



PART 1



SETTING UP YOUR  
ACCOUNT



# Before we begin...

If you want to sell your art on Instagram, you should have an art account that is separate from your personal account.

Go ahead and create this if you haven't already. Whether you create a new account or you have an existing art account, use the steps below to maximize your profile.





# PHOTO



**shaylenereynolds**  
👉 shop link in bio

# 01:

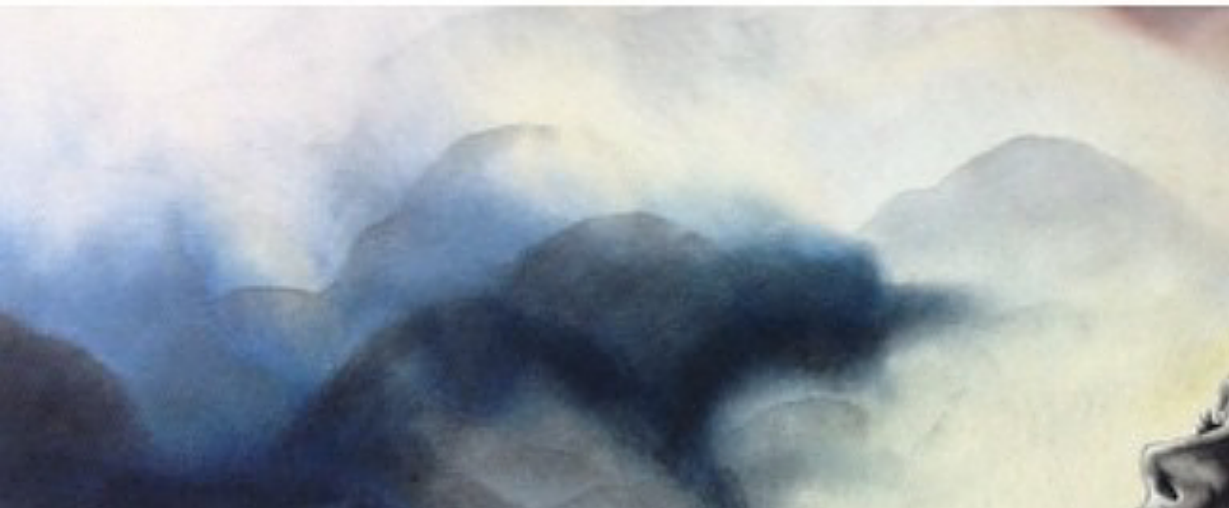
## ACCOUNT NAME

Choose a name that will reflect your 'brand' (I used my name, 'Shaylene Reynolds' instead of a catchy brand name). This should be the same as your website, Facebook page, Etsy shop, and any other platforms you have your art on.

If your current brand name isn't available, choose one that's similar (incorporate an underscore, number, etc.).

Keep in mind future platforms you may want to acquire. If you don't yet have a website, it's a good idea to buy the domain name now, just to hold onto it until you're ready to build a site.

If you don't plan on building a website, it's still a good idea to own the domain so that no one will be able to use it and cause confusion to your buyers.



# 02:

## PROFILE PICTURE

When choosing a profile picture for your Instagram account, think about whether your account will be focused solely on your artwork or if you as the artist will also be represented.

My profile picture is me, the artist, at an art show. My work is shown behind me and clearly shows that I'm an artist.

This is helpful when I'm 'liking' and commenting on posts. The user is able to see I'm an artist and if they are a collector or fellow artist, they'll click to my account.

You should also use the same profile picture on all of your online accounts. This way, if someone is looking for you on Facebook, Twitter, YouTube, etc. they'll know that they are in the right spot because you'll have a cohesive online presence.



191

posts

3040

followers

629

following

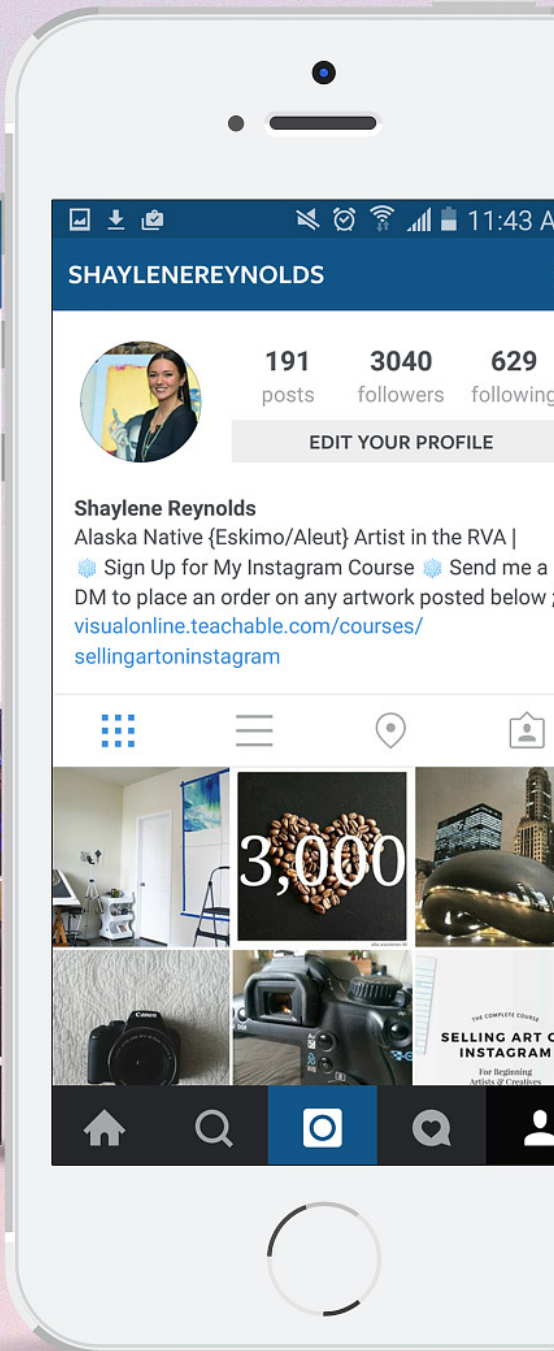
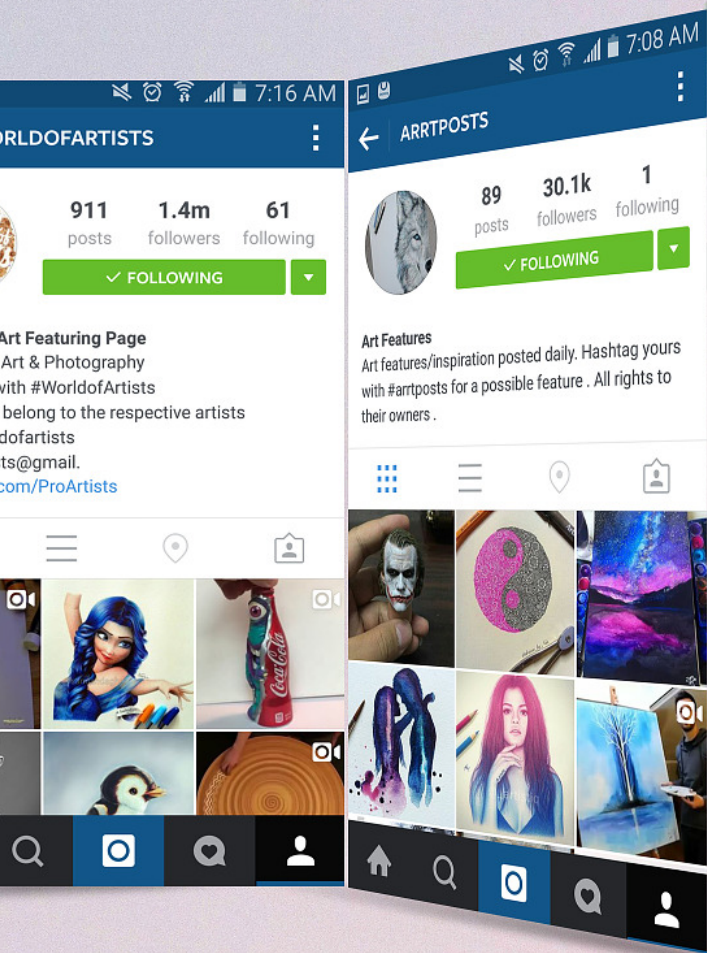
EDIT YOUR PROFILE

### Shaylene Reynolds

Alaska Native {Eskimo/Aleut} Artist in the RVA |

❄️ Sign Up for My Instagram Course ❄️ Send me a DM to place an order on any artwork posted below ;)

[visualonline.teachable.com/courses/sellingartoninstagram](https://visualonline.teachable.com/courses/sellingartoninstagram)



# 03:

## BIO

Your bio should be kept short and sweet. Briefly describe who you are or what your art is about. Make it personal and intriguing. My bio just mentions that I am an Alaska Native (Eskimo & Aleut) artist.

Don't overthink this. Be funny, clever, informative, technical, whatever is uniquely YOU. That's what's going to set you apart. Don't try to sound like someone else. You can even use a quote if that reflects your art.

Also make it clear that your art is for sale. Write 'DM me to purchase any of my artwork' or 'All art is for sale direct from Instagram'. This will make your followers view your art with the consideration of buying, not just to admire it.

**DON'T SKIP THIS STEP!**