

Jan's Gems – February, 2018

Learning to Pick Your Best #Hashtags with Confidence . . .

Just in case you don't know the definition of Hashtag (I didn't know for sure), so just looked it up. It is defined as a type of metadata tag used on social networks such as Twitter, Instagram, and other microblogging services, allowing users to apply **dynamic**, user-generated tagging to connect with like-minded people. I emphasize dynamic, cause that could mean anything!

A little behind the curve, I started an account on Instagram (#janmaitlandart), and feel a little more hip now. I also have a dear friend helping me with my postings so I can learn from an expert (i.e. young person), and spend a little more time in the studio (at least an hour or two after all the social network reaching out is done Ha!

Social media is crucial for a visual artist. I just listed all the networks I already belong to on the internet. They include two Facebook accounts, a Twitter account, two Pinterest accounts, two Etsy Shops, VIDA Shop, at least four email accounts, Constant Contact, and my website (I even had two of those at one time)! Crazy, huh? There is no way this one-woman-band has enough hours in a day to keep up with this, and maybe there are some of you who feel the same way! Yes?

So . . . what's one more account? Instagram is now where it's at!

Now to be daring, I decided to post one of my pieces on my own with a little #hashtag confidence. I was looking forward to what would happen when I used several dynamic hashtags on my first post. Well . . . when I checked in, there was only one Like, and it happened to be my sister-in-law. She must have felt sorry for me. How was it possible I wasn't dynamic enough? I kept the post for my expert to see, and she gave me some good pointers. Take some time to study others on Instagram, and simplify your hashtags. I guess I misinterpreted dynamic in the first place. "Too-much-Maitland" on execution, once again.

In time I will have Instagram savvy, and will simplify the dynamic hashtags, but for now I'm glad I have my expert helping me.

Now, for some time in the studio!