



## Promoting collections through content

Art UK attracts nearly 5 million unique users a year, so putting together some content is a great way to harness our audience to promote your own collection. There are two main routes to participating: [Stories](#) and [Curations](#). We recommend browsing the examples below to get an idea of what we usually publish, but if you have something a bit different in mind, please let us know – we are always looking for fresh ideas.

	Stories ( <a href="https://artuk.org/discover/stories">artuk.org/discover/stories</a> )	Curations ( <a href="https://artuk.org/discover/curations">artuk.org/discover/curations</a> )
<b>Requirements</b>	Write copy, send to Art UK  Art UK will edit to house style	Create yourself using Curations tool  Art UK has no editorial input
<b>Length</b>	800–1,700 words	No limit (each text box has a character limit of 750)
<b>Images</b>	Feature at least 4 artworks from the Art UK database (fewer for 'artwork in focus')  You may provide copyright-cleared images that are not on Art UK*	Choose any image from Art UK  You may upload copyright-cleared images that are not on Art UK*
<b>Traffic</b>	14% of Art UK traffic (2023)	1% of Art UK traffic (2023)
<b>Timing</b>	Editors will fit into content schedule, with your guidance	You may publish any time
<b>Presence on Art UK</b>	Linked stories show on artist, artwork, venue, region, topic, learning pages as well as stories section	Linked Curations show on venue and region pages as well as Curations section
<b>Promotion</b>	Social media, newsletter, homepage  Art UK will tell you when a story is online	Social media, newsletter, homepage  Please tell Art UK when a Curation is online
<b>Types</b>	Formats particularly suited to collections: <ul style="list-style-type: none"> <li>• <a href="#">Exhibition in focus</a></li> <li>• <a href="#">Artwork in focus</a></li> <li>• <a href="#">Being...</a> (staff profile)</li> </ul> Also: <ul style="list-style-type: none"> <li>• <a href="#">Feature</a> (about anything, e.g. local history)</li> <li>• <a href="#">Collection in focus</a> (more suited as an introduction)</li> <li>• <a href="#">Artist in focus</a></li> </ul>	Curations can be made as a <a href="#">Showcase</a> (big image per page) or as a <a href="#">Storyline</a> (all artworks in a line). There is room to add text at the beginning, in between, or next to each image.  The default, basic view is <a href="#">Album</a> (a grouping of artworks with room for an introduction).  When making any Curation, you may flag it as an ' <a href="#">Exhibition</a> ' – made in conjunction with, or as a replacement for, a real exhibition in a venue.
<b>Examples</b>	Promoting exhibitions: <ul style="list-style-type: none"> <li>• <a href="#">Female artists and flowers</a></li> <li>• <a href="#">Brutal beauty: the outsider art of Jean Dubuffet</a></li> <li>• <a href="#">The neglected history of Black mariners</a></li> <li>• <a href="#">Six highlights from the exhibition 'Dreams and Nightmares' at The Higgins Bedford</a></li> </ul>	Promoting exhibitions: <ul style="list-style-type: none"> <li>• Showcase <ul style="list-style-type: none"> <li>• <a href="#">Reflections: The light and life of John Henry Lorimer (1856-1936) - Front of House Choices</a></li> <li>• <a href="#">British Migrant Artists</a></li> </ul> </li> <li>• Storyline <ul style="list-style-type: none"> <li>• <a href="#">Reframing the Wild: Humans, Animals and Art c.1750 – 1950</a></li> <li>• <a href="#">The Glasgow Boys and Girls</a></li> </ul> </li> </ul>

	Tied to ecommerce/artist: <ul style="list-style-type: none"> <li>• <a href="#">Brian 'Freddy' Fosskett: photographing jazz legends</a></li> </ul> Staff profile: <ul style="list-style-type: none"> <li>• <a href="#">Being... Adam Duckworth, Education Demonstrator at the International Slavery Museum</a></li> </ul> Collection introduction (joining Art UK): <ul style="list-style-type: none"> <li>• <a href="#">Artistry unfurled: treasures from The Fan Museum</a></li> <li>• <a href="#">Glyndebourne: a vibrant opera and theatre archive</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Charles H. Mackie: Colour and Light (15 May – 10 October 2021)</a></li> </ul> Collaborative staff picks: <ul style="list-style-type: none"> <li>• <a href="#">Edinburgh: Our City</a></li> <li>• <a href="#">Joan Eardley – Perth Museum &amp; Art Gallery</a></li> </ul>
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\*Do you want to feature art that is not on Art UK? Partner collections may add artworks in any medium. Speak to us and we can make sure the records are online in conjunction with your story or Curation. We copyright-clear all artworks.

### If finding time is an issue

We understand that time and resources are usually stretched within collections. Here are some suggestions for putting content together without necessarily writing it yourself:

- **Repurpose existing material** – such as old journal content. We would not publish text that is already online elsewhere unless it is reworded, but we can help with editing, rewriting and even transcribing (e.g. [story repurposed from Midland Art Papers](#))
- **Make a 'Staff picks' Curation** – collate text from all over the organisation. You could share the login/set up a joint login
- **Enlist volunteers** – enlist enthusiastic volunteers to write on a subject that they are passionate about, linked to your art collection
- **Co-promotion** – are any collection associates (e.g. retired curators) publishing books or working on freelance projects? They may write something pro bono to promote both their work and your collection
- **Utilise Art UK editors**
  - **Provide rough copy** – Art UK could work this into a finished story, if you are tight for time
  - **Stuck for ideas? Let us know** – we can look into your collection and feedback on what we think would spark interest in our audiences
  - **Enquire about commissioning budget** – we may have budget available to hire a freelance writer (funding dependant)