



SOCIAL NETWORKING BEYOND SOCIAL NETWORKS

HAVE A WEBSITE, NOT JUST A BUNCH OF PROFILES. It doesn't have to be fancy or expensive, but an actual website can be a "home base" that you control, a place for others to find your work.

- *Squarespace, WordPress, or*

Linktree might be starting points.

START AN EMAIL NEWSLETTER. People sign up, and they hear from you—no algorithm or social media intermediary.

- *Explore Ghost, Beehiv, Mailchimp, Buttondown, etc.*



OLD SCHOOL TACTICS

Design, copy, share! Find examples and resources at guante.info/zines

ZINES. Little self-published booklets (like this one) about whatever matters to you.

ENGAGE WITH LOCAL MEDIA. Email press releases about your events/projects to neighborhood papers, community calendars, local radio, and beyond.

- *Also: find ways to be your OWN local media: like the next point:*

COMMUNITY RADIO, PUBLIC ACCESS TV, AND HYPERLOCAL PODCASTS. Numbers aren't everything. A media project that reaches just a few people can still have a significant impact.

COLLABORATIONS. When individuals and/or organizations work together—on events, publications, outreach campaigns and art projects—we cross-pollinate our audiences and make new connections.

WHERE IS MY ENERGY GOING? WHERE COULD IT BE GOING INSTEAD?

We can do more to get people excited about our events and projects than just posting about them.

And while the focus here is on practical tips, remember that the most effective outreach "tactic" is usually **authentic relationship-building, over time, with like-minded people.**

If we want a community to know about what we're doing, it helps to be *part* of that community—showing up, supporting others, and making real connections. That isn't always easy. But hopefully the other ideas here can help facilitate it.

A FINAL THOUGHT

No one tactic is going to work for everyone. And sure, in some cases, "just posting" might actually be more effective at getting attention than all the other stuff on this list.

But effective isn't always sustainable, and attention isn't always action.

Let's keep sharing our art, promoting our values, and building community together, however we end up doing it. Find more ideas in the full piece: guante.info/BeyondSocialMedia

Thanks also to Zach Goldberg, Kat Parent, SEE MORE PERSPECTIVE, Ollie Schminkey, and Fiona Richardson for sharing thoughts!

PROMOTION BEYOND SOCIAL MEDIA



A question for artists, activists, and community-builders of all kinds: as AI runs amok and social media platforms devour themselves... how are we going to **REACH** one another in the months and years ahead?



Promoting Our Projects, Events, and Values BEYOND Social Media

guante.info/BeyondSocialMedia

This question is more challenging for some than for others. We don't all have access to resources or community in the same ways, and social media has different functions for different people in different situations. **So this is not a list of demands; it is a list of invitations.**

There won't be one perfect answer. But this zine shares a few ideas to explore; the full resource has even more examples & commentary: