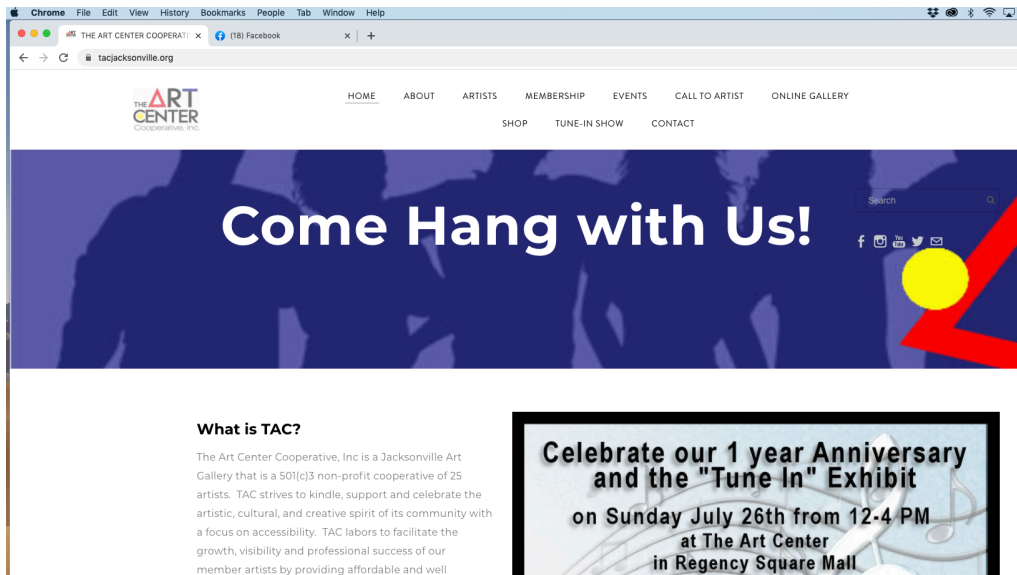
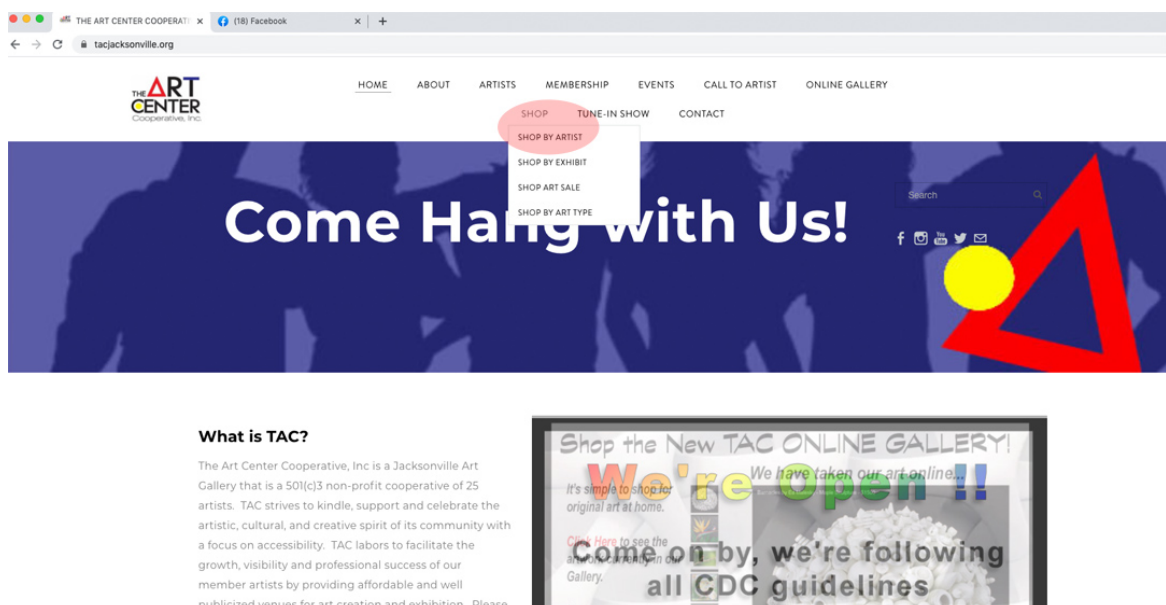


How to Share your artwork from TAC Online Shop to your social media.
The first example Deals with Facebook.

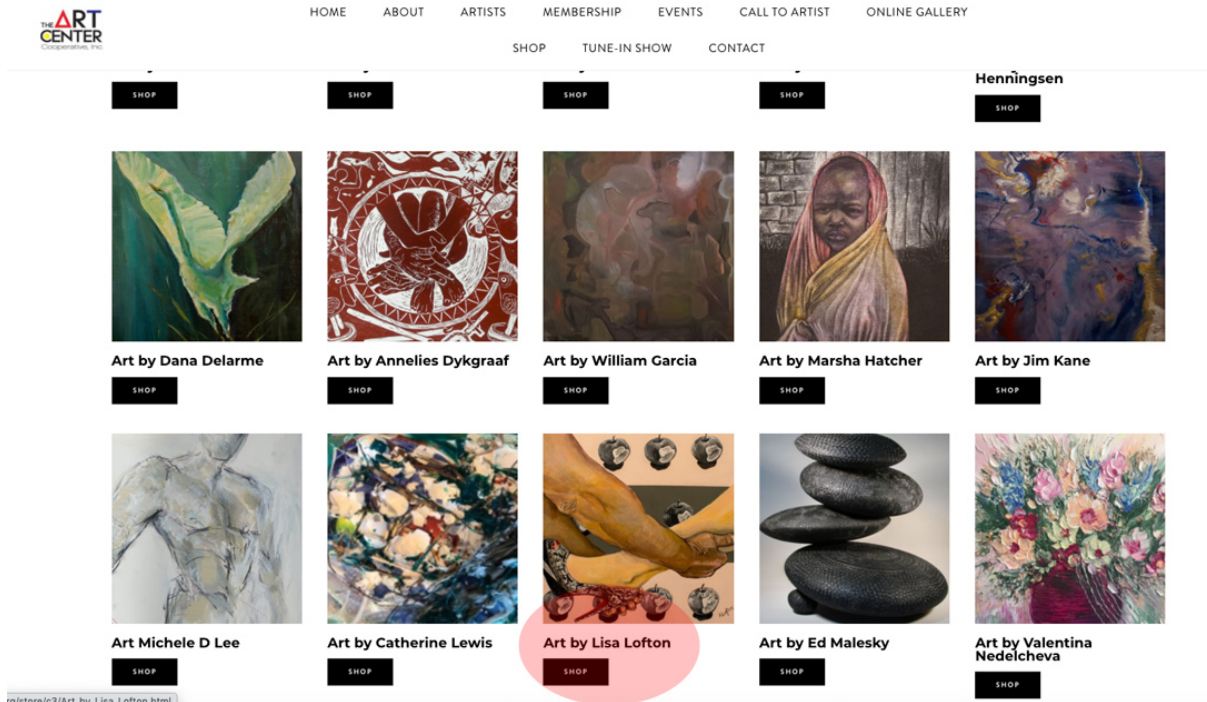
- 1) I first logon to my social media platform – in this example I am already logged into my Facebook account.
- 2) Then from my browser aka search engine (I used Google Chrome in this example) I type the address of the TAC website into my address bar. You can also follow this link www.tacjacksonville.org



- 3) I then select **SHOP** option from the second line of the top Menu.
- 4) A pull-down menu will appear, select **Shop by Artist**



- 5) This will take you to the Shop by Artists Menu.
- 6) Find your art image with your name and click the **Shop** button your name. In this example I am clicking on the Shop button under my image/name “Art by Lisa Lofton”.



- 7) This will take you to your individual artist’s page. You should see all of the original art shown here that you currently have in the gallery.
- 8) Click on the image or name of the artwork you would like to share on social media. In this example below, I am choosing my “Don’t be Koi” painting because I want to let folks know it is currently on sale. You will click on the name of the painting/sculpture/photo... that you want to share from your individual artist page

Art by Lisa Lofton



String Art
\$125.00
Sold out



Aw Shucks from Apalachicola
\$400.00



Don't Be KOI
~~\$175.00~~ \$157.50
On Sale



9) Once you have clicked the name of your art piece. You will be taken to the detail page for your artwork.

Art by Lisa Lofton > Don't Be KOI



Don't Be KOI

~~\$175.00~~ \$157.50 *On Sale*

This original acrylic painting by Lisa Lofton portrays some playful Koi fish. Bright and happy. The perfect addition to home or office. The painting is framed in a barnwood floating frame.

Details

Original Painting
Artist Lisa Lofton
22.75 X 18.75 inches
Acrylic on Canvas
Framed

Details

- Colors of the art may differ slightly from original. Computer monitor color display settings differ, please call the gallery with any questions.
- Size includes Frame in the dimensions.
- Please check our gallery purchase policies during checkout.

10) It is good to check all the details of your art piece before you post it. If you want to add to your arts description please send an email to loftonweb@gmail.com with additional details about your artwork. I am making up descriptions for about 80-100 pieces of art so your input will help us sell online. Folks love to hear how the artists describes their artwork. Remember not to make it too long and consider descriptions that folks may

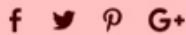
search for like “original painting”, “painting of koi fish” etc. Also click on the image of your art and see how folks can zoom in to see the details of your piece.

- 11) Make sure all of the other details are correct. The name, size, medium, price.... The size includes the frame if applicable.
- 12) Continue to scroll down the page and you will see the social media buttons right above the quantity field. (You will be sending people to this page using a social media link so that they can purchase your work online or just look at details). You can simply click on any of these buttons. They include from left to right - Facebook, Twitter, Pinterest, and *Google plus (currently not in use)*. For this example, I am going to use “Facebook”. I have Facebook open on my computer. Click the “f” icon.



Details

- Colors of the art may differ slightly from original. Computer monitor color display settings differ, please call the gallery with any questions.
- Size includes Frame in the dimensions.
- Please check our gallery purchase policies during checkout.



Quantity

1 available

ADD TO CART

Available for in-store pickup ⓘ

- 13) Give a few seconds for the **Share on Facebook** window to open. First you will want to put a message in for your post. See what I wrote in the red circle on the example below.... Make sure you are sharing on your News Feed or Story. It's the box right below the blue banner. Some folks have multiple Facebook identities and this is where they can move to a page that they might be a contributor on.

facebook.com/sharer.php?u=http%3A%2F%2Fwww.tacjacksonville.org%2F...

Share on Facebook

Share to News Feed or Story

Lisa Lofton

Now on sale - Don't be Koi at the Art Center Cooperative, Inc Online Store! Check out this painting and others currently at the gallery and online

TACJACKSONVILLE.ORG
Don't Be KOI
This original acrylic painting by Lisa Lofton portrays some playful Koi fish. Brig...

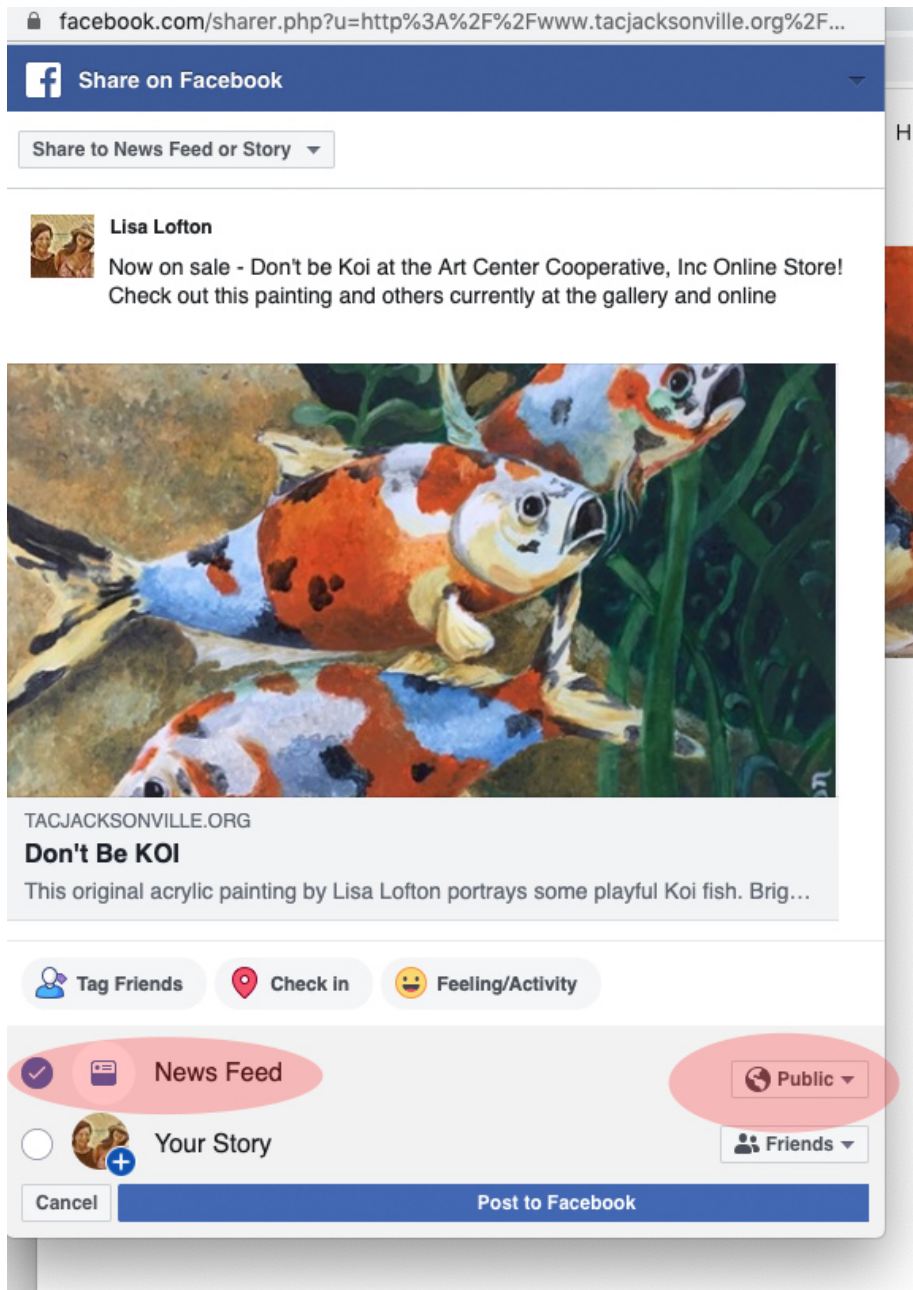
Tag Friends Check in Feeling/Activity

News Feed Your Story

Public Friends

Cancel Post to Facebook

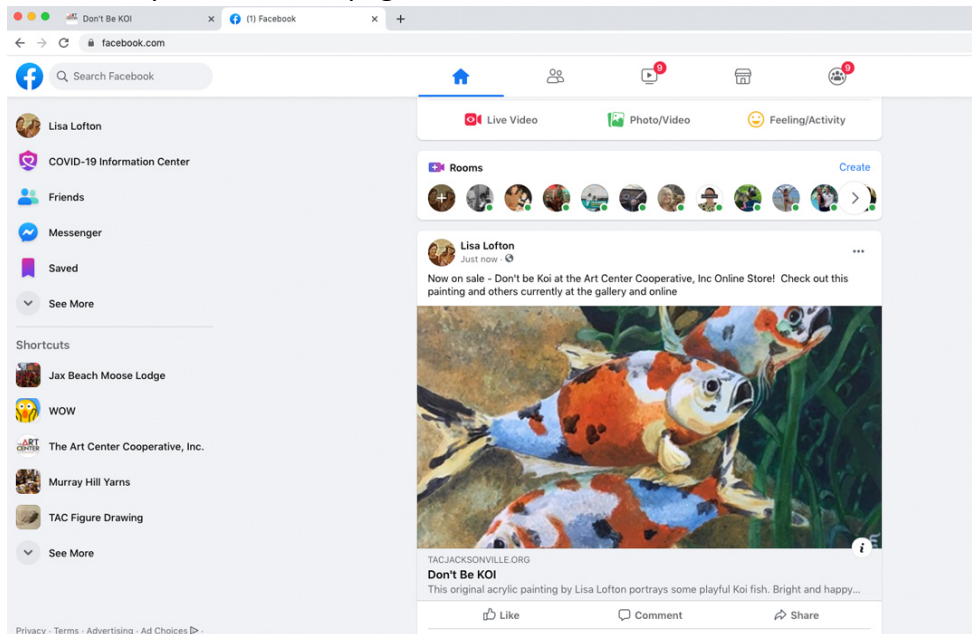
14) Next Make sure your selecting **News Feed** and that it is **Public** towards the bottom of the window. Making it public is important so that your friends and fans can Share your post. If you make it just a post between friends, they will not be able to share to their friends.



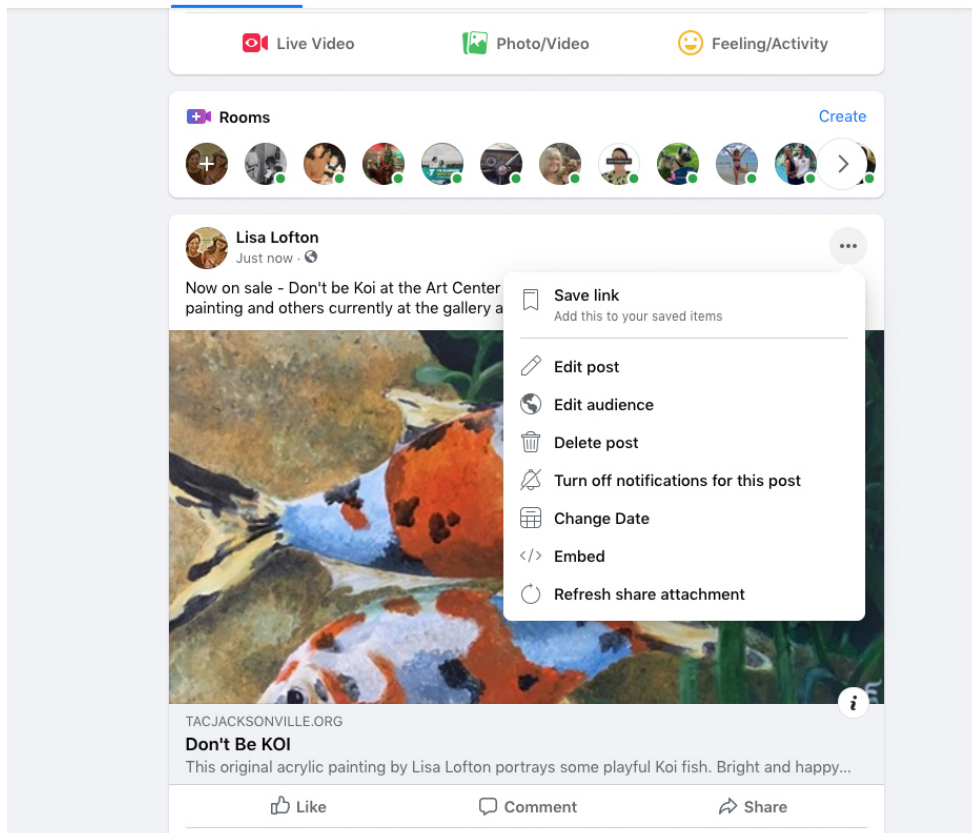
15) Now that you have all of that done, just click the **Post to Facebook** blue bar at the bottom of the window.

16) When the box disappears, your Facebook post should be complete.

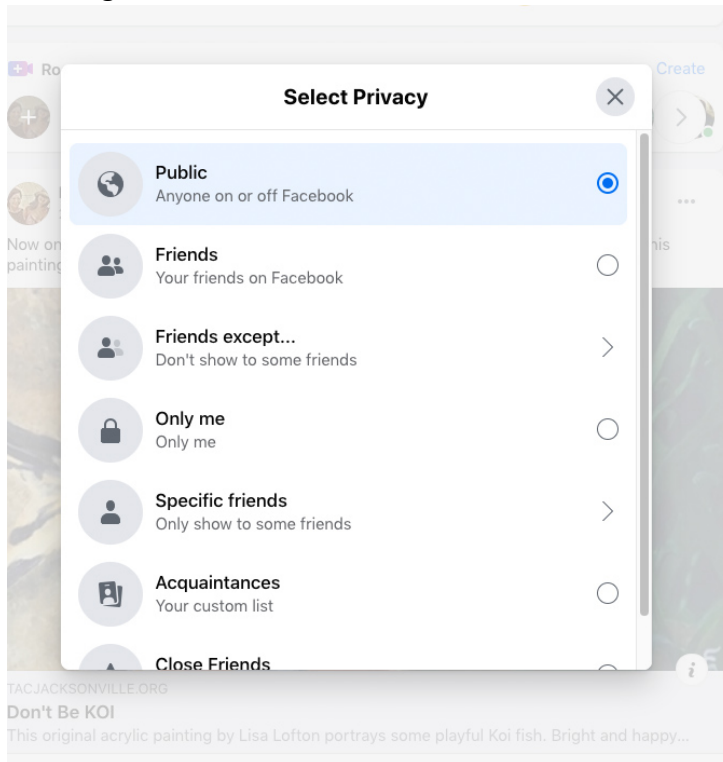
17) Go over to your Facebook page and check it out.



18) If you realize it's not quite the way you want it or that there is no Share option at the bottom, the post can be made public, edited or deleted. To do this, simply click on the three dots seen at the top right of the post. This will bring up an options box as seen below.



- 19) In the previous image look at the 2nd, 3rd, and 4th options. You can select to edit your post, change who can see it, or to delete it completely.
- 20) I'm going to pretend like I forgot to make my post public and choose the **Edit Audience** option.
- 21) This will bring up another window where I can click in the circle next to "Public". Then the window will disappear.
- 22) If you see it is already public, you can just click the "X" in the top right corner to leave it unchanged.



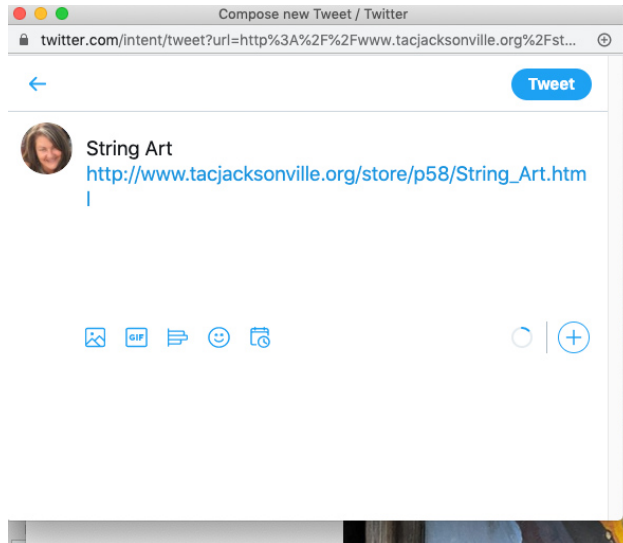
You can do this for any of the artwork that is on the TAC online gallery and store. We will be adding the pieces in the bins (like prints and smaller pieces), cards, jewelry, and anything else in the cases to give everyone lots of shopping choices. All of our exhibitions will also have an online store. If you look at the website, folks can also shop by Exhibition. All of the Tune-In pieces are currently available there for purchase online. There is also a Shop for Art on Sale, and by Art Type.

Also, if you go to the online-gallery page of the website, as all of the artwork slides by, you click on an item you are interested in and it will take you to the detail page where you can buy the piece.

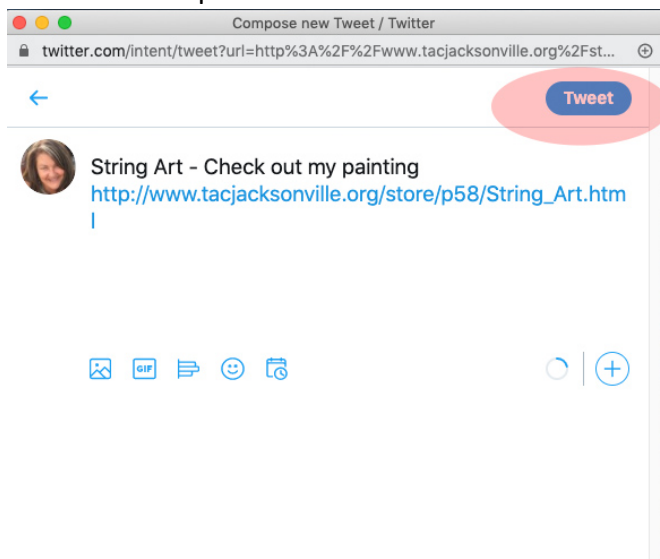
We will now touch quickly on the other posting options: Twitter, Pinterest, and Google +

TWITTER:

- 1) Twitter is the next icon and follow steps 1-12 to get to the artwork you want to post on social media and make sure you are logged onto your twitter account.
- 2) Click on the Small Bird Icon.
- 3) This will open your twitter window and put the name of your piece and a link to your artwork on the TAC site.

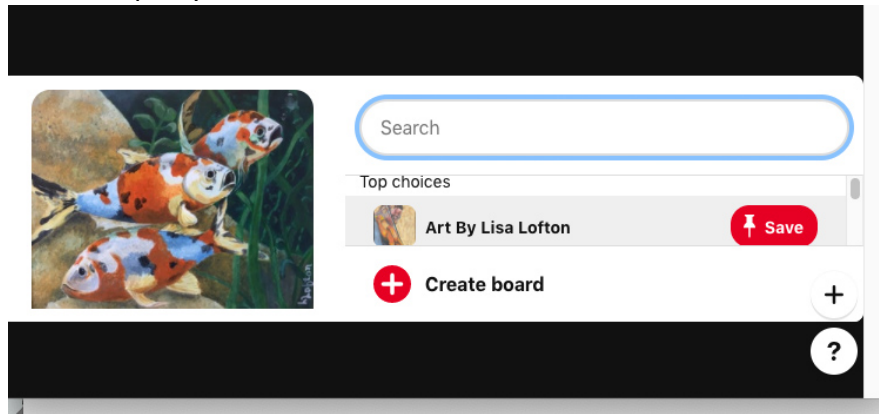


- 4) You can add a bit more text if you like. Click behind the name of your piece and type a short description. Make sure to leave a space between the end of your description and the http: or else the link will not work. Then Click the **TWEET** button top right.

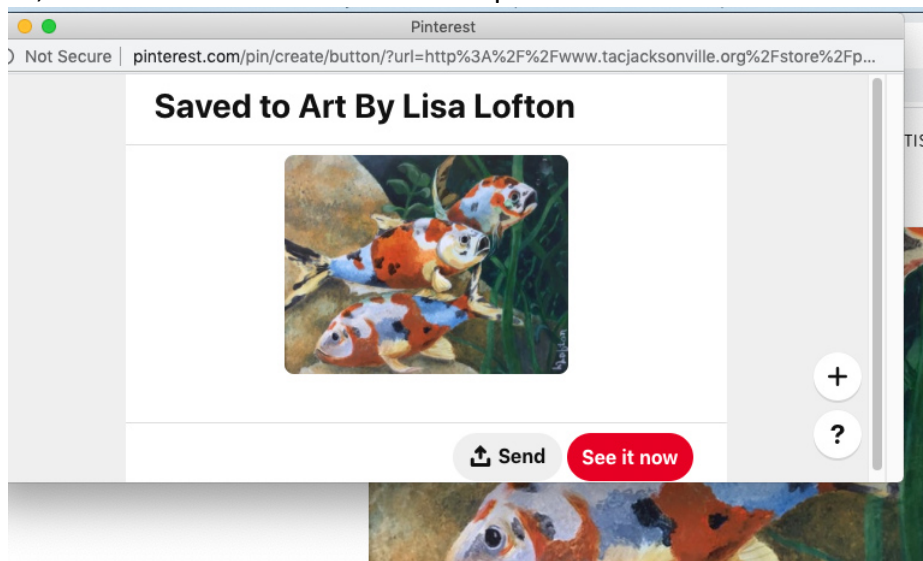


PINTEREST:

- 1) PINTEREST is the third icon in the lineup of social media buttons. Follow steps 1-12 to get to the artwork you want to post on social media and make sure you are logged onto your Pinterest account. I also have already created a board for my artwork to go in.
- 2) Click on the “P” Icon.
- 3) This will open your Pinterest window.

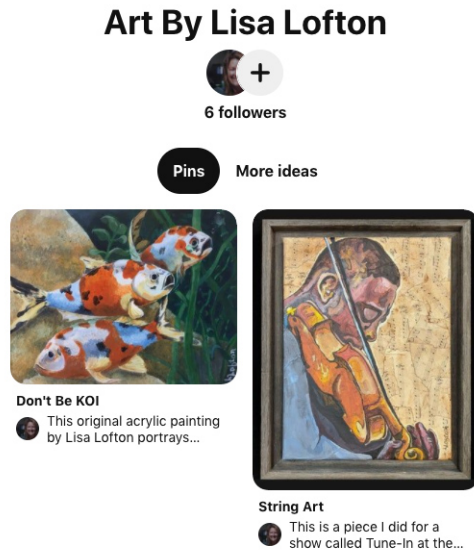


- 4) In the above window you will see your painting and there will be a “Top Choices” section. You can click in this section and scroll down to find the board you wish your painting to go into. In my example, I want it to go to my “Art by Lisa Lofton” board. So, I click the SAVE button to add the post to the Pinterest Board.



- 5) You will then see the window above appear. Simply click on the “See it now” button and your pin will be posted in the appropriate Pinterest Board.

- 6) If you go into your Pinterest Account to the board you sent the pin to it will look something like this. If you click on a pin and click the pencil to Edit, you can add additional description to your pin besides the Art Pieces Name.

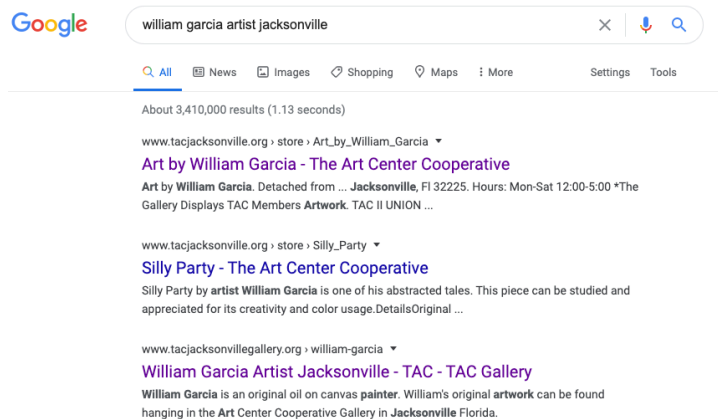


Google + is in the process of being changed by Google and not currently available. The Social media buttons are being updated to include other applications like Instagram and updated Google media.

Thank you and start sharing your art, checking your TAC online artist shop, and sending us suggestions how we can add value to your membership. I am starting to add information about our artists to their shop page. If you search in google by your name – see if you don't see your TAC artist shop page show up?

Here is an example of how we are getting your name out there. Let's say someone searches for our member William Garcia Artist Jacksonville?

Look at these results:



Sincerely,

Lisa Lofton
Vice President
The Art Center Cooperative, Inc.
loftonweb@gmail.com