



# **Kaleidoscope** MA Degree Show

## Birmingham School of Art

## Birmingham City University

## 31st August — 3rd September 2023

**Josephine Nixon** MA Arts and Education Practices

Being an Artist in an Online World: The Important of a Brand for a Social Media Artist

Being an Artist in an Online World explores the importance of having a presence on social media for artists in a digital age. Through experimentation with content creation on Social Media, my project looks at why existing on Social Media is a constant uphill battle for artists, but is necessary for those wanting to build their own brand and find success in the online art world. With Social Media ever changing and algorithms dictating which content is shown to the world, artists must forever churn out new content to have a chance at growing online. This project documents the difficulties of surviving online as an artist.

Twitter: @Sleepie\_Fokse

Instagram: @Sleepie\_Fokse

Tumblr: SleepieFokse

TikTok: @Sleepie\_Fokse

Etsy: Fokse Den

sleepiefokselinks.carrd.co

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Opening Times

Thursday to Saturday 11.00 — 17.00

Sunday 11.00 — 16.00

Private view

Thursday 31st August

18.00 – 20.00

