



# Utilizing ArtScene.org as a Marketing Tool

## Helpful Hints

- If you are an organization, events you post appear on the blog feed on the homepage. If you post your entire season at once, they will appear right away and get lost when the event actually happens. Wait to post events until closer to the date and you will get more visibility on the homepage!
- Our calendar is exported to the Convention and Visitors Bureau website each month. A good rule of thumb to ensure that your event will be included in this export and get good exposure on our homepage is to add your event a month before it happens.
- Title and Keywords are important! These determine where your event will appear in searches. Craft them carefully and deliberately.
- Increase your Google page ranking by placing a link to your artscene.org profile on your own website and a link to your own website on your artscene.org profile.
- Events are not the only thing people are interested in. Send us your press releases about interesting things happening in your organization or special accomplishments of individual artists. We will then post your news on our blog!
- Follow the Lincoln Arts Council on Twitter! We try to re-tweet artist and organization tweets as much as possible to help spread the word about what's going on with you.
- Find us on Facebook! Our page is a gathering place for Lincoln's arts and we want you to use our page as a platform to share events and news. Write on our wall, share links, promote your own page, anything to help spread the word!