



30 DAY SOCIAL POSTING PLAN

 **MILAN** ART



Congratulations World-Changer!

You've downloaded this social posting plan because you're ready to start connecting with collectors and selling more art and we're here to help you.

So many artists spend their time posting to social media for the wrong audience. They post content that appeals to other artists.

Our goal with this guide is to help you break that pattern and start connecting with collectors that will be lining up to buy your art because they resonate with you, your story, and your art.

LET'S GET STARTED >



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[CREATE YOUR CONTENT PILLARS >](#)



Create Your Content Pillars

Identify your content pillars, the topics that you want to talk about on a consistent basis.

Elli Milan's examples:

- Empowerment
- Pursuing your destiny with passion
- Transformation
- Overcoming obstacles
- Authenticity

The purpose of having content pillars is to guide and frame every post that you make. When using the posting plan that we provide in this guide, make sure to have your photos and copy reflect the content pillars that you've outlined for yourself. That way you have a cohesive voice.

[CREATE YOUR WORD BANK >](#)



Create Your Word Bank

Now that you've made your content pillars, create a word bank for yourself that reflect your content pillars. This will help you find inspiration and have a starting place when you don't know what to post. Although, you'll have our posting plan in this guide, so that shouldn't ever be an issue.

- Create a list of verbs that reflect your content pillars
- Now, create a list of adjectives

GENERAL TIPS >



General Tips for Posting

- **Start out every post with a hook.** This doesn't need to be cheesy, or over the top, just something to make the scroller want to stop scrolling and read the rest of your post.
- **Give people a reason to comment.** Somewhere within each post there needs to be a call to action that gets people to comment or maybe even share on their stories if it is worthy. Most of the time, you'll do this at the end of posts.
- **Speak directly to your audience.** You want to write love letters instead of make billboards. If you speak directly to your audience you'll create much more engagement and provide more value. In addition, your followers will start to relate to you more.
- **Allow yourself to be seen.** We know it can be hard to be vulnerable, but this is key to truly creating a bond with your followers and gaining trust and respect. There is a line you don't want to cross, though.
- **Try to avoid sharing negativity** unless you have a story of overcoming or some sort of happy ending or positive outlook to go with it.

30 DAY PROMPTS >



30 Day Prompts

Day 1



Visual

Selfie of you with your art.



Caption

Share who you are, why you love to paint, and let your followers get to know you. Ask where everyone is from to get more comments.

Day 2



Visual

Carousel of stages of a painting, or closeups. Should start with the whole piece.



Caption

Share about your favorite painting you've created, show the finished piece, the story behind it, what inspired you, and ask what does everyone feel from it?

Day 3



Visual

Photo or video of a painting in progress.



Caption

Share a work in progress and a revelation you've had recently. Ask the audience if the revelation resonates, and if so, why?

Day 4



Visual

Video of moments from your day, keep each clip under 3 seconds.



Caption

Share a day in the life of you, make a reel with key moments from your day, use voiceover to tell a story about your day.



Tip

Share your voice as often as possible, so your audience gets to know you intimately. Try to make everything a story.

Day 5



Visual

Make a reel where you show the sketch, pull it away to reveal the painting.



Caption

Share a sketch and then the painting, what sparked the idea. Ask audience how art inspires new ideas for them?



Tip

Show the tools you used to make the sketch or painting (bonus points if you used Milan Art brushes).

Day 6



Visual

Share a picture or video of you in your studio working.



Caption

Tell a story from that day. Ask the audience if they find their own work enriching?

NEXT >



30 Day Prompts

Day 7

Visual

Make a time-lapse reel of something you're working on and voiceover of a short story about the theme and how you came up with the idea.

Caption

One line to grab people's attention that alludes to what you're talking about in the voiceover.

Day 8

Visual

Post a finished painting, could be a reel with several clips of the painting or simply a picture.

Caption

Share the meaning behind the painting. Ask the audience what they think the ideal environment would be for the painting?

Day 9

Visual

Share a dramatic before and after of a painting, (show the after first for better engagement) messy stage then refinement.

Caption

Talk about how your creative process connects to your content pillars.

Day 10

Visual

Professional shot of you in your studio, closeup of you.

Caption

Share about how you became an artist, what about being an artist do you love most?

Tip

Talk about your experience in the Mastery Program or latest workshop and tag us so we can repost you.

Day 11

Visual

Lifestyle shots with voiceover or an old pic of you when you were younger.

Caption

Tell a story about a recent challenge, how you overcame it or are in the process of overcoming.

Day 12

Visual

Closeups of pieces that will be in the show. Timelapse of you working on a painting.

Caption

Tease an upcoming show, project, or collaboration.

NEXT >



30 Day Prompts

Day 13

Visual

Carousel, share pictures with you, the collector and the art, close-up of just the art.

Caption

Share about a recent experience with a collector, share the painting you sold and any poetry or stories you have about the art.

Day 14

Visual

Reel, show how you pack your artwork for shipping, include any personal touches.

Caption

Talk or write about how much care you put into your packaging and shipping and what it is like for the collector to receive your artwork, include testimonials of people who have received your work.

Day 15

Visual

Post a photo or video of you signing your work.

Caption

You can write about the signature of one of your favorite artists or an artist from art history who inspires you and how their signature stands out to you, OR talk about the satisfaction of seeing your vision come to completion and how finishing paintings is so fulfilling.

Day 16

Visual

Carousel of a photo shoot with you and a series of your art all around you, you working on one of the pieces, close-up of your hand and the art.

Caption

Post several pieces of art maybe from a series and discuss the meaning behind your art or symbols you use in your work.

Day 17

Visual

Reel of a studio tour, talk about your favorite materials to work with and why, talk about how being in your studio makes your feel, or productivity and of your creative process and take satisfying shots of your space.

Caption

Write about your art studio and how much you love to be working in it.

Day 18

Visual

Share pages from your sketchbook or a video of you flipping through your sketchbook.

Caption

Write about your sketch book and how it gives you inspiration for your paintings or fills in on days when you want to take break from your work and play and make discoveries. You can highlight a particular story or experience or sketch.

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30 Day Prompts

Day 19



Visual

Post a photo of your painting in a nice home or environment.



Caption

Share about how art elevates a space, write about color or emotion or how the theme will draw us in and inspire us throughout our day.

Day 20



Visual

Show a reel or photos of you doing something you love, cooking, a craft, a sport, hiking with your family or a friend, or travel etc.



Caption

Discuss how another hobby of yours relates to your art. Talk about how these experiences inspire your work and add dimension to your life.

Day 21



Visual

Old pics of you painting or being creative, you can include a timeline like pics of you as a kid, and teenager, and young adult.



Caption

Share your earliest memories of art, were you always into art? How did you get your start in art?

Day 22



Visual

A before and after.



Caption

Share an older piece and how your art has changed over time, like a before the mastery program or when you first started painting and what you're creating now after you have evolved. Talk about how you are excited to see your art in the future.

Day 23



Visual

Show a new completed piece of artwork



Caption

Write a blurb about what the inspired the painting and remind people of artwork being for sale and how they can contact you.

Day 24



Visual

Share a closeup or detail shot of your work, maybe with your hand in it holding a brush



Caption

You can write about your signature color you like to use and how it makes you feel, or a theme you are painting and what it symbolizes to you.

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30 Day Prompts

Day 25



Visual

Share real life photos (that you took) of your artwork on products, if you have prints etc.



Caption

Remind people you have products for sale, write about how they can collect them and display them in a collection in their home.

Day 26



Visual

Reel: shots of your morning routine and getting to studio to work, show your pets if you have any. Sunrise, coffee, breakfast, journaling, sketchbook, messaging, exercise, praying/meditating.



Caption

Write about what you love most about your morning and why and how it relates to your art or you as a person. This is your chance to show your collectors more about yourself.

Day 27



Visual

Share that you're open for commissions & examples of past commissions.



Caption

Write about your commission process and how much you love to do them, If you have a testimonial or can one, this would be a great time to share that.

Day 28



Visual

Carousel of some finished paintings.



Caption

Ask your audience about what their favorite piece of yours is, ask which painting should you offer as prints, or only post one painting and ask people what they feel from it and what story does it tell them. Invite them to interpret your art and share in the comments.

Day 29



Visual

Reel: show a video of you working on a piece and then what it looks like finished.



Caption

Talk about your process on video in a way that collectors can connect with, write about your process in a romantic or mysterious way that leads people in and provokes questions or wanting to know more.

Day 30



Visual

You reading a book or the cover of the book with your artwork in background



Caption

Share the book you're currently reading and how it's inspiring you in your life/artwork.

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Conclusion

In today's world, social media has become an indispensable tool for you as an artist, granting you the power to connect with art collectors and establish a lasting bond. If you want to build a thriving career and sell your art, harnessing the potential of social media is no longer optional, but essential.

While the principles and tips taught in this download are relevant across various social media platforms, slight adjustments may be necessary to cater to the specific format of each platform. It is wise to concentrate your efforts where your ideal buyer frequents.

If you want to leave a lasting impact, you must strive to create art that evokes a sense of wonder through its sheer beauty and distinctive style. This might sound complicated and daunting, but it's not. The key is to prioritize honing your craft and developing a unique style, in addition to promoting your work. Once you've created art that truly stands out, promoting your work will become immensely easier.

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Conclusion

But how do you develop your own unique style as an artist?

In order to discover your own personal style, refine your skills, and learn how to sell more art while standing out from the crowd, you need to take The Mastery Program. This self-guided art program will revolutionize your approach to art creation on every level. With over 100 meticulously designed projects aimed at helping you master your creative prowess, you will soon find yourself producing true masterpieces. Within the first 30 days, both beginners and those with a BFA will excel at painting realistically and loosely.

After you've honed your skills, you'll learn how to develop your own unique style that fits your individual temperament and personality. This is done through our proven process. We've helped over 2,500 students discover their own voice and style.

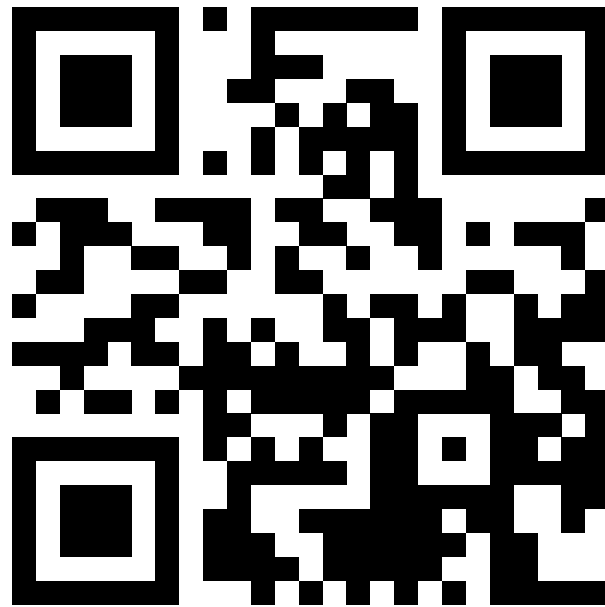
Once you've created your own unique style and process, your career will really start to take off and we'll be right there to guide you. With over 50 hours of marketing and sales training, you'll develop your own unique brand that clearly is in alignment with style and communicates your story with integrity. You'll learn how to build a social media strategy, build a website and turn your art into a profitable business so that you can quit whatever job you're working now and focus full time on doing what you love: **creating art.**

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Conclusion

Don't miss the opportunity to transform your life through this extraordinary one-year Art Program. To learn more, click the link [here](#) or scan the QR Code below.



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Apps to use

Post Formatting

Hashtag Expert

Caption Kit

Photo editing tools

VSCO

Afterlight

Video editing tools

Descript

Content planners

Notion

Hootsuite

Planoly

Community for Artists

Milan Art

Want to be a part of a thriving community of artists that genuinely want to see each other succeed?

Join the Milan Art Community and connect with over artists from around the world today. Get constructive feedback on your art, fresh inspiration and make new friends all in one place on the Milan Art App.