

COURSE 3
Setting Up Your Artist Presence Online
Bee+Hive Artist Collective

WORKSHEET 1

Online Presence Reframe

Purpose:

To redefine online presence in a way that feels sustainable and aligned.

Instructions:

Answer honestly. This is about clarity, not strategy.

When I think about "online presence," I currently associate it with:

What feels overwhelming, draining, or resistant about being online?

What would a supportive, low-pressure online presence feel like to me?

What do I want my online presence to support (connection, opportunities, documentation, visibility, etc.)?

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WORKSHEET 2

Platform Selection Guide

Purpose:

To choose platforms intentionally instead of by default.

Instructions:

Focus on alignment, not trends

Platforms I currently use or feel pressure to use:

How each platform feels:

Energizing / Neutral / Draining

Platforms where my work translates most naturally:

One or two platforms I will focus on right now:

Platforms I am releasing or deprioritizing:

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WORKSHEET 3

Profile Clarity Check

Purpose:

To ensure your profile communicates clearly and professionally

Instructions:

Review one platform at a time

My current bio or profile description:

What feels unclear, cluttered, or forced?

A clearer, more grounded version of my bio:

One immediate improvement I will make:

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WORKSHEET 4

Content Boundaries

Purpose:

To reduce content anxiety and obligation

Instructions:

Give yourself permission to be selective

Types of content that feel aligned and natural for me:

Types of content that feel forced or draining:

Content I am releasing the expectation to create:

Content I want to share more freely or consistently:

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WORKSHEET 5

Sustainable Rhythm Plan

Purpose:

To define consistency without burnout

Instructions:

Choose a rhythm you can realistically maintain

How often I realistically want to post (weekly, bi-weekly, monthly):

What consistency means to me (not to algorithms):

Signs I am pushing too hard or forcing output:

Permission statement (complete the sentence):

"I allow myself to adjust my rhythm when _____."

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WORKSHEET 6

Validation Awareness

Purpose:

To separate engagement metrics from self-worth

Instructions:

Notice patterns without judgment

How likes, views, or comments tend to affect my mood:

What I assume low engagement means about me or my work:

A healthier interpretation I choose instead:

One way I will protect my emotional energy online:

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WORKSHEET 7

Platform Boundaries

Purpose:

To establish clear boundaries around social media use

Instructions:

Boundaries are a form of self-respect

My non-negotiables around time, energy, or privacy:

Behaviors or patterns that signal I need a break:

What stepping back looks like for me (without guilt):

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WORKSHEET 8

Purpose Alignment

Purpose:

To ensure your online presence supports your larger goals

Instructions:

Think beyond numbers

What I want my online presence to support right now:

What "success" actually looks like for me:

How I will evaluate alignment quarterly (questions to ask myself):

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WORKSHEET 9

Online Presence Reflection

Purpose:

To integrate learning and mark completion

Instructions:

Complete after finishing the course

What shifted in how I view online presence?

What feels more manageable or grounded now?

What I'm carrying forward into my practice:

One word or phrase that describes how I feel now: