

Stories

How to use Art UK to tell compelling stories about your artworks and artists

INTRODUCTION TO THE TOOLKIT

Art UK's top stories receive thousands of page views each month and are a great way to provide more insight into your artworks, artists and collections.

The primary way that Art UK reaches out to our global audience of millions, stories take the form of long-form illustrated content, produced closely with Art UK's editors.

Read on for our step-by-step guide and to see how fellow collections in the UK have made the most out of this tool.

<https://artuk.org/discover/stories>

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Art UK Stories

Take advantage of our large, global audience by publishing a story on Art UK.

Over **5.4 million people** a year visit Art UK, and with over 300 stories published each year, it's a great opportunity to tap into our engaged audience for your own benefit.

- Over **1.7 million people** read Art UK Stories every year
- Art UK has excellent SEO (Search Engine Optimisation) and ranks highly among Google search
- Benefit from dedicated guidance and support from our content experts

Read on for a step-by-step guide on how you can use Art UK to tell compelling stories about your artworks and artists.



From the earth comes light: women artists and British mining
01 May 2024, Jennifer Jasmine White



Scottish Independence: Scotland's national identity in art before the Act of Union
30 April 2024, Fern Insh



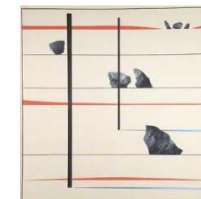
The power of blue: humanity, spirituality and divinity
26 April 2024, Elle Anderton



Five twentieth-century artists who reimagined the human figure through drawing
25 April 2024, JoAnna Novak



Lines of connection: drawings of mother and child
22 April 2024, Alice Read



Sites of ancient power: the enduring magic of standing stones in British art
19 April 2024, Eleanor Affleck



Beyond the pale: blushing and whiteness in eighteenth-century portraits of women
24 April 2024, Janet Couloute



Concrete Canvas: how is Chelmsford's street art festival put together?
23 April 2024, Candy Joyce



A selection of Featured Stories on Art UK.

Step 1: Pitch

- Email pitches@artuk.org with your idea(s).
- Always pitch an idea to Art UK first before sending a finished piece of text so we can check we haven't published, or intend to publish, anything similar.
- We might suggest a different angle or approach to help with SEO, cover a topic not already covered, or tie it in with upcoming social campaigns.
- If you know you want to write something, but are unsure of the best approach, still get in touch and our content team can discuss ideas with you.



Neuroaesthetics and the brain chemistry of drawing
13 November 2024, Patrick Downing



Sanguine: a history of red chalk drawings
06 November 2024, Kirsten Tambling



Drawing the home front: Enid Abrahams and women artists in the war effort
23 October 2024, Sarah MacDougall



Talking to the neighbours: Ronald Blythe and his painter friends
05 November 2024, Gill Hedley



The 'vulgar ghosts' of Tabley Old Hall
28 October 2024, Sarah Webb



John Craxton: curious about cats
01 November 2024, Andrew Lambirth



The Glasgow Girls: unveiling the forgotten heroines of Scottish art
24 October 2024, Louise Jacquier



A selection of Featured Stories on Art UK.

Art UK's content schedule

- We consider pitches based on our content schedule, which outlines thinking around different strands we want to publish, types of content that work for the site, and popular types of story.
- We take into consideration the building of other pages such as 'art terms' and aiming to publish on a diverse range of subjects.
- We don't usually pay collection staff to write about something they are working on as part of their paid role. But if it's a general story, one that is about an evergreen subject AND we have the budget to pay for it, we might hire a writer at a collection's request.

<https://artuk.org/discover/art-terms>



Abstract Expressionism



Abstraction



Aestheticism



Art Deco



Baroque



Barbizon School



Art Nouveau



BLK Art Group



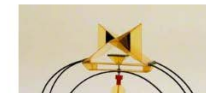
Caravaggism



Celtic Revival



Caricature



Art UK's art terms page.

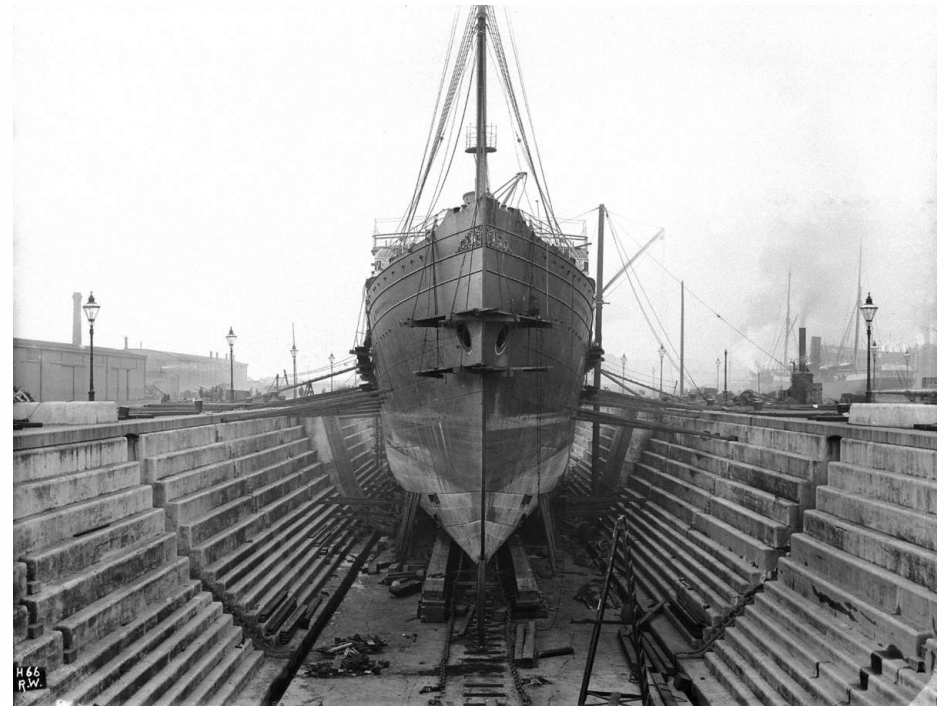
Co-creating

- Art UK are able to co-create with collections on a story where this is preferable.

National Museums Northern Ireland, for example, co-created a story on shipbuilding after adding a selection of photography.

<https://artuk.org/discover/stories/capturing-northern-irelands-dynamic-shipbuilding-history>

- If you would like to co-create, let pitches@artuk.org know when you email your idea.



Bow view during hull lengthening, 1897, glass plate negative by Robert John Welch (1859 -1936) and Harland & Wolff (founded 1861).
Image credit: National Museums NI.

Step 2: Writing guidelines

When the story has been agreed with our content team, you will receive a full set of guidelines for writing your piece. Some things to consider:

- Stories should ideally be **around 1,000 words** in length.
- The language should be intended for a broad audience, explaining any potentially unfamiliar terms.
- Our editorial team will edit and restructure your piece as necessary.



Y chwiorydd Davies: casglu celf er budd Cymru
26 March 2024, Beth McIntyre

CYM ENG



The Davies sisters: collecting art for Wales
26 March 2024, Beth McIntyre

ENG CYM



Write on Art: 'Miss La La at the Cirque Fernando' by Edgar Degas
06 October 2023, Lulu Frisson



City girls: women in entertainment in Impressionist Paris
31 July 2023, Tegan Huskinson



Berthe Morisot: the French Impressionist's English holiday
27 June 2023, Lois Oliver



Who were the Impressionists?
03 April 2023, Andrew Shore



Four women Impressionists
18 August 2022, Francesca Peacock



Mark Fisher, Margaret Fisher

A selection of stories published under the Impressionists art term.

Step 3: Images

- Include as many artwork images from Art UK as possible - reference an image **every 200 words** or so.
- We want to centre artworks from the Art UK database but can include other material like copyright-cleared extra images.
- We can embed appropriate videos from YouTube.
- Our editorial team can provide guidance on images.

<https://artuk.org/discover/stories>



The Royal Ulster Academy of Arts: Northern Ireland's evolving cultural institution
10 May 2024, Amanda Croft



Race, rights and representation: Autograph's photography collection
18 April 2024, Autograph ABP



Introducing The Embroiderers' Guild collection
09 April 2024, Anne Haigh



William Moorcroft, potter extraordinaire: inspiring a new generation at Moorcroft
05 April 2024, Catherine Gage



Erchyll: depictions of bodies under duress in the collection of STORIEL, Bangor
27 March 2024, David Cleary

ENG CYM



Mayoral portraits at Belfast City Hall: an evolving vision of a changing city
18 January 2024, Bronagh Lawson



Erchyll: delweddau o gyrff dan draul yng nghasgliad STORIEL, Bangor
27 March 2024, David Cleary

CYM ENG



An introduction to The David and Indre Roberts Collection
04 March 2024, Sander Hansen



A selection of 'Collection in Focus' stories written by Art UK Partner collections.

Step 4: Submit, editing and feedback

- Send us your Story in a Word document, with links to relevant artwork pages on Art UK and attach JPGs of any images not on Art UK (minimum resolution **725 pixels** on the longest side).
- We need the author's name and job title at this point. There is space to link to an author profile, which includes a short bio, an image of yourself and any web and social links.
- An Art UK editor will get in touch if they have any questions and will put the piece into Art UK house style for consistency and clarity across the site.

PROFILE

Andrew Shore

Andrew is Director of Content at Art UK, where he leads the team who tell the stories behind the art. He has written on many aspects of the art in the UK's collections – from the works of Rubens, Rembrandt and Reynolds to depictions of saints, Caesar and Stonehenge. Despite all that, his most read piece (by some way) is on the subject of 'scandalous nudes'...

He was previously Marketing Editor at the British Museum where he worked on campaigns for over 100 exhibitions – on everything from China's terracotta warriors to American art, and Goya to Grayson Perry. He has a degree in Music from Wadham College, Oxford.

His favourite artist is Albrecht Dürer so he's looking forward to more prints and drawings coming on to Art UK.



Twitter
[andrew_shore](#)

Instagram
[andreshore50](#)

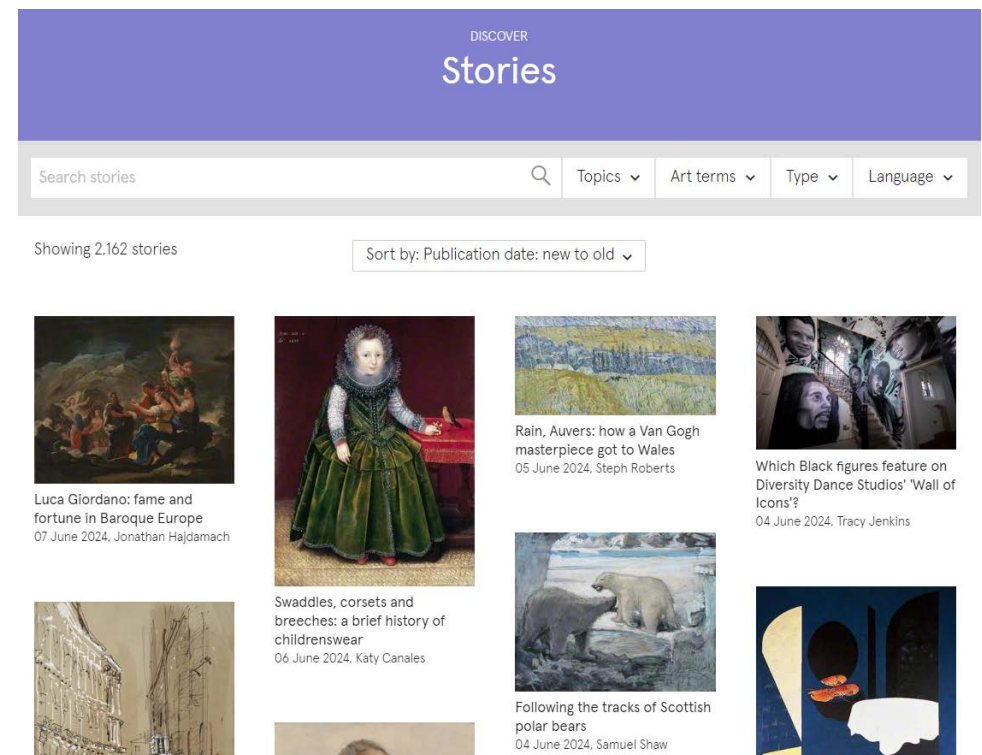
Share this page



Your author profile will sit alongside your story.

Step 6: Publish

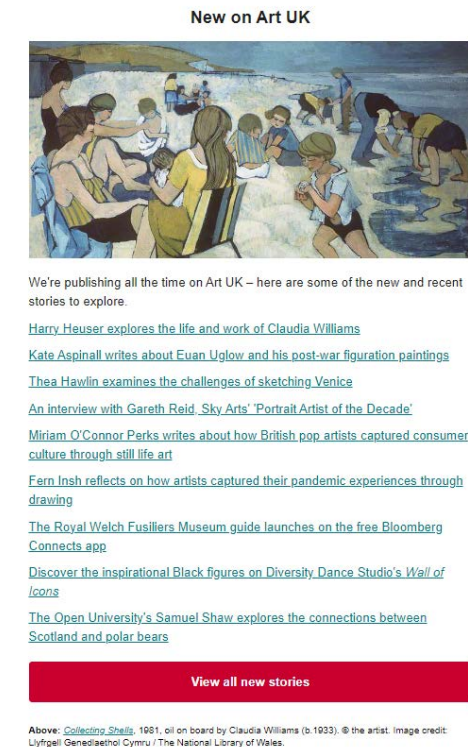
- We'll indicate a publishing date to the best of our ability at this stage.
- If you would like to see a preview of the final text before publishing, we can arrange this, but please note that Art UK reserve the right to change titles and make smaller tweaks.



Art UK publish stories on a wide range of topics.

Step 7: Art UK promotion

- We promote partner content on the Art UK homepage and new stories in the weekly newsletter which goes out to **over 30,000 subscribers**.
- We resurface older stories again when our newsletter is on a particular theme.
- Art UK's social media team promote new stories to our **180k followers**.
- All stories are there to capture relevant search traffic and funnel our users to explore other parts of the site, e.g. from artwork pages onto venue pages.



Art UK share stories in our weekly newsletter.

Step 8: Collection promotion

When posting your Story on social media make sure to always post with an image. Tag us **@artukdotorg** and we will reshare where possible. Some things to consider:

- Keep it short on X – make the audience want to click to the story. X threads perform better than one-off posts.
- People read longer texts on Facebook.
- Put together a reel, or use multiple images for Instagram alongside a long form caption.

Take a look at our Social Media toolkit for a more in-depth guide on how to promote your collections on social media.

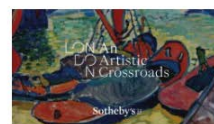
https://artuk.qi-cms.com/media/_file/social-media-successfully-promote-your-collections-art-uk-toolkit-1.pdf



Art UK promotes stories on social media, adapting each post for the platform.

TOP TIPS

- If time and/or resources are an issue, utilise the Art UK editors. You can provide rough copy instead of a finished piece, and Art UK's editorial team will edit it for you.
- If you know you want to write something but are unsure where to begin, email pitches@artuk.org to discuss ideas.
- Repurpose existing material. Some collections repurpose text printed in books, wall labels etc. If the copy isn't published in the same format anywhere else online, this will be fine to publish on Art UK.
- Harness your network. Talk to your volunteers, front of house staff, and experts, and see if they would be interested in writing something for your collection.
- Utilise co-promotion. For example, if a book is being published on your exhibition, the author could be interested in writing a story to help promote both the book and the exhibition.
- Share your Story on social media, making sure to tag us [@artukdotorg](https://www.artukdotorg) - we will like, comment and re-share with our followers whenever possible.
- Add your Story to your e-newsletter and other digital comms, and link to your Story from your website.



London: An Artistic Crossroads – an Introduction
24 May 2024, Andrew Graham-Dixon



A sense of place: diversifying landscape painting at Dulwich Picture Gallery
20 February 2024, Jennifer Scott



Philip de László: master of elegance
15 May 2024, Katherine Field



Opulent origins: 200 years of fine art at Bristol Museums
10 November 2023, Emma Meehan



The Empire on paper: visualising British India
29 April 2024, Surya Bowyer



Rebecca Salter at Gainsborough's House
21 November 2023, Gill Hedley



Keeping contemporary: 25 years of the Wakelin Award
25 April 2024, Peter Wakelin



Five must-see works in 'Alexander Hollweg: Journeys in Art'
28 November 2023, Sarah Cox



A selection of 'Exhibition in focus' stories, promoting exhibitions held at Art UK Partner collections.

CASE STUDY 1

Capturing Northern Ireland's dynamic shipbuilding history

In 2020, National Museums Northern Ireland added a batch of over 2,000 photographs from The Harland and Wolff Collection, providing a remarkable visual record of the world-famous shipbuilding firm. They were only able to provide a 400 piece of text on the creators of the archive due to resource limitations.

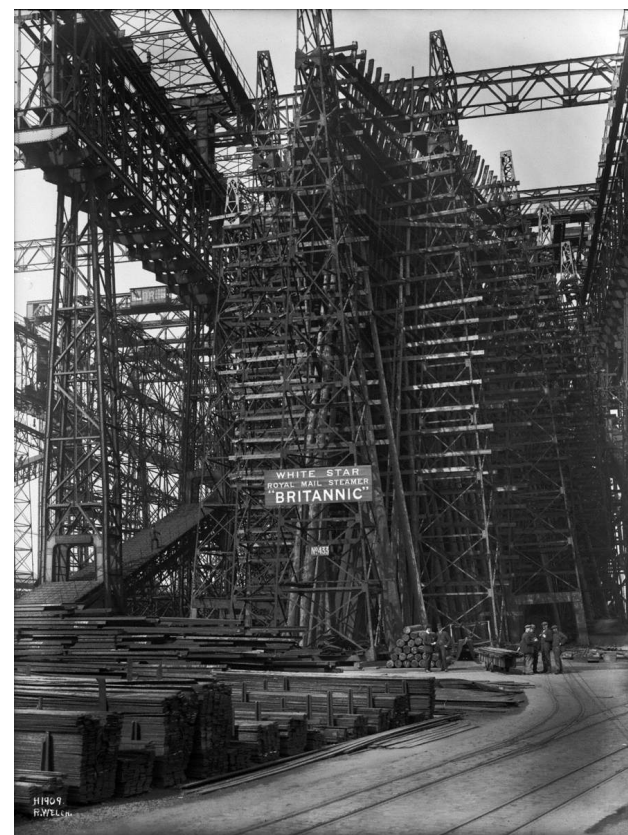
Art UK's Lead Editor expanded on the 400-word text to create a 1,400-word bespoke piece of content highlighting some particularly interesting images as a gateway for visitors not knowing where to begin. The addition was a significant one for Art UK, being one of the first sets of photography added to the website, so several days of writing time were allocated to the piece. It mentions the archive's connection to the RMS Titanic and so captures traffic relating to the ship and the disaster.

The piece had 3,303 page views in the month of publication. Since April 2022 it has had over 2,000 views.

<https://artuk.org/discover/stories/capturing-northern-irelands-dynamic-ship-building-history>

'We're over the moon with the story you posted on the Art UK website about the H&W collection. It's really super. I'm so pleased to see this as it will help inspire my colleagues to write other stories weaving paintings and photographs together to tell a story.'

**Fiona McCrory, Digital Access Manager,
National Museums Northern Ireland**



Bow view during hull lengthening, 1897, glass plate negative by Robert John Welch (1859 -1936) and Harland & Wolff (founded 1861). Image credit: National Museums NI.

CASE STUDY 2

From South Africa to the Slade: repositioning Albert Adams

As a follow up to a content webinar in 2022, University of Salford and Art UK discussed potential content ideas, and particularly around Albert Adams - his work was recently digitised by the collection, who also had a researcher in mind to write an article. Art UK commissioned the researcher to write a story on the artist utilising the newly digitised works to Art UK guidelines - and his fee was topped up by the collection, who had available budget. After a few weeks, the researcher submitted the piece: some work was undertaken by the University to ensure all images referenced in the writer's piece were on Art UK, and the editing process went through another round. The collection also created a Curation to accompany the story, and we planned social media promotion.

The story has had over 2,750 views since publication in August 2022. Art UK now has a much more developed page about the interesting lesser-known artist, and has built a relationship with the freelance writer.

<https://artuk.org/discover/stories/from-south-africa-to-the-slade-repositioning-albert-adams>

'Working with Art UK on the Stories feature was easy, effective and enjoyable. We were able to engage a freelance writer to bring a new perspective to an artist in our collection. Greg spent time in our archive as well as viewing works online and wrote a thoughtful text which attracted wider audiences. To our knowledge this is the first text about the artist which considers his life and work specifically through the queer lens.'

Stephanie Fletcher, Assistant Curator – Art Collection, University of Salford.



Wild Animal, c.1980, oil on canvas by Albert Adams (1929 -2006). © the artist's estate. Image credit: University of Salford

CONTACT DETAILS

If you would like to write a story for Art UK, please email:

pitches@artuk.org