



Social Media Report 2024

Overview

Our Social Media accounts continue to be an integral part of the successful functioning of the PSVA providing benefits to the society, members and sponsors.

Many PSVA financial members are members on our social media accounts, as well as interested artists and art lovers from the wider social media community both here in Australia and around the world.

Admins are responsible for maintaining the security and integrity of our social media accounts as well as creating & sharing relevant Posts.

Current Admins are Christine Smith, Julie Kok & Sharon Martin.

Facebook Official Page

<https://www.facebook.com/pastelsocietyvic/>

Audience:

- 1000 Followers (950 Followers in 2023)

Our Facebook Page is our official PSVA business page on Facebook and used to promote PSVA Events including Demonstrations, Workshops, Paint Away | Retreats, our en Plein Air | Paint Outs & Sponsor's information. Posts are then shared to our Facebook Group (see below).

Our monthly Members' Encouragement Awards (MEA's) are also promoted on our Facebook Page.

We support our Guest Demonstrators at our Monthly Meetings, by sharing a link to each Demonstrator's website and/or Social Media account. We follow up with images from each demonstration when possible.

Facebook Group

<https://www.facebook.com/groups/vicpastel/>

Audience:

- 1,500 Members (1198 Members in 2023)
- 80% female 20% male
- 10% 45-54yrs 20% 55-64yrs approx 40% 65+
- 56% Australia 22% USA plus other countries including Canada; France; India; UK; Italy; Poland; NZ & South Africa
- 22% Melbourne (Geelong & Bendigo only 2%) 3% Sydney
- 2,864 Engagement (up 17% from previous 90 days) between 13/6 - 10/9, 2024)

Our Facebook Group is an interactive place where 'approved' members can share their paintings, ask questions & post about all things soft pastel.

Events, Sponsor & other information from our official Facebook Page is also shared to the Facebook Group.

Admins are notified of a person wanting to join the Group with a 'request to join' notification. Verification prior to admitting someone as a 'member' to the Group is important, so that the person is identified as having a genuine Facebook profile, they have agreed to our Guidelines & Rules &/or their comments are suitable.

Once 'approved', members of the Group can Post soft pastel related news and information as well as ask questions of the Group. Most Posts require approval by the Admins prior to being available in the Group to continue to ensure the person posting is keeping to the Group's general Guidelines and Rules for Posting.

Our Members Encouragement Award (MEA) monthly winners are posted each month to the Group by Nola Jones. (Nola also sends out the MEA Certificates to the winners) - thanks Nola for all you do for the MEAs.

Facebook Shop

Set up to promote various items for sale that are available on our [online Shop](#) eg. you can find links to purchase tickets to one of our Events directly from our Facebook Page.

Instagram

<https://www.instagram.com/pastelsocietyvictoria>

- 217 Posts
- 1,343 Followers
- 340 Following
- 643 Accounts reached in the last 30 days

Instagram engagement for the previous year (2023)

- 182 Posts
- 1,260 Followers (727 Followers in 2020)
- 324 Following

Instagram is a highly visual Social Media platform and very suited to displaying paintings, which makes it a very popular platform with Artists.

We post pics of our Demonstrations, Workshops, en Plein Air | Paint Outs, Paint Aways, MEA competition and other events as well as information from our Sponsors.

YouTube

<https://www.youtube.com/@pastelsocietyofvictoriaaus5790>

Our YouTube account holds both General videos and Member-Only content.

Recorded content from our monthly Demonstrations is uploaded to YouTube to be viewed only by financial Members of the PSVA.

To access these demonstrations, go to [our website](#) and to the Membership Menu at the top of the webpage. Scroll down to the **MEMBER ONLY | Demonstration Videos** sub-menu and click. The password to access the videos is sent to members each year on 1 April. If you need the password provided again, please contact Sharon on the email below.

Looking Ahead

Social Media provides another opportunity for us to continue the aims of the Society 'to educate the public about pastel and its use as a fine art medium and to promote the exchange of information and ideas concerning pastel among interest artists and art lovers in the community'. We are excited to continue to grow our presence on Social Media as there is potential for people around Australia and the world to know & become engaged with our society. If you haven't done so already, we look forward to seeing you on Social Media by joining and following us.

To grow our Social Media accounts in 2025, we will be looking to train members interested members for our team on Social Media to assist us.

We will continue to add value to our MEA participants by increasing the number of Posts in our Facebook Group, aimed at encouraging beginners who are keen to develop their pastel skills and potentially progress to the next Category level in the monthly MEA competition. These Posts will also be of benefit to other emerging & hobby artists.

The Committee is currently working on the new Events Program for 2025, and when these events are confirmed, they will then be added to the Events section of our Facebook accounts and Instagram

We welcome feedback from our members on any updates or changes you would like to see on our Social Media platforms.

We would also welcome any of our members who are interested in Facebook, Instagram & learning about it, to become an Admin. Training is available.

For all enquiries about our accounts or training please contact Chris & Sharon via email at webadmin@vicpastel.com.au

Chris Smith

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