

CLIENT: Sylvia Lippmann Art  
PROJECT: Fall 2021 Marketing Campaign  
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## WEEKLY SOCIAL MEDIA & OUTREACH TEMPLATES

### MONDAY: SERVE

IMAGE:  
SLA Painting

INSTAGRAM COPY: All text in comments

FACEBOOK COPY: All text above image if it fits & looks okay → OR → Above image:  
“Happy Monday! [or variation; see suggestions below] See questions in comments  
[finger pointing down emoji]” — and put all other text in the first comment block.

COPY:

*Note: I included one dot to indicate “spacing with dots needed here,” but you decide how many dots look best...Friday’s posts looked great. :)*

Happy Monday! (or variation, e.g. “Hello, Monday!” “Good morning, Monday!” Etc. → you can mix it up over time, add your own variations, etc.)

.  
Welcome to Week [One] of #ArtCarriesOurStories! Here’s what it’s all about:  
[www.sylvialippmann.com](http://www.sylvialippmann.com).

.  
Here’s a question~~

.  
What pops into your head when you look at this painting?  
What story does it carry for you?  
What would you name it?

.  
Post in the comments, [finger pointing down emoji] then visit this painting in my online gallery to see what name and story it carries for me: [link to ABSTRACTS gallery or BOTANICALS gallery -- NOT direct link to painting (URL of painting often contains title of piece)]

.  
Don’t forget to tag friends who might like to share their stories, or see yours [heart emoji??]

.  
#artcarriesourstories

## **TUESDAY: SERVE**

IMAGE:  
SLA Painting

INSTAGRAM COPY: All text in comments

FACEBOOK COPY: All text above image if it fits & looks okay → OR → Above image:  
“Happy Tuesday! [or variation; see Monday suggestions] See questions in comments  
[finger pointing down emoji]” and put all other text in the first comment block.

COPY:

Happy Tuesday! [or variation; see Monday suggestions]

.  
Here’s a question~~

.  
What pops into your head when you look at this painting?  
What story does it carry for you?  
What would you name it?

.  
Post your thoughts in the comments, [finger pointing down emoji] then visit this painting  
in my online gallery to see what name and story it carries for me: [link to ABSTRACTS  
gallery or BOTANICALS gallery -- NOT direct link to painting (URL of painting often  
contains title of piece)]

.  
Don’t forget to tag friends who might like to share their stories, or see yours [heart  
emoji??]

.  
#artcarriesourstories

## **WEDNESDAY: NETWORK**

IMAGE:  
Another artist’s work (public domain or with permission from artist)

INSTAGRAM COPY: All text in comments

FACEBOOK COPY: All text above image

COPY:

Happy Wednesday! [or variation] As we cross the midline of the week, I like to feature the work of another artist, and share what their work has carried for me this year. This week's piece is [piece's name] by [artist's name]. For me, it carries [...]. (brief)

.  
What does it carry for you? Share below [finger pointing down emoji]

.  
Don't forget to tag friends who might like to share their stories, or see yours [heart emoji??]

.  
More of [artist name]'s work here: [website link] @[artist's social media handle]

.  
\*Featured with permission\*

.  
#artcarriesourstories

**THURSDAY: SERVE**

IMAGE:

SLA Painting

INSTAGRAM COPY: All text in comments

FACEBOOK COPY: All text above image if it fits & looks okay → OR → Above image: "Happy Thursday! [or variation; see Monday suggestions] See questions in comments [finger pointing down emoji]" and put all other text in the first comment block.

COPY:

Happy Thursday! [or variation; see Monday suggestions]

.  
Here's a question~~

.  
What pops into your head when you look at this painting?

What story does it carry for you?

What would you name it?

.  
Post your thoughts in the comments, [finger pointing down emoji] then visit this painting in my online gallery to see what name and story it carries for me: [link to ABSTRACTS gallery or BOTANICALS gallery -- NOT direct link to painting (URL of painting often contains title of piece)]

Don't forget to tag friends who might like to share their stories, or see yours [heart emoji??]

.  
#artcarriesourstories

## **FRIDAY: GRATITUDE & GENTLE SELL**

### IMAGE

Public domain art-themed photo w/ overlaid text: Art quote [FEATURED TEXT (larger text): public domain quote or quote from SLA website. FOOTER (smaller text on 3 separate lines): #ArtCarriesOurStories @sylvialippmannart [www.sylvialippmann.com](http://www.sylvialippmann.com)]

INSTAGRAM COPY: All text in comments

FACEBOOK COPY: All text above image(?)

### COPY

Thank you for sharing the #ArtCarriesOurStories journey with me this week!

.  
My art continues to be available for purchase during this campaign, with a few unique twists. Learn more here: [www.sylvialippmann.com/faq](http://www.sylvialippmann.com/faq)

.  
All Sylvia Lippmann **original works** are [n%] off through the end of [list current month]. As always, shipping is free to all U.S. addresses. **SHOP ART** here: [www.sylvialippmann.com/shop-art](http://www.sylvialippmann.com/shop-art)

.  
Don't forget to post *any* art that has been part of your 2021 story! Tag #artcarriesourstories, and tag friends who might like to share their stories, or see yours [heart emoji??]

.  
Have a beautiful weekend! (or similar) [optional art-related or seasonal emoji]

**(cont'd)**

## PERSONAL EMAIL TO ARTISTS WHOSE WORK YOU'D LIKE TO FEATURE

*Note: Please feel free to do this Mad Libs-style, or put it in your own words. :) Suggested structure is:*

SUBJECT: [Title of piece you'd like to feature]

BODY:

Dear [Artist Name],

I've been following your work for [period of time]. I love how your art [...].

A piece of yours that particularly touches me is [Title of piece]. For me, it [briefly share your connection with it/what story it carries for you].

An artist myself, I am running a campaign this fall called #ArtCarriesOurStories, which encourages people to recognize and share the ways in which art has “carried,” or represented, some part of their (or the world's) 2021 story.

Every Wednesday, I will feature a fellow artist's work that has helped carry my 2021 story. [Title of piece] has been one of those works.

I wanted to ask — would you be comfortable with [Title of piece] being featured during my campaign? This would include me:

- posting [Title of piece]'s image on my Instagram and Facebook accounts on a single Wednesday sometime between now and 12/31/21
- listing your name and [Title of piece]'s title
- sharing how [Title of piece] has carried a part of my 2021 story
- providing links to your social media handle(s) and website
- inviting others to share the ways in which they connect to [Title of piece]

Regardless of whether you choose to be featured, thank you for creating art that carried part of my 2021 story.

Be well, (or whatever closing feels natural)

Sylvia Lippmann

[email]

@sylvialippmannart

#artcarriesourstories → please feel free to join in! [optional smile or art emoji]