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**New ways to promote contemporary indigenous art from Brazilian Amazon region:
Jaider Esbell Macuxi and social media**

Jaider Esbell (b.1979 in the state of Roraima, Brazil), of the Macuxi people, is a self-taught artist (painter, designer) and writer (poetry, texts about regional indigenous cultures), who started his career in 2011, while pursuing activities as art educator. Since then he has been advertising his work, and that of local Amerindian artists, by using social media (notably Facebook), publishing and speaking publicly, networking, as well as directing his small art gallery in Boa Vista, the state's capital. Esbell's concern lies in the promotion of indigenous cultures, their place in the larger contemporary world, political awareness, and the role of art in those matters, locally and internationally. As indigenous artist, he is a pioneer in such networking and self-promotion in Brazil, where no contemporary indigenous art scene has yet settled. While presenting his career, work and goals, together with the contexts in which they evolve, this paper will analyze Esbell's use of social media, the contents (pictures and texts) shared, and the relationships involved on various levels.