

Digital Strategy Guide for Emerging Artists

*This guide offers practical advice for emerging artists looking to professionalize their practice using **digital tools**. It covers essential strategies for building visibility, organizing, and connecting with opportunities.*

1. Build a Website (Online Portfolio)

Goal: Create a central, professional space to present your work.

What to include:

- A engaging introduction (bio, artistic statement).
- Portfolios (images, videos, audio, categorized projects).
- Artistic CV (exhibitions, residencies, publications).
- Contact info + links to social media.

Recommended tools: Cargo, Wix, Squarespace, or WordPress for more flexibility.

ps : Build his own website is easy now, and cost less than some services.

ex : domain + disk space on OVH + wordpress cost 40€/year

2. Use Social Media Strategically

Goal: Gain visibility and connect with diverse audiences (professionals, curators, peers, general public).

- **Instagram:** Great for visuals, process, and behind-the-scenes.
- **LinkedIn:** Useful for connecting with professionals and responding to open calls.
- **YouTube Shorts:** If your work includes video, performance, or process-based content.

Advice:

- Post regularly, but with intention.
- Share work-in-progress, installations, thoughts, or research.
- Consider working in short thematic series (e.g., daily photos during a residency).

3. Launch a Newsletter (Monthly or Every 2 Months)

Goal: Build and maintain a direct relationship with your audience.

What to share: Project updates, exhibitions, publications, open calls, invitations, inspiration.

Tools: Mailchimp, Buttondown, Substack.

Tip: Start small with personal and professional contacts, and keep your mailing list organized.

4. Respond to Open Calls / Residencies / Grants

Goal: Build your career, meet professionals, gain recognition.

Resources:

- Artistes en résidence (France)
- Cultureveille.fr
- On the Move
- Social media from schools, institutions, local art networks

Tip:

- Keep your application materials ready (bio, project description, visuals, tech sheets).
 - Ask peers or mentors to review your files before submitting.
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5. Offer and Document Workshops or Collective Projects

Goal: Diversify income sources and build partnerships.

Advice:

- Design 1–2 workshop formats that you can replicate and adapt to different audience. (kids, adult, disabled, artschool)
 - Document each workshop (photos, results, feedback).
 - Create a dedicated page on your website or a clear PDF presentation.
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6. Organize Your Documentation

Goal: Save time when applying, updating, or sharing your work.

To do:

- Organize your visuals with titles, dates, credits.
- Prepare images in both web and print resolution.
- Archive your texts in editable and not only PDF formats.
- Have a short (300 characters), medium (500 words), and long (1000 words) bio ready.

Checklist !

- ☐ Create a simple, updated website with portfolio, bio, and contact info.
- ☐ Choose 1–2 social platforms and post regularly (not obsessively).
- ☐ Start a mailing list and send a newsletter every 2 months.
- ☐ Apply to open calls or residencies each month.
- ☐ Document your work and keep your files (texts, visuals, CV) organized.
- ☐ Design and promote a basic workshop or participatory format.
- ☐ Ask for feedback from trusted peers or mentors regularly.