

view



View PAPO Artist Social Media Posting Kit

Purpose & Overview

We are excited to welcome you to View's 17th Annual Plein Air Paint Out! This guide will make it easy for you to share that you will be participating and that your work will be auctioned at the live event on Saturday, September 5.

When artists post about the event, it helps bring in more people, builds excitement, and supports everyone involved. We are grateful that you're helping us spread the word!

Event Details

Event name: View 17th Annual Plein Air Paint Out

Location: 3273 State Route 28, Old Forge, NY 13420

Important Dates: Event: September 3-5
 Auction: September 5, 4-9:00 p.m. Free and open to the public.

Sample Captions

Option 1: I'm excited to be part of the 17th Annual Plein Air Paint Out at View arts center in Old Forge, NY. Come join me at the live auction on Saturday, September 5 at 4:00 p.m. I'll be donating a painting! #viewpaintout @viewartscenter

Option 2: I'll be donating a work for auction at the View arts center in Old Forge on Saturday, September 5! Come join me at 4:00 for some hors d'oeuvres and wine or beer, and enjoy the fun (and maybe get a great piece of art)! #viewpaintout @viewartscenter

Option 3: Come enjoy a live art auction at View arts center in Old Forge on Saturday, September 5, starting with the preview at 4:00. I'll be there along with this painting! #viewpaintout @viewartscenter

Hashtags and Tagging

Event hashtags: #viewpaintout

Tag: @viewartscenter

Image Guidelines

- Use clear, well-lit photos or videos of your artwork, process, or photos from your plein air painting.
- Keep backgrounds simple and avoid clutter.
- Avoid blurry images or heavy text on photos.

Posting Timeline Ideas

1. A few weeks before, share that you are participating. Share images of your consignment and your auction paintings.
2. About a week before, post a preview.
3. A day or two before, share a reminder.
4. During the event, share pieces of your plein air works.
5. After the event, share a recap.

Brand Consistency

Use the event name View Plein Air Paint Out.

Do not recreate logos or branding, but feel free to use the two PAPO logos attached below (right click on it and download); one is specifically for the auction.

Tag @viewartscenter when possible.

