



# Optimization of Social Media Videos in Visual Artist Self-marketing

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**BACHELOR'S THESIS**

March 2024

Media and Arts  
Interactive Media

## **ABSTRACT**

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Optimization of Social Media Video in Visual Art Self-marketing

Bachelor's thesis 64 pages, appendices 9 pages  
March 2024

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The world of art is constantly evolving, and new technologies and platforms are changing the way visual artists showcase their work. In recent years, the rise of video-based platforms such as YouTube, TikTok, and Instagram has been particularly notable, with videos and short videos becoming increasingly popular tools for artists to expand the reach and accessibility of their work. The purpose of this thesis was to explore the role and impacts of videos and shorts play in the marketing and self-promotion of visual art, and the interaction between the artists and their followers on those social media platforms.

To reach conclusions, the research was conducted by analysing a collection of literature sources, the insight data of artists profiles producing videos on social platforms for marketing. A questionnaire was also developed to assess the audience's response to videos and reels related to the arts, design, and crafts. Moreover, the artistic project building YouTube channel and Instagram page "Chouville" was undertaken to examine the efficiency of the strategies and the growth on the number of reaching and engaging audience.

This thesis aimed to provide valuable insights into the strategies and considerations behind content creation on video-based platforms such as YouTube, TikTok, and Instagram for visual artists. Through case studies and a practical project, the study illuminated the various ways in which artists leverage these platforms to promote their artwork and establish a strong brand presence.

As a result of the study, a comprehensive set of considerations was developed to guide visual artists in optimizing the video-form content creation themselves through digital content development. This checklist encompasses key factors and considerations necessary for artists to create engaging and impactful content that resonates with their target audience. By following this strategy map, artists can enhance their online presence, attract new audiences, and effectively showcase their work, ultimately contributing to their overall success in the digital realm.

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Key words: social media, visual artists, videos, short videos, content creation

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**ABBREVIATIONS AND TERMS**

SNS	social networking service/ site
SM	social media
Short video	vertical-framed format videos with duration limits.
Reels	vertical-framed short-form clips on Instagram lasting up to 90 seconds
Shorts	vertical-framed short-form clips on YouTube lasting up to 60 seconds
Video	horizontal-framed format videos on YouTube have no duration limit
Visual arts	art forms appreciated by sight, such as painting, drawing, printmaking, ceramics, design, and crafts
FYP	For You page on SM platforms filtered with recommended content personalized to each user's interests and preferences

## 1 INTRODUCTION

The contemporary art world is undergoing constant transformation; therefore, visual artists who work in decorative, commercial, and applied art field (Iwasaki 2022) are adapting to new technologies and platforms for presenting their work. Social media platforms, in particular, have had a profound influence on the art industry, offering artists unprecedented opportunities to engage with audiences and promote their artwork. Recently, the surge in social media usage, particularly in the realm of short-form video content, has revolutionized the way artists share their work. Notably, platforms such as YouTube, TikTok, and Instagram have gained significant popularity, allowing artists to showcase their artwork through videos and short videos. This trend is supported by Figure 1, which illustrates the global usage of social media networks in January 2024.

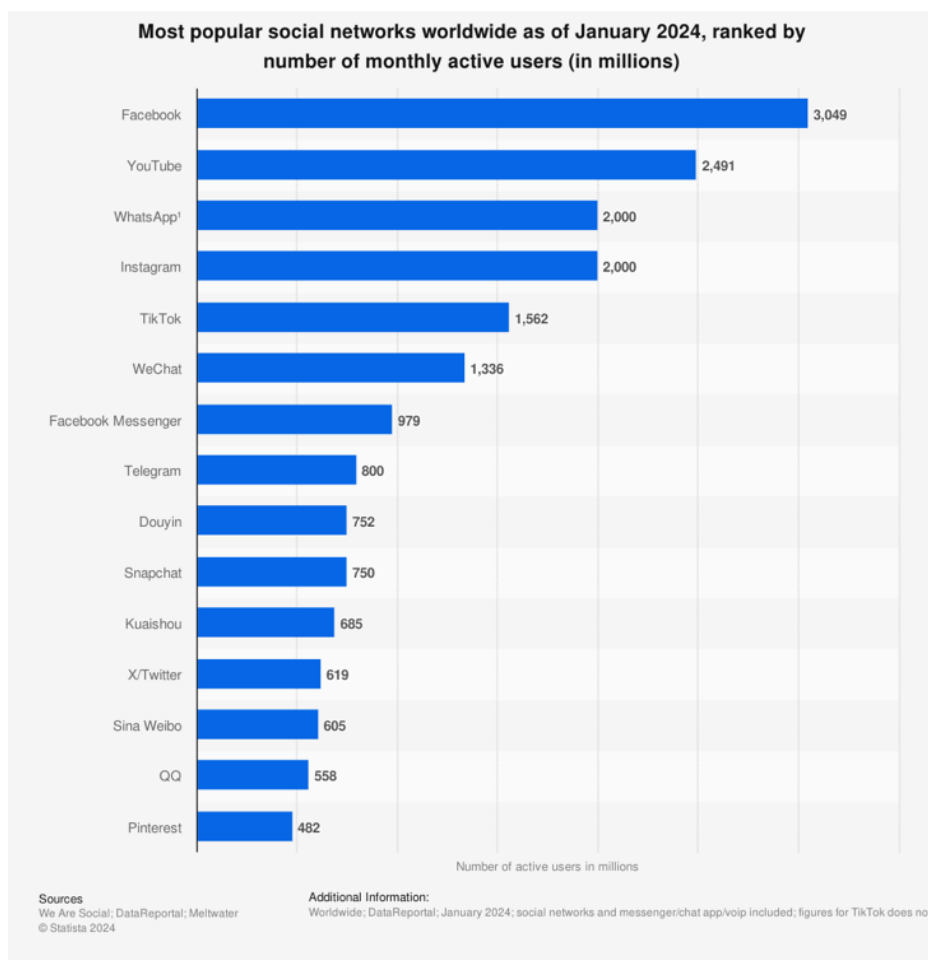


FIGURE 1. Most popular social networks worldwide as of January 2024, ranked by number of monthly active users (Statista 2024).

From the observation and analysis of the above figure of Statista (2024), it becomes evident that while Facebook remains the most popular social network (more than 3 billion users), videos and other types of content are predominantly sourced from other platforms, including YouTube (ranked 2<sup>nd</sup> with 2,491 million users), Instagram (ranked 4<sup>th</sup> with 2 billion users), and TikTok (ranked 5<sup>th</sup> with 1,562 million users). Consequently, this thesis will not focus on Facebook, as it primarily serves as a tool for cross-sharing videos from other platforms.

While the use of social media to exhibit artwork is not a new concept, the proliferation of short-form video content on platforms like TikTok has expanded the reach and accessibility of these tools. Visual artists can now reach millions of potential viewers with a single video, bypassing traditional gatekeepers (ex: galleries, museums, old-style television) and connecting with new audiences who may have otherwise remained unfamiliar with their work. Furthermore, videos and short videos enable artists to provide valuable insights into their creative process, materials utilized, and sources of inspiration. This not only allows them to create a stronger identity but also foster a deeper connection with their audience.

Despite the growing popularity of videos and short videos as vehicles for artistic expression, limited academic research exists on this topic. Consequently, exploring the utilization of videos and short videos on TikTok, YouTube, and Instagram as tools for visual artists to showcase their artwork assumes significant importance and timeliness. The primary objective of this thesis is to investigate the role of videos and short videos within the art field, specifically focusing on how artists employ these tools to exhibit their work and engage with audiences. The target subject is visual artist, as Cambridge Dictionary defines, “an artist who paints, draws, takes photographs, or makes sculptures – – rather than performing music, acting, or writing”. Iwasaki (2022) classifies this art form into decorative, commercial, or fine art, all of which rely solely on visual communication without involving other senses like hearing or touch.

The central research question of this thesis is to investigate how visual artists utilize video-from content on YouTube (a video sharing platform), TikTok (a short video sharing platform), and Instagram (an image-centric platform) to showcase

their artwork, engage with the artistic community, while also reach potential customers of their work and examine the impact of this practice on their career development. Through a comprehensive study involving literature review, case studies, survey and expert interviews, this research aims to provide valuable insights into the motivations, strategies, benefits, and challenges associated with the use of videos and short videos by visual creators. Furthermore, it seeks to illuminate the broader implications of this practice on artists themselves, their audience, and the overall landscape of the visual art world.

## **2 LITERATURE REVIEW**

### **2.1 Social Media platforms and the rise of short video format**

The term “social media” was initially coined in 1994 within a Tokyo online media environment known as Matisse (Aichner, Grünfelder, Maurer & Jegeni 2021). During the nascent phase of the commercial Internet, this period witnessed the development and launch of the earliest SM (Social Media) platforms. Overtime, SM has become an integral part of this modern world, transitioning from a mere informational tool to dynamic platforms that facilitate social interaction, communication, and interpersonal connections. Social networks have enabled individuals to access online services where they can create a profile that is viewable by other users within an entrenched network (Zhang 2020, 543.)

The impact of social media (SM) on the visual art world has been profound, providing visual artists with unparalleled opportunities to exhibit their creations, connect with audiences, and establish their personal brands. Initially, artists turned to social networks like Facebook and Instagram to share their artwork, predominantly through static images. However, the absence of video support on these platforms limited artists' ability to convey their creative processes effectively.

In contrast, YouTube, a video sharing platform, did offer art tutorial clips. Yet, these videos faced challenges in gaining widespread recognition and virality due to the viewer preference for entertaining content rather than extensive and monotonous tutorials.

Fortunately, the evolution of SM platforms continued. In 2016, ByteDance, a Chinese technology company, introduced TikTok, a revolutionary social media platform that quickly gained global recognition from 2017 onwards. The emergence of TikTok transformed the landscape of short video content, sparking the subsequent development of similar formats such as Reels on Instagram and Shorts on YouTube. These platforms embraced the power of short videos,



opening new avenues for artists to captivate audiences and share their creative processes.

According to Liu, Gao, Li and Zhang (2019, 784–785) short video is a contemporary form of video content that can be easily shared, forwarded, and viewed on SM platforms dedicated to short video formats. Typically lasting up to three minutes, these videos are predominantly filmed in vertical format, created, and edited using unique features and functionalities that those platforms offer. Besides, the reason behind the rise of short video format is that it is ideal for mobile phone viewing in a short period of leisure, capture user's attention with instantly consumable content. This leads to "its great value to the marketing activities of enterprises" (Liu, Gao, Li & Zhang 2019, 785).

## **2.2 Empower the visual artists through evolving platforms**

The features and functionalities of short video-based apps make it easy for artists to create and showcase their content as a personal brand, even without extensive video filming or editing skills. As Hern (2022) and Busto (2022, 16) highlight that unlike other platform like Facebook or Twitter, where users need to follow specific accounts to access content, apps like TikTok, YouTube, and Instagram offer a vast array of popular short clips that attract user engagement. When a reel or short video receives positive engagement, it has the potential to rapidly achieve viral result, reaching thousands or even millions of views and interactions. This is largely due to the algorithmic recommendation systems, which are designed to tailor content recommendations based on user preferences and engagement patterns as well as offer a personalized and compulsively engaging user experience. Short videos have the potential to expand their reach and engagement unpredictably, without requiring excessive effort and time behind the scenes.

The accessibility of user-friendly video creation tools, a wide range of licensed soundtracks, and sophisticated algorithms have made it possible for any artist to join the digital media landscape and have a chance at global fame (Hern 2022).

In this period, the visual artists, especially freelancers, must adapt to the changing landscape of digital media and transition into roles that incorporate marketing and engaging business models. Creating content has become an essential act of self-promotion for visual artists.

Social media has had a significant impact on the artistic process by providing artists with a platform to reach wider audiences and directly connect with their fans. Platforms like Instagram, Facebook, and YouTube have made it easier for artists to share their work, receive real-time feedback, and garner support from their followers. This has played a role in democratizing the art world, offering visual artists, especially freelancers from diverse backgrounds a greater chance to gain recognition and success. However, the use of social media also poses challenges for artists, particularly in terms of maintaining their creative independence and authenticity. Some artists from the expert interview (Tran 2023) argue that SM can be a distraction from the artistic process, as it may encourage artists to prioritize likes, shares, and followers over their own artistic vision.

### **2.2.1 The impact on Art Market**

Before the emergence of social media (SM) and video-based platforms, communication between artists, artworks, and the audience was primarily conducted through physical exhibitions, print media, and other traditional forms of communication. In the past, artists would produce their works and depend on curators, gallery critics, and museum exhibitions to bridge the gap with audiences. Although there were bloggers and vloggers creating art-related content, they were not widely recognized at that time. This indirect mode of communication restricted direct feedback and critique, as it necessitated passage through multiple intermediaries.

However, with the advent of SM apps like Facebook and Instagram, the art world underwent significant changes. The online art market experienced substantial growth over the past decade, with sales now ten times larger than they were in

2013 (Figure 2). Traditional galleries and auction houses started embracing SM for marketing and selling artworks, catching up with e-commerce players. Instagram, in particular, became increasingly popular among artists, galleries, museums, and auction houses. Moreover, Instagram increased its dominance in art sale with 74% of art buyers bought art directly through the platform while the role for the art world of Facebook and other social network apps had diminished every year (Hiscox 2023, 18). Figure 2 depicts a notable surge in art sales, notably during the Covid-19 pandemic alongside the emergence of Social Media platforms. The lockdown period instilled increased confidence in the online art market, while Social Media platforms significantly influenced the growth of online art sales. This suggests a promising trend where artists are utilizing Social Media platforms and short-form content to enhance their art sales.

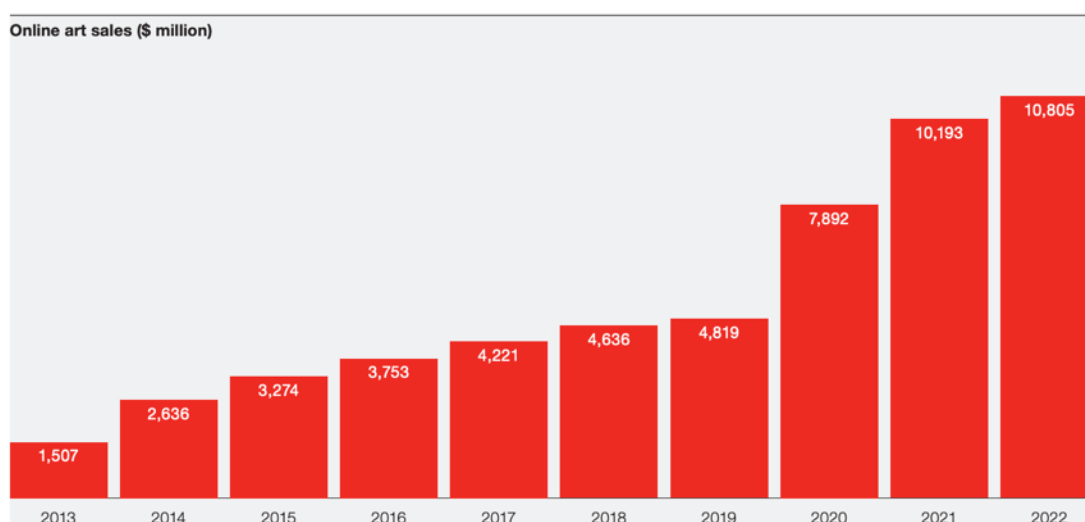


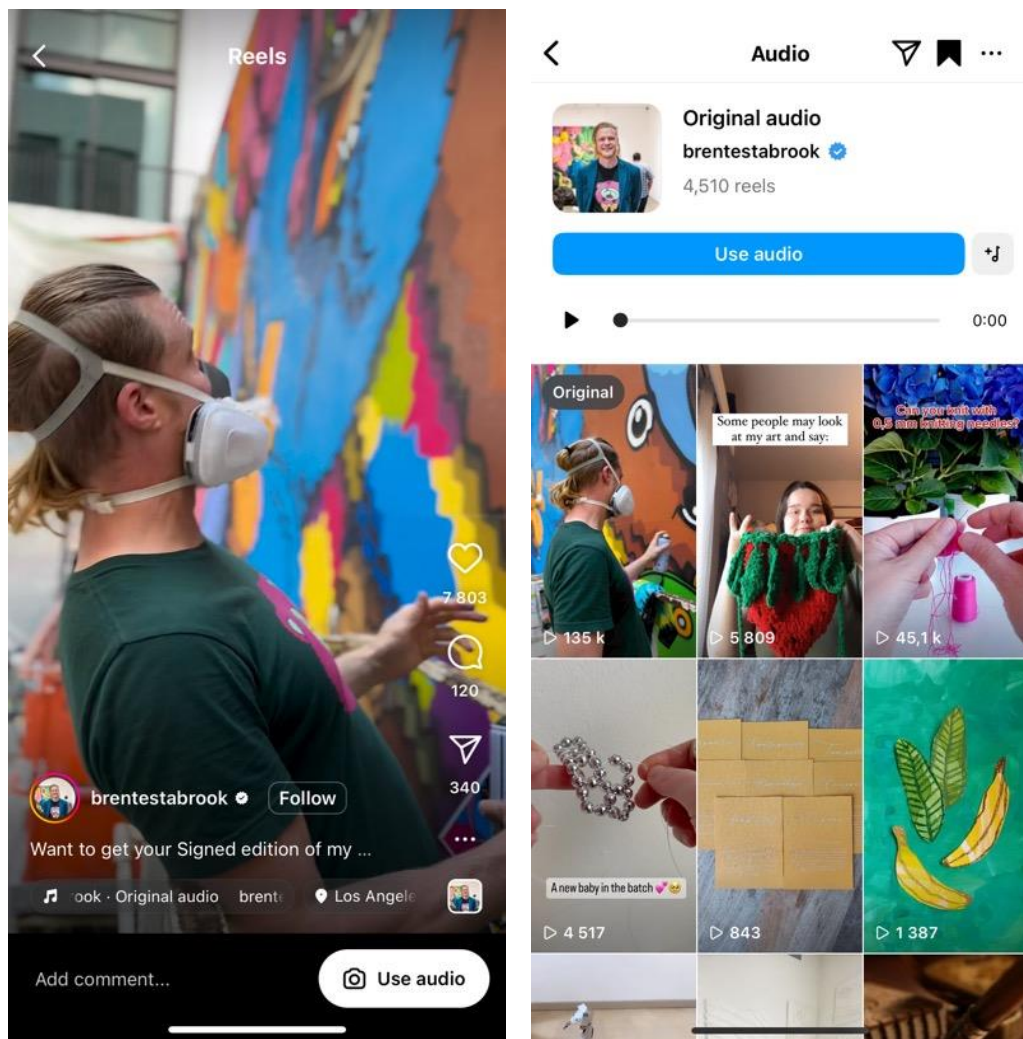
FIGURE 2. Online art sales over 10 years (Hiscox 2023, 4).

### 2.2.2 The effect on Creative Process and Visual Communication

While traditional forms of communication in the art world continue to hold importance, the emergence of SM has significantly transformed the way artists engage with their audiences. SM platforms, serving as free publishing and production platforms, enable users to upload various forms of content, including pictures, videos, and text (Lovink 2011, 5). These platforms allow users to gather, communicate, share, collaborate, and even play (Fuchs 2017, 39). This shift has

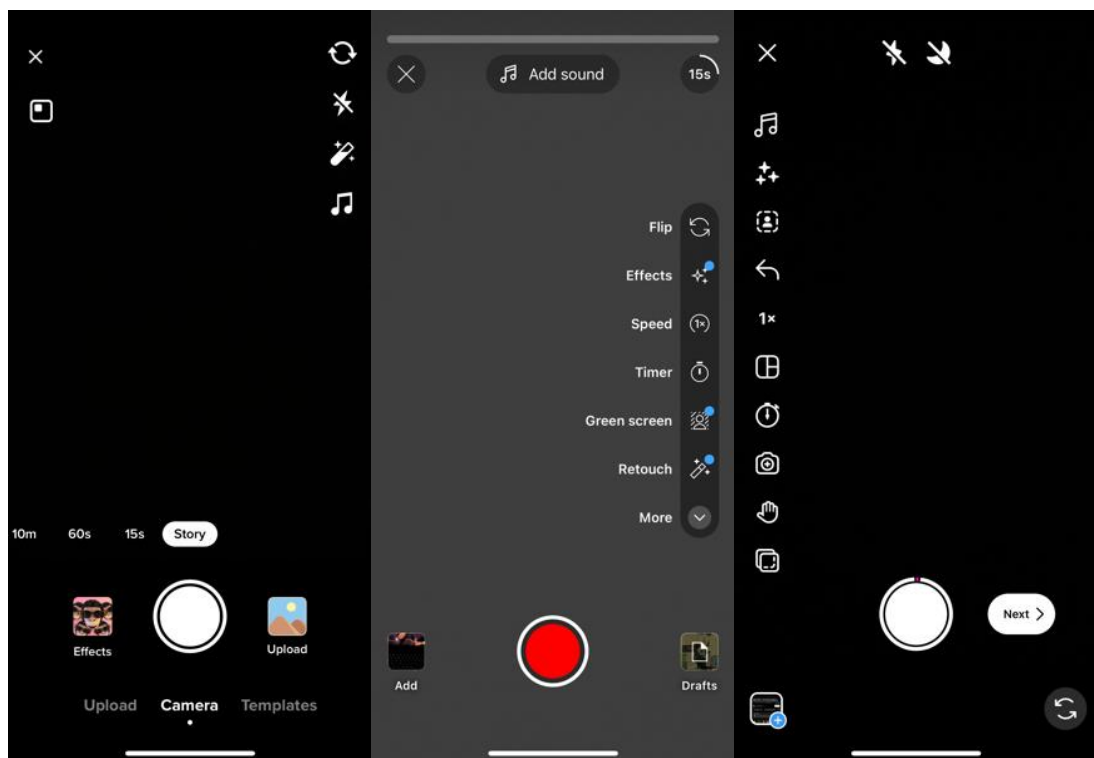
empowered artists to directly connect with their audiences, sharing not only their artwork but also their creative process and broader perspectives on art and the world. This more direct and immediate form of communication has contributed to the democratization of the art world, enabling artists to reach diverse and broader audiences.

Tara Bach (2021) emphasizes that content creation only requires a smartphone and a creative mind, while optimizing newer platforms and trends is crucial. Additionally, media sharing sites play a role in facilitating the spread of ideas from one person to another (Standage 2013). It is common for artists to leverage original audio from another creator's short video and turn it into an art trend (Picture 1).



PICTURE 1. Example of an original audio used by other users as an art trend on Instagram (Tran 2023).

To make their Reels and Shorts expand the reach on Instagram, YouTube, and TikTok, creators can utilize trending soundtracks and tap into fresh trends. As previously mentioned, these apps offer features and functionalities (Picture 2) that allow users to film, edit, and create short videos directly within the platform. This eliminates the need for more third-party tools or extensive editing and shooting skills, making it accessible for any user to participate in the digital landscape, potentially gaining global recognition and enhancing their personal brand. However, from personal observation, it is advisable for independent artists to adapt their content from regular social posts to the short video format and develop proficiency with the available tools and skills to create more professional and attention-grabbing videos.

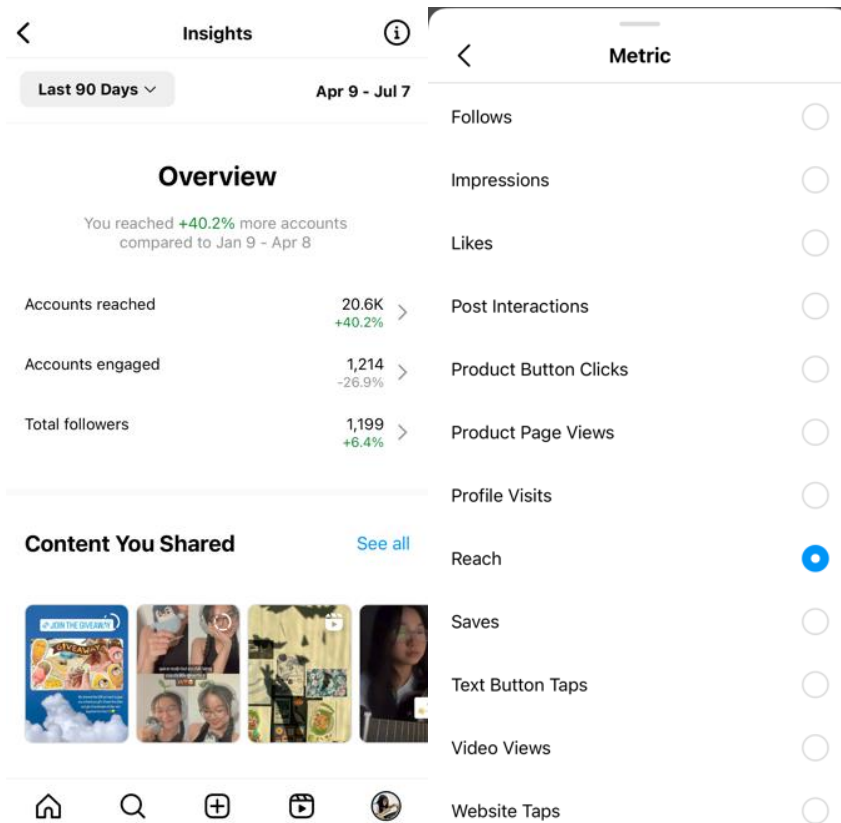


PICTURE 2. Recording page's features on TikTok, YouTube and Instagram (Tran 2023).

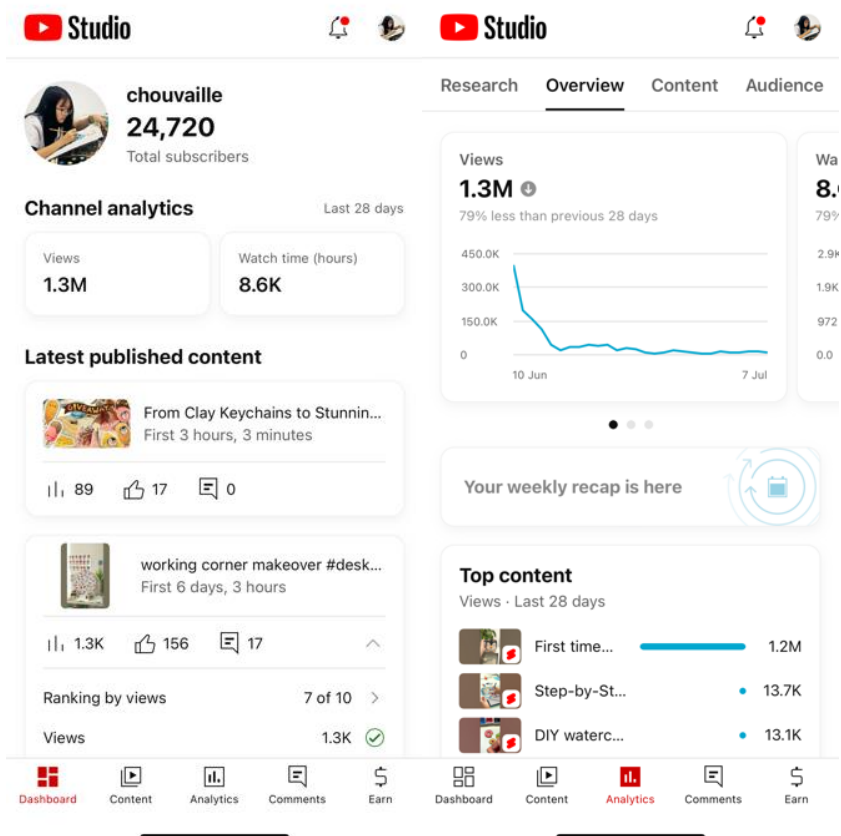
For visual artists, who essentially function as personal brands (Rantala 2021, 6), public appearance, promotion, and communication are vital marketing strategies to increase audience awareness (Fortunato 2005, 87). Daily production or frequent content creation is suggested to boost engagement and reach, turning

social media accounts into artist portfolios showcasing their artwork. This necessitates creators to be present on social networks consistently, fostering their creativity more than ever. Fortunato (2005, 87) also underscores the significance of promotion, as even the highest-quality artwork may go unnoticed if the audience is unaware of its existence. Thus, taking stunning photos of art pieces or recording the art-making process can provide valuable footage for short video productions. While this presents an opportunity to easily attract attention, it may also pose challenges for some individuals.

Moreover, digital creators should always consider their audience when making content decisions (Fortunato 2005, 73). Likes, comments, and shares have become decisive factors in determining the success of an artwork. By creating art and sharing it on SM, artists can gauge the level of interactivity and engagement their work receives, providing valuable insights for improvement and guiding their artistic direction. The comment section allows art makers to receive feedback, engage in communication, and build their own fan communities. SM platforms also offer special features showing statistics about their content. For example, Instagram's Insights page (Picture 3) displays account performance metrics such as reach, engagement, and follower count. Similarly, creators on YouTube can analyze their channel's performance and viewer demographics through the YT Studio app (Picture 4).



PICTURE 3. Insights page on Instagram (Tran 2023).



PICTURE 4. The dashboard and Analytics tabs on YT Studio (Tran 2023).

## **2.3 The use of long and short videos by visual artists**

### **2.3.1 The Length of videos**

The duration of videos and short clips related to art and craft varies significantly, influenced by factors such as the platform used, the intentions of artists, and the nature of the showcased artwork. Video lengths range from brief moments lasting a few seconds to several minutes, and in some cases, they extend to hours. The emergence of short content, exemplified by platforms like Instagram and TikTok, has gained popularity among artists aiming to share glimpses of their creative process and artworks. For instance, TikTok videos can span up to ten minutes while at first, the maximum length was only 15 seconds. Transitioning to longer video formats could pose competition against platforms like YouTube, which primarily feature extended content while also enabling TikTok to attract an older demographic.

Nonetheless, it is worth noting that internet users exhibit limited attention spans. Wired (2022) reported based on TikTok's internal survey data that nearly half of TikTok users find videos exceeding 60 seconds stressful and distracting, with a third opting to watch long-form content at double speed due to challenges in concentration. This underscores the significance of crafting a compelling introduction within the initial three seconds of a video to capture and retain the focus of the audience, as emphasized by Bhatti (2023).

Conversely, longer-format content on platforms like YouTube lends itself to more extensive explorations of specific artworks or techniques. However, a similar trend of diminishing user attention span prevails, making it important for creators to optimize video lengths for viewer engagement. While there isn't a universal formula for determining YouTube video duration, it hinges on factors such as content type, target audience, and language. Creators are encouraged to experiment and determine the optimal video length that encourages viewers to watch, rewatch, and engage effectively. Clark (2023) suggests that, for videos to



be monetized effectively, a duration of at least 8 minutes is preferable, enabling the placement of additional mid-roll advertisements.

In essence, the choice between short and long video formats hinges on the artist's objectives, audience preferences, and other contextual factors. Regardless of length, the key components of a successful video, such as a captivating introduction, high-quality content, and a meaningful message, should not be overlooked.

### **2.3.2 The Quality of videos**

#### **2.3.2.1. Script**

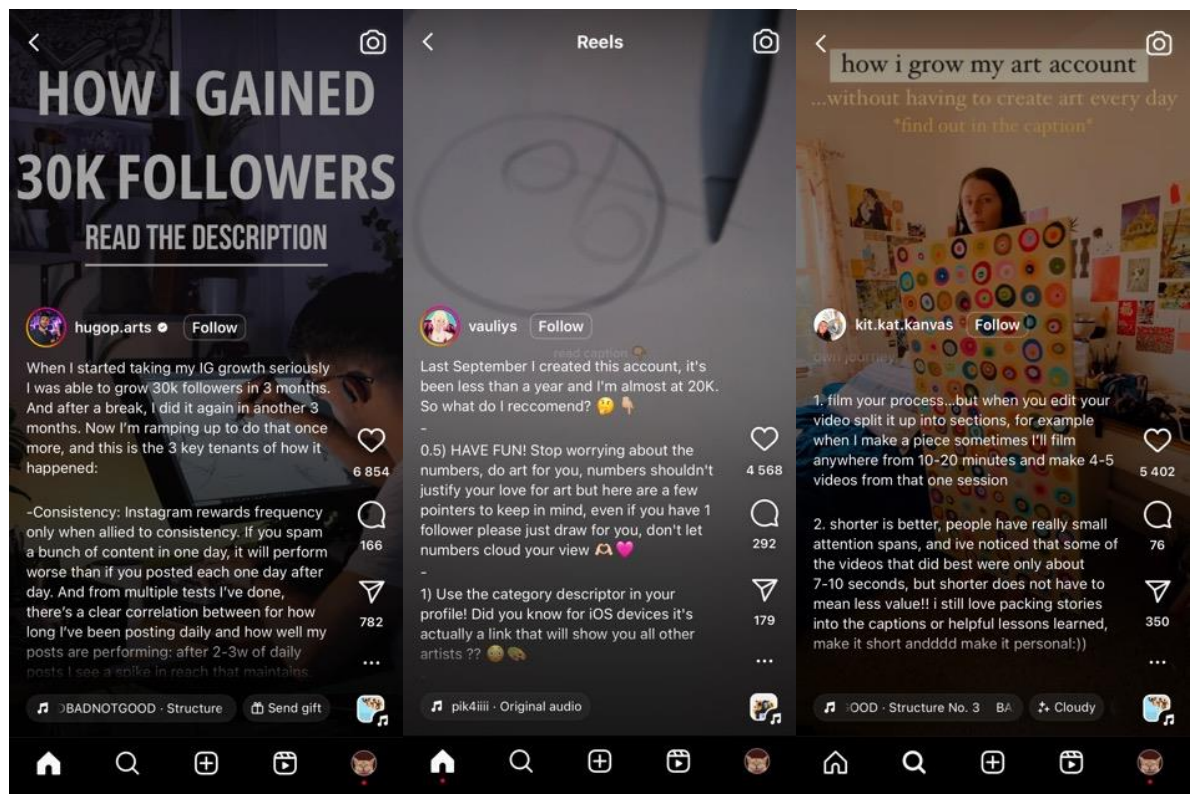
The production quality of content significantly influences its performance and interaction. Effective scriptwriting, meticulously planned in advance, ensures comprehensive coverage and offers a clear outline for suitable visual and audio components (Guy & McNally, 2022, 7-8). During the scripting phase, creators can strategize content for voiceovers or spoken narratives. As recommended by Tammydinh (2023), the creators should infuse human connection into videos, whether through visual presence or voiceovers, underscores the importance of content offering value. Such value can encompass elements ranging from humor and educational tutorials to establishing credibility through personal narratives. Content aligning seamlessly with corresponding visuals readily garners attention and elicits recognition. In contrast, ambiguous and unclear content struggles to generate interactive engagement and positive emotional responses (Kang et al. 2019).

#### **2.3.2.2. Visual and audio**

The visual factor should also not be neglected. Dynamic visuals, unlike static images, captivate audiences more effectively and convey multifaceted aspects of art and craft, creating an immersive and interactive viewer experience (ten Hove & van der Meij, 2015). Long-form content unveils valuable insights into the

creative process, enabling artists to share techniques, inspirations, and challenges with their audiences. Conversely, short videos excel in capturing the attention of viewers and delivering succinct, engaging messages. While the characteristics of both formats differ, they share common factors such as humor, emotion, value, and immediacy contributing to their viral potential (Boman & Rajonkari 2017; Tammydinh 2023; West 2011). Although excessively curated or professionally polished visuals are unnecessary, several digital artists recommend well-edited content directly on social platforms or through third-party applications. Additionally, attention should be devoted to music quality, encompassing trending sounds, suitable background melodies, and voiceovers.

### 2.3.2.3. Accessibility



PICTURE 5. The captions of reels created by visual artists on Instagram (Tran 2023).

Furthermore, the description for YouTube videos and the captions for TikTok and Instagram posts warrant attention. Due to the evolving algorithm systems of these platforms, users can discover related content based not only on titles and

hashtags but also captions and descriptions. As highlighted by Sproutsocial (2023), compelling captions with strong keywords provide context and detailed information, encourage action, or humanize brands to enhance audience engagement. Moreover, captivating captions can prompt viewers to read them, causing reels to replay automatically and boosting view counts and other metrics.

### **2.3.3 The Emotional Factors of videos**

According to an analysis conducted by a marketing technology company, Harvard Business Review (2015) underscores that psychological responses and social motivations are pivotal factors in making content shareable and meaningful. The emotional impact that viewers experience while watching videos can have profound effects (Guy & McNally, 2022). Nonetheless, videos related to art and craft often lack a strong emotional element that can trigger feelings of excitement, irony, or hilarity among audiences.

Furthermore, West (2011, 78-80) identifies laughter and surprise as two of the nine common elements contributing to the virality of videos. However, the element of laughter, which typically drives sharing, is culturally nuanced and challenging to infuse into artistic content. This necessitates considering alternative avenues to evoke emotional responses, such as employing a visual or audible expression of surprise. Creators have the opportunity to craft their own narratives with intriguing and unexpected stories or to amaze audiences with captivating pieces of art. Countless creative approaches can be taken to capture attention and elicit positive or even negative reactions from viewers.

Moreover, these visual mediums offer viewers an intimate glimpse into the creative process, forging a more personal connection with artists. They can stir emotions of inspiration, wonder, and awe, cultivating a sense of closeness to both the artist and their creations. By showcasing the intricate beauty of the creative journey, videos, Shorts, and Reels contribute to nurturing a deeper appreciation for art and craft, motivating viewers to explore their own creative potential.

### 2.3.4 The Marketing Value of videos

Video-form content centered on art and craft holds immense potential as a tool for digital marketing. Short clips, such as Reels and Shorts, serve artists by swiftly showcasing artworks and conveying messages to target audiences within minimal time frames. In contrast, long-form content offers comprehensive context, enabling detailed exploration of artworks, art techniques, and the materials used in their creation. Leveraging these distinct characteristics demands strategic creativity and varied approaches to crafting marketing and promotional content.

Choutopia (2023, artist interview) underscores the role of short-form content in propelling the growth of her small business, citing its ability to easily reach a promising customer base keen on online purchases. Ashley (2023, artist interview) witnessed sales improvements resulting from an augmented Reels-based following, albeit not in an exponential manner. Similarly, accruing new followers equated to a broader fan base for Chibicoïn (2023, artist interview), leading to collaborative invitations, interactions with fellow creators, art supply brands, and event participation. This highlights how visual artists no longer confine themselves to their studios, assuming roles as digital creators generating art content and serving as inspirations in the creative domain.

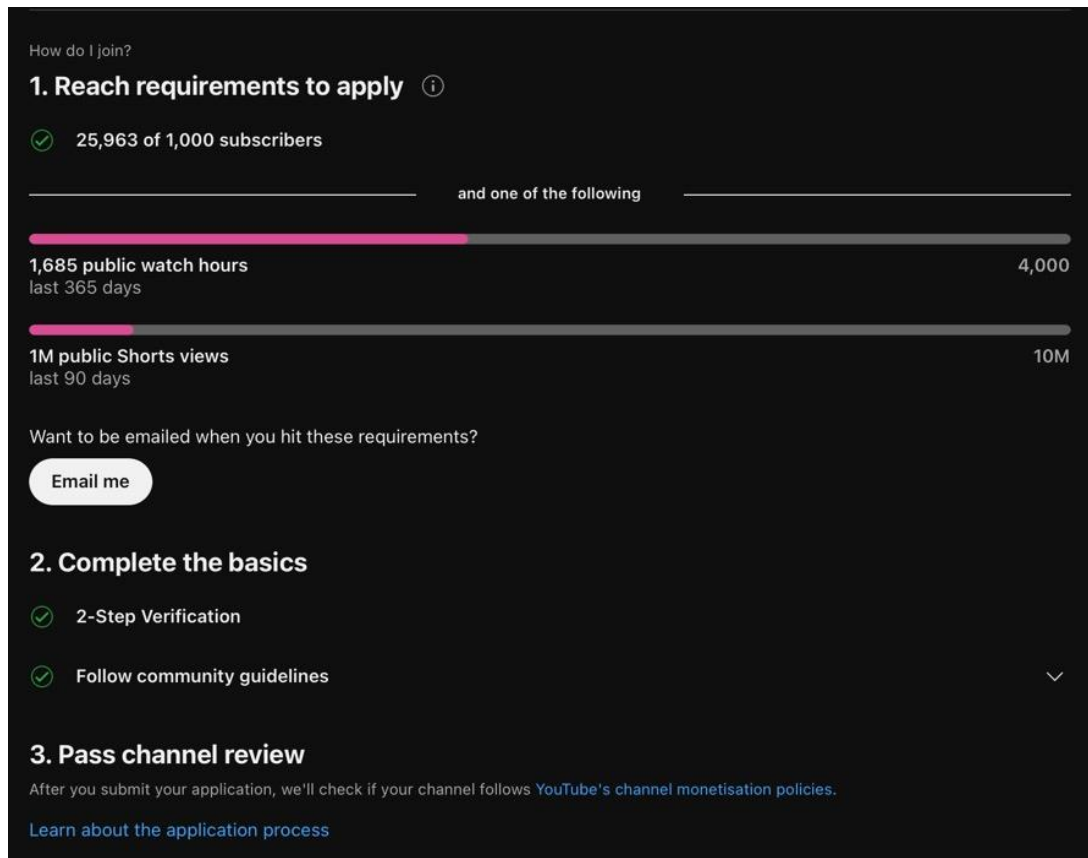
For effective marketing content, Boman and Rajonkari (2017) stress the essential role of creativity. They advocate for the incorporation of a call to action within videos to optimize the impact of video marketing. The perspective of Tammydinh (2023) aligns, particularly for small businesses targeting patrons who prioritize the human connection in their purchases, as she suggests revealing the individuals behind the creations. Yet, successful business owners have also thrived without personal appearances, employing voiceovers or captions to convey the creative process, stories, and essence.

Ultimately, content relating to art and craft have significant marketing value in the contemporary digital landscape. They offer visual artists a powerful way to

showcase their work, connect with potential customers, and build their brand online which enhances the recognition and highlights the stories, passion, and specialization of the visual artists. By creating engaging and informative videos that highlight their unique creative process and expertise, artists can attract a wider audience and generate interest in their work. This can lead to increased sales, commissions, and other opportunities such as collaboration and sponsor, helping to grow their businesses and reputations in the competitive world of art and craft.

## **2.4 Navigating Challenges in the Digital Art Landscape**

The platforms themselves pose certain issues. Many content creators, including digital artists, have adopted social networks as their primary arena, where they engage in full-time endeavours crafting daily short videos, reels, and longer content. Remarkably, these various content formats possess the potential for monetization through advertisements. However, the landscape isn't entirely equitable. Not all creators have the avenue to directly earn profits from the platforms that flourish from their contributions. The platforms seem to harvest the advantages without equally compensating creators, except in the case of YouTube, where ad-generated revenue becomes accessible after meeting stringent criteria for YouTube Partner Programme (Picture 6). This poses the pressing concerns of platforms potentially exploiting free labour. The underlying problem is that not all creators are aware of this hidden truth. The distinction between leisure and labour has become blurred, fostering an overt sense of exploitation (Fuchs 2017, 150).



PICTURE 6. Criteria to join the YouTube Partner Programme to earn money, get creator support and more (Tran 2023).

In addition, these platforms engage in clandestine data harvesting, casting uncertainty over the purpose of collected data. Data generated by users and insights into user behavior transform into commodities sold to advertisers (Fuchs 2017, 150). Furthermore, these platforms may adopt policies that raise questions about copyright, ideology, and other contentious aspects.

On the other side, insights gathered from expert interviews shed light on the myriad challenges encountered by visual artists in the realm of consistent content creation. Engaging in the regular production of artistic videos can potentially give rise to a range of mental hurdles, including burnout, lack of motivation, and art block. Within the competitive art market, the weight of constant improvement looms over visual artists like Reiko (2023, artist interview), who express a sense of overwhelm and stress stemming from the incessant need for each new creation to surpass its predecessor.

Effectively managing time emerges as a prominent concern, with the intricate process of planning, lighting setup, camera arrangement, filming, and editing often encroaching upon the precious hours dedicated to genuine artistic endeavors. According to Choutopia (2023, artist interview), the inclusion of filming within her pottery production process extends the timeline by approximately threefold.

Navigating the ever-shifting landscape of algorithmic recommendation systems across various platforms adds another layer of challenge, as Stokel-Walker (2022) in an article for “Wired” states, “there’s no recipe for it, there’s no magic formula”. This requires artists to adapt, continually update their awareness of trends, and maintain a daily vigilance to ensure their business accounts remain on a growth trajectory. Over time, the emphasis may inadvertently shift from the intrinsic value of art creation to an excessive fixation on statistical metrics and audience engagement.

Furthermore, the experiences of collaborating with brands of Tamypu (2023, artist interview) underscore the potential discomfort arising from clients seeking excessive involvement in content generation, from hashtags to captions and links. While not a common challenge, such situations can give rise to a sense of unease, stemming from a perceived lack of creative autonomy and professional respect.

In summary, these formidable challenges collectively exert a substantial impact on the productivity of art creation and the long-term mental well-being of visual artists who are also digital creators.

### **3 METHODOLOGY**

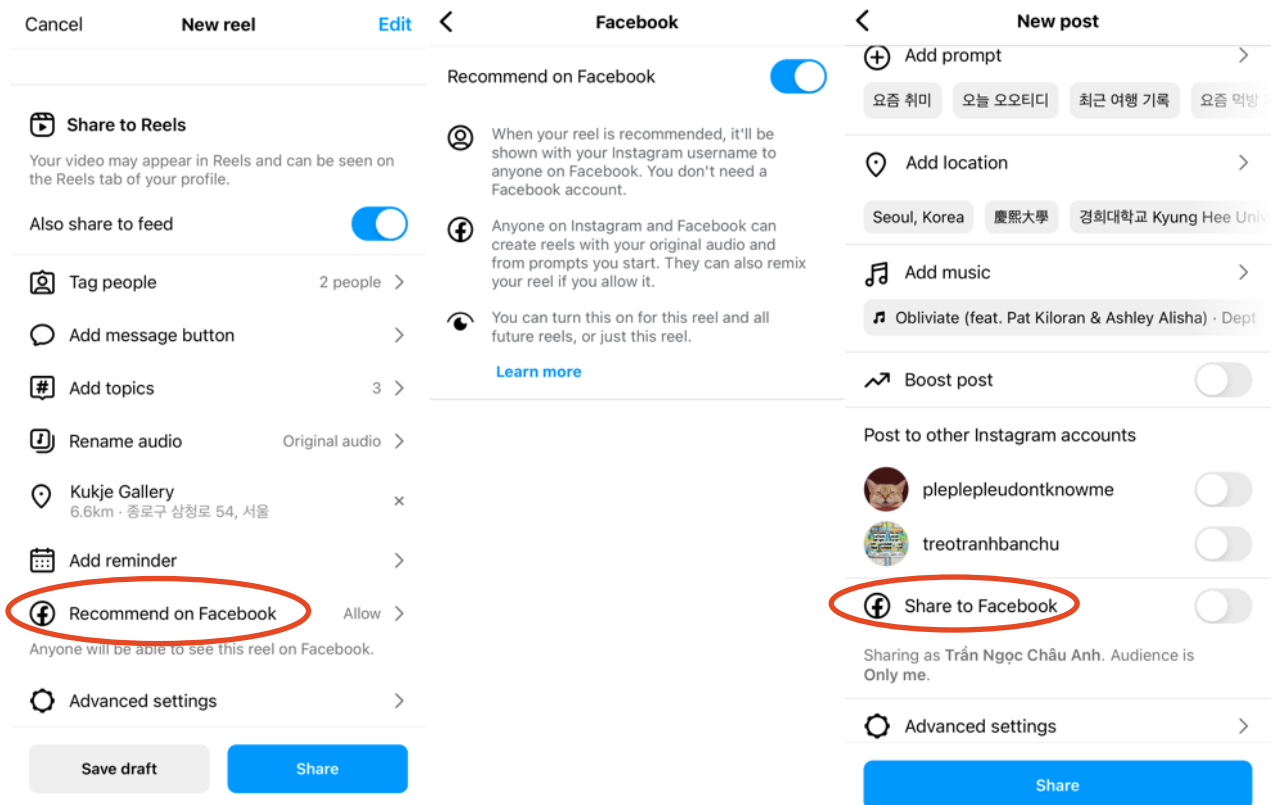
#### **3.1 Visual artist interview**

To explore the advantages and disadvantages faced by artists in their utilization of social media and video production, an expert interview was conducted. Invitations were extended to 10 visual artists, resulting in responses from 6 individuals willing to participate in the interview via text message and email. This method was chosen for its time efficiency and the convenience it offered to the interviewees, who hailed from diverse artistic backgrounds ranging from clay and ceramic artists to illustrators. It is noteworthy that all these artists utilize video features to promote their work and cultivate a strong brand presence, albeit with varying fan bases and reputations. This diversity allows for an examination of potential differences in their experiences within this realm. As a result, their knowledge and insights prove invaluable in analysing the marketing efficacy and limitations associated with video production on SM platforms. The list of question and details of the interviewees can be seen Appendix 1.

#### **3.2 Social Media platforms comparison**

Social media platforms diverge significantly in their features, audience demographics, and cultural impact, offering distinct tools and opportunities for artists and creative professionals to present their work and engage with audiences. While the influence of Facebook in the art world has waned over the years, primarily serving as a cross-sharing platform for content from Instagram (Picture 7), this thesis centres on comparing other favoured tools - Instagram, TikTok, and YouTube. The aim is to furnish visual artists with a comprehensive understanding of each platform's pros and cons.





PICTURE 7. Instagram allows users to cross-post any-format content to Facebook (Tran 2023).

To glean insights into the utilization of these social networks, the author conducted expert interviews with six visual artists specializing in different fields (Appendix 1). Additionally, the comparison draws on the observations, experiences of the authors, and insights gained from prior research on the relevant subject.

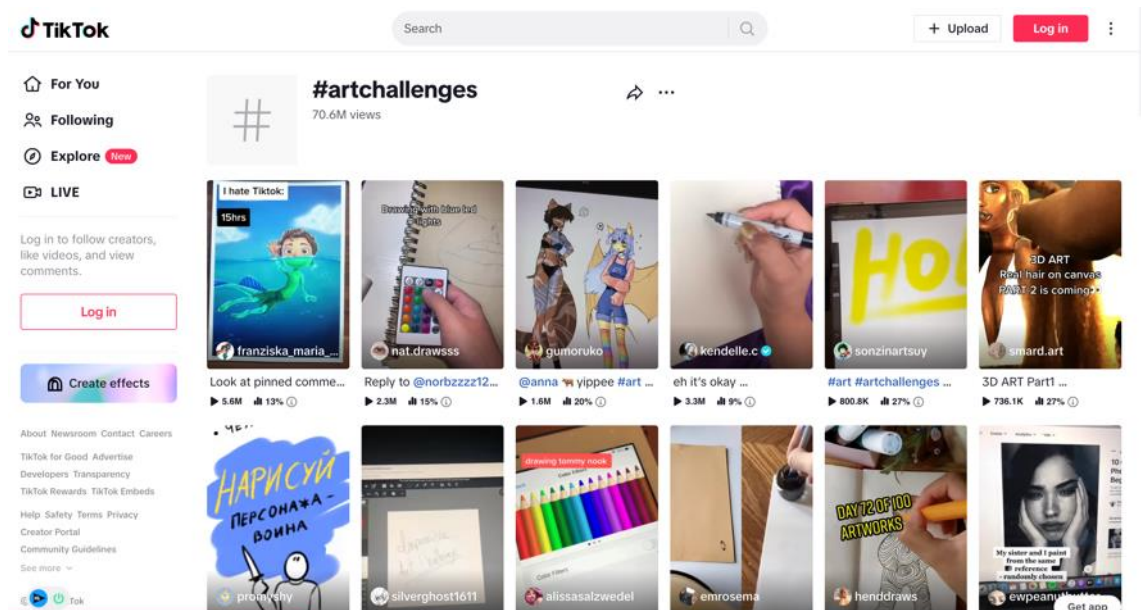
### 3.2.1 Tik Tok

Launched in 2016 by the Chinese tech company Bytedance, TikTok has swiftly risen as a prominent short-form video hosting service, leading the trend with content durations ranging from 15 seconds to 10 minutes (Zhang 2020; Zhou 2019; TikTok n.d. 1). Setting itself apart with a unique mobile video format, TikTok

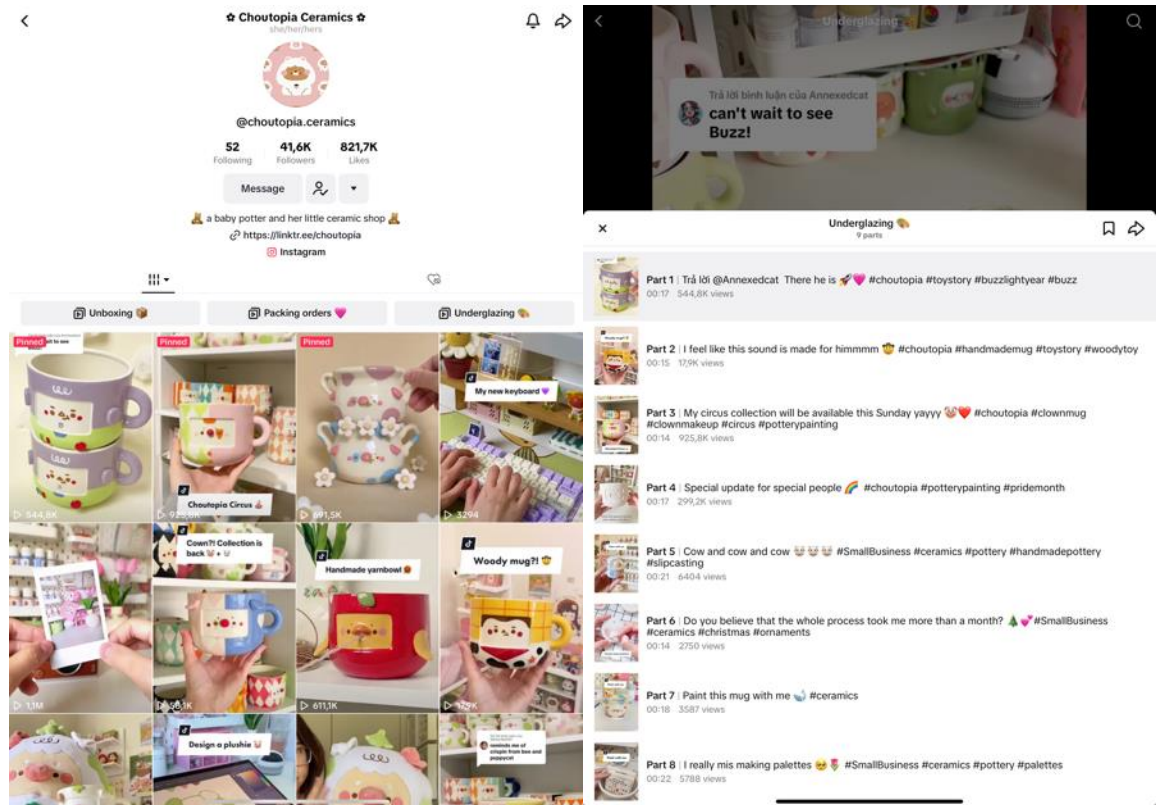
has garnered global acclaim for its approach compared to traditional horizontal-framed videos.

Key features for art creators on TikTok include:

- **Hashtags:** Facilitates the creation of small communities for personalized video updates on specific topics (Zhang 2020, 546) (Picture 8).
- **Video Creation Tools:** Offers an array of tools like voiceover, licensed music, face filters, audio/visual effects, templates, and basic editing tools.
- **Direct Messages:** Enables creators to forge instant connections with their audience.
- **Playlists:** Allows creators to organize videos into categorized sets for user-friendly viewing (TikTok n.d. 2) (Picture 9).
- **TikTok Shop:** Empowers artists to showcase and sell art products directly within the app (TikTok n.d. 3).



PICTURE 8. Hashtag section allows users to be updated with more videos on the related topic (Tran 2023).



PICTURE 9. Playlist section for categorizing the content (Tran 2023).

While TikTok is well-known for its snappy videos and viral hashtags, it hosts a diverse range of content, from comedy to skill-sharing. This diversity has led to a somewhat chaotic content landscape. Described as an "energetic playground" by Kurzrock and Bresnick (2019), TikTok offers a space for free-spirited video creation, creating new visual styles and online cultures. However, Gerlieb (2021) emphasizes that this playfulness might not suit visual creators aiming to establish a brand identity and career.

Given its nature as a short-video platform, many digital creators feel compelled to produce continuous content to stay relevant. Some, like Reiko (2023, artist interview), find disruptive filming process of TikTok challenging, creating a sense of hassle and effort consumption while producing art. Moreover, concerns raised by Paul regarding the potential ban of TikTok in the US due to data privacy and censorship issues further exacerbate the uncertainty for creators. Given that a significant portion of their audience resides in the US, this poses a threat to both domestic and international visual artists on top of the national security issues.

To mitigate the risks associated with TikTok's potential disappearance, it is advisable for artists and content creators to diversify their platforms. By expanding their presence across multiple social media platforms, creators can safeguard against the loss of audience and continue to engage with their followers effectively. This strategy not only reduces dependence on a single platform but also ensures resilience in the face of regulatory uncertainties.

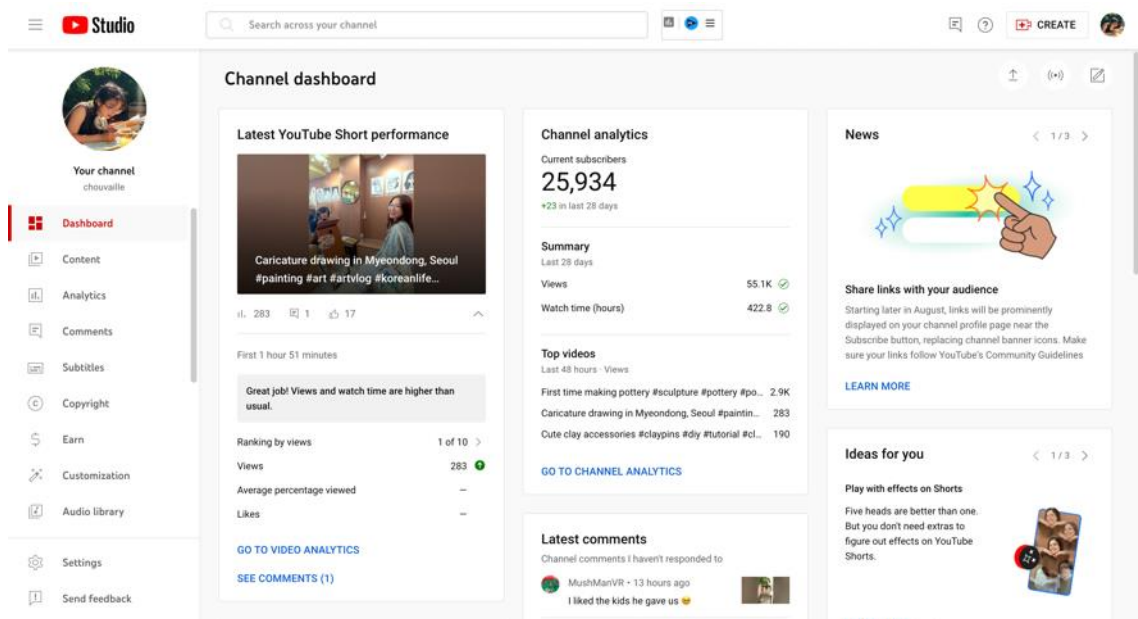
### 3.2.2 YouTube

Ranked 2nd in the top most viewed websites after Google.com (Appendix 2), YouTube (owned by GOOGLE) holds the title of the world's largest video-sharing platform. Beyond long-form content without duration limits, in September 2020, YouTube also features shorter clips known as Shorts, lasting up to 60 seconds. With its robust search engine and diverse content forms, YouTube provides artists with extensive opportunities to showcase their talents to the right audience (Li n.d.). Agrawal and Trivedi (2021, 18) echo this sentiment, highlighting YouTube's advertising capabilities and potent search engine for precise audience targeting. According to their analysis of social media demographics, the average engagement rate, which refers to the level of interaction the audience has with the content, serving as a benchmark for audience analysis and content value, is approximately 4% on YouTube, surpassing other platforms, making it an excellent avenue for brand promotion and marketing.

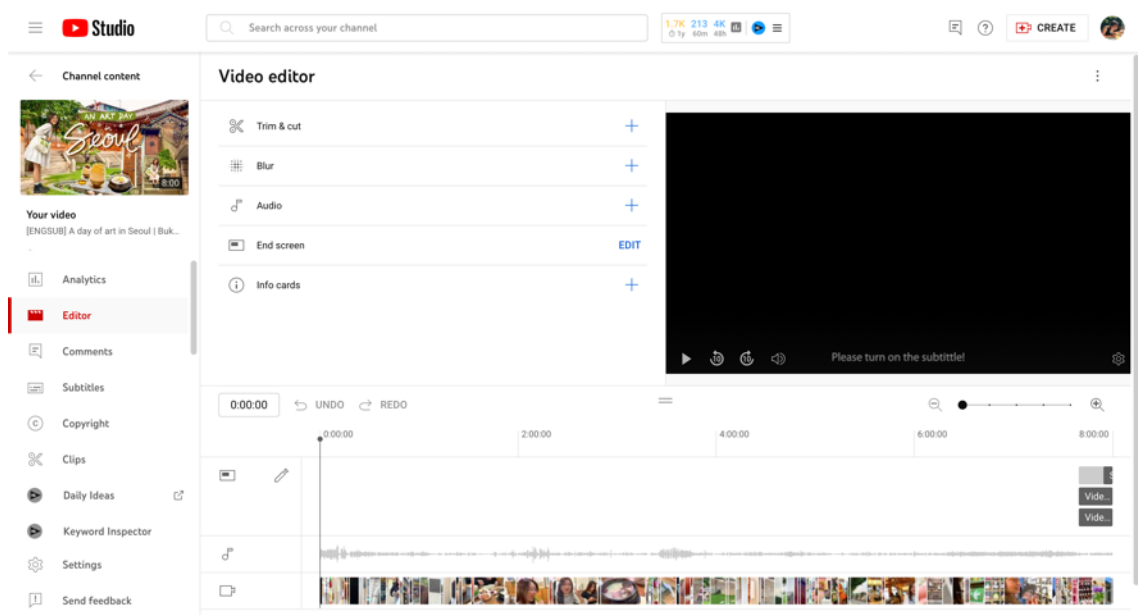
Key features for art creators on YouTube include:

- **Great search engine:** facilitates audience targeting and niche definition easily (Agrawal & Trivedi 2021, 18)
- **No limit durations:** Allows artists to share knowledge and insights into their work in more detail.
- **YouTube Studio:** home for creators where they can manage their presence, grow their channel, connect with their audience, and monetized (YouTube Help n.d. 1) (Picture 10).

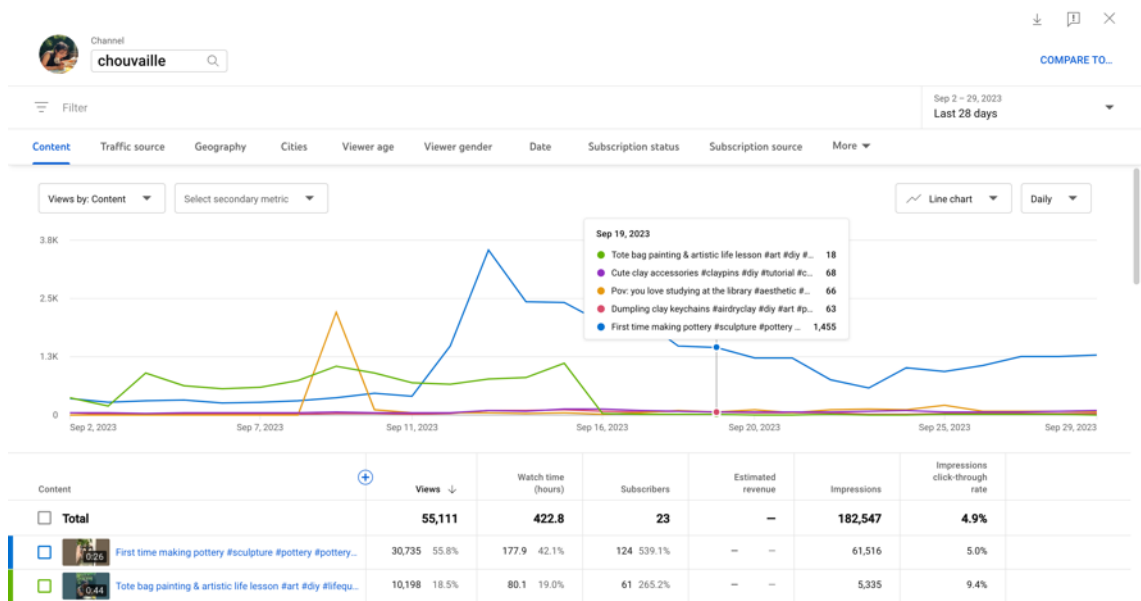
- **YouTube partner programme:** provides creator support and various monetization options including Ads, Memberships, Shopping, and Super (YouTube Help n.d. 2).
- **Basic edit tool:** available for Shorts on mobile app and long-form video on desktop website (Picture 11).
- **Analytics:** offer demographic analysis of videos and channel performance (Picture 12).



PICTURE 10. Channel dashboard of YouTube Studio (Tran 2023).



PICTURE 11. Video editor for long-form videos (Tran 2023).



PICTURE 12. Demographic analysis of the channel (Tran 2023).

Despite the impressive tools supporting creators, some visual artists hesitate to create content on YouTube. The platform is perceived as too professional and formal, demanding more effort in video production. ChibiCoin (2023) is intrigued by the platform but has yet to produce content while Reiko (2023), having created two YouTube videos, abandoned the platform, finding filming too time-consuming and distracting from the art-making process. Moreover, it is worth noting that the editing tools and features for Shorts on the mobile app are not as diverse and powerful as those on TikTok and Instagram. Consequently, many creators resort to third-party editing apps and cross-post their Shorts.

### 3.2.3 Instagram

Instagram, owned by META, stands out for its visual-centric approach and commitment to aesthetics, making it an ideal platform for fostering recognition and cultivating a cohesive personal brand. Originating as an image-based platform, Instagram evolved by introducing features like Stories (content automatically disappearing within 24 hours) and Reels (vertical short clips lasting up to 60 seconds) to align with the era of short-form content. Notably, these features were adopted from other social media apps, with Stories inspired by

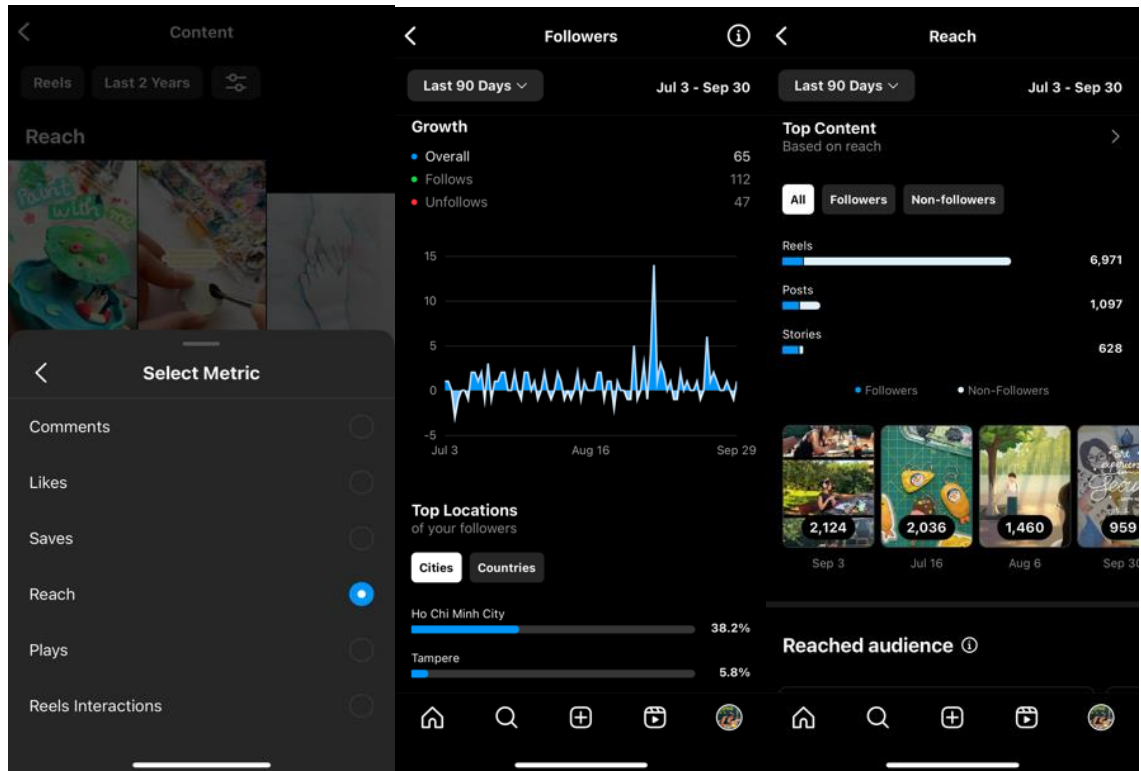
Snapchat and Reels drawing from Vine (the original app of TikTok) (Kinko 2023). This diversity in content forms has contributed to Instagram's immense popularity, particularly among the younger demographic and art enthusiasts.

Lerin (2023) expresses admiration for Instagram, citing its modern, user-friendly interface designed for both intuitiveness and effectiveness. Ashley (2023) strategically uses the platform for her art business, leveraging the casual and life-sharing aspects on Stories but still maintaining a professional identity through cinematic Reels, and showcasing artworks on static single posts or carousels.

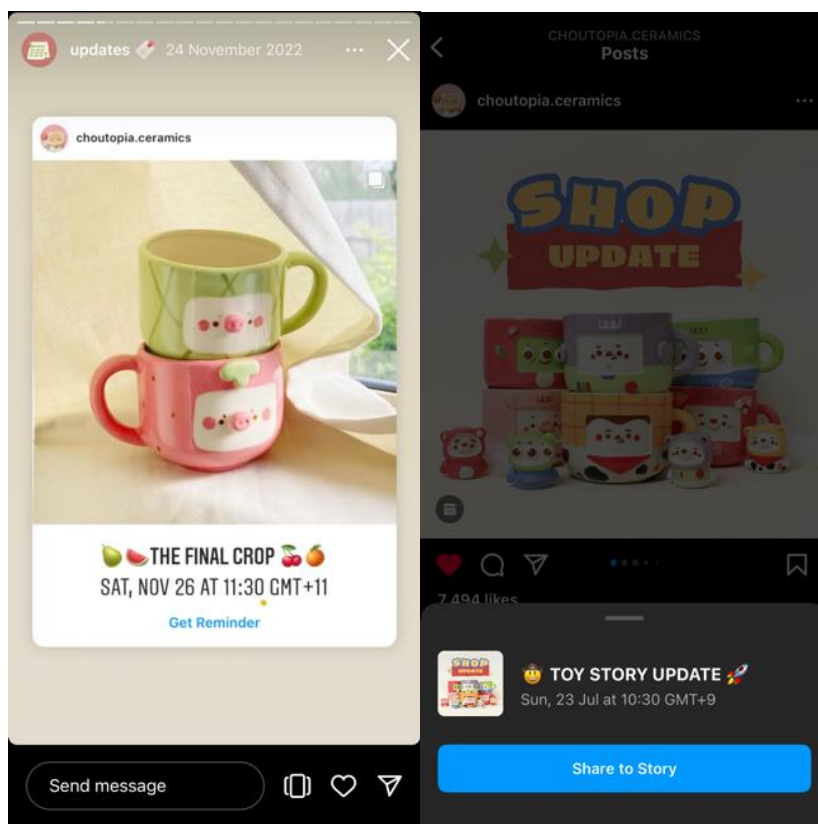
According to Gerlieb (2021, 4), social content feed on Instagram often functions as a portfolio or curated exhibition, turning the profile owner into a digital curator. This digital curation, unrestricted by the physical confines of traditional venues like galleries and museums, empowers artists to select, combine, and present their works in unique ways, capturing the attention of a global audience.

Key features for art creators on Instagram include:

- **Direct Message and Broadcast Channel:** facilitates deep connections through private messages, polls, image or video sharing with fans and potential customers.
- **Extensive Edit Tools:** powerful tools available for all forms of content.
- **Business account and insights:** enables artists to access metrics for content and account performance (Picture 13).
- **Reminder:** the audience can view event details and get reminders before the event of the creator starts (Picture 14).
- **Cross-posting:** allow artists to share their content on several accounts, whether on Instagram or Facebook.
- **Hide like and view counts:** only creators can see the total number of likes and views on their post.
- **Story Highlights:** allows the categorization of Stories for easy viewing (Picture 15).

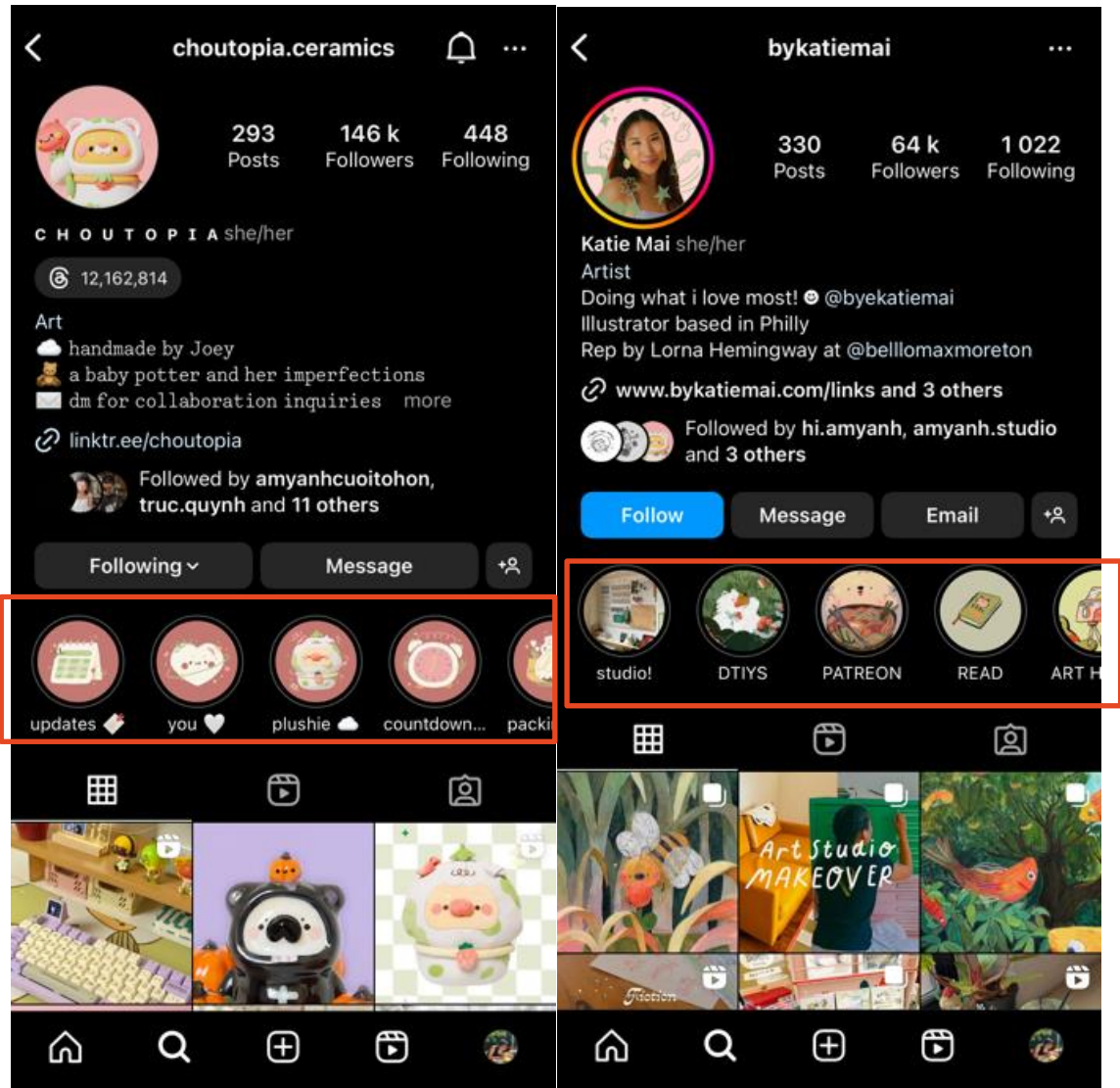


PICTURE 13. Insights for business accounts (Tran 2023).



PICTURE 14. Reminders for Stories and Single Post (Tran 2023).





PICTURE 15. Story highlights for categorizing the stories (Tran 2023).

Instagram has emerged as a pivotal platform for visual artists to establish their presence and personal brand, credited with launching the careers of several high-profile artists. Studies, such as the Hiscox Online Art Trade Report (Hiscox 2023), affirm continued influence of Instagram on young audiences, maintaining its status as the "most art-friendly platform," and shaping the direction of the art market for over a decade.

### **3.2.4 The key differences and common features**

All these video-sharing platforms incorporate a hashtag feature, fostering small communities where users can explore and create personalized videos on similar topics, all in a mobile-friendly short format.

However, the crucial distinction among YouTube, TikTok, and Instagram lies in the nature of the shared content. YouTube predominantly features long-form instructional or detailed content, while TikTok and Instagram lean toward shorter, visually engaging content. TikTok excels in brief, snappy videos set to music, whereas Instagram emphasizes a polished, professional aesthetic and visual storytelling. Moreover, the unique audience demographics of each platform influence the type of content that resonates most effectively.

It is advisable for artists and content creators to diversify their platforms to safeguard against the potential disappearance and suddenly unwanted changes of a favoured one. Proficiency in utilizing any social network necessitates a strategic understanding to maximize its potential and achieve optimal effectiveness.

### **3.3 Survey about response of audience on art videos**

Building upon previous observations, it is evident that the surge in short-form content and related platforms has fundamentally altered the dynamic between artists and their audiences. With the unprecedented ease of creating and sharing videos, artists now employ these platforms to present their work, divulge their creative processes, and reach global audiences. Nonetheless, as artists continue to explore this evolving medium, lingering questions persist about how audiences react to this content.

To address these inquiries, the study conducted a survey aimed at investigating how audiences respond to art videos. The specific objectives are to gauge the marketing value, pinpoint the most attractive aspects of these videos, assess their

impact on the audience, and comprehend how viewers interact with the content. The survey design is geared towards providing a quantitative portrayal of the attitudes and opinions within a given population (Creswell 2023, 141). By gaining insights from the audience's perspective, the thesis aspires to illuminate the transformative impact of video-based platforms on the art world. Furthermore, the study aims to offer artists valuable insights and feedback on their video content.

### **3.3.1 The procedure**

This survey's primary goal is to comprehensively assess the engagement dynamics, emotional resonance, and marketing effectiveness of visual art videos. The study is focused on a specific sample of social media users who share a keen interest in visual art content. The target group consists of 100 participants, primarily fellow artists, and followers of the "Chouvaille" art accounts managed by the author. This study adopts a longitudinal survey method, designed to collect data over an extended period, aligning with the methodology proposed by Creswell (2023, 143). The survey instrument was meticulously crafted and administered using Google Forms, an online survey tool.

The survey comprised 21 questions, including both open text fields, checkboxes, and multiple-choice questions. Some checkboxes also provided a text field option, allowing respondents to add comments or their preferences. The survey was shared across the author's social media platforms, including a Facebook post, an Instagram story, and a YouTube community post. Initially targeting 100 respondents within a week, the survey received a final response count of 86. The questionnaire and data analysis can be seen in detail in Appendix 3.

### **3.3.2 The analytics**

Regarding personal information, the survey only collected data related to respondents' ages, aiming to assess if age influenced social media platform preferences. The majority of respondents fell into the young adult category, with

73.3% in the 18-24 age range and 19.8% in the 25-34 age range. On average of 2-5 hours spending on social media, most young respondents indicated some level of interest, with a significant portion watching art-related content either sometimes or frequently, while a smaller portion engaged with it rarely (see Figure 3).

How frequently do you watch videos or short clips relating to arts?

86 responses

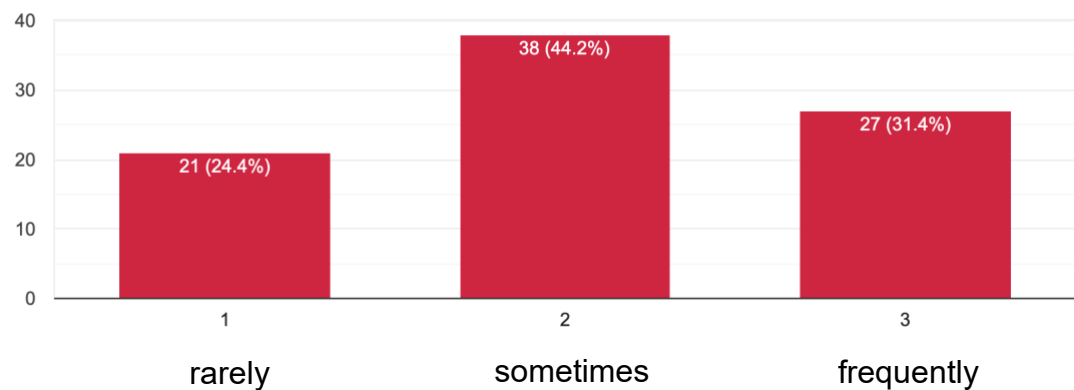


FIGURE 3. The frequency of art content view.

In the fourth question, respondents were presented with three options for social media platforms, focusing on the platforms discussed in this thesis. Notably, Instagram emerged as the most preferred platform for art content, with 65.1% of respondents favouring it, followed by YouTube, which garnered 57% of user preferences (see Figure 4). TikTok, the least preferred platform among the options, was primarily chosen by young adults, reflecting its popularity among this demographic. Additionally, the survey identified the inclusion of other platforms like Pinterest, RED, and Twitter. Pinterest and Twitter are well-established platforms, while RED, also known as Little Red Book, is a rapidly growing Chinese social media platform, with a particular focus on products, shopping, and lifestyle (Wan 2022). This emerging platform shows potential for digital artists looking to target the Chinese art market.

Among these social media platforms, which one is your preferred platform for art content?  
86 responses

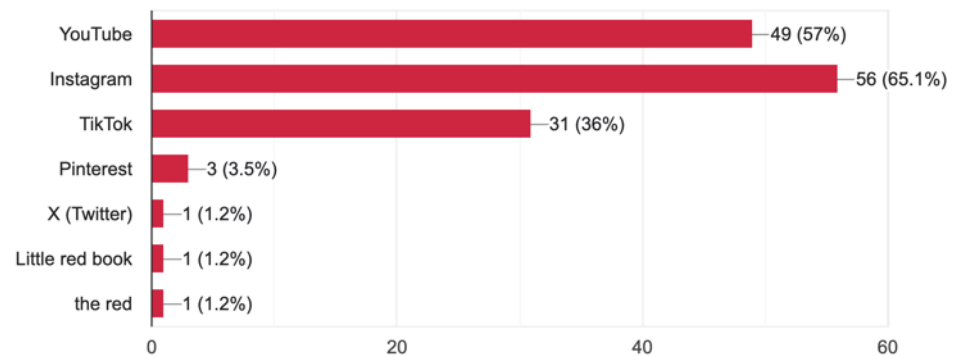


FIGURE 4. Favoured SM platforms by users.

When analysing the reasons for choosing their preferred platform among YouTube, TikTok, and Instagram, respondents provided valuable insights. YouTube was favoured for its in-depth, informative long videos that meticulously explained the art-making process step by step. The platform's intensive search capabilities allowed for a more focused exploration of art topics. However, some respondents expressed annoyance with ads, leading them to explore alternatives. TikTok was appreciated for its catchy and entertaining content, characterized by its brevity and ease of access due to user-friendly algorithms. Instagram, on the other hand, stood out as a platform for connecting with fellow artists and easily reaching out to others, often serving as a digital portfolio for artists. Its short but direct videos, polished presentation, and inspiring content resonated with users. Additionally, the platform's user interface was commended for its suitability in showcasing artworks effectively.

When viewing Visual Art-related videos, a broad spectrum of emotions and reactions emerges among respondents. Notably, relaxation (67.4%), inspiration (44.2%), and making a lasting impression (53.5%) are prominent responses (refer to Figure 5). Additionally, 87.3% participants believe that visual aesthetics have a modest influence on their engagement. A significant majority, 75 out of 86 respondents, express that art videos can indeed impact their perspective on art and inspire them to delve deeper into the art world, ranging from somewhat to an absolute influence. Furthermore, participants express a desire for more than just

the final, aesthetically pleasing artworks; they are keen to uncover the creative processes behind them. To these respondents, an ideal art video should effectively evoke specific emotions while also conveying a clear message or imparting knowledge. These findings highlight the significance of artists and content creators considering all three elements: emotional resonance, visual appeal, and informative content when crafting their videos destined for millions of views (see Figure 6).

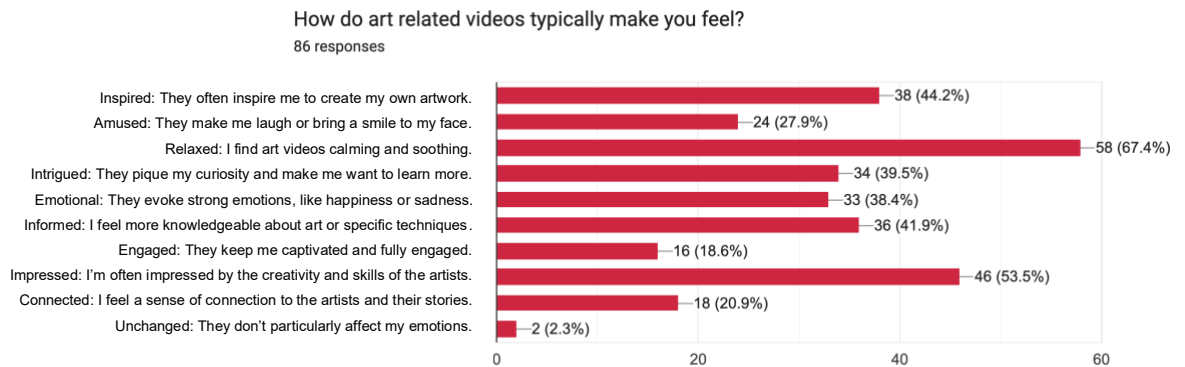


FIGURE 5. Emotional impact of art videos on the audience.

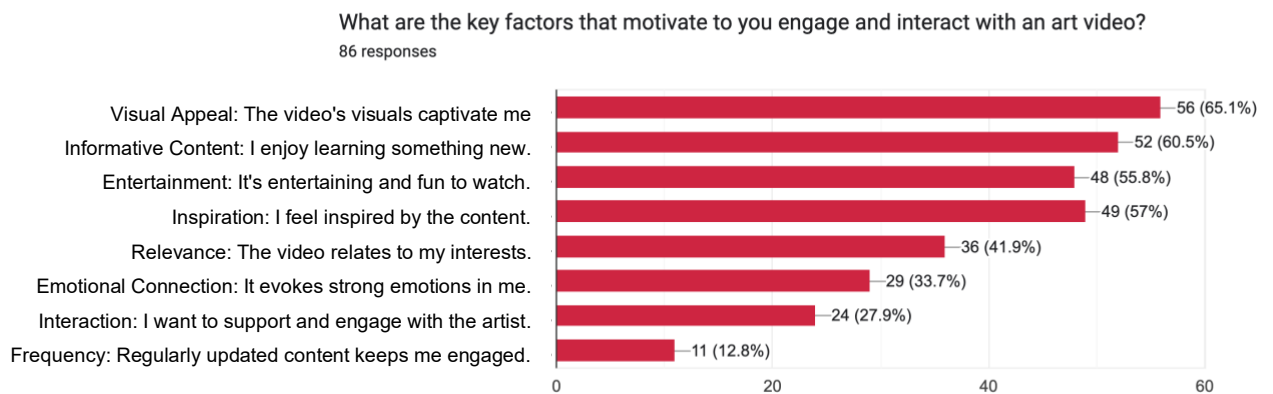


FIGURE 6. Key factors that effect the engagement and interaction of the art video.

In the realm of art promotion and marketing on social media, challenges persist, particularly when aiming for sales and revenue generation. While the audience generally acknowledges the effectiveness of art videos in enhancing artist and brand recognition, the fact that only 2.3% of them make frequent art product or merchandise purchases underscores the difficulty for the creators in generating

substantial income through content production on social media platforms. Nevertheless, it is worth noting that a substantial 76.3% of the audience finds art videos intriguing and informative (see Figure 7). This bolsters their connection with artists and brands, suggesting that as artists accumulate a substantial following, there is potential for growth in art product sales, particularly given that support for the artist is one of the pivotal factors influencing art purchases (refer to Figure 8). Additionally, products should align with buyers' preferences, be visually appealing, and have an affordable price.

How do you feel about artists/ brands producing videos for marketing? Does it help your engagement or perception of the artist/brand?  
80 responses



FIGURE 7. Opinion of the audience about video production for art marketing.

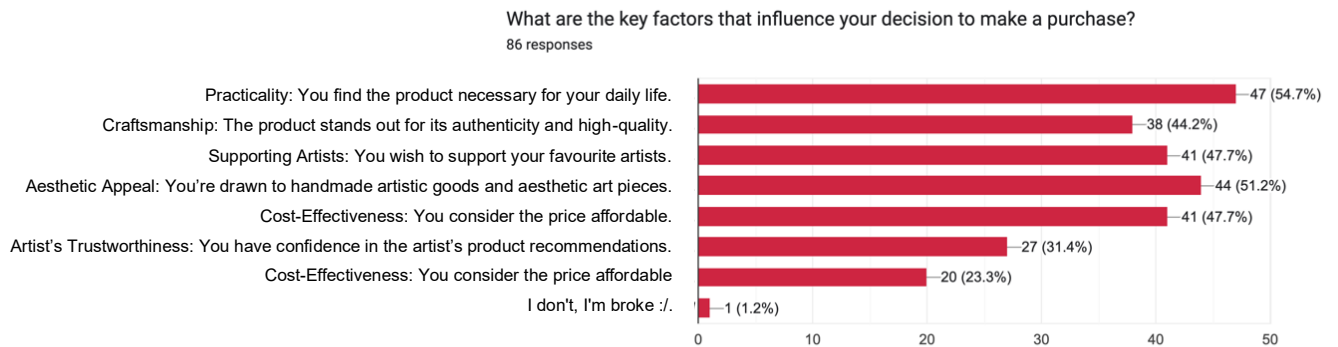


FIGURE 8. Key factors affect the purchase of artworks or merchandise.

When considering how the audience typically engages with art content and artists or brands on social media platforms, it is more common for viewers to hit the like button for art videos or occasionally save content for later viewing, particularly if it is deemed valuable. Nevertheless, creators often struggle to elicit comments, shares, and subscriptions or follows. Generally, to boost content engagement,

visual appeal remains a critical factor, with a notable 65.1% in agreement (see Figure 6). However, this alone does not suffice to motivate the audience to follow or subscribe or become ardent fans of art accounts. The audience seeks high-quality content, characterized by its niche appeal, inspiration, value, and educational elements, a viewpoint held by more than half of the respondents (refer to Figure 10).

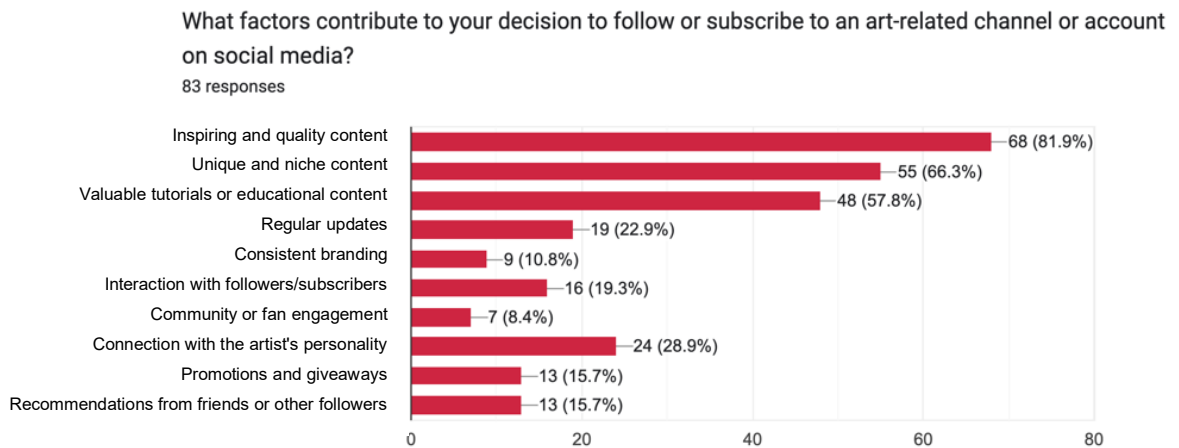


FIGURE 10. Key factors affect the follow/subscribe number of art accounts.

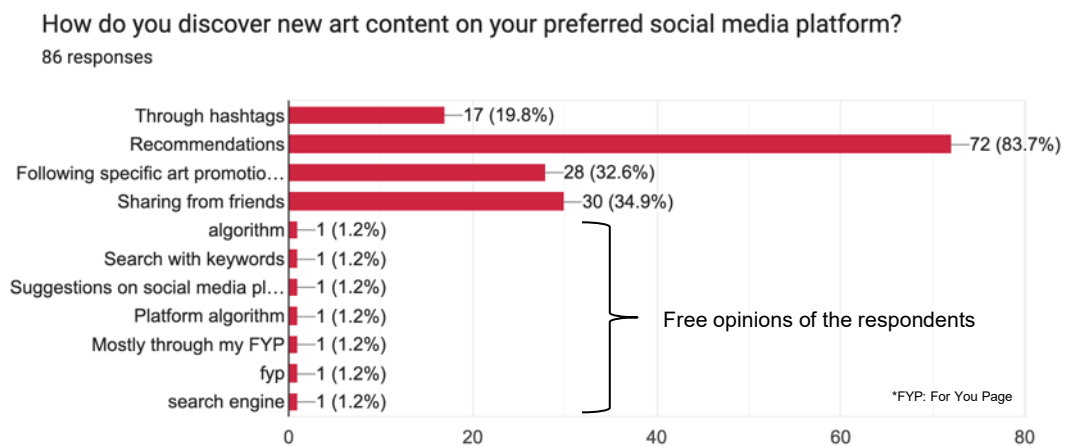


FIGURE 11. How audiences discover new art content on SM platforms.

Lastly, when probed on how audiences discover new art content, they provided an intriguing insight. Hashtags appear to have diminished in effectiveness from their earlier prominence, with the potent search engines and platform algorithm systems now steering the landscape, backed by more than 90% of respondents collectively (see Figure 11). In response, content creators are prompted to



optimize these features, grasp the inner workings of each platform, comprehend the unique audience profiles on these social networks, and heed the key factors mentioned above to capitalize on their potential for broader reach and engagement across their accounts and content.

## **4 ARTISTIC PROJECT – “CHOUVILLE” ON YOUTUBE AND INSTAGRAM**

### **4.1 Objectives**

In this phase of the thesis, the primary goals revolve around conducting a thorough examination of the "Chouville" artistic project on YouTube and Instagram. The focus is on evaluating the efficiency of the strategies employed and assessing the growth in audience reach and engagement. The project seeks to analyse the nature, format, and effectiveness of the content produced on these platforms, aiming to measure the overall success of the project. The ultimate objective is to propose strategies for optimizing content creation, tailoring approaches to the unique features of each platform. Furthermore, insights gleaned from user demographics and engagement metrics are crucial, offering valuable perspectives on audience characteristics, interaction patterns, and trends. It's worth noting that the project, conducted for over a year, deliberately excluded TikTok due to the author's emphasis on establishing a brand identity and career, considering TikTok's perceived chaotic nature and misalignment with personal preferences.

### **4.2 Strategy and Tactics**

Initially, the content creation schedule for the "Chouville" artistic project involved the production of two long videos and two short videos per month (1 video each week). Long videos were scheduled for posting on YouTube every Saturday or Sunday afternoon, while short videos were uploaded on both YouTube and Instagram. However, after three months, maintaining such a high frequency for long videos became challenging, leading to a revised schedule of one long video every 3-4 weeks, with short videos filling the gaps.

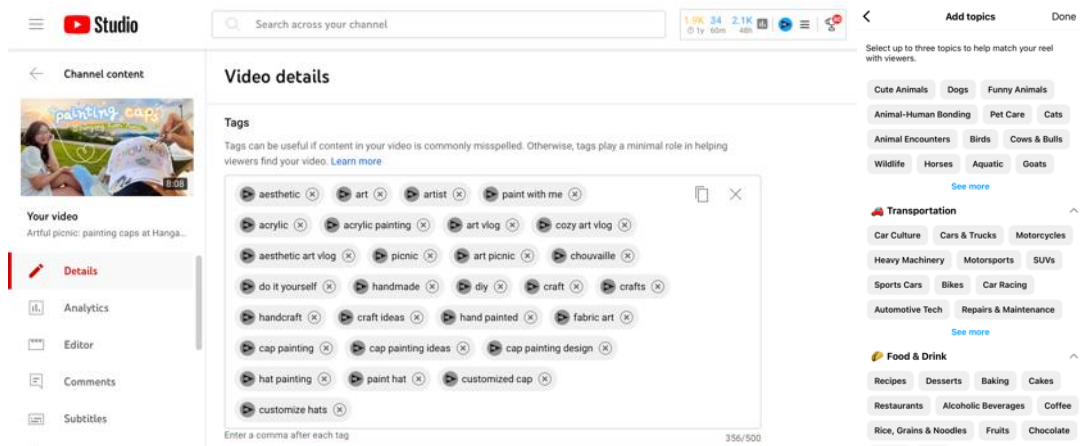
The thematic focus of the videos encompasses arts, crafts, and the daily life of the artist, presented in various forms such as daily vlogs, tutorials, travel vlogs, or study-with-me sessions. The shooting locations were diverse, ranging from

indoor settings to outdoor environments, including home, picnics, and foreign countries.

While the subject matter consistently revolves around art or the artist, the editing approach varies based on the video format. Long vlogs, which delve into the artist's life, incorporate voiceovers to narrate stories against a background of non-copyrighted music. This technique aims to engage the audience, provide a human touch, and deliver value through personal narratives. In contrast, short videos feature ambient sounds with subtle background music, often replicating ASMR (Autonomous Sensory Meridian Response) style videos—no talking, emphasizing the sounds of routine actions, and objects touching to create a relaxing yet intriguing experience. The choice of audio for short videos typically includes trending copyrighted songs provided by the platforms or remixes from other content creators.

Regarding length, shorts and reels are kept under 30 seconds, while long-form content lasts more than 8 minutes, aligning with the suggested video length discussed in section 2.3.1. The posting time is strategically chosen based on the target audience's activity, with most content scheduled for around 4 to 6 pm on weekends.

Additionally, search engine optimization (SEO) was a focal point across platforms. For YouTube, the title, description, and tags of the videos were meticulously crafted based on relevant keywords. Simultaneously, on Instagram, emphasis was placed on optimizing captions, topics, and hashtags. These sections were strategically fine-tuned to enhance visibility, ensuring that potential viewers can effortlessly discover the videos, channel, or account.



PICTURE 16. Tags section on YouTube, Topics section on Instagram (Tran 2024).

### 4.3 Actions and Development

After nearly a year publishing the YouTube channel, "Chouvaille" crafted a total of 16 long videos, totalling 277.7 minutes and 47 short videos, totalling 1110 seconds in total, strategically shared on both YouTube and Instagram. In the initial three months, long videos garnered an average of 500-2 thousand views. A notable surge occurred with the debut of the long video "How to make clay pins | all my tips and tricks," amassing 1k views shortly after publication and becoming the most successful long video to date, boasting 21.6k views, 1.3k likes, and 68 comments so far. Shorts and Reels typically accrued 1-2k views each, with occasional unpredictable spikes in performance. The entire channel experienced notable spikes in May and June, notably propelled by a short video showcasing the artist trying pottery for the first time, catapulting from 2 thousand to an astounding 8.6 million views. This viral Short substantially increased channel visibility and subscriptions, surging from around 100 to more than 25 thousand subscribers after subsequent smaller spikes.

The factors behind this unpredictable surge could be attributed to the mysterious nature of the algorithm system, as the spike occurred suddenly a few months after publication. Additionally, there may have been some hidden controversial elements that the creator had not predicted. Among the 1,735 comments received, some viewers pointed out misspellings in the title "Trying Pottery for the

First Time," while others were impressed by the beauty and talent of the artist. Moreover, there were differing opinions on how the artist achieved such flawless pottery on her first attempt and whether any tricks were involved. It can be argued that the YouTube algorithm is not purely random but rather a combination of luck, strategies, and skills. However, for sustainable growth, artists should focus on understanding their own audience instead of solely relying on algorithmic phenomena.

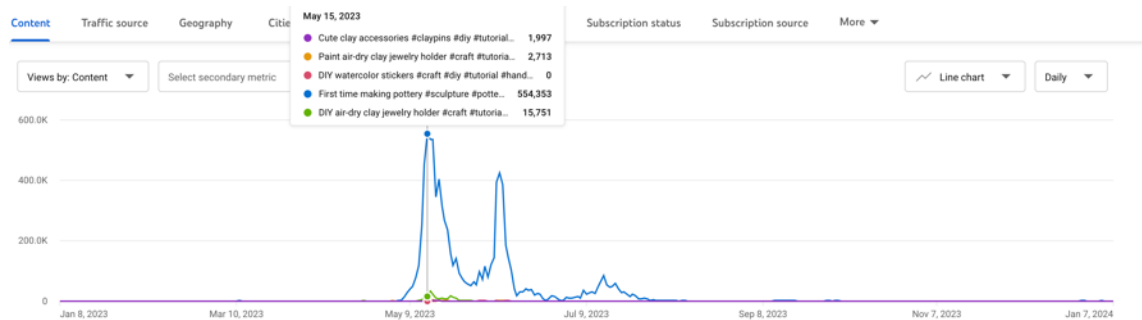
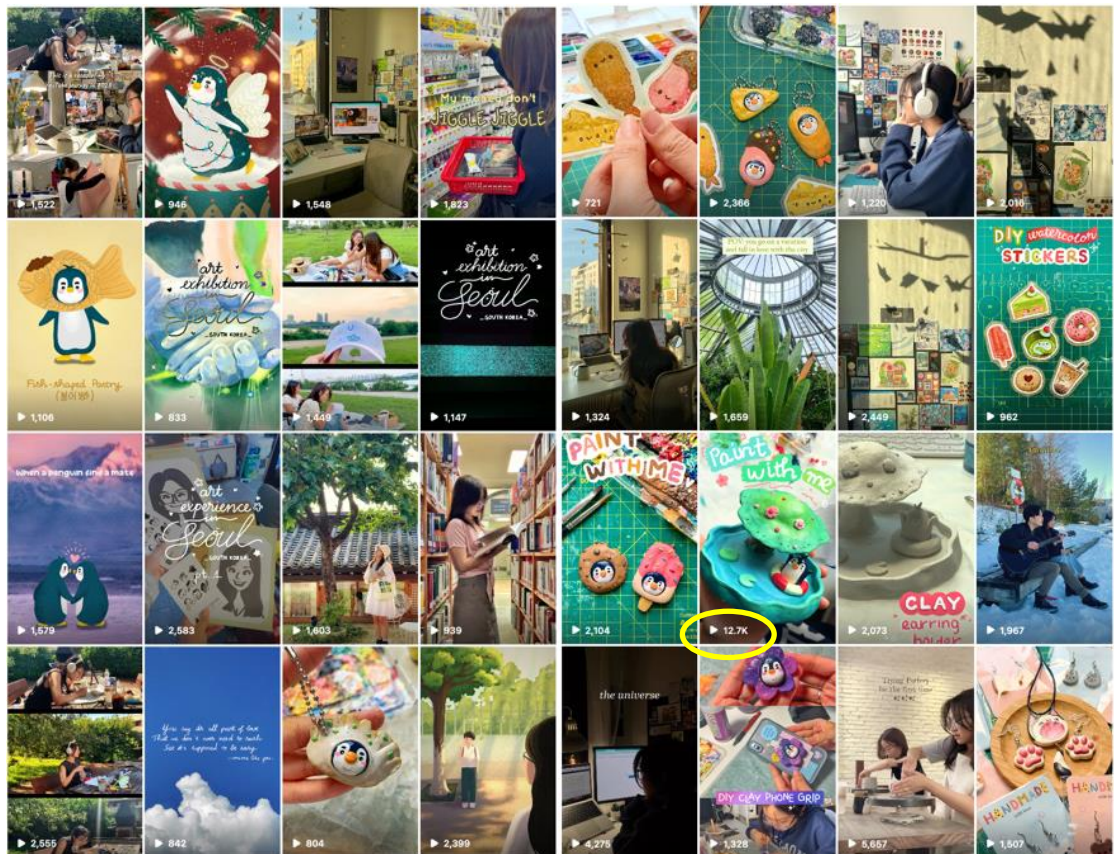


FIGURE 12. Line chart illustrating channel's content performance over the past year (Tran 2024).

On Instagram, Reels did not mirror the engagement metrics observed on YouTube, despite sharing similar short-form content. The performance of Shorts and Reels varied, with some shorts outperforming Reels and vice versa. However, YouTube remained a more effective platform for capturing the attention of the target audience, evidenced by the consistent supportive comments received on videos, a rarity for Instagram Reels. The top-performing Reel, "Painting clay jewellery holder pt. 2," amassed 12.7k plays, 241 likes, and 12 saves, while other videos secured 500-2000 plays. This emphasizes that the markets and audience dynamics on these social media platforms are distinct, and content virality on one platform does not guarantee a similar outcome on another.

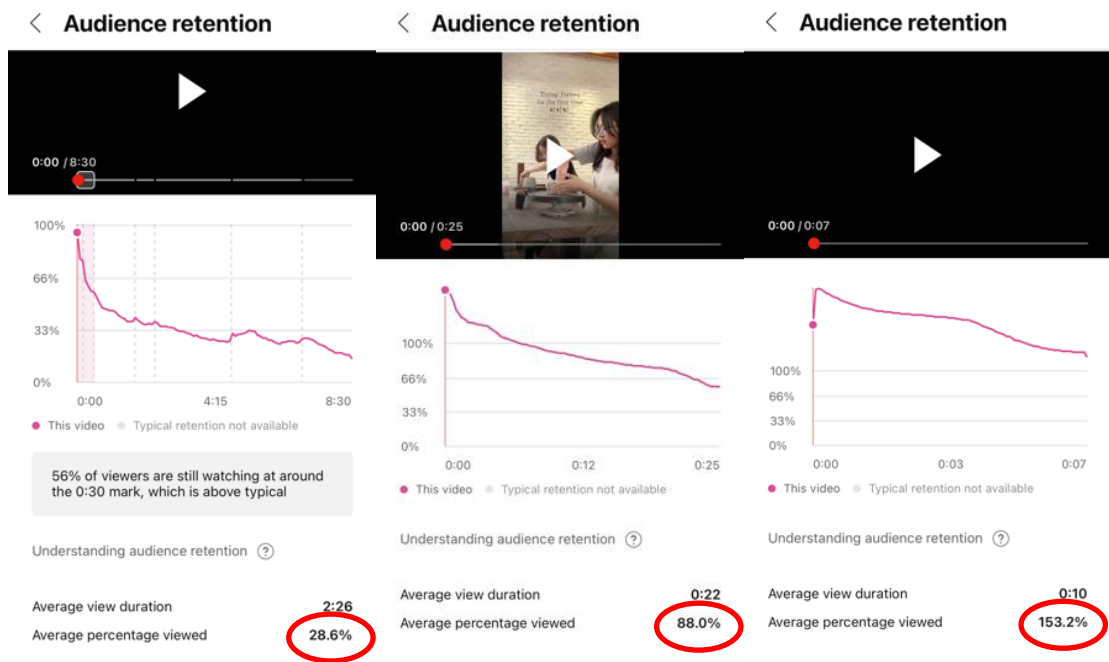


PICTURE 17. Reels tab on Instagram (Tran 2024).

#### 4.4 Results and Analysis

While the overall success of the project may not be considered monumental, it has undeniably expanded "Chouville's" reach within its target audience, resulting in a significant uptick in active subscribers on their YouTube channel and followers on their Instagram account. These supporters are seen as potential customers for the artist's future endeavors, such as opening a business or accepting commissions. Insights and triggering factors, gleaned from audience comments and high-performing videos, include:

- **Length:** Long videos should not exceed 15 minutes, and short videos should be as concise as possible, considering that audience retention significantly affects visibility. Shorter videos tend to achieve greater audience retention rate, as viewers may rewind to watch a sequence more than once.

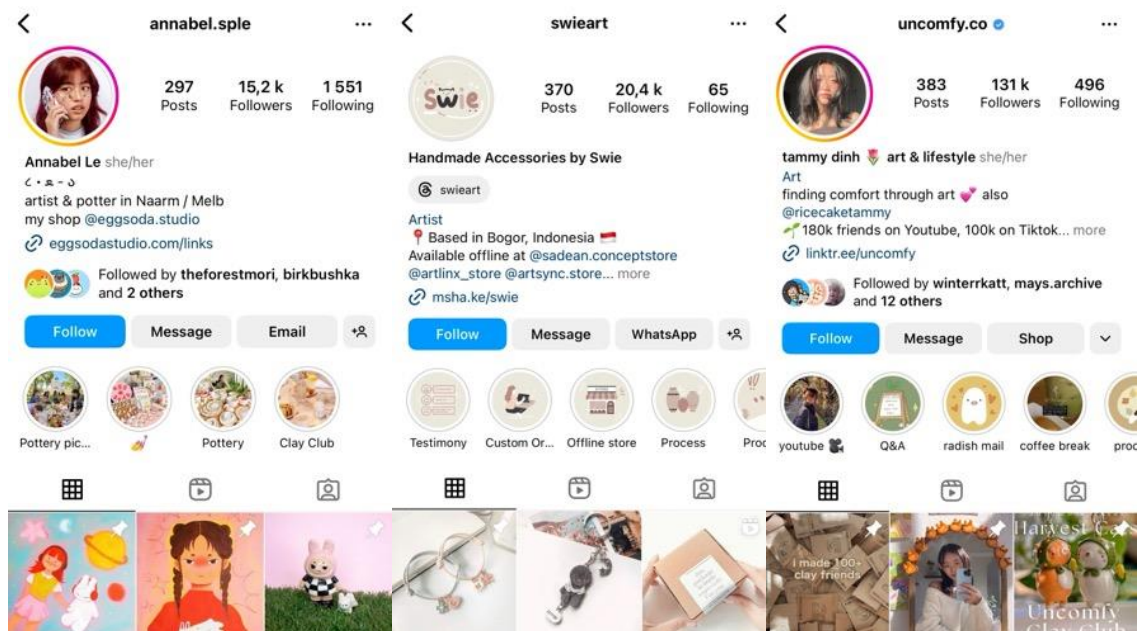
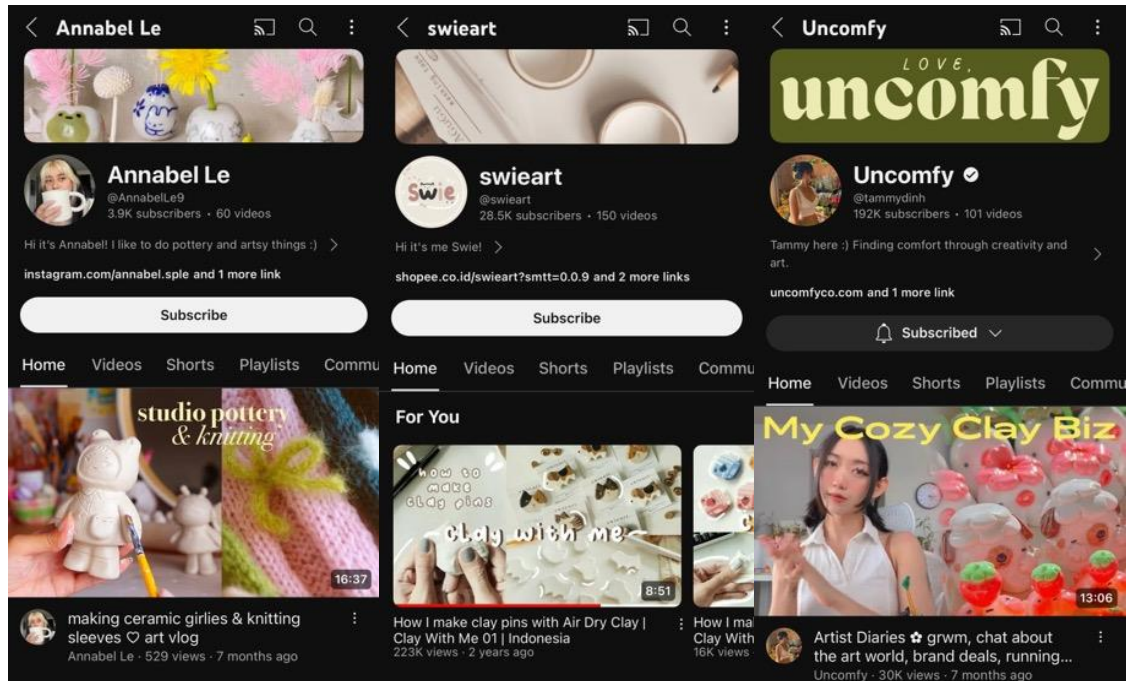


PICTURE 18. Comparison of audience retention of 3 different videos (Tran 2024).

- **Hook:** For informative content or longer videos, incorporating hooks at the beginning and every 3 minutes are crucial. Interesting hooks that encourage viewers to stay engaged should be fast-paced or visually catchy. Controversial factors like titles, content, or captions can be strategically used to increase viewer interaction.
- **Audio:** Videos with audio featuring a message or relatable quote tend to garner more engagement in the comments, fostering a space for viewers to share personal experiences.
- **Content:** Consistently providing value, whether in the form of teaching, inspiration, motivation, or ideas, contributes to overall success.

From the author's observation, videos that perform exceptionally well in the first few days tend to sustain higher views over time, driven by returning viewers and new visitors, as suggested by YouTube's algorithm. Furthermore, a comparative analysis was conducted, benchmarking this case study against other artists' channels and accounts. Three clay artists with similar content to "Chouville" were selected, and their success and fanbase were estimated and ranked based on their numbers of YouTube channel subscribers and Instagram followers:

1. AnnabelLe (3,9k subscribers and 15,2k followers)
2. Swieart (28,5k subscribers and 20,4k followers)
3. Uncomfy (192k subscribers and 131k followers)



PICTURE 19. YouTube channel and Instagram account of 3 chosen clay artists (Tran 2024).

Each artist in the list exhibits unique strengths and artistic styles, actively engaging on social media platforms. Notably, the quantity of content emerges as



a contributing factor to the success of branding and digital content development. Examining these artists individually:

1. **Annabel Le:** Primarily focusing on Instagram, she consistently updates stories daily and produces content every 5 days. Her Reels vary dramatically in plays, ranging from 2k to over 100k. The artist showcases the final product or the process of making art, with her YouTube videos averaging 2.8k views and less audience engagement compared to her Instagram account.
2. **Swieart:** With an average video view of 9.3k, her "Painting with me" videos outperform other content types like journaling and daily vlogs. Similar to "Chouville," the audience appears more interested in the artwork than the artist's personal life. Despite strong performance on YouTube, her Reels received 500-1k plays with minimal engagement, and the artist has limited interaction with fans.
3. **Uncomfy:** The most successful case, Uncomfy, not only averages 138k views per video but also boasts a robust community, contributing to high engagement metrics. Her videos consistently perform well across platforms, indicating a strong branding presence and a supportive fan community. Uncomfy's products are visually appealing and limited in quantity, creating a sense of rarity. The artist shares tricks, lessons, and experiences openly, enhancing her credibility. Providing value consistently, her content sees increased shares and saves.

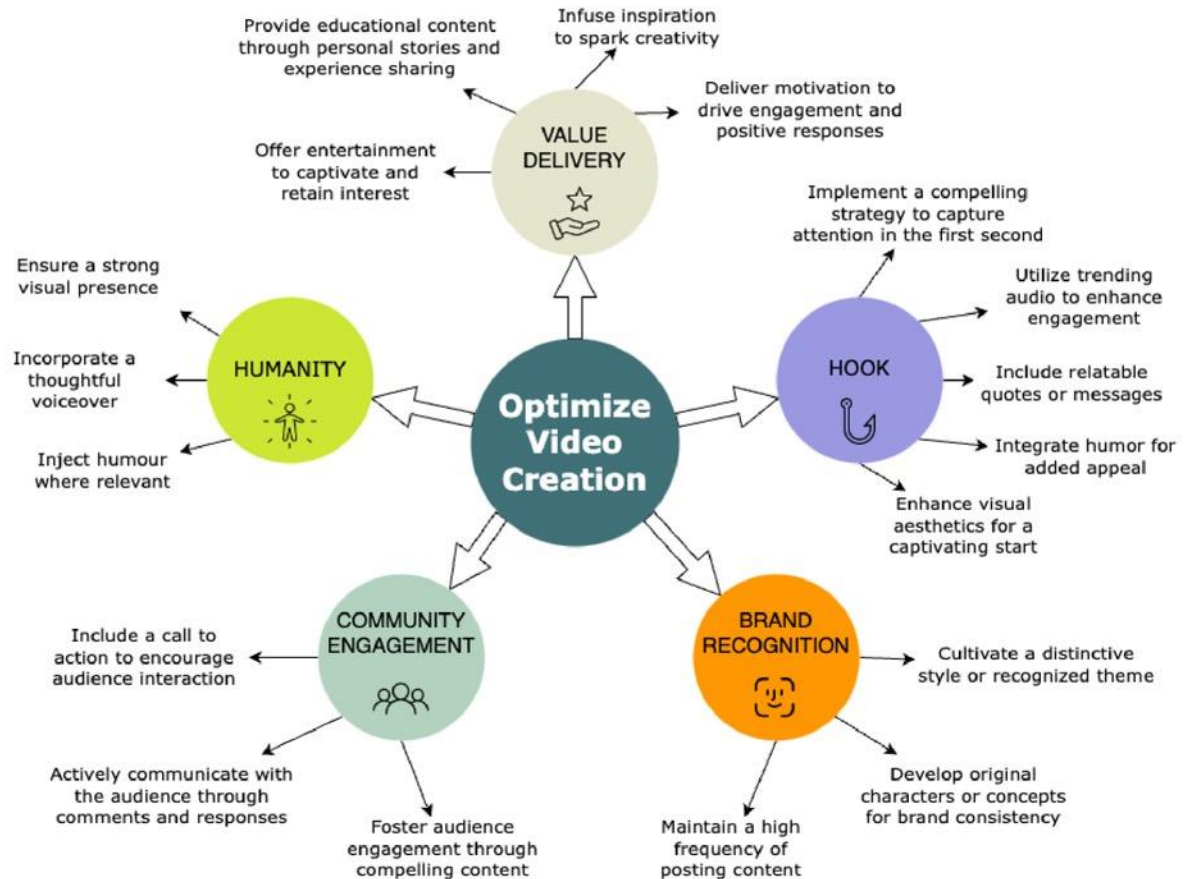
The comparison of these cases reveals that videos with similar content, editing methods, and filming techniques can perform differently. While some randomness is involved in a video being pushed by the algorithm, a strong and supportive community significantly impacts consistent and great content performance. Therefore, the ultimate goal for visual artists is to build a credible presence and a supportive community by consistently providing value and maintaining an active presence in content creation and artwork production.

## 5 DISCUSSION AND CONCLUSION

The thesis extensively explores the use of videos as a powerful tool for promoting artwork and building brand presence on social media platforms used by visual artists. The surge in short video formats presents both opportunities and challenges, reshaping the art market, influencing the creative process, and fostering novel approaches to visual communication between artists and their audiences.

The literature review, dissecting pivotal aspects of video creation, not only provides valuable insights but also furnishes practical strategies. Expert interviews uncover challenges within the digital art landscape, encompassing platform intricacies and algorithmic dynamics. Survey results echo interview sentiments, highlighting Instagram as the favored social media platform among artists and audiences. The data underscores that visual quality, combined with informative and entertaining content, stands as the audience's primary criteria for engaging with art content.

In essence, this study underscores how artists strategically position themselves in this evolving landscape, unlocking the full potential of short video format on various social media platforms. Rooted in the literature review and supported by case studies, a comprehensive set of considerations is presented. This guide aims to optimize video creation for visual artists, emphasizing a harmonious blend of human connection, compelling hooks, brand recognition, community engagement, and meaningful content delivery. The recommendations are structured into five key points, each offering 3-5 specific methods. It's important to note that adherence to all methods within each aspect is not mandatory, but due consideration of all main aspects is crucial in the video production process.



PICTURE 20. The strategy map for visual artists to optimize their video creation on Social Media (Tran 2024).

In navigating the multifaceted process of video creation, artists are encouraged to view filming and video editing as documentation rather than a burdensome task that disrupts their creative flow. Despite potential setbacks, videos that initially underperform still hold the possibility of achieving greater success in the future. Continued production of art and content by the artists can lead to eventual success over time. The pursuit of trends and adherence to algorithmic rules should coexist with the freedom to express one's unique style. Ultimately, an impactful video resonates with audience connection, embodying the artist's distinctive style, perspective, and narratives. The overarching philosophy is one of balance, enjoyment, and a genuine love for the creative process.

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## APPENDICES

### Appendix 1. The expert interview

#### List of questions:

1. How have you utilized the rise of short-form content and social media platforms to your advantage as a visual artist?
2. In what ways have social media platforms and short-form content helped you in your career path? Have they made it easier to reach your targeted audience or resulted in better sales?
3. As an artist, have you encountered any challenges or difficulties in content creation for social media? If so, how have you overcome them?
4. Can you share your experience of how your content went viral and achieved success?
5. What strategies or elements contributed to its popularity?
6. Which social media platform do you find most beneficial for your artistic career, and why? What specific features or advantages does that platform offer compared to others?

#### List of interviewees:

NAME	OCCUPATION
Ashley	Clay artist
Chibicoïn	Visual artist
Choutopia	Ceramic artist
Lerin	Illustrator
Tamypu	Illustrator
Reiko	Illustrator



## Appendix 2. Link to Top Websites Ranking

Top Websites Ranking – Most Visited Websites In The World. Similarweb. 2024

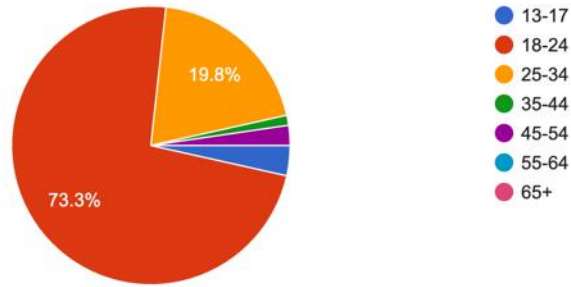
<https://www.similarweb.com/top-websites/>

Rank <sup>ⓘ</sup>	Website <sup>ⓘ</sup>	Category <sup>ⓘ</sup>	Rank Change <sup>ⓘ</sup>	Avg. Visit Duration <sup>ⓘ</sup>	Pages / Visit <sup>ⓘ</sup>	Bounce Rate <sup>ⓘ</sup>
1	 google.com	Computers Electronics and Technology > Search Engines	=	00:10:45	8.70	28.11%
2	 youtube.com	Arts & Entertainment > Streaming & Online TV	=	00:20:12	11.18	22.05%
3	 facebook.com	Computers Electronics and Technology > Social Media Networks	=	00:10:43	9.31	31.07%
4	 instagram.com	Computers Electronics and Technology > Social Media Networks	=	00:08:20	11.42	35.75%
5	 twitter.com	Computers Electronics and Technology > Social Media Networks	=	00:11:10	10.65	31.85%
6	 baidu.com	Computers Electronics and Technology > Search Engines	=	00:04:32	7.86	22.93%
7	 wikipedia.org	Reference Materials > Dictionaries and Encyclopedias	=	00:03:59	3.18	58.99%
8	 yahoo.com	News & Media Publishers	=	00:08:47	5.61	33.47%
9	 yandex.ru	Computers Electronics and Technology > Search Engines	=	00:08:55	8.77	25.44%
10	 whatsapp.com	Computers Electronics and Technology > Social Media Networks	=	00:20:17	1.72	40.13%

### Appendix 3. The survey results: the audience's respond and thought of videos relating to arts and craft

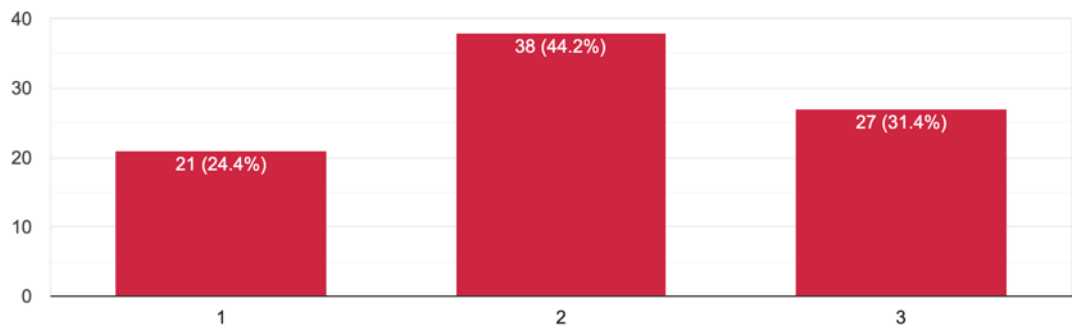
What is your age?

86 responses



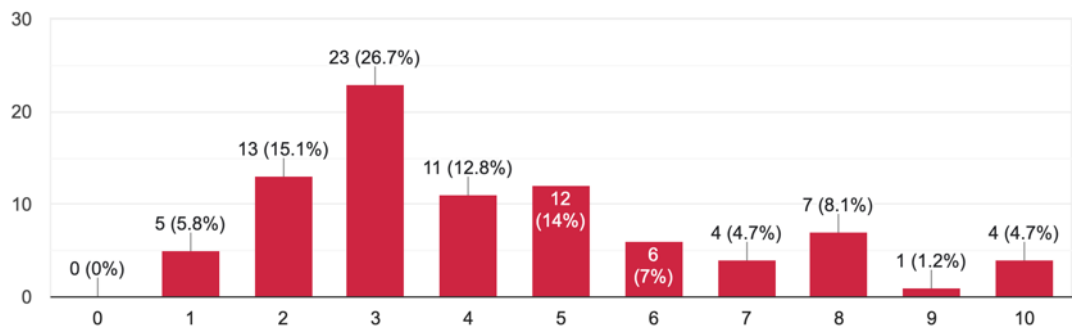
How frequently do you watch videos or short clips relating to art?

86 responses



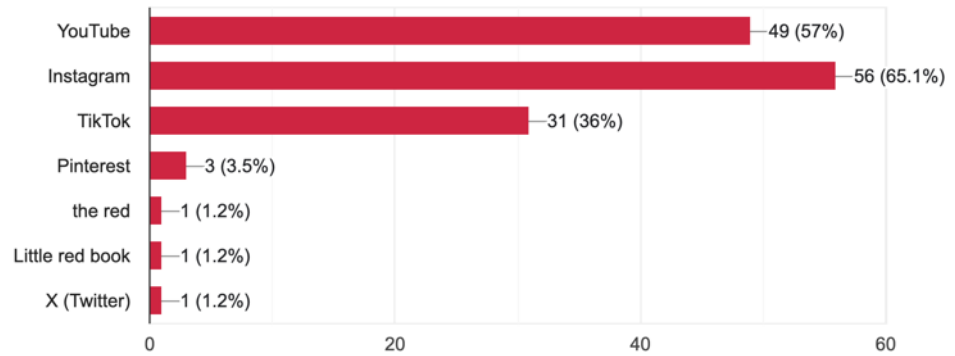
How much time do you typically spend on social media for entertainment?

86 responses



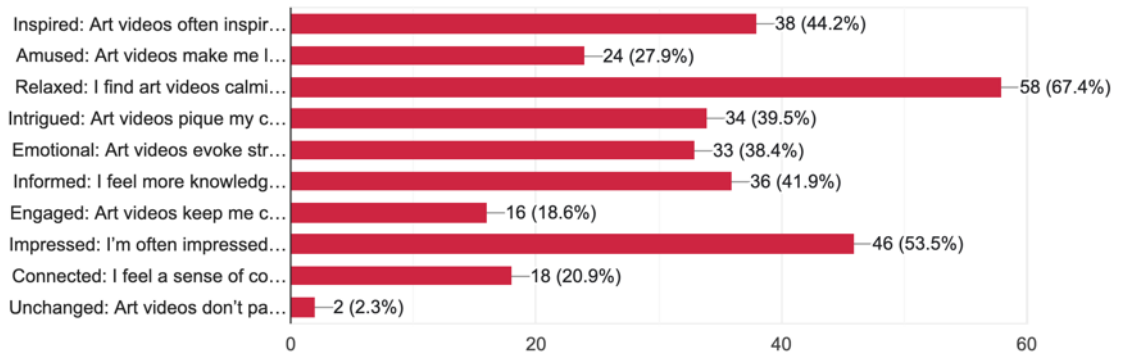
Among these social media platforms, which one is your preferred platform for art content?

86 responses



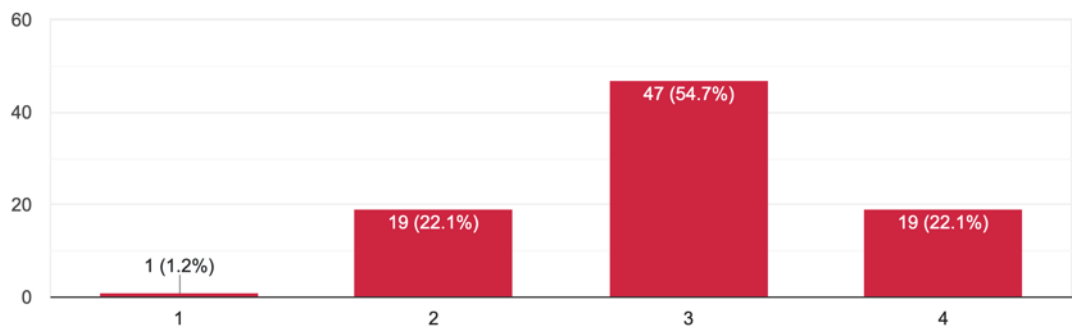
How do art videos typically make you feel?

86 responses



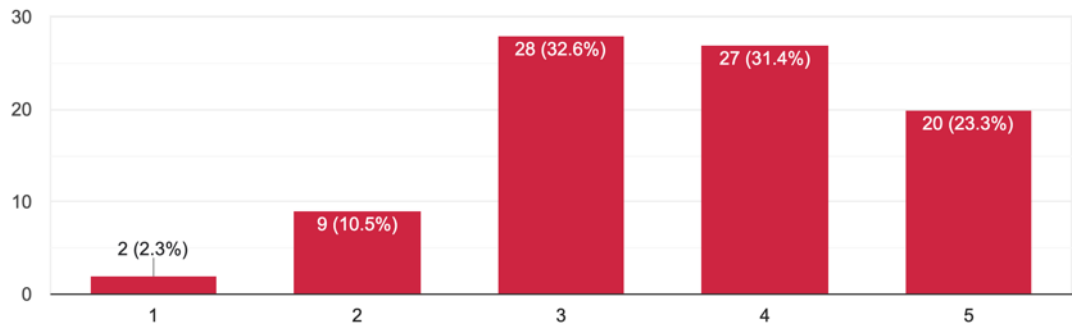
To what extent does the visual aesthetics of art videos influence your attention and engagement?

86 responses



Do you believe that art videos have influenced your perspective on art or inspired you to explore different art forms or mediums?

86 responses



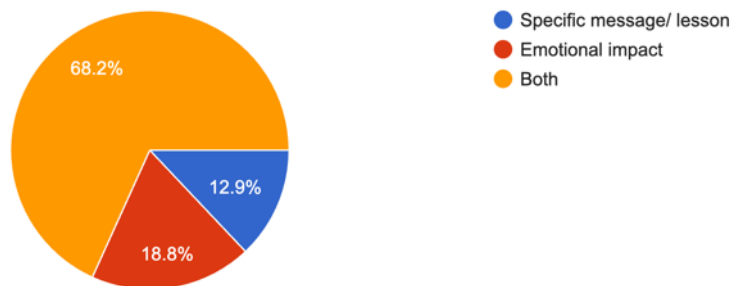
Do you appreciate it when artists share their creative process in art videos, or do you prefer to see only the finished artwork?

86 responses

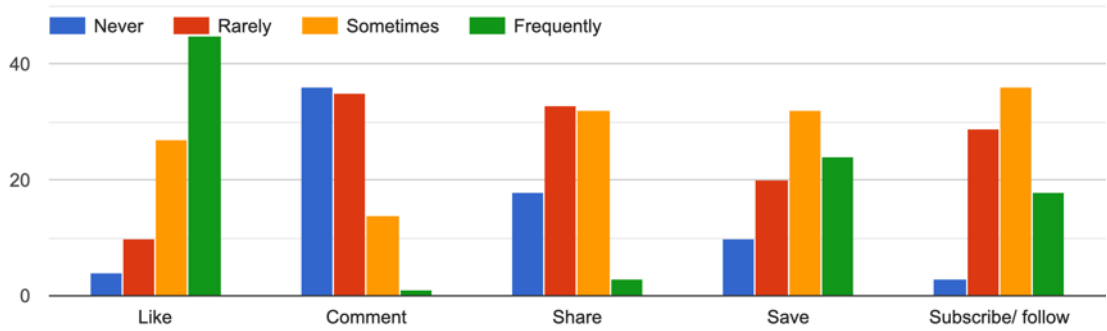


Do you prefer art videos that convey a specific message (e.g., instructional, helpful) or those that aim to evoke certain emotions (e.g., inspiring, interesting, or entertaining)?

85 responses

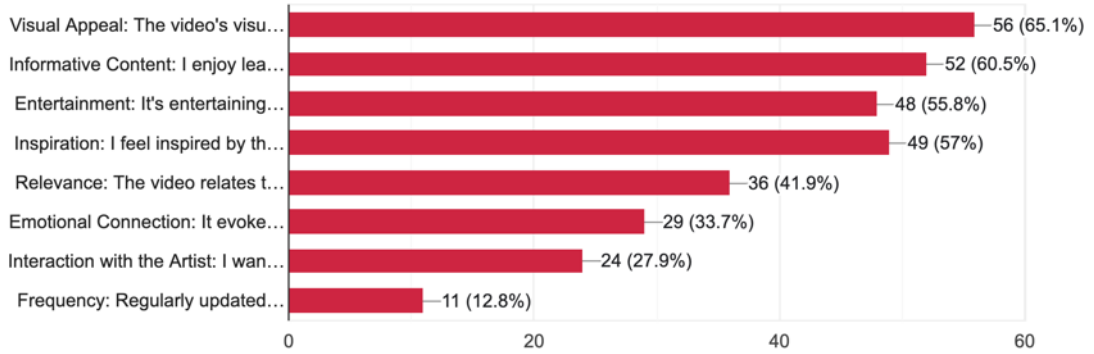


How you often interact with art videos?



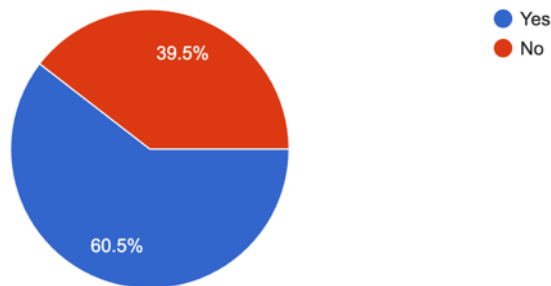
What are the key factors that motivate you engage and interact with the art video?

86 responses



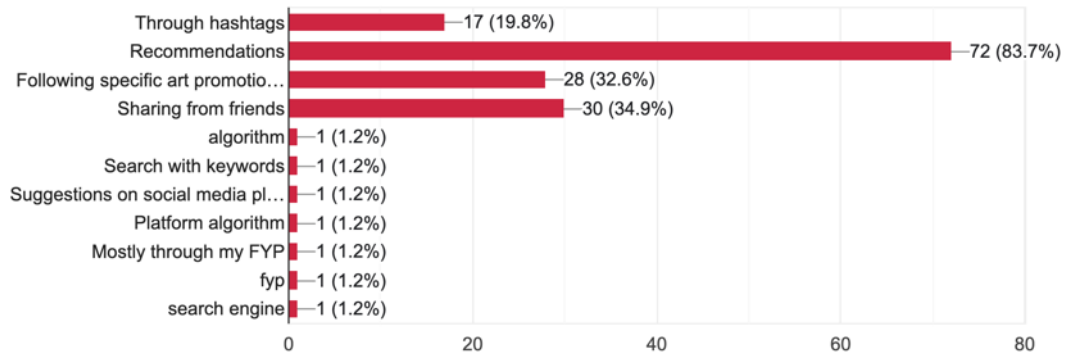
Have you ever followed a "how-to" art video and created your own artworks as a result?

86 responses



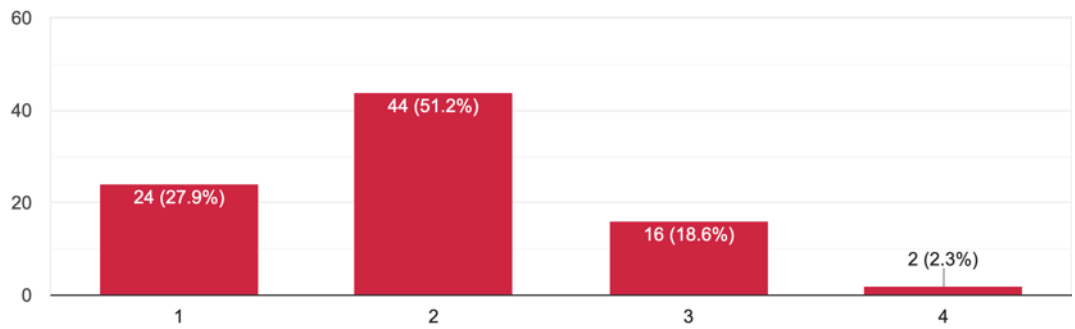
How do you discover new art content on your preferred social media platform?

86 responses



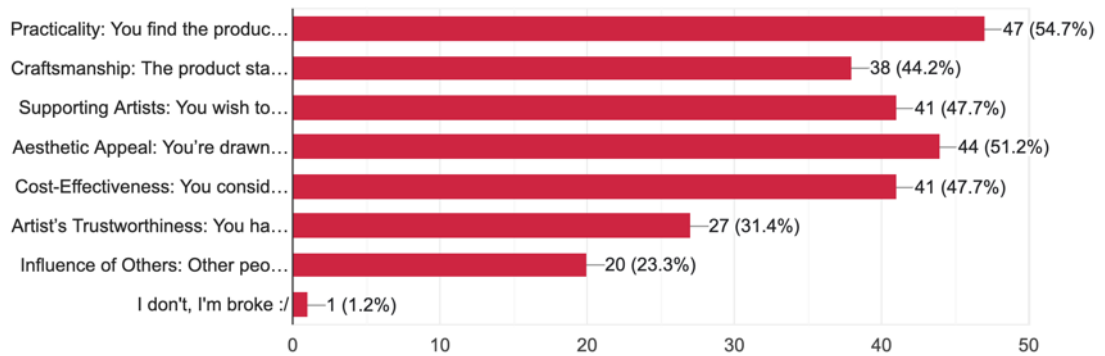
How often do you engage with art videos by purchasing related products, such as art supplies, pieces of art or merchandise from the artist?

86 responses



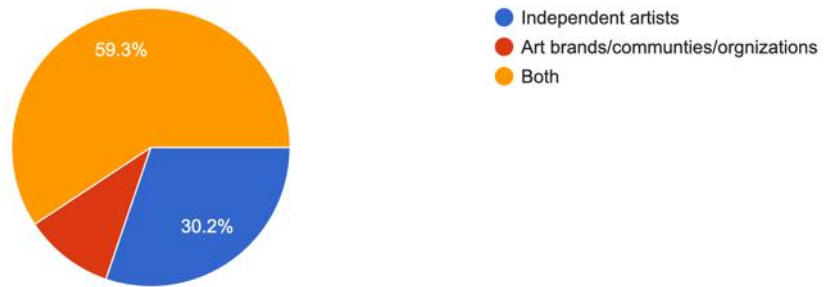
What are the key factors that influence your decision to make a purchase?

86 responses



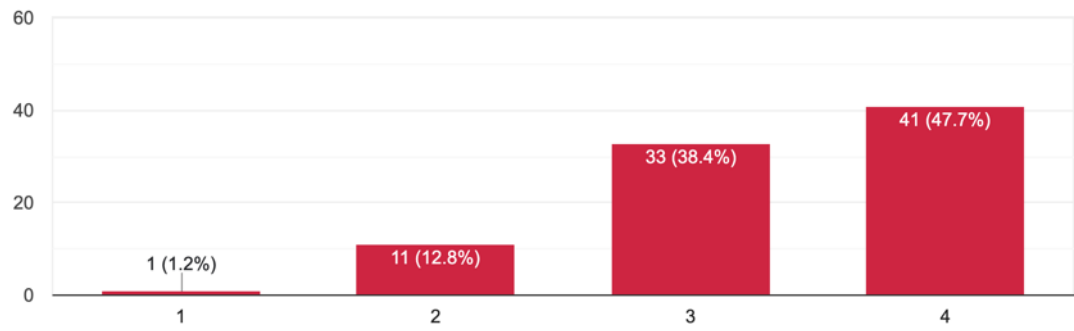
Are you more likely to engage with art videos from independent artists, art brands, or both?

86 responses



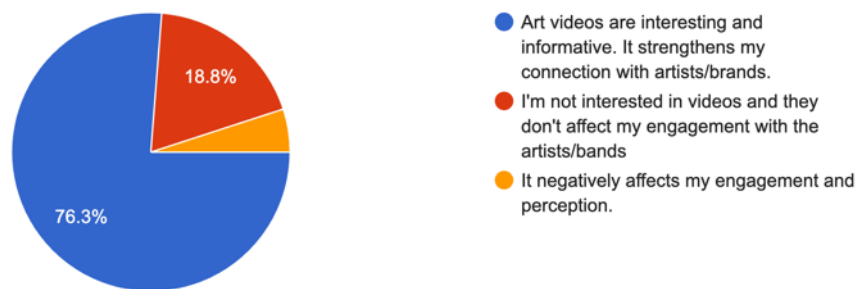
Do you think that art videos have the potential to enhance artist/brand recognition?

86 responses



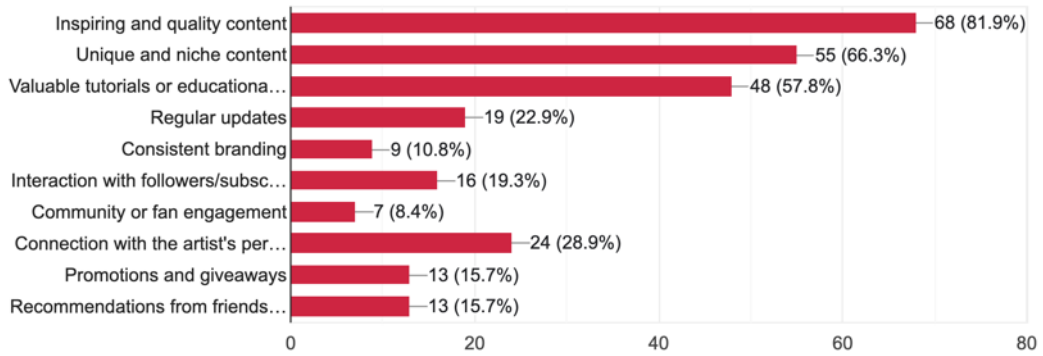
How do you feel about artists/ brands producing videos for marketing? Does it help your engagement or perception of the artist/brand?

80 responses



### What factors contribute to your decision to follow or subscribe to an art-related channel or account on social media?

83 responses



### How do you feel about sponsored or promotional content in art videos? Does it affect your engagement or perception of the video and the artist/brand?

84 responses

