

Social media tips for artists attending The Market

For social media basics, feel free to call Leeann Potter, our communications director, at (502)782-5932, or email her at leeann.potter@ky.gov

Facebook

The Kentucky Crafted Market Facebook Event page:

If you don't already "Like" us on [Facebook](#), please do so.

Tips for helping buyers see your posts (and products) and creating buzz about The Market in general:

*Use the [#kycrafted](#) hashtag in everything you do that pertains to The Market. You may be asking, "What's a hashtag?" A hashtag facilitates grouping of similarly tagged messages. Basically, it lets us see other posts that contain that phrase. So, by adding [#kycrafted](#) to the post, people can search for it on social media and see it.

*By using the [#kycrafted](#) hashtag, People searching for that hashtag will see your posts. We may also post them to the event page (if you didn't already). This will help you get your product out there and will help generate customers for you at The Market.

*Share the [Market Event page](#) and [The Market website](#) by posting the links on your Facebook page and other social media platforms. Don't include more than one link in a single post.

*In addition, you can invite people to The Market from our [event page](#) on Facebook. You should see a box on the event page that says "Share." Hover your mouse pointer over the button until you get a dropdown menu. Select "Invite Friends." Facebook should then take you through the process.

*Please post lots of images of products you want everyone to see. It would be wise to use phrases like "Sneak peek on what we're working on for The Kentucky Crafted Market 2025! [#kycrafted](#)." You can post the link to the [event page here](#).

*Send your friends and followers a personal message inviting them to the show. "I'm really excited about the upcoming Kentucky Crafted Market at the Kentucky Horse Park's Alltech Arena in Lexington! Please come and see me at Booth #XXX." Add a picture of something you're bringing to the show.

*The day of the show, be sure to check in on Facebook from your business page and let people know you're there.

To check in to a location:

1. From your News Feed, click "Check In."
2. Select the location (Alltech Arena Kentucky Horse Park) from the list of nearby places. If you don't see your location, type the name of the place you're at into the Search box.
3. Write an optional description of what you're doing.
4. Tap Post to share.
5. Again, use **#kycrafted** in the post.

*You could even go as far as making a photo album of some products you're bringing.

*Pay attention to what we're posting on Facebook and share the posts.

*Weeks before the show, on your own business pages, ask your followers what items they would like to see at The Market. Again, use pictures of examples and use our hashtag. This would be a good opportunity to plug your own website so people can get ideas for what they want to purchase from you at the show.

*We have a Facebook cover photo for our event on our event page. This is the picture you can see at the top of the page. Please save, share and use the image for your own cover photos on your own business or even personal pages. This will help create a sense of community and belonging among artists that are active on social media. Plus, you want your followers to KNOW you'll be there. Use it almost like an online billboard.

*Get creative with "countdown to Market" posts. We will start posting our own soon. Feel free to [download them from here](#).

(Many of these suggestions will work on multiple social media platforms.)

Instagram

Follow us on Instagram at [@KYArtsCouncil](#) and be sure to use **#kycrafted** and **#kyarts** hashtags. For your own Instagram posts, consider writing about why The Market is important to you or your artistic process. Instagram is different than other platforms in that the text you write appears below the photo, so you can write more in depth if you choose. Consider using a mixture of lengthy posts and short catchy captions. To see what everyone is posting at market, search for **#kycrafted** in the search bar.

Video

Please post and hashtag (#kycrafted) videos of you preparing for The Market (packing up your items, loading cars or trucks, etc.), setting up your booth on-site at Alltech Arena and during each day of The Market. It's also a good opportunity to use Facebook's live streaming feature to take viewers on a virtual tour of your booth and show them your artwork up close. For information on how to use Facebook Live, you can contact Leeann Potter.