



We want to remind all members about the online resources available to promote your workshops and events. For many of us, our art is a business, and just like any business, networking, and promotion are an important part of making our work relevant within the art community. A benefit of IEA membership is to offer resources that can help strengthen your art business and give you support in promoting your work as an artist. One of the main tools of promoting work is the internet and social media where you have access to a broad audience.

All IEA members can post workshops and events on the IEA website and the Facebook page.

1. To post a Workshop or an Event on the IEA website:

- Login to your IEA account at:
<http://www.international-encaustic-artists.org/Sys/Login>
- Go to the Member Workshops page at:
<https://www.international-encaustic-artists.org/Workshops&Events>
- Click on the ADD POST button at the top of the page.
- Complete the fields – **making sure to enter the date of the workshop in the date/time section.** This is the date that is included below the title of the post.

ADD POST

A screenshot of the IEA website's post creation form. The form includes fields for Author, Date/Time (with a calendar icon), and a time selection (08:15:15 PM). The Subject field contains the text 'include the date of the workshop in the title'. The Body field contains a rich text editor with a toolbar and the text 'Include the dates, location, cost and links , as well as a description of the workshop'. A red box highlights the Date/Time field.

- Select Post to publish your event.

NOTE: You may go back and edit if needed.

TIP: If many of your workshops are repeated over the course of the year, you can edit the text of an older workshop, changing the only pertinent information: title, dates, etc.

- Your post will appear in the list of workshops and Events.

2. To post a Workshop or an Event on Facebook:

- Login to Facebook and go to the IEA page at:
<https://www.facebook.com/international.encaustic.artists/>
- Create your post then click Post to submit.

Posting on Facebook will expand your audience reach significantly and we expect our audience reach to grow in the coming years. Your professional website and social media pages are vital marketing and promotional tools. So, remember to keep your website and social media pages updated.

Happy promoting!