Initial steps:

1) If you haven’t already, go ahead and Like Academy Art Museum’s page by searching for Academy Art Museum using the search bar.

2) Click on “Like” and “Follow”. This will make sure you see our posts!
Let’s take a closer look at our Art of the Week competition. When the competition theme is announced, you will see a post on your Facebook feed that looks like this.

We will announce the theme at the very end of the post.
Now, get creative and make art that fits the theme, and take a nice, well-lit photograph of it, preferably using your smartphone and natural light.

- Do not backlight your image. Make sure your work faces the light source, but is not too harshly-lit.
  - Cloudy days are best, but sunny days might also work.
- If your piece is small, lay it on a neutral surface such as a table and hold your smartphone directly over it. Try not to tilt your phone.

Positioning example:

If your piece is larger, lean it against a neutral background, hold your smartphone straight and across from approximately the middle of your piece.
1. In order to participate, you will need to create a post with the image of your artwork, and use a hashtag in the text field of your post.
2. Log in to your Facebook account, and click on the “F” Icon on the top left corner.
3. The “Create Post” field in the middle will pop up automatically.
4. Click on “Photo/Video” to upload your image.
5. This menu, showing the files on your computer, will pop up. First, click once on the image you would like to upload. Then click “Open”.
6. Now, use the text field. Use our hashtag in the post so that we can see your image. You can introduce your image any way you like. Add #AAMArtOfTheWeek at the end. This should be one word with no spaces, and have a pound sign in the beginning.
7. Make sure your post is public! If you only allow Friends to see it, we at the Academy won’t be able to see or share it.

Click on the drop-down menu next to “News Feed.” From the options, pick “Public.”
8. Now click on “Post”. We look forward to seeing your artwork!