



# **SOCIAL MEDIA MARKETING GUIDE**

As a small business owner in the fired arts industry, social media can be one of your most powerful tools for attracting customers, building community, and growing your business. Here's a comprehensive guide to help you navigate social media marketing.



# BEST PLATFORMS FOR FIRED ARTS STUDIOS

Focus on platforms where your target customers are likely to be active and engaged:

## 1 Instagram

Great for visually showcasing your pottery designs, studio space, and customer creations.

## 2 Facebook

Ideal for community engagement, event promotion, and sharing longer-form content.

## 3 Pinterest

Perfect for visual inspiration and project ideas, attracting hobbyists.

## 4 TikTok

If you're comfortable with video, this platform is growing rapidly and great for behind-the-scenes or process videos.

## 5 YouTube

For longer, educational content like tutorials or workshops.

# BEST DAYS AND TIMES TO POST CONTENT

Timing can affect engagement rates, but this varies by platform and audience. Here are the general guidelines:

## Instagram and Facebook

- **Best Days:** Monday, Wednesday, Friday
- **Best Times:** 9 AM – 11 AM or 7 PM – 9 PM

## Pinterest

Evenings work best, particularly on weekends.

- **Best Days:** Saturday, Sunday
- **Best Times:** 8 PM – 11 PM

## TikTok

You can experiment with a mix of weekdays, especially in the evenings.

- **Best Times:** 6 PM – 9 PM

Use analytics tools (such as Instagram Insights or Facebook Page Insights) to track when your specific audience is most active.

# CONTENT IDEAS FOR FIRED ARTS STUDIOS

Your social media should reflect your studio's creativity while engaging your audience. Here are content ideas that resonate well with fired arts businesses:

- **Showcase Customer Creations:** Share customer projects, either by photographing completed pieces or showing progress shots.
- **Behind-the-Scenes:** Show how pieces are made or fired, how the studio operates, and your creative process.
- **Interactive Polls/Questions:** Ask your followers to choose between designs, colors, or techniques. This encourages engagement and feedback.
- **Event Promotions:** Highlight upcoming events, workshops, or holiday promotions at your studio.
- **User-Generated Content:** Encourage customers to post their own photos and tag your studio. Repost them to build community.
- **Time-Lapse Videos:** Capture the pottery-making process in a time-lapse format to share the magic of creation.
- **Seasonal Content:** Tailor your posts to holidays, trends, and themes like "fall decor" or "Christmas pottery painting ideas."
- **Studio Updates:** Announce new inventory, pottery designs, or features at your studio.

# SAMPLE SOCIAL MEDIA SCHEDULE

Here's a sample weekly schedule to keep you consistent:

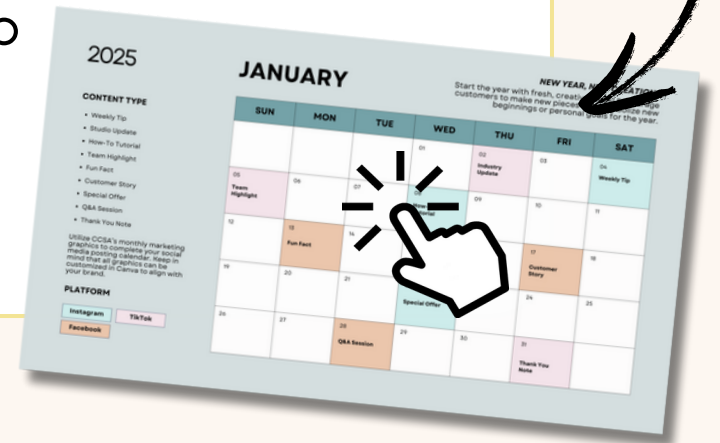
| DAY       | PLATFORM  | CONTENT                                                        |
|-----------|-----------|----------------------------------------------------------------|
| Monday    | Instagram | Post customer creation photos with a thank you or shout-out.   |
| Tuesday   | Facebook  | Announce any upcoming events or workshops.                     |
| Wednesday | Instagram | Post a behind-the-scenes story of pottery in progress.         |
| Thursday  | Pinterest | Share a board of seasonal pottery ideas and inspirations.      |
| Friday    | TikTok    | Upload a time-lapse video of pottery painting.                 |
| Saturday  | Instagram | Repost customer-generated content or highlight user stories.   |
| Sunday    | Facebook  | Run a poll on color choices for next week's workshop or event. |

# PLANNING AND SCHEDULING POSTS

Efficiently managing social media for a busy PYOP studio requires planning ahead. Here's how to stay organized:

## Use Content Calendars:

Plan your posts at least one week in advance using a content calendar. The CCSA Marketing Calendar can be edited in Canva and printed. Also tools like Google Sheets, Trello, or Airtable can help you stay organized.



## Schedule Posts

Use scheduling tools like **Later**, **Hootsuite**, or **Meta Business Suite** to schedule your content in advance, freeing up time to focus on running your studio.

## Batch Content Creation

Set aside a couple of hours once a week to take photos, write captions, and create posts for the week ahead.

# TIPS FOR GETTING ENGAGEMENT

Building an engaged community around your pottery studio is key to social media success. Here's how to boost engagement:

1

## Respond to Comments

Reply to every comment and direct message in a timely manner to build relationships with your audience.

2

## Use Hashtags

Research relevant hashtags (e.g., #PYOP, #potterystudio, #paintyourownpottery) to reach a broader audience. Include local hashtags to attract nearby customers.

3

## Run Contests

Encourage followers to tag friends, share posts, or post their pottery creations for a chance to win discounts or free studio time.

4

## Engage in Stories

Use Instagram or Facebook Stories to run polls, ask questions, and share real-time updates that can foster two-way communication.

5

## Tag Collaborators

If you collaborate with local businesses, tag them in your posts to cross-promote and grow your audience.

# OTHER TIPS AND BEST PRACTICES

## 1 Track Performance

Regularly review your analytics to see which types of content resonate most with your audience. Adjust your strategy based on what works.

## 2 Stay Consistent

Post consistently to stay top-of-mind. Even if it's just a few times a week, being regular with your posting schedule is important.

## 3 Show Your Personality

Let the uniqueness of your studio's vibe and your own personality shine through your posts. People want to connect with authentic brands.

## 4 Experiment

Try new ideas, platforms, and content types (like Reels or TikTok videos). Experimentation helps you discover new ways to connect with your audience.

By consistently implementing these strategies, you'll see greater engagement, foot traffic, and a stronger sense of community around your PYOP studio. Keep experimenting, be authentic, and let your creativity shine!