



ART SY

10 Instagram Tips for Art Fairs

HOW TO CRAFT THE PERFECT POST

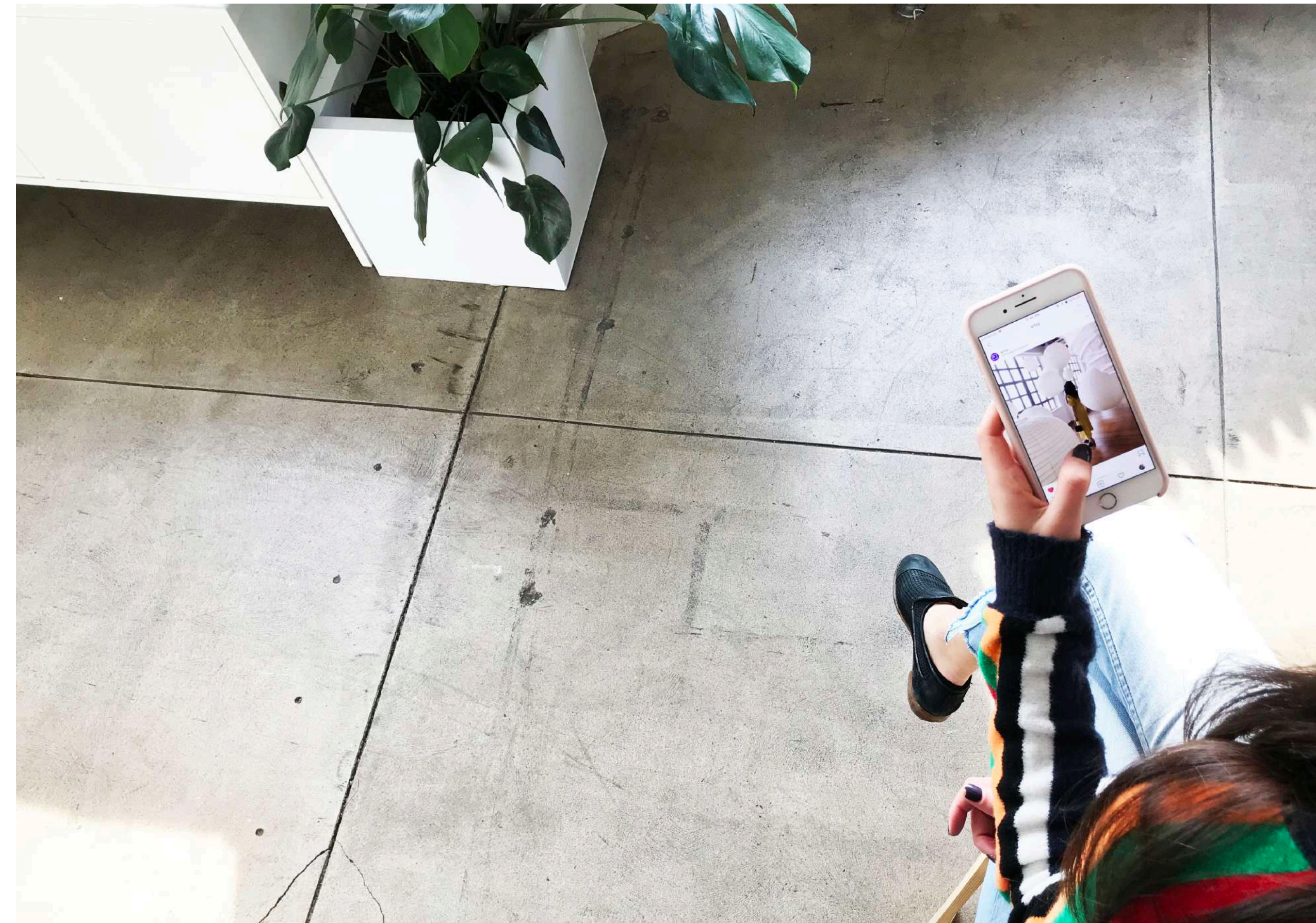
Introduction

Art fairs are a prime opportunity for you to grow your gallery's visibility on Instagram by posting compelling content (and encouraging fair visitors to stop by your booth). While it might seem daunting, producing a strong image and optimizing a post for performance doesn't have to be difficult.

Get creative with your content but keep quality high and optimization in mind. Brainstorm your posts for the week in advance and ensure they include variation and tell a story as a whole.

Showcasing multiple artists? Develop a way of spotlighting each. Focusing on one artist? Highlight the most compelling elements of their practice. Be intentional and do as much work as you can in advance so the week flies by and you set your gallery up for success. Finally, include your gallery's handle and any relevant hashtags in any printed collateral on your labels. It can be extremely subtle, but having it there encourages visitors to post and tag.

Read on for our social media team's top 10 tips to help get your gallery started.



10 Tips for the Perfect Art Fair Booth Post

1. ADD A PERSON

Always include a person for scale (it helps if they're dressed interestingly). A person in the image both gives the work dimension and keeps the shot from looking too sterile.

2. ILLUSTRATE DEPTH

Try shooting *through* a work to add dimensionality and scale.

3. KEEP WHITES WHITE

Filters and processing apps are easy-to-use tools that give your photos the boost they need to catch your audience's eye. Use features like [Snapseed's Selective Adjust](#) tool to desaturate walls and make them appear as white as they are in person.

4. INCLUDE CONTEXT

While it's tempting to keep your shot tight, step back to show more of your booth and put the image in context.

5. SHOW CONTRAST

Get creative with color in your image—you only have a second to capture attention with your post and strong uses of color can capture attention quickly.

6. CREATE A FOCAL POINT

You can enhance the focal point of your image by including [subtle vignetting](#) (darkening of the edges of the image) in apps like Snapseed.

7. TELL A STORY

Try to include information about the artists or works you're presenting, a short fact can make your caption much more compelling.

8. RESEARCH HASHTAGS

Do a quick search to make sure you're including the official hashtag for the fair in your caption, as well as the top trending hashtags. Also use your posts as an opportunity to promote your gallery's hashtag if you have one.

9. USE A GEOTAG

Adding a geotag is a quick and easy way to make your post more discoverable.

10. DIRECT TO MORE INFORMATION

The link in your bio is a great place to include more information about your artists and fair presence (i.e. your booth on Artsy).

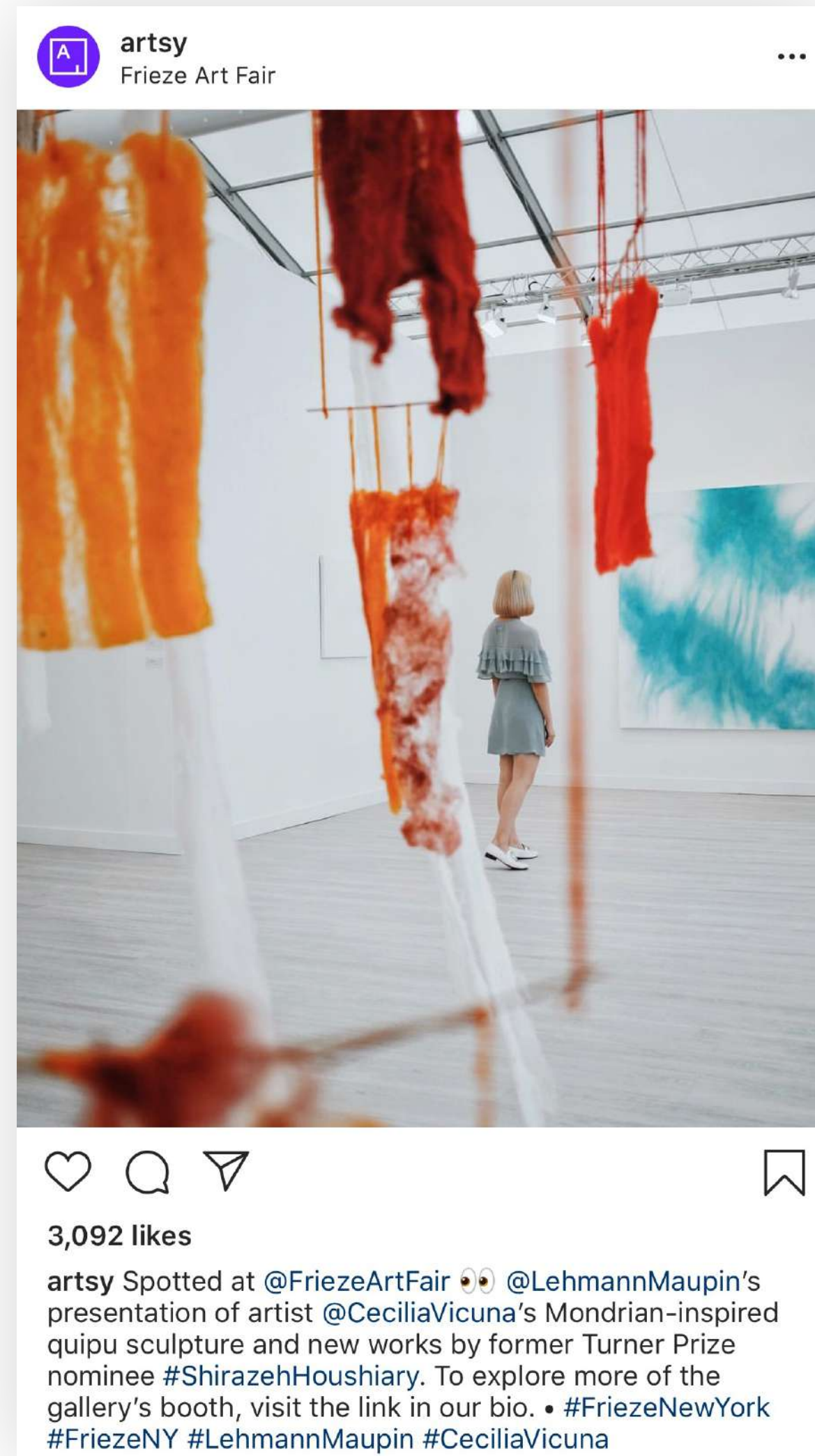
Anatomy of an Art Fair Booth Instagram Post

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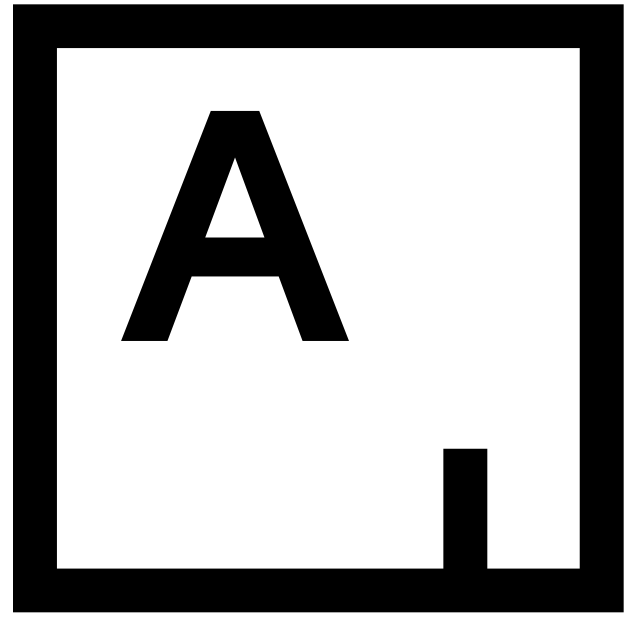
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