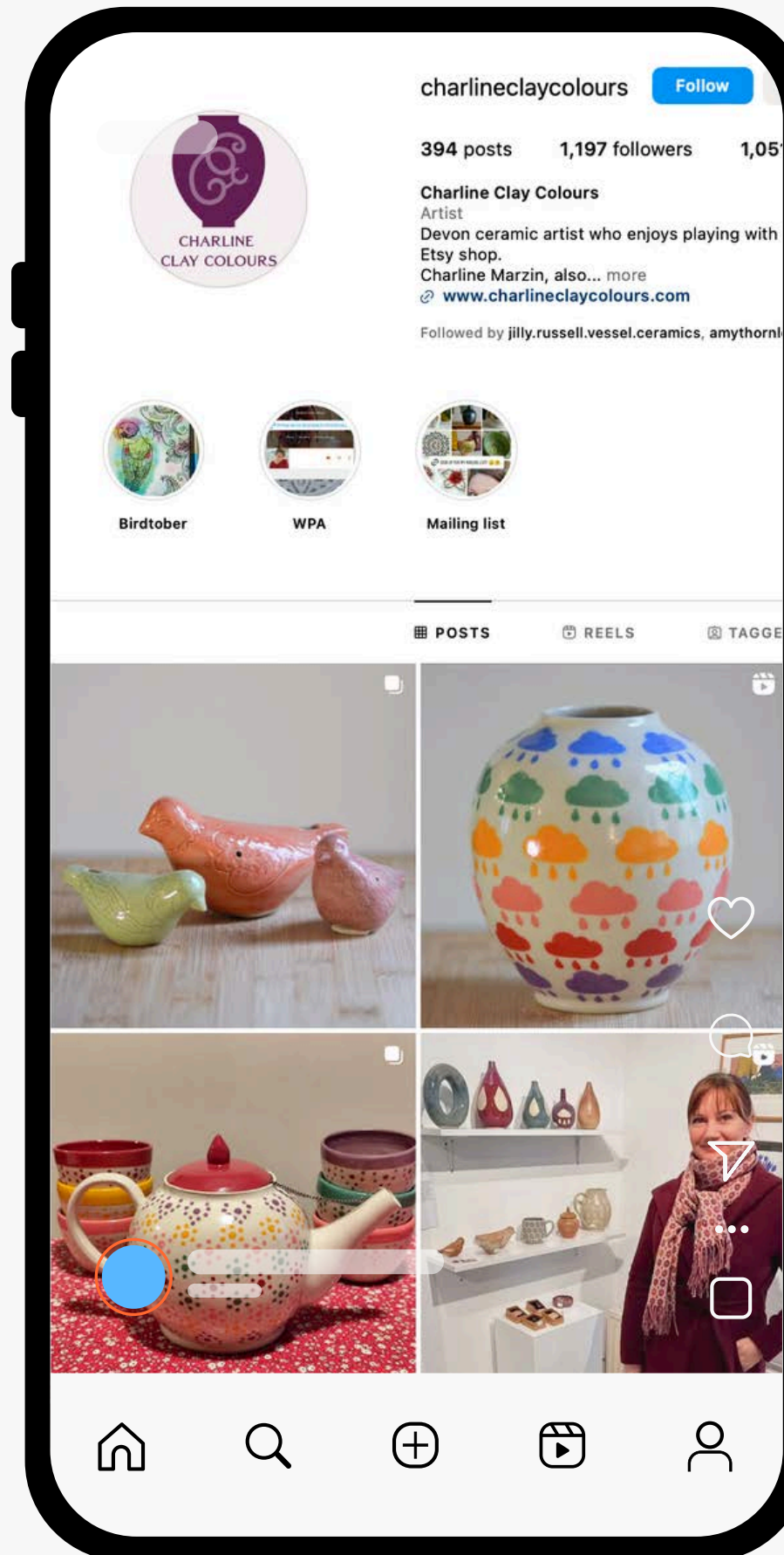


Charline Marzin

WPA committee member - social media

Climate scientist by day, potter by night

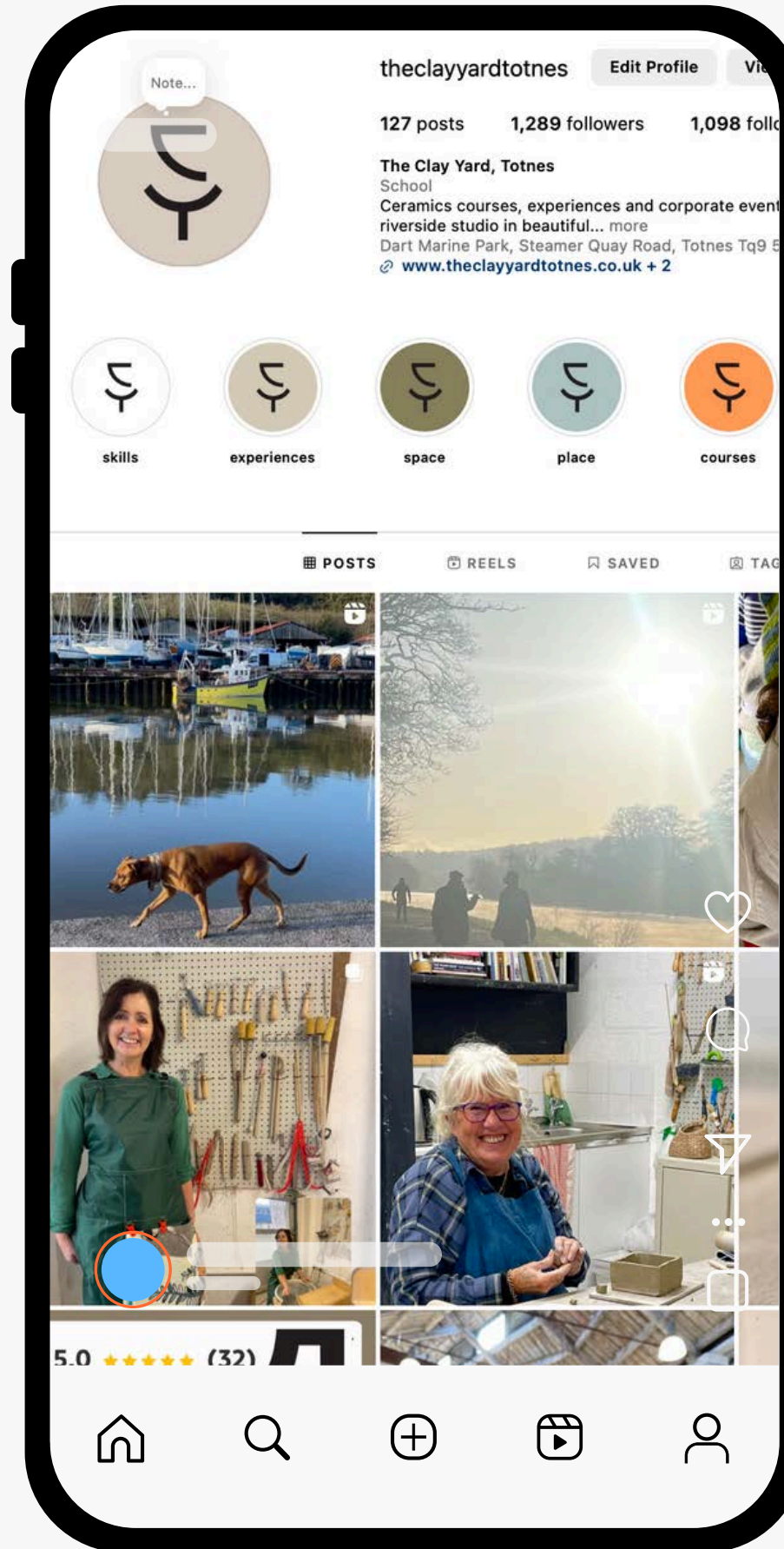
Loves photography, baking and Indian classical dance



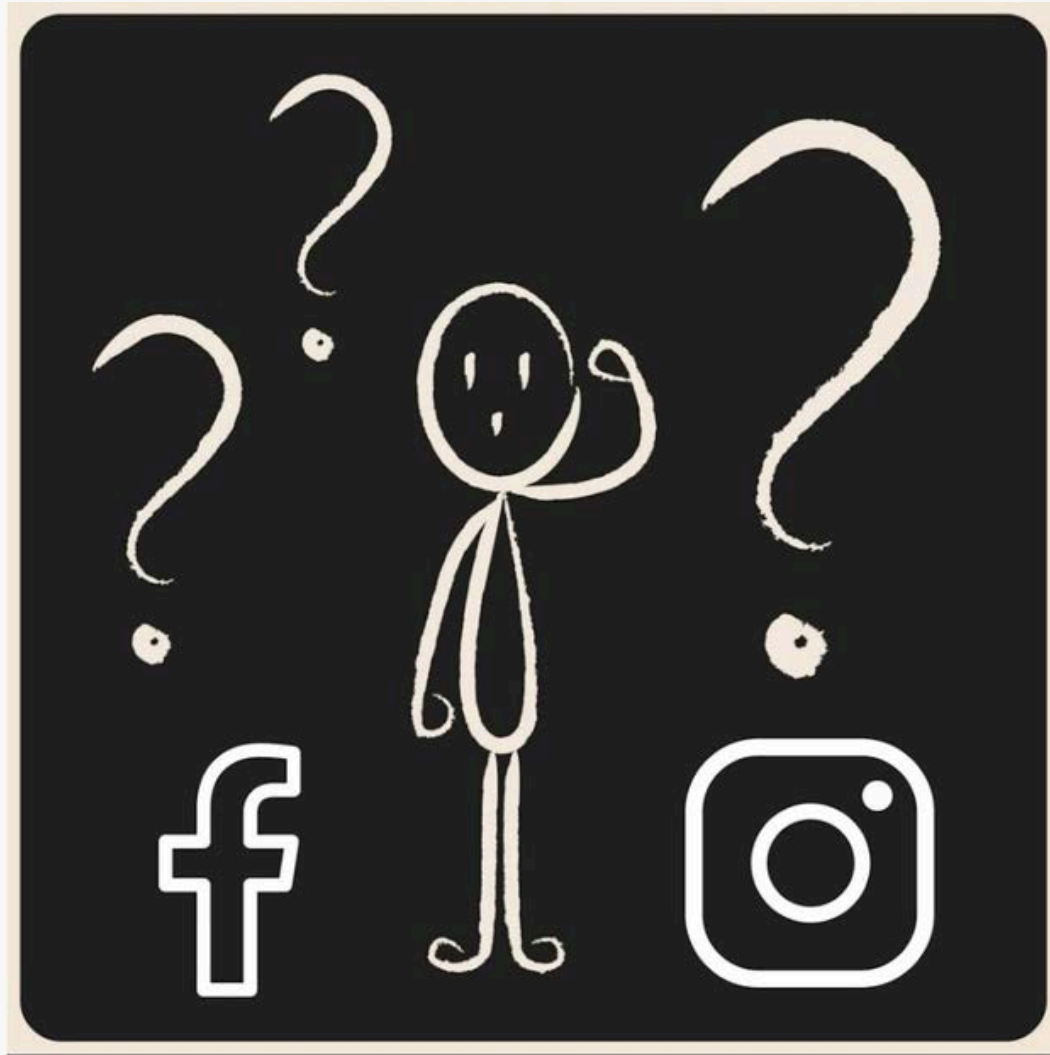
Alison Hannah

Many years of teaching
Background in Science and Computing
Teacher of Pottery
Founder of The Clay Yard

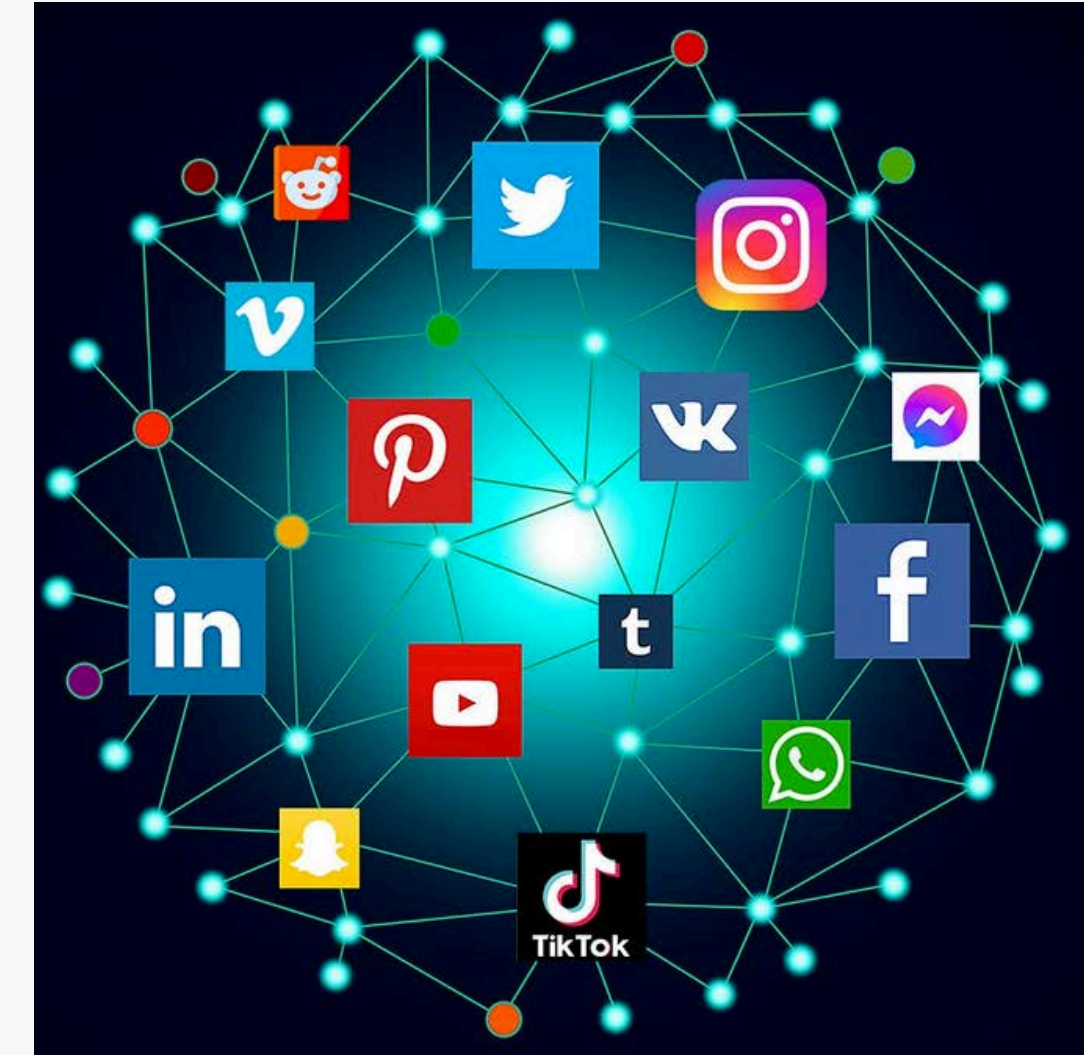
Loves Getting Out and About in Devon
and Cats



WHAT IS SOCIAL MEDIA?



Means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks



Instagram is a visual-first social media platform that allows users to share photos and videos. For potters, it serves as a powerful tool to showcase their work, connect with an audience, and build a personal brand. The platform is designed to highlight creativity, making it ideal for artists and makers.

WHY USE INSTAGRAM AS A CERAMIC ARTIST?

Visual showcase

Creative inspiration

Community building

Global reach

Marketing and sales

Sharing journey, storytelling

Direct engagement

Personal brand



WHERE ARE YOU IN YOUR SOCIAL MEDIA JOURNEY?

Reflect for 3 minutes on:

- **How much do you currently use it?**
- **What for?**
- **Where would you like to be in a few months time?**



KEY INSTAGRAM FEATURES

Storyboard

To view "stories" available for 24hrs from accounts you are following

Home feed

Browse content from accounts you are following, posts, reels, ads, suggested content...

Interact

Like, comment, share, save

Search

People, topics, trends etc...

Notifications

New followers, likes, comments...

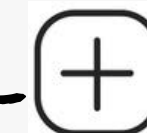
Direct/private messages

Sound on/off

Reel tab

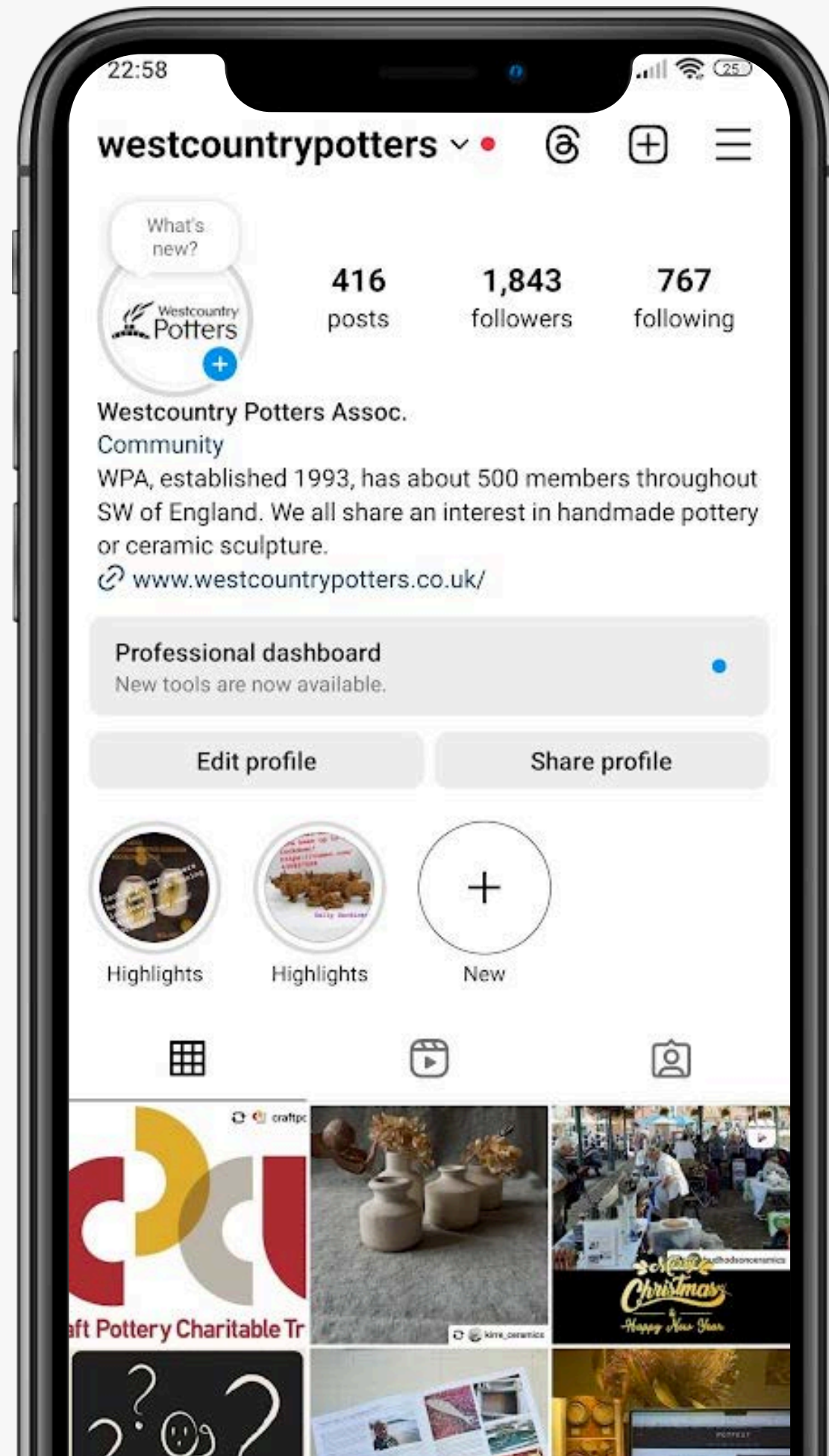
Suggested reels/short videos

Your profile



Add/create content





SETTING UP YOUR ACCOUNT & PROFILE

Types of accounts:

- personal (public or private)
- professional (public), creator or business, provides insights and tools

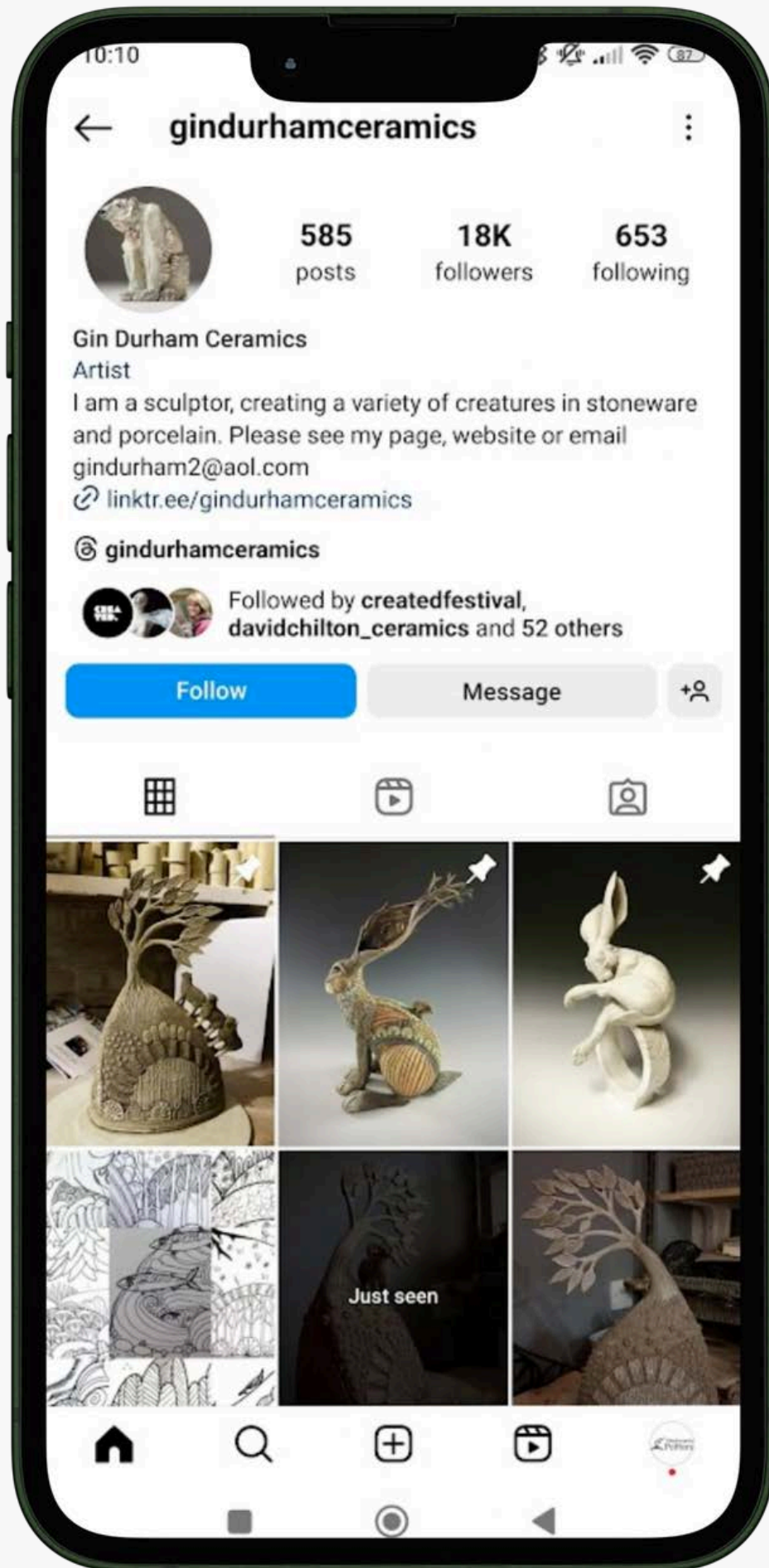
Link to Facebook page

Profile features:

- bio with keywords
- profile picture, logo, photo
- link to website or shop

Your profile "grid"





HOW TO INTERACT

Follow

Or follow back

Message

For direct/private messages

- Like and comment on others' posts/stories to build community
- Respond to comments and direct messages



Like



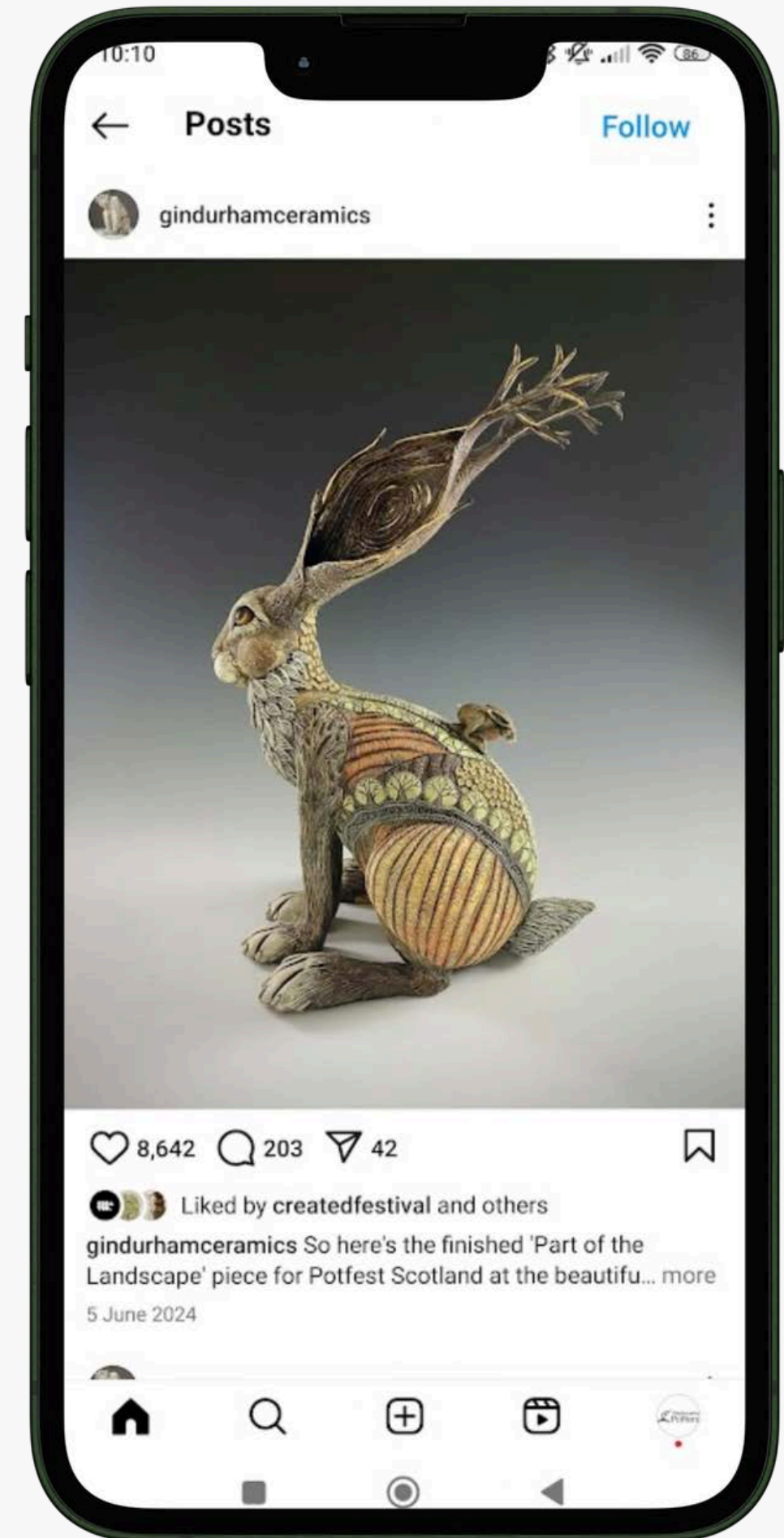
Comment



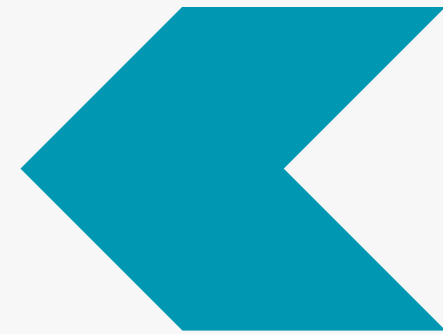
Share



Save



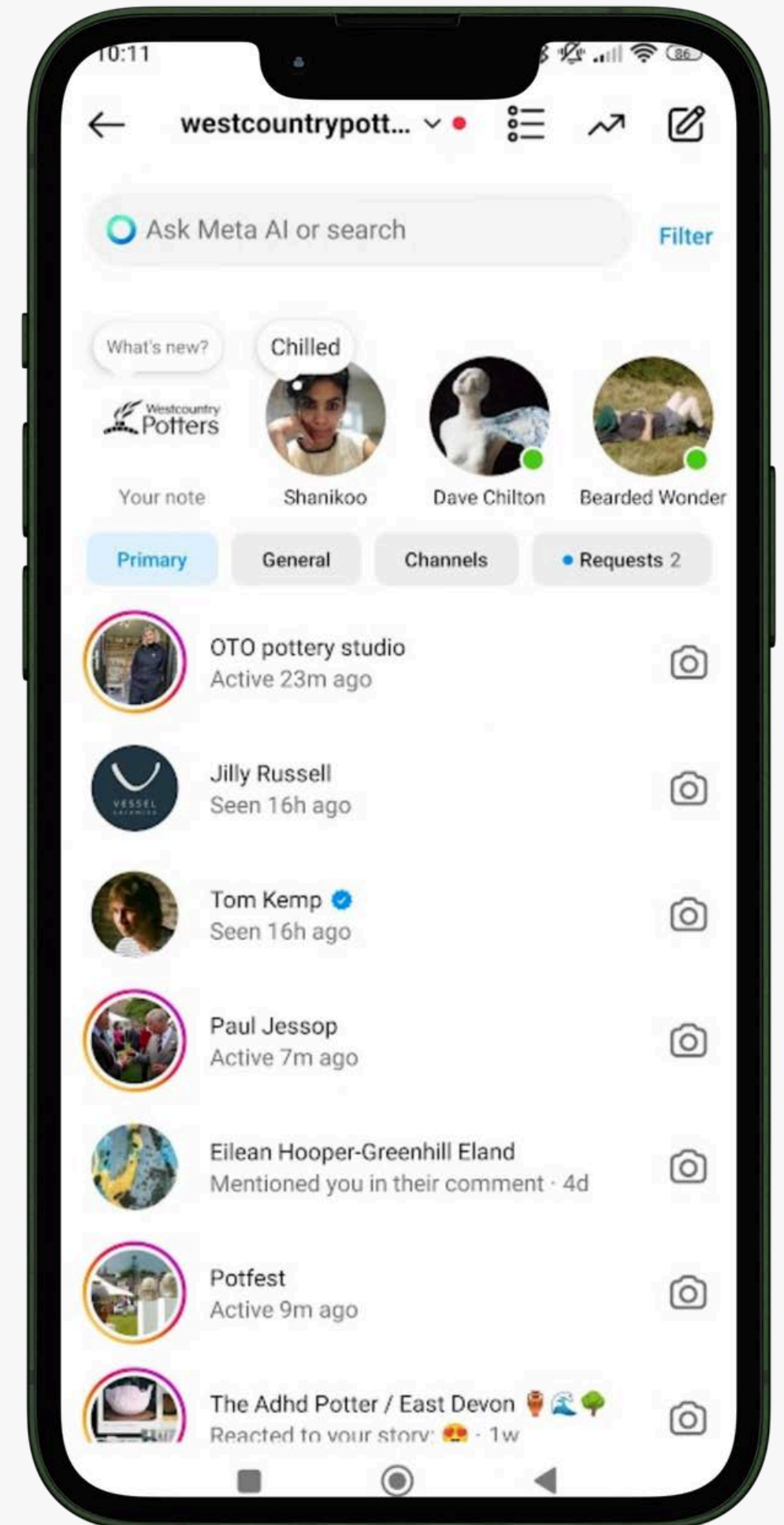
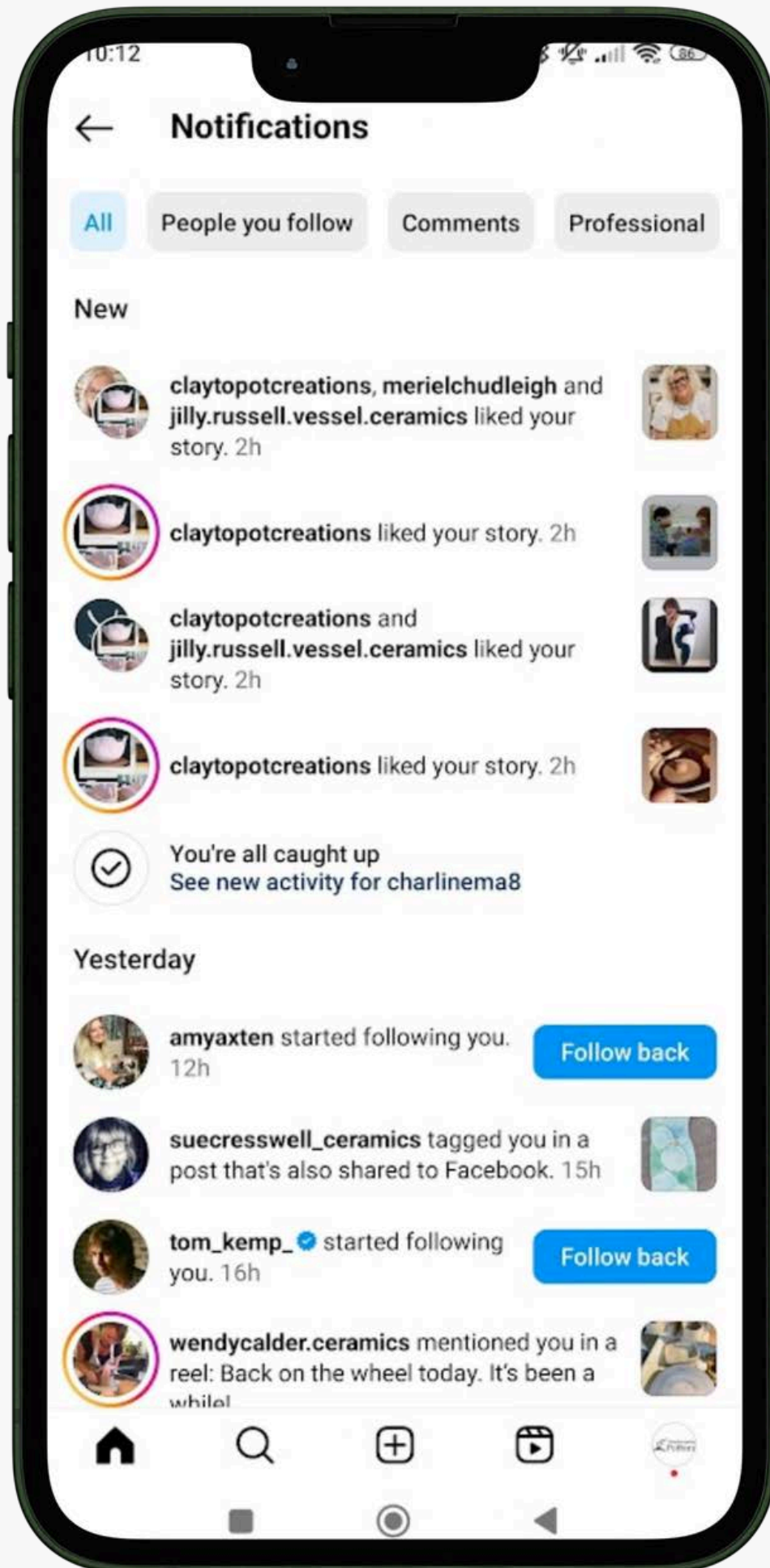
HOW TO INTERACT




Notifications



**Direct
messages**

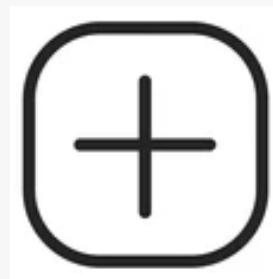
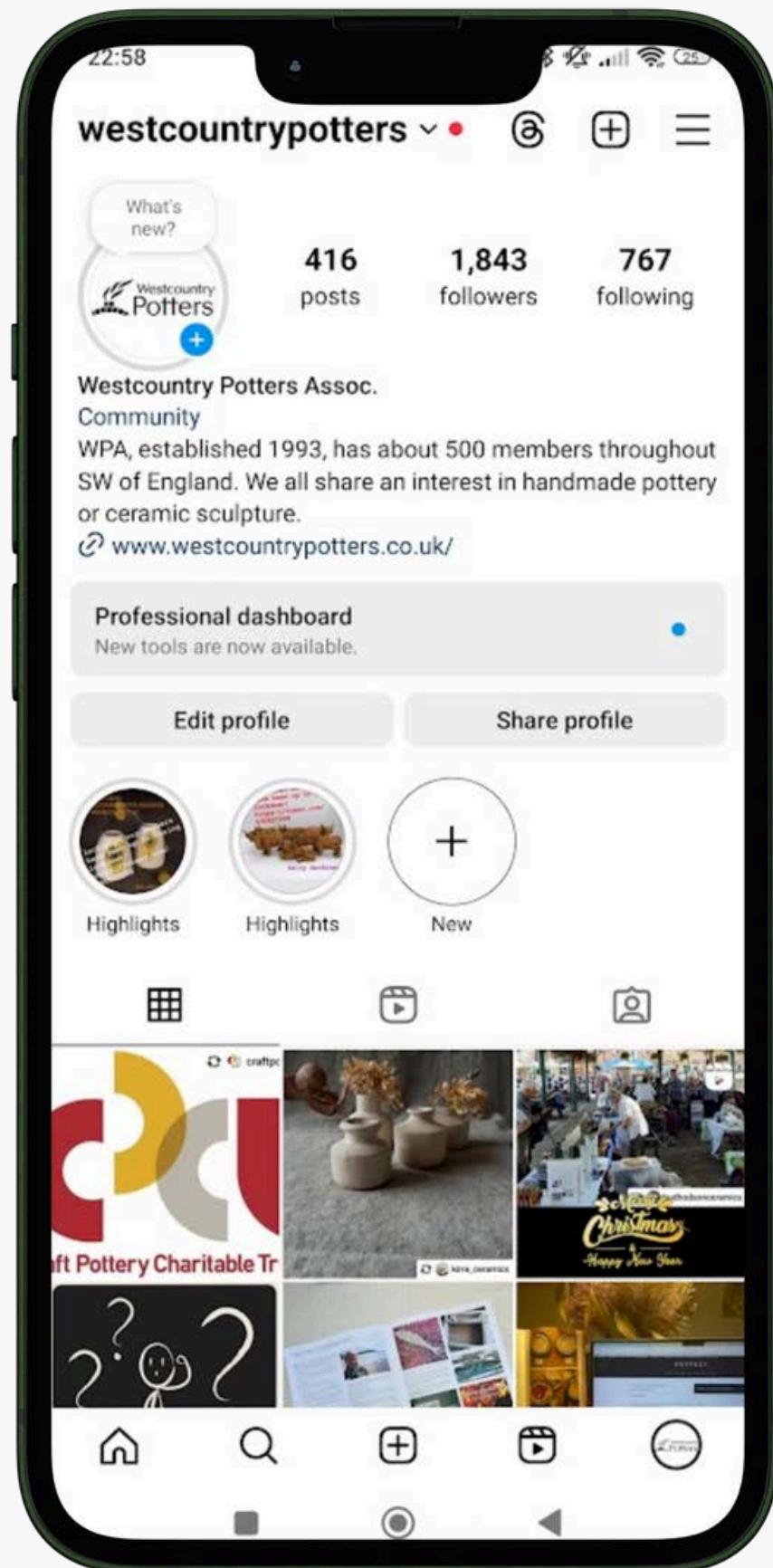



3MIN TO FAMILIARIZE YOURSELF WITH THOSE FEATURES

- **Search Westcountry Potters account**
- **Follow account (if not already)**
- **Send a message**
- **Browse content**



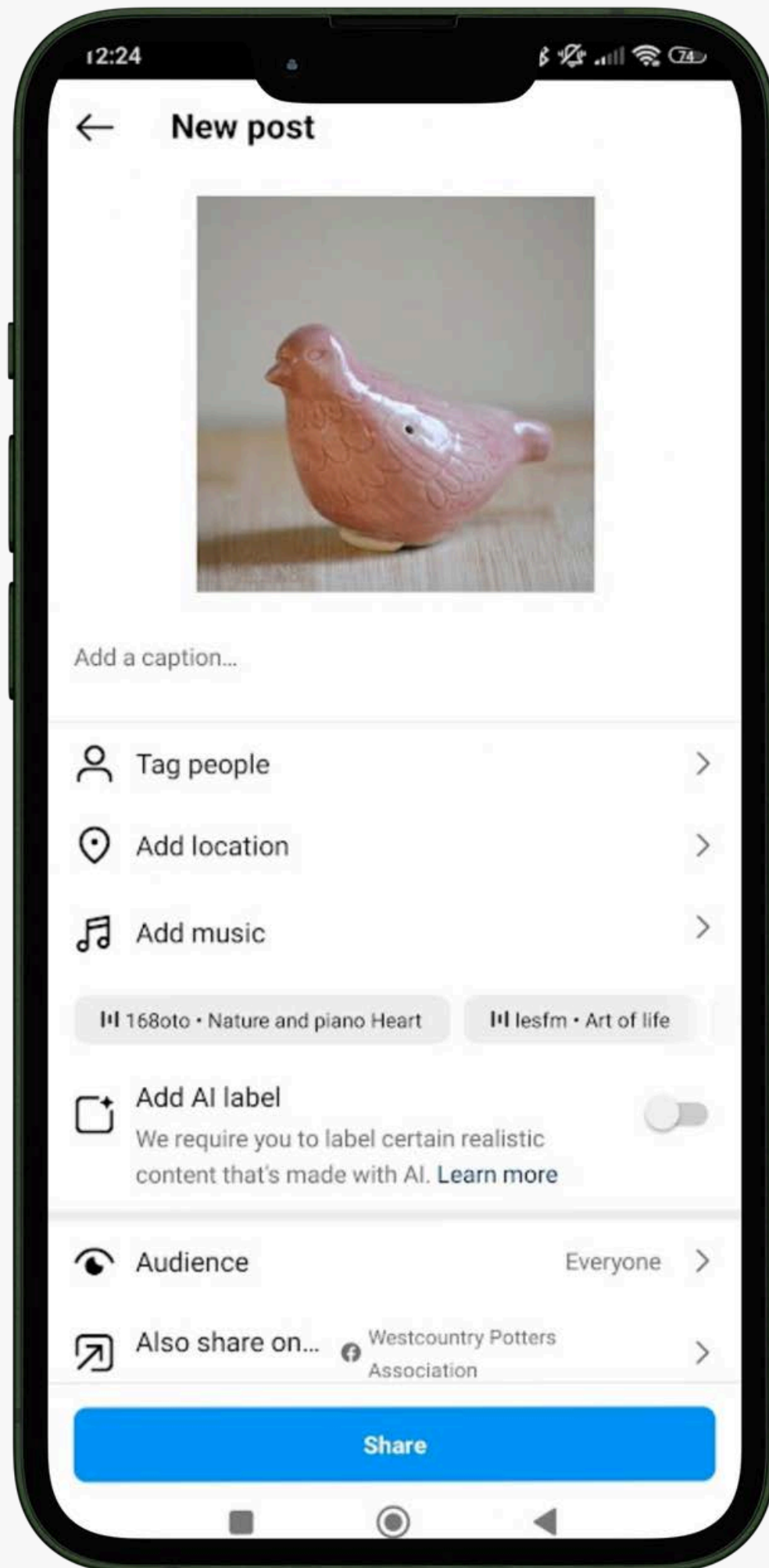
CREATING CONTENT



Click  from home or profile to create:

- Posts
- Stories
- Reels
- Live videos





POSTS

Posts features:

- one photo/video
- several photos (carousel)
- Caption
- Add tags @, hashtags #, music, location
- Click "Share" to post or publish

Hashtags #:

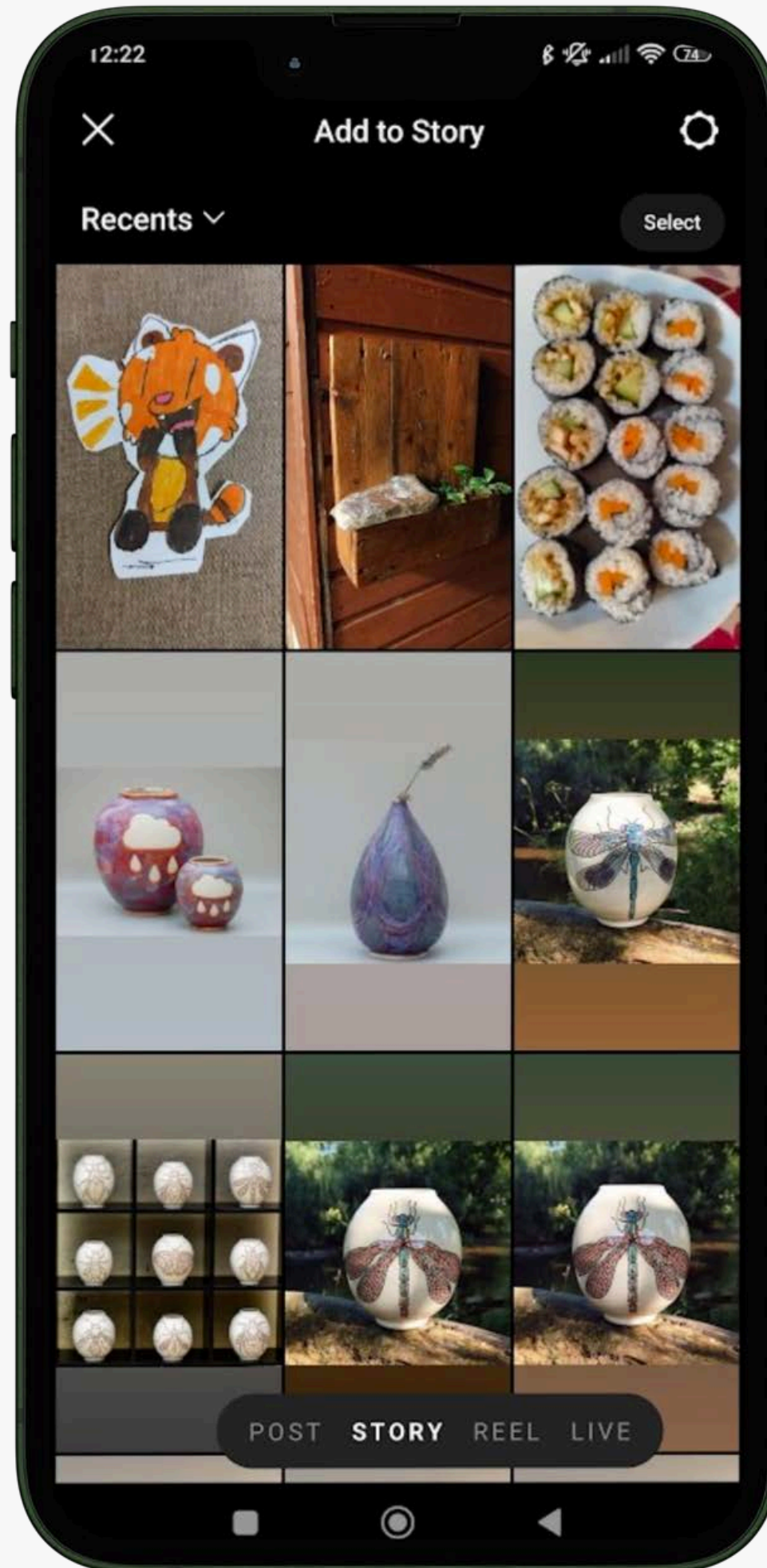
- Relevant keywords or phrases
- Categorise content
- For discoverability or search

Tags @:

- to refer/point to another account
- The other account gets a notification
- Tag in post captions or on photos

Tip: Tags are a useful engagement tool. Use a mix of general and niche hashtags.

STORIES

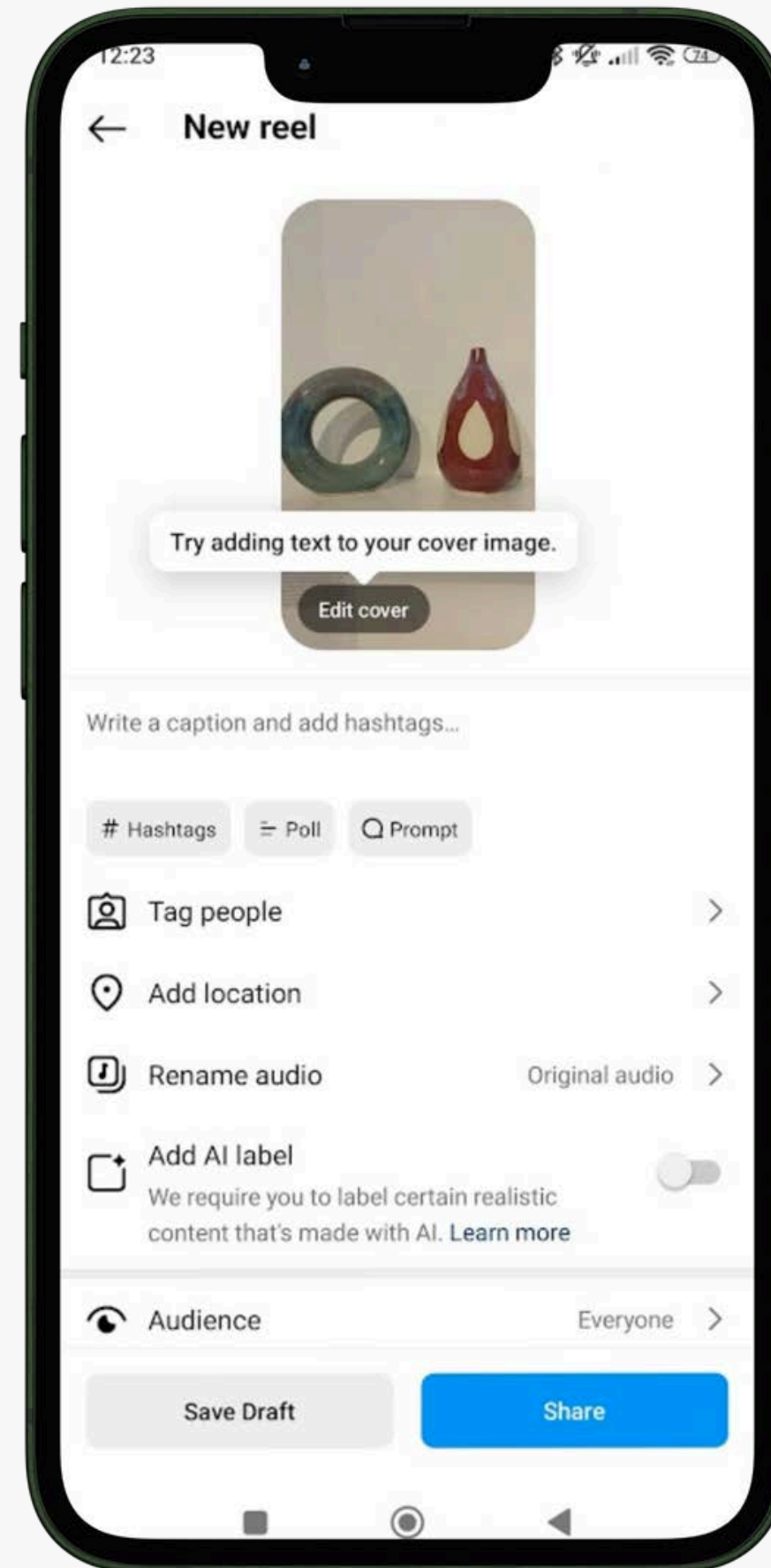
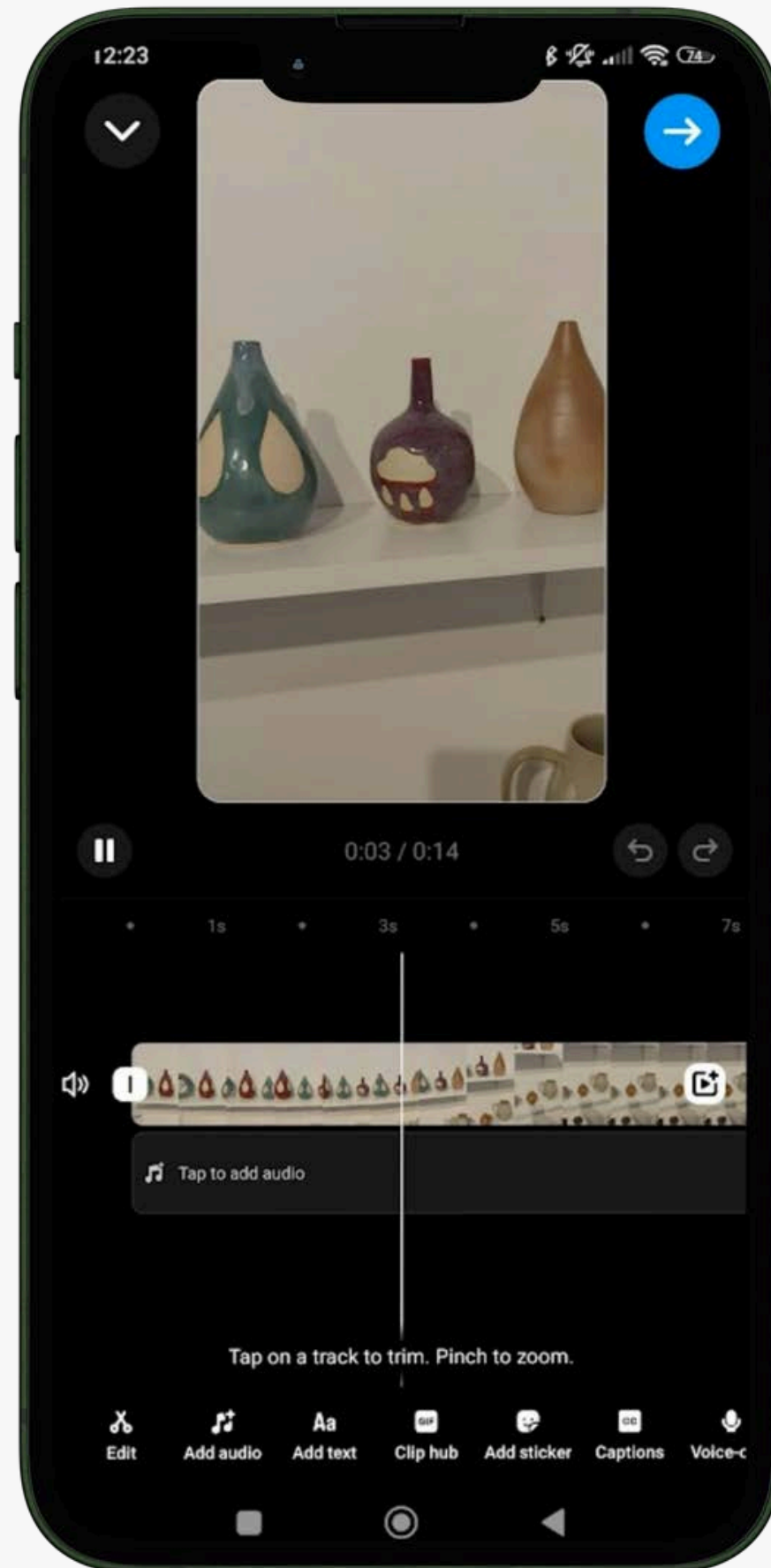
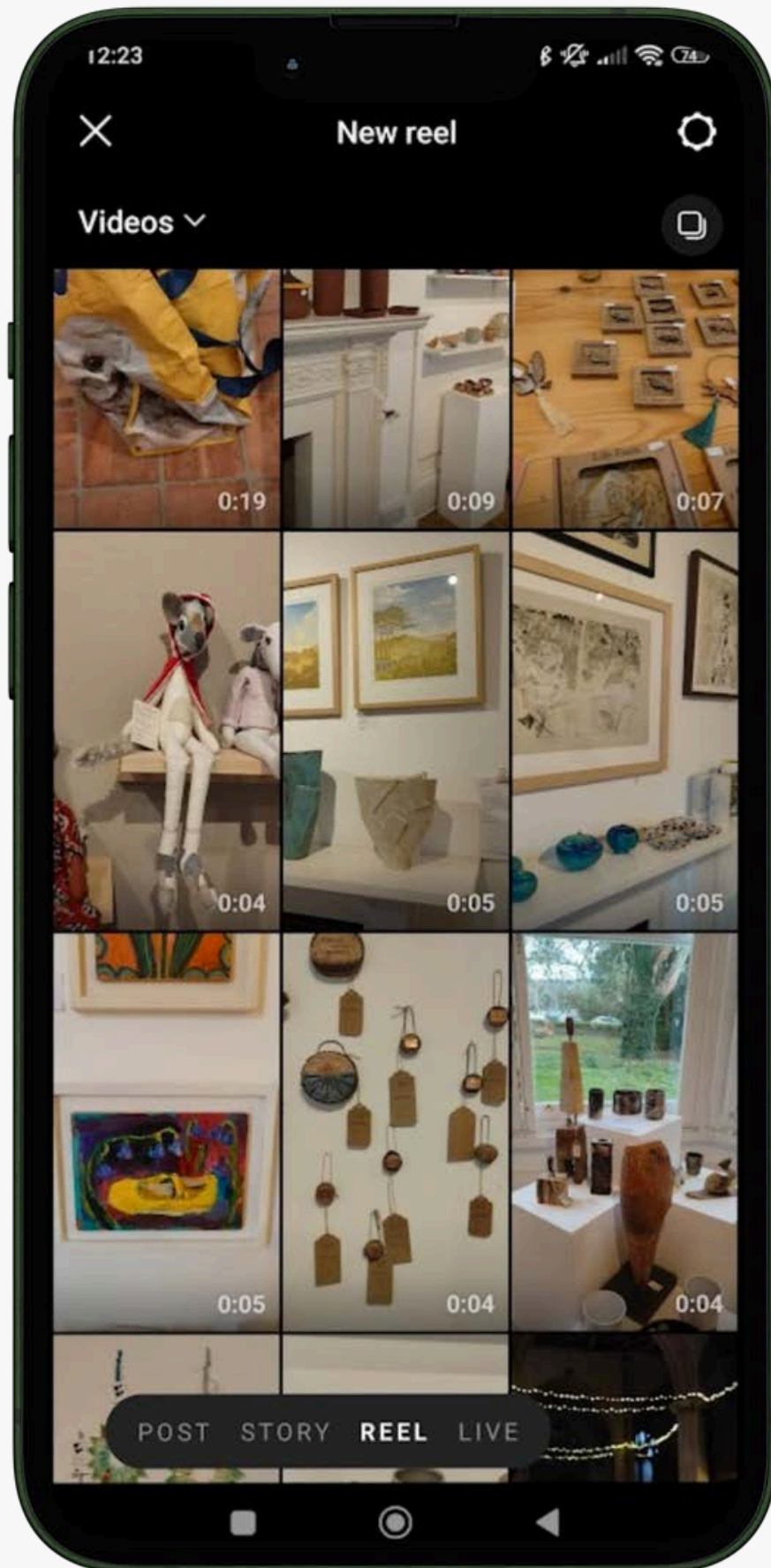


Stories features:

- Photos or videos (max 15sec) that disappear after 24hrs
- Share with all followers or "close friends" list
- Fast, memorable, informal content
- Add text, music, stickers, filters, , location, hashtags and tags
- Use interactive features like links, polls, Q&A...
- Save and categorise stories using "highlights" to keep them visible on top of your profile page

Tip: When viewing stories, "tap" to view next story if multiple, or "swipe" for next account

REELS



Reels features:

- Short video format, max 90sec, now 3min!
- Create video from several photos and/or videos
- Edit video segment
- Add text, music, stickers
- Add caption with hashtags and tags
- Edit reel "cover"

Tip: Keep reels short and engaging, check trends. Can remove reels from profile grid after.



IDEAS FOR REELS



<p>1 Satisfying Throwing Process: Showcase a close-up video of the wheel-throwing process, focusing on how the clay takes shape in your hands.</p>	<p>11 Seasonal Themes: Create pieces inspired by the current season or upcoming holidays, and show how the theme influences your designs.</p>
<p>2 Before and After: Create a reel showing the transformation of a piece from raw clay to a finished, glazed product.</p>	<p>12 Collaborations: If you collaborate with other artists or creators, make a reel showing how your styles come together.</p>
<p>3 Glazing Techniques: Share a time-lapse of different glazing techniques to highlight the variety and intricacy involved in your process.</p>	<p>13 Tools of the Trade: Highlight the unique tools you use for your ceramics and how each one affects the piece.</p>
<p>4 Studio Tour: Give a quick tour of your studio space, highlighting your tools, materials, and work-in-progress pieces.</p>	<p>14 Clay Recycling: Demonstrate how you recycle and reuse clay in your studio to promote sustainability.</p>
<p>5 ASMR Pottery: Focus on the sounds of the pottery-making process—like the wheel spinning, tools carving clay, and the brush applying glaze.</p>	<p>15 Time-Lapse Creations: Film a time-lapse of a piece being made from start to finish on the wheel.</p>
<p>6 Q&A with the Artist: Answer commonly asked questions about your process, tools, or inspiration in a quick, engaging way.</p>	<p>16 Throwing Challenge: Challenge yourself to make a piece within a specific time limit and show the results in a fun, lighthearted reel.</p>
<p>7 Common Mistakes: Share a reel on common pottery mistakes beginners make and how to fix them.</p>	<p>17 Unveiling Kiln Results: Record the moment you open the kiln and reveal the freshly fired pieces.</p>
<p>8 Satisfying Trimming: Capture the process of trimming a pot on the wheel—this part is often quite satisfying to watch.</p>	<p>18 Personal Story: Share a bit about your journey as a ceramic artist, why you started, and what keeps you motivated.</p>
<p>9 Inspiration to Creation: Show what inspired a piece and then cut to the final product to show the journey from idea to execution.</p>	<p>19 Custom Orders: Film the process of creating a custom piece for a client, highlighting any unique design requests.</p>
<p>10 Packaging Orders: Film a behind-the-scenes of how you carefully package your finished products for shipping.</p>	<p>20 Transformation of Mistakes: Show how you turn a "failed" piece into something beautiful or completely different, emphasizing creativity.</p>

WELLBEING



Be kind to yourself

- Avoid comparing yourself to others, be yourself
- Avoid chasing number of likes and followers
- Keep it fun and relaxed
- Curate your followers/feed so it is inspiring and supportive
- Engage positively



Time management

- Take breaks
- Limit time or dedicate specific times if needed
- Use time management tools
- Create at your own pace



Notifications

- Go to notifications settings to personalise and decide what types of notifications you want
- May need to repeat

BREAK

10min break

Do use the chat for questions and comments



ACTIVITIES

- 1. Establishing your Brand Identity**
- 2. Create an Instagram Post**
- 3. Make a Story of your Post**
- 4. Plan a Reel**



IDENTITY

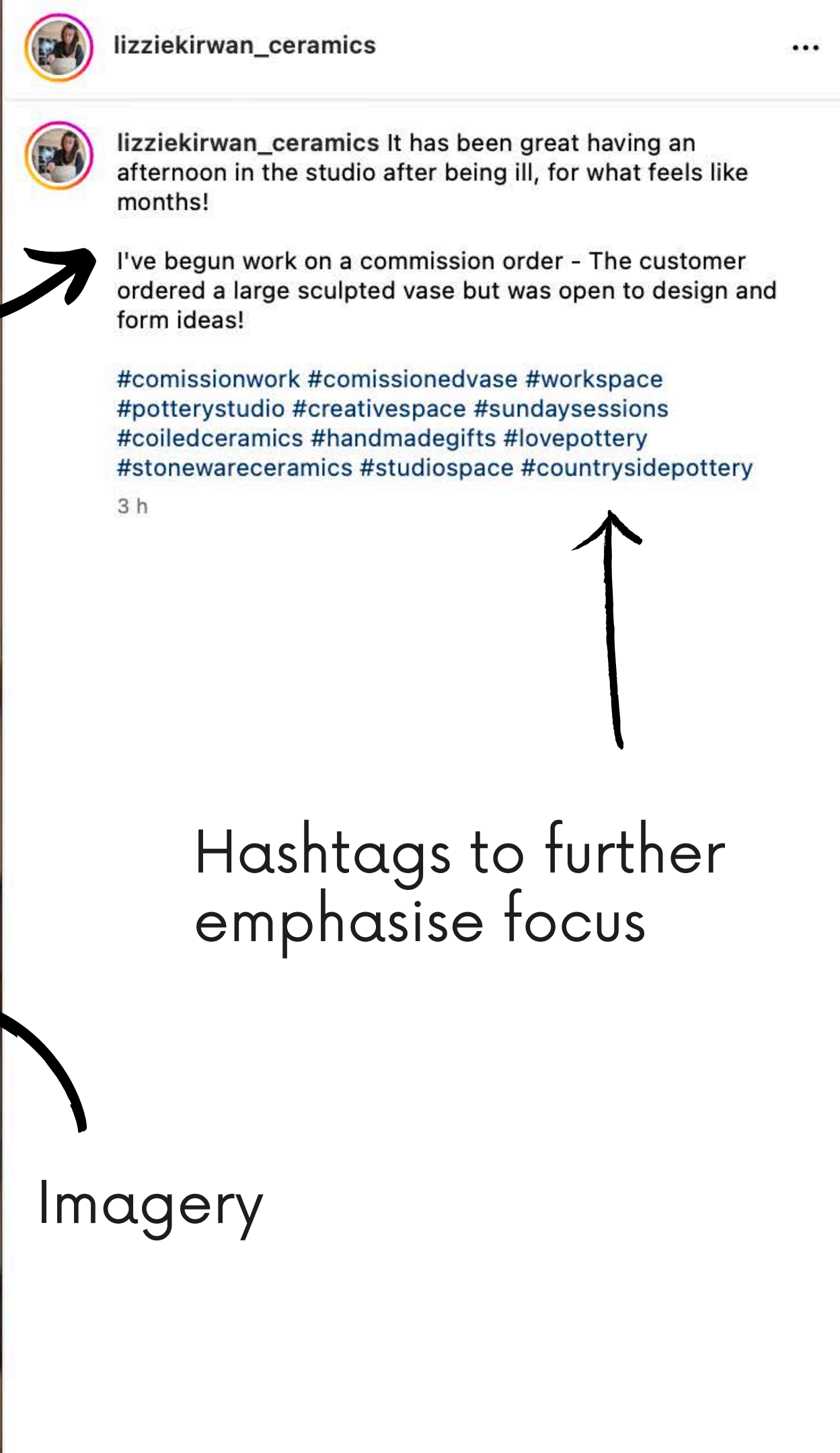
Establishing your Brand Identity

Content

Colour Palette

Imagery

Hashtags to further emphasise focus



IDENTITY

Establishing your Brand Identity



debmcpeake
Torquay, Devon, UK



debmcpeake Clay play with visiting little people, the res were wonderful.

[#devonpottery](#) [#clayplay](#)

Edited · 18 w



lin_cudlipp Looks fun Deb! 🙌

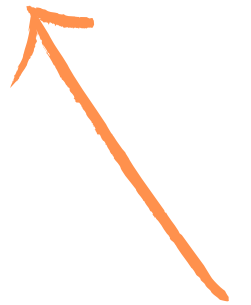
23 w 1 like Reply

— View replies (1)



christinetownley ❤️

23 w 1 like Reply



Interactivity and engagement

IDENTITY

Establishing your Brand Identity



craigunderhill7 ✓

Hayle



craigunderhill7 ✓ My friend and fellow artist [@shaun_morris_paintings](#) dropped by in the summer and was keen to do a few sketches of me at work in my studio, he then went back to his studio and made this painting. I have always loved the way Shaun sees and paints light and he's got it just right again. I also like the vast variety of detail that he's seen and recorded in my studio. That sketchbook looks very familiar, the back wall has all my sketches and paintings on display and my pots are all in progress, he's even got some of my simple but important tools. It's a great bit of observation, thank you Shaun.

[#artiststudio](#) [#artistatwork](#) [#artistportrait](#) [#makingceramics](#) [#artistinstudio](#)

18 w



drkcollins This so captures you, Craig!

18 w 2 likes Reply



shaun_morris_paintings Thanks, Craig. That means a lot. I've enjoyed painting it all!

18 w 4 likes Reply



— View replies (2)



jounderhill What a fantastic portrait ! Beautiful 🥰

18 w 2 likes Reply



aprildeconickart This is a great tribute to you.

18 w 2 likes Reply



yelenushki Amazing!

18 w 2 likes Reply



— View replies (1)



the_talentedmrsripley Love it !

18 w 2 likes Reply



fat_cat_design This is so wonderful. What a gift 😊



ACTIVITY 1

BRAND IDENTITY

Your brand is your personality as a potter.

- How could you introduce yourself on social media?
- Give thought to your ethos, your motivations and what inspires you.
- Think about what led you to this place.
- Consider how colour and image can best represent your brand.



Note it Down

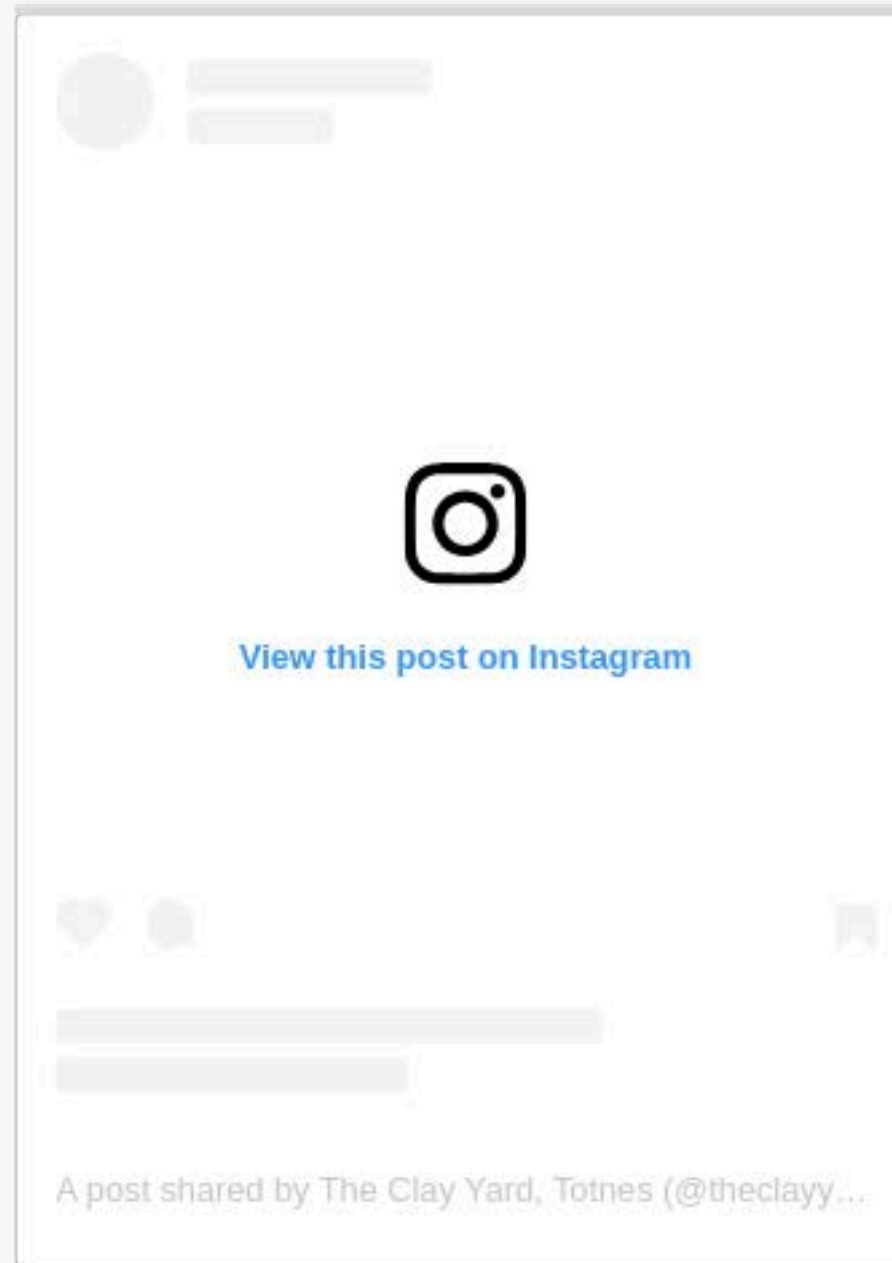


POSTS

Posts are a powerful tool for allowing you to share content that represents your identity and interest.

Content in a post is permanently present on your feed. They are a good way of engaging with an audience.

Posts have a broad reach and are likely to reach new audiences.



What is the goal of this post?

- To click a link?
 - To share with a friend?
 - To get sign-ups to an event.
-

Interact with your Visitors

Share your post to your story and include interactive features.

Support your Circle

Engage with others' posts. Follow the other participants. Engage by commenting on their post and respond to other comments.

ACTIVITY 2

CREATE A POST

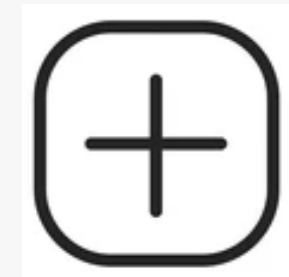
Select one or multiple images and use your device to create a simple post.

Consider - what is the purpose of your post?

How will you use image to convey your intention?

With just one or two sentences how will words emphasise your message?

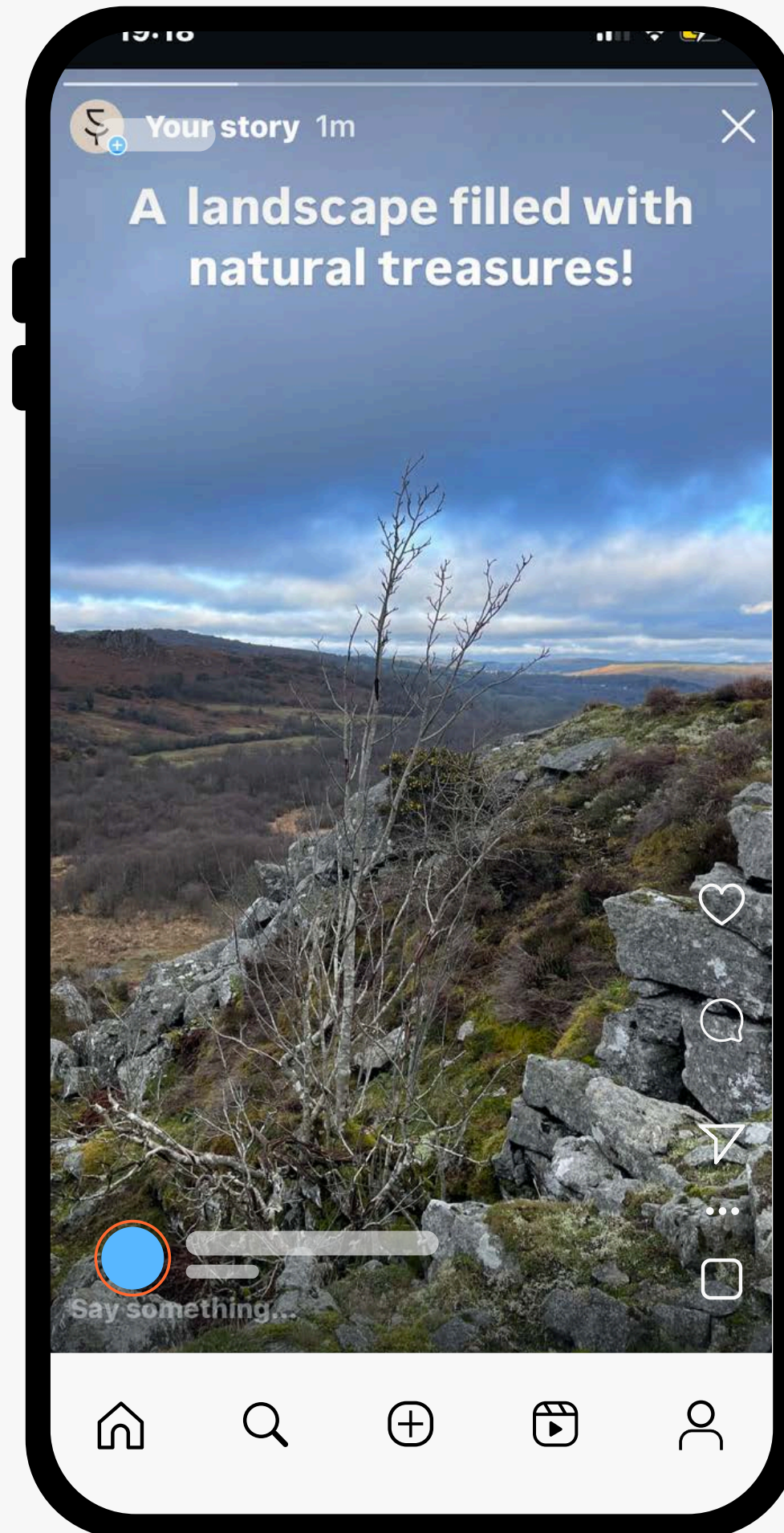
How will you encourage engagement with your visitors?



STORIES

Storytelling vs Selling

Lean towards process, share images of collections, updates on upcoming events and shows, features about you - your drive and motivation.



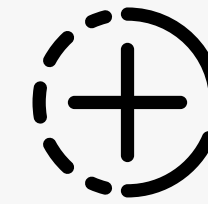
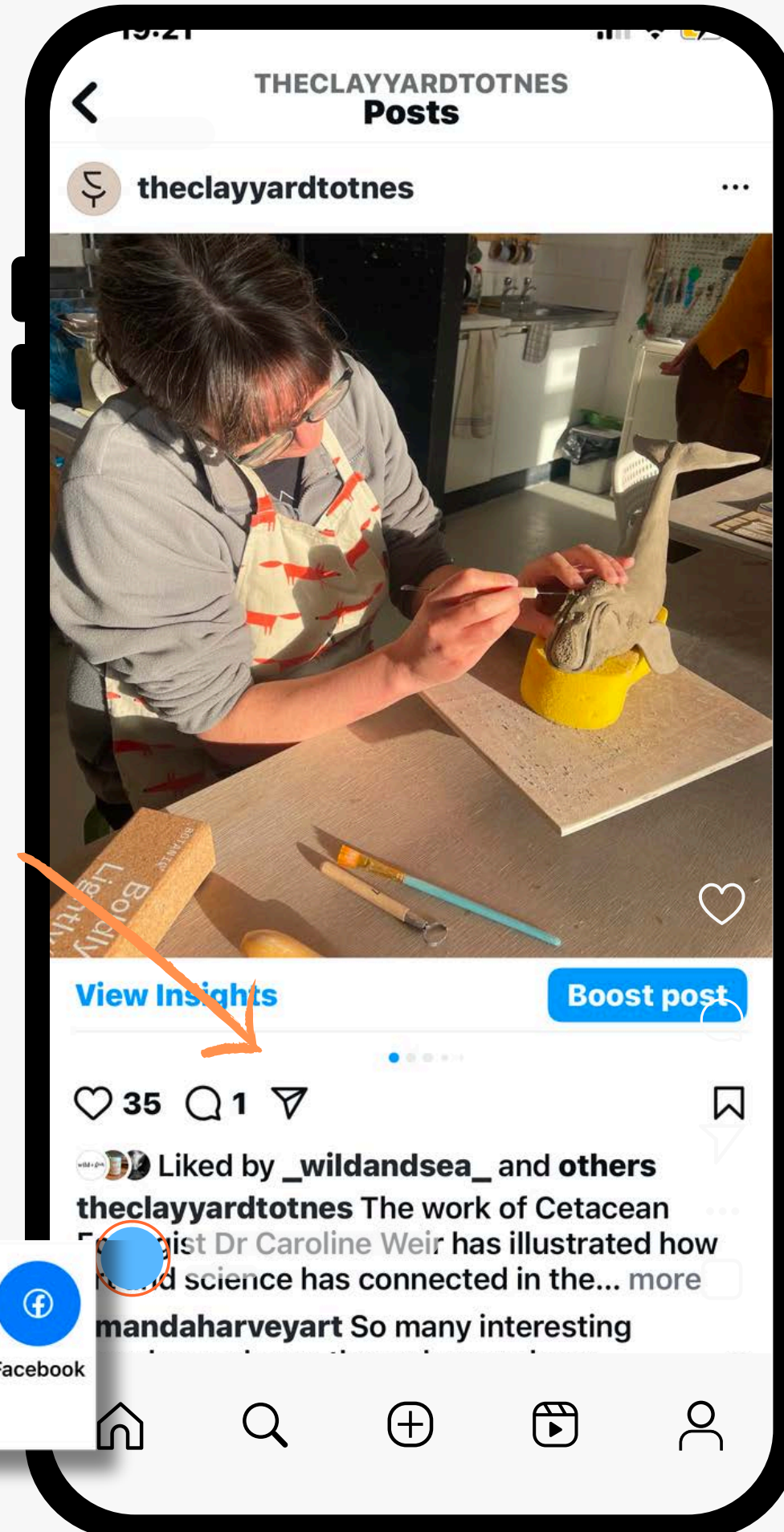
ACTIVITY 3

MAKE A STORY

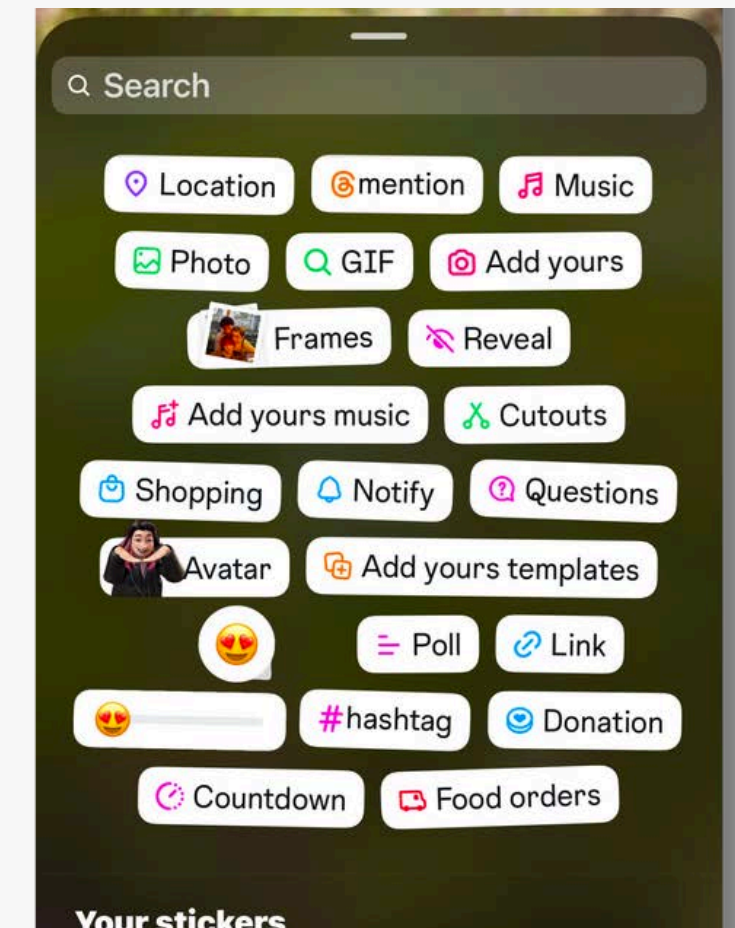
a. Open your post

b. Click paper-aeroplane

c. Add to Story



If you have time...

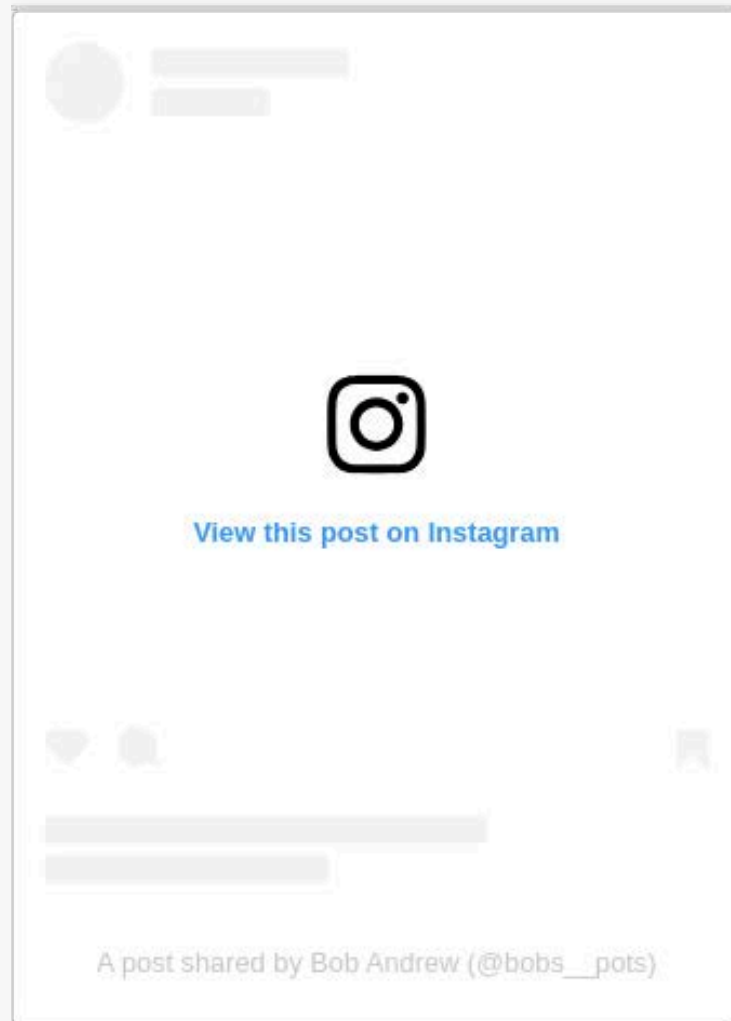


Add a sticker.

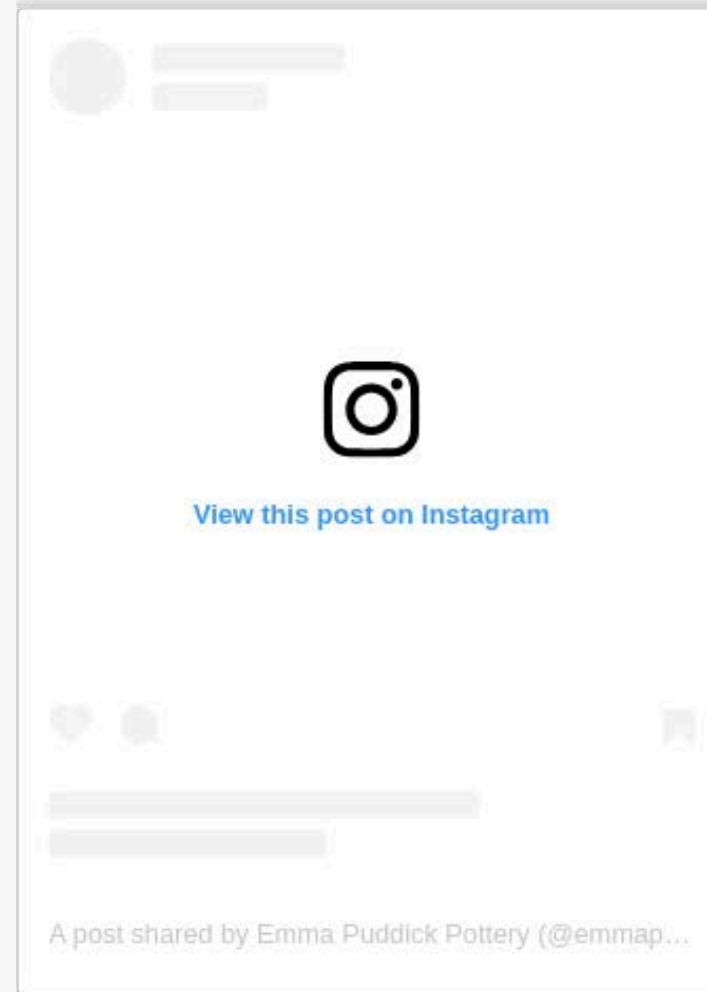


REELS

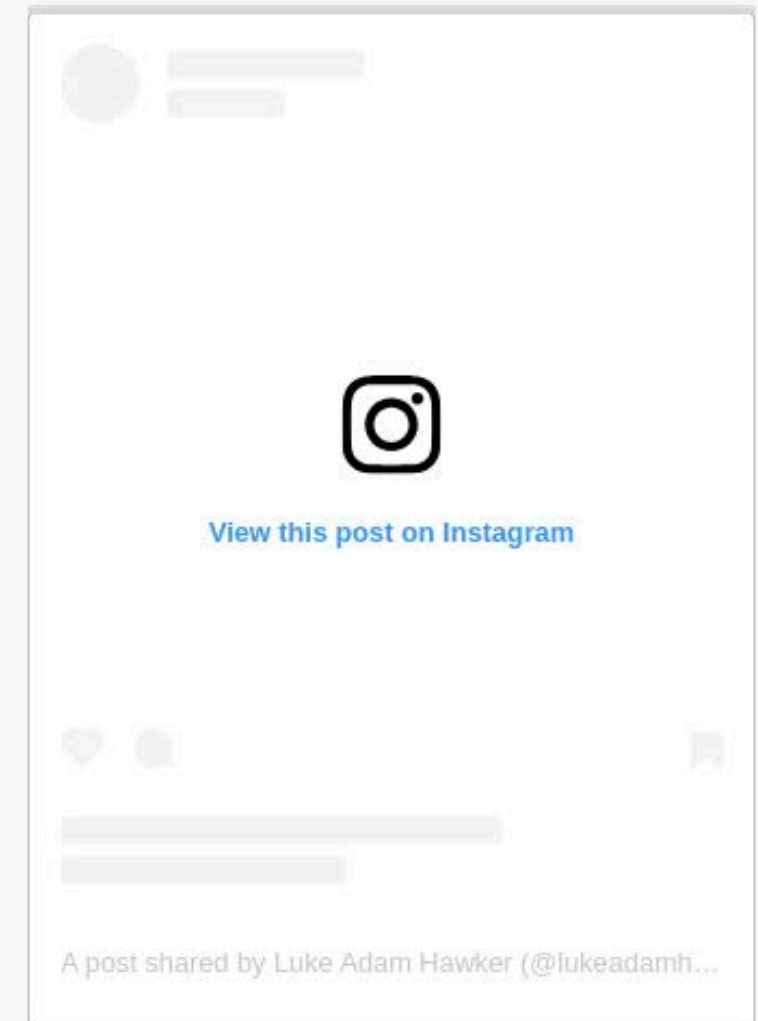
How to keep your visitors attention through 'reels'.



Plenty of Action



Useful and Interesting Content



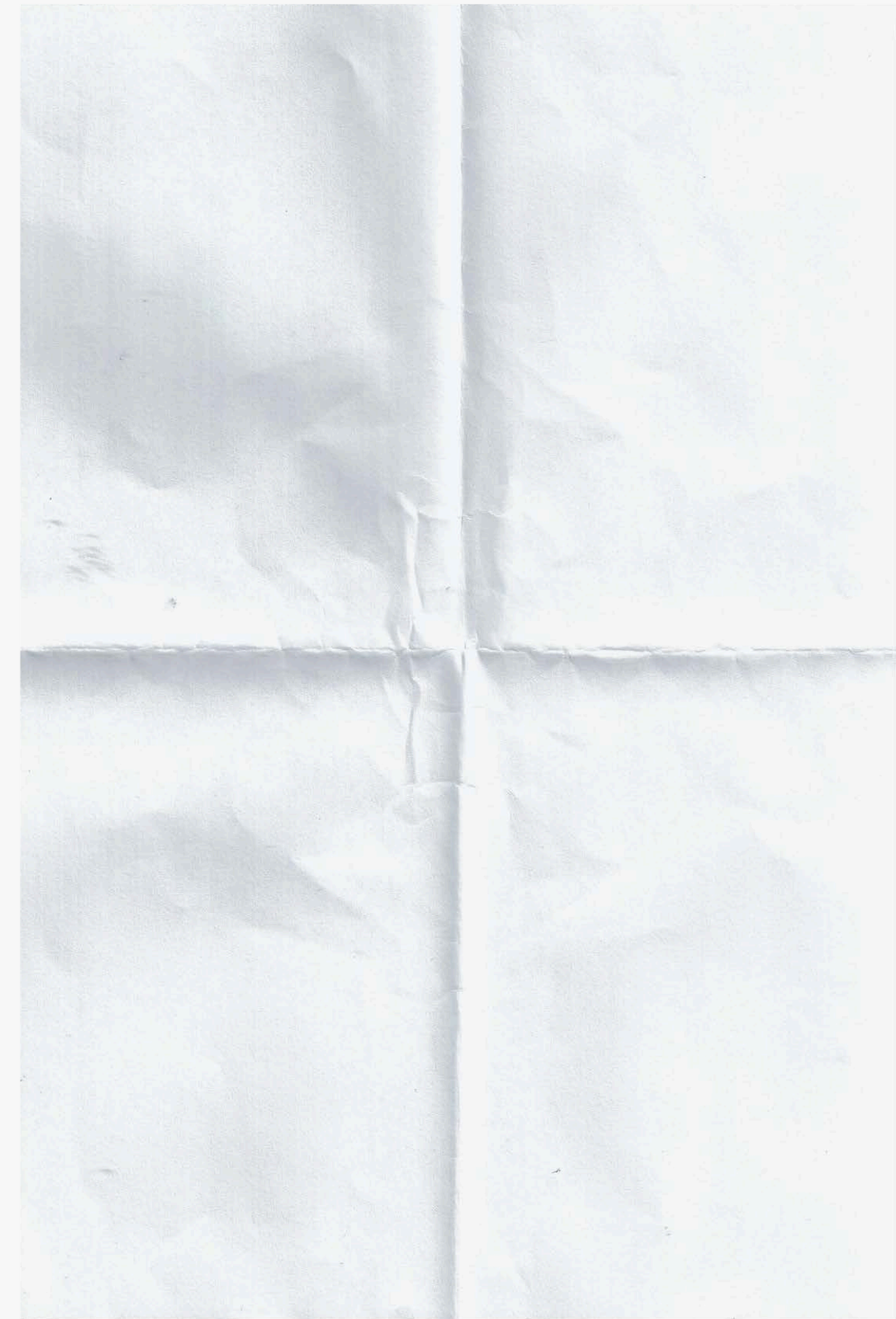
Emotional Connection

ACTIVITY 4

PLAN A REEL

Fold an A4 sheet of paper into 4. Each section is one frame of your reel.

Plan a reel that sums up the year of 2024. It should aim to meet at least one of the three attention grabbers Action | Learning | Emotional



TAKING IT FURTHER

- Use your Reel storyboard to make your reel. Tag in others from the WPA.
- Engage with others on this workshop - comment and share their posts.
- Make a plan of your social media posts for the weeks and months ahead.
- Set yourself a goal to increase your followers.
- Find out the optimum time of the day to engage your users and time your posts accordingly.

THANK YOU

from

Charline Marzin and Alison Hannah