



# SMMART

## Social Media Marketing for Artists

### **Visual Artist Guidelines**

We are accepting 14 visual artists to SMMART, with a goal to have 50% representation by Indigenous artists. Applications are open to Saskatchewan-based artists practising all mediums of visual art. Visual artists will be interviewed and recorded working in their own personal studios. Visual artists do not have to live in Regina or travel to Regina. We will send our crew to you. If you do not want to be filmed in your studio environment, we can make alternative arrangements to film at the Creative City Centre in our Hague Gallery.

**Deadline to apply is June 18, 2021.**

### **Application Guidelines for Visual Artists:**

- Applications are open to Saskatchewan-based artists practising all mediums of visual art. If you are not sure if you qualify, give us a call at (306)546-5565 or send us an email at [smmart@creativecitycentre.ca](mailto:smmart@creativecitycentre.ca)
- Applications are open to emerging and established professional artists.
- Artists must submit 6-10 photos or videos of their original artwork.
- In the application form, we ask for your current social media information (i.e. likes, followers, etc.). Your application will not be judged on the number of followers or subscribers you have. We are asking for these numbers to form baseline data for this project and will also be recording the number of followers or likes you have at the end of the project. Please give us accurate social media information.
- If you do not have “artist” social media pages, please give us your personal social media page information.
- All applications will be adjudicated by a jury comprised of representatives from the partnering organizations.

- You will be adjudicated based solely on the information and attachments that you provide in the SMMART application form.
- A jury will be held in early July, and selected artists will be notified as soon as possible thereafter.

### **Project Guidelines for Visual Artists**

- Successful applicants will be contacted to arrange the content creation component of this program, which includes photo, video and interview footage.
- Professional photographs will be taken of the artist's work. Artists may choose up to 10 works to be professionally photographed.
- Artists will also receive professional headshots for promotional purposes.
- Artists will be recorded for a short interview segment.
- If appropriate, video footage of the artist working in their studio will also be recorded.
- Video recordings, interviews and artwork photography will take place at the artist's studio unless otherwise arranged.
- Artists will receive an edited video of their studio tour and interview, using an "artist showcase" format. This video can be utilized by the artist for any reason, including funding applications, exhibition applications, etc.
- Artists will receive digital photographs of their artwork for their own use.
- Artists will participate in an 8-week social media marketing training program taught by social media experts from Strategy Lab.
- The course will be offered through Zoom with the other selected visual art applicants. The Zoom sessions will take place on a TBD night of the week from 7pm-9:30pm.
- Participants **must attend the live Zoom sessions** to complete the program. This will give participants the opportunity to ask questions and to engage with fellow artists, the instructors and guest speakers.
- During the training program, you will begin to develop your own social media campaign using the digital content made during the SMMART video shoots.

- Artists will learn to track their campaign to evaluate and adjust it as required. We will also be tracking the campaigns to help us determine if we need to adjust the course curriculum or not!

**Summary of What You Get:**

- 8-week online course on social media marketing strategy (2.5-hour class per week)
- Professional photos of your work and headshots
- 20-30 minute artist spotlight video
- All for FREE (valued at \$2500)

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