

loish Patreon ♥

TUTORIAL CHEAT SHEET // HOW I PREP & SCHEDULE SOCIAL MEDIA POSTS

TOOLS

> PHOTOSHOP & PREMIERE

I use these to edit video and resize images.

> PLANOLY

This is how I plan out my instagram grid ahead of time.

> GOOGLE

I use this to type text and save images to the cloud.

KEY LESSONS

- How to **set up a schedule** for your social media posts
 - How to **resize images** for social media
 - How to **separate** your creative process from your social media activities
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OTHER RESOURCES

> USING SOCIAL MEDIA TO MARKET YOUR ART

This lecture talks about algorithms and finding your tone of voice for posting on social media.

> MAKING YOUR SKETCHES PRESENTABLE

This tutorial runs you through how to modify your rough work so that it looks appealing when you post it.

TIPS // EFFICIENCY

CREATE MULTIPLE POSTS FROM ONE ARTWORK

Posting only when you've created new artwork limits how much you can post, and also puts stress on your creativity. Creating multiple posts from one artwork (like showing your process or recycling your posts) gives you more breathing room.

FOR VIDEO, A LITTLE GOES A LONG WAY

You don't have to film your full process in order to create short videos, like tiktoks or reels. Just a few minutes of footage is enough to create content.

PREP POSTS IN ONE BATCH SESSION

Plan one regular session per week/month/whatever to prep your posts ahead of time. This makes it less time consuming and makes posting easier.

TIPS // MENTAL HEALTH

DON'T TAKE (LACK OF) INTERACTION PERSONALLY

To some extent, that 'screaming into the void' feeling is unavoidable. It helps to accept it, or shift your focus to smaller, more engaging communities.

SCHEDULE TIME AWAY FROM SOCIAL MEDIA

Social media can be all-consuming and addictive. Prioritize time away from it so that you're more able to take some distance from its negative sides.

PLATFORMS INFLUENCE THE CONTENT

Specific platforms incentivize specific behavior. Be aware of these patterns and make conscious choices on whether you want to participate in that.

TIMECODE	SECTION	DESCRIPTION
01:15	INTRO	An overview of how my relationship with social media developed over time.
04:20	BASICS	How I currently plan and schedule my social media posts.
15:14		A list of platforms and tools that I use.
24:00	DEMO	Full walkthrough of how I prepare my social media posts.
38:14		Recap of the workflow
40:33	TIPS	Tips: efficiency
42:40		Tips: mental health

DEMO // STEPS

01 // CHOOSE YOUR IMAGES.

- Figure out which images you want to post ahead of time.
- If you don't have new art, pick other content, like a throwback, process video, behind-the-scenes content, etc.

02 // WRITE DESCRIPTIONS

- In a text document, type out the image descriptions.
- Keep it short, to-the-point, and something that initiates a conversation.

03 // RESIZE IMAGES FOR SOCIAL MEDIA

- Double check ideal images sizes for different platforms by consulting google.
- Use image editor to resize the images and add a bit of noise to them.
- Don't forget to add a signature!

04 // SAVE IMAGES TO THE CLOUD

- Save them in .png format to a location where you can access it from your phone.
- If you're using instagram, Planoly is a good tool for this.

05 // POST AT THE SCHEDULED TIME

- Set a reminder to post your artwork.
- Post your artwork at the scheduled time and copy/paste your previously written text.