



Instagram for Artists

**The step-by-step guide
to sharing your art on Instagram**

Instagram for Artists: The step-by-step guide to sharing your art on Instagram
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Why make a guidebook?

In my career I've built small online businesses and trained dozens of professionals in marketing. I've managed the social media accounts of large brands, and I use Instagram for my own business as well.

I decided to create this guidebook because I know firsthand the struggle that artists face when starting with social media. If you're reading this right now, you've probably struggled too.

With this guidebook, I aim to make it simple for ANYONE to use Instagram to start promoting their art.

What does it cover?

There are certain basics that I cover anytime I coach a creative person on how to build their Instagram accounts. This book explains all those basics. It'll introduce you to Instagram and posting, whether or not you've ever used social media before.

I broke this guide up into 5 parts. You can traverse them in chronological order or dive into any one section. Either way, each section makes sense on its own.

Are you ready to see how easy Instagram can be? :) You're about to embark on an amazing adventure! Just keep in mind that no amount of information alone will get you to success. The key to using Instagram properly is to use it often. Every day even.

This guide will get you started. Your passion and consistency will take you the rest of the way.

Joe Ensminger
Founder of Deep Fried Group

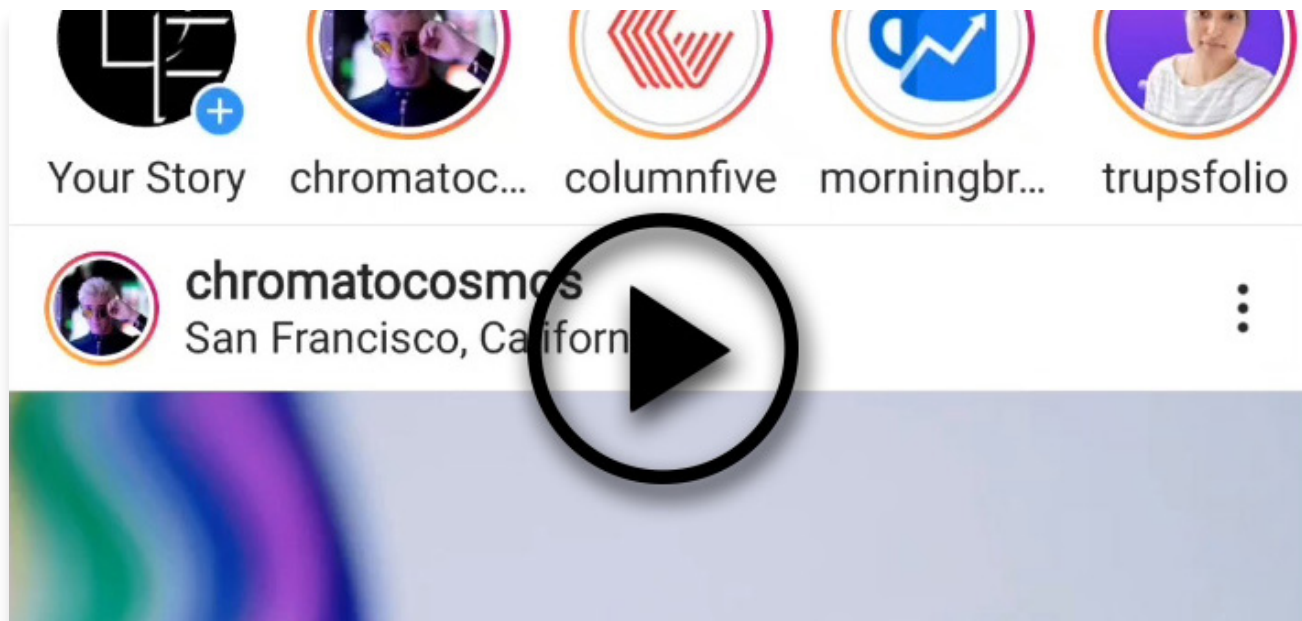
Table of Contents

Introduction to Instagram	1
1. Creating your Instagram Profile	2
2. How to Post on Instagram	5
3. #Hashtags and How to Use Them	10
4. 10 Effective Instagram Captions for Artists	14
5. More Inspiration & Examples	17
Thank you!	30

Introduction to Instagram

If you use Facebook, you'll have some intuition about how Instagram's main feed works. On Facebook, your newsfeed is made up of posts from friends and family that Facebook believes interest you.

Instagram does the same thing—when you open your Instagram app, you'll see a stream of images and videos posted by people you're interested in. Here's a quick video of my feed:



Both Instagram and Facebook take into account the pages you've said you like, the groups you're a part of, and your friend network.

Instagram even goes one step further than Facebook. It shows you things you MIGHT like along with content by people you follow.

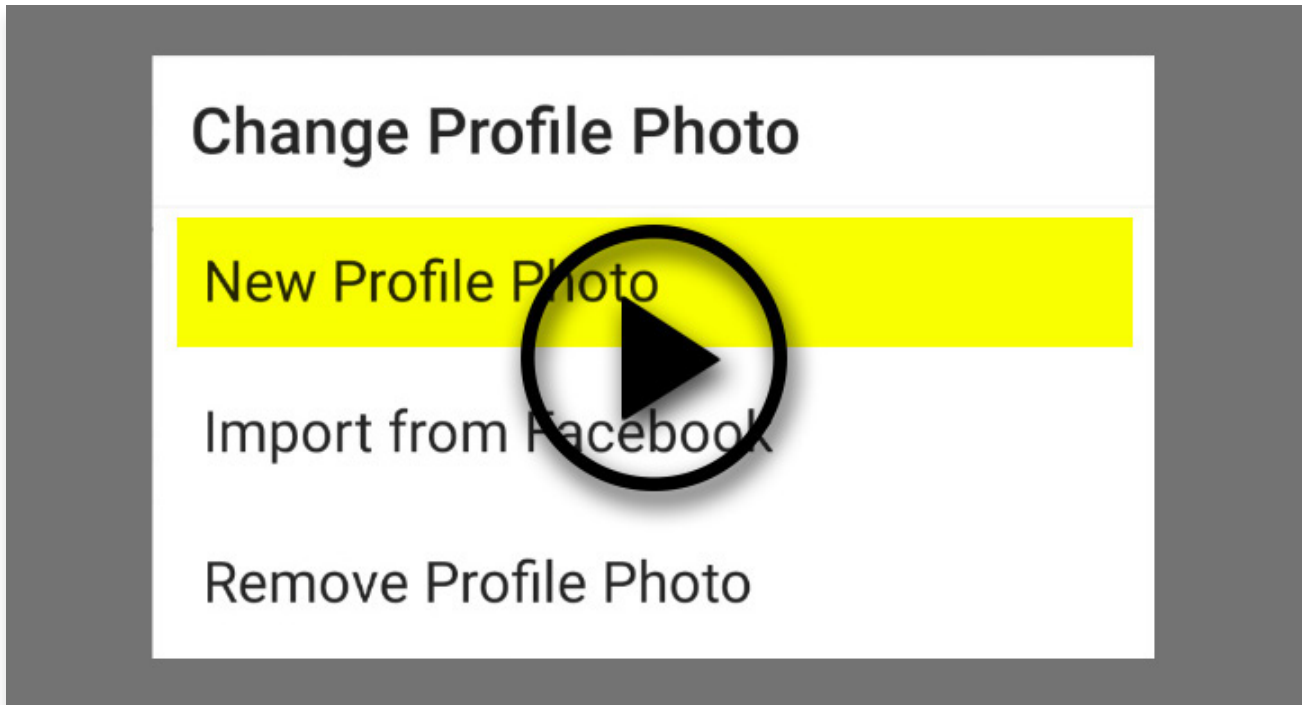
This is why Instagram works so well for artists who want to gain exposure for their art. By putting your art on Instagram, you're ensuring it gets seen by strangers, as well as friends.

Are you ready to get started? Then read on!

1. Creating your Instagram Profile

Like most social media platforms, Instagram allows you to upload a photo and write a little bit about yourself. And, you can finish setting up your profile in just a few minutes.

If you haven't already, go to Instagram.com and sign up. Follow the prompts until you get to the profile section. Then, watch the video below to see how to add your profile photo.



What kind of photo should you choose?

Your photo will appear next to every post you make on Instagram. Since most of your posts will be images of your artwork, I suggest picking a photo of your face, so your viewers can start connecting you with your work. (A logo works fine too, if you'd rather go incognito.)

I also recommend using a square photo if you can. If you don't have a square photo, Instagram will crop it to make it a square—so just be aware of that.

Writing your bio description

Your bio description is really an opportunity to persuade your viewers to do something. . . .

End of preview. [Click here to purchase the guide](#)