

CREATING A COMPELLING DIGITAL PRESENCE AS A FINE ARTIST

DONIA AL-ISSA

Donia Al-Issa is a fine artist focused on painting memories of her upbringing in both Libya and Canada. Using her Bachelor of Arts degree in Communications, Al-issa was able to learn how to navigate the world of digital branding and marketing and apply it to promote her art.



MAKE IT PERSONAL

The best way to create a personal brand online is to stay authentic in what you share on your digital platforms. This includes sharing your routine and favourite personal pieces.

FIND INSPIRATION

Take notes from your favourite artist's online presence. What is it about their profiles do you enjoy? How often are they sharing? What are they sharing? What can you take inspiration from and use in your branding and marketing?



IGNORE THE ALGORITHM

This a hard to swallow pill for most creatives. Remind yourself that your art quality and improvement does not need to be rushed, and sharing great art is better than sharing a lot of content. Invest in your work.

CONSISTENCY

Staying consistent in your practice as well as sharing behind-the-scene visuals for your digital profiles will help your audience stay dedicated in your work and hold you accountable in completing your projects! Colours, format and branding should be consistent on all platforms.

