



Online & Social Media

By Jo Berryman

Creative Director, Jo Berryman Studio

After working in fashion with stints at Elle and Agent Provocateurs' head office, Jo co-founded Jezebell, an emporium where modernity and tradition converged. Home to an array of established and new labels, it was one of the first destination concept stores to hit London in the early noughties. Jo has since applied the same approach to interiors and drawing inspiration from art, fashion and architecture, set up Jo Berryman Studio in 2009. Favouring the non-formulaic, the studio is famed for its harmoniously mismatched accents, witty vignettes, flash metallics and intelligently curated art throughout. Based on confident decisions, Jo leads a steadfast team of designers and architects who understand and deliver her vision with expertise and conviction. Here, Jo gives her take on the importance of social media and having an online presence.

Social media is the perfect medium for generating interest and a following in the early days of your business. It's free access to a captive audience, in short, free advertising. Start by connecting with those who inspire you and curate your community. Figure out the hashtags, which have the most relevance and a large following (not necessarily the most) and comment on all the images you love and designers you admire. Suss out your own visual language by using consistent filters, mood, themes and text tone. Of course there's always space to play around in between just be mindful of these basic tenets and edit your feed often. This doesn't mean you neglect



Above: Jo is currently on an "Instagram offensive"



Above: "I'm all about punchy yet beautiful imagery and minimal text."

the actual client facing and service elements to the job. Social media is a job alongside the job. I do all updates myself across social media and Instagram and Twitter are the channels I use the most and are most suited to the way I express myself. I'm all about punchy yet beautiful imagery and minimal text. Facebook feels more and more irrelevant in terms of brand management. My focus has always been on the cultivation of a tight yet functional studio culture, which can sustain moderate to busy and busier years. We have a core culture of four people and expand and contract as and when we need to. I have access to an armoury of go-to freelancers for when we require more hands on deck. I've learnt that the business is less about project acquisition and more about working with the most aligned clients that ensure repeat custom and recommendations. For us, success

is based all around the health and internal growth of this culture and social media can play a huge part in it as well.

I'm currently on a major Instagram offensive. This involves a consistent drill of likes, comments, hashtags and interaction aside from the actual posting of relevant imagery. I mainly post images of my work, the work of people I admire, art and more spontaneous lifestyle moments, which interestingly generates more and more followers. It's my platform of choice and is most suited to what I do because it's visual, candid and highly versatile. The launch of Instagram TV will revolutionise our expression and reach within the community of like-minded design industry aficionados and deco fans. It allows for multi dimensional insight into finished projects and other areas of studio life and (dare I say it) some aspects of my personal life, which is a given as

I'm really putting my work and life out there. Instagram is the best way to extol the virtues of our Flash Bible concept. I intend to shoot the entire process with certain, willing clients. From my experience, humans are more responsive to other humans rather than concepts. For designers, established and starting out, being present online and on social is key; a strong visual language, consistency and point of view are essential. People respond to authenticity and clarity in all these areas. I truly believe these platforms are the shop fronts of the future, it's important to get your head around the enormity of what's possible in terms of global outreach. The world is literally a potential client. I've had some recent press coverage in China and have decided to set up Weibo account, which is on a whole other stratospheric level best saved for another time...

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