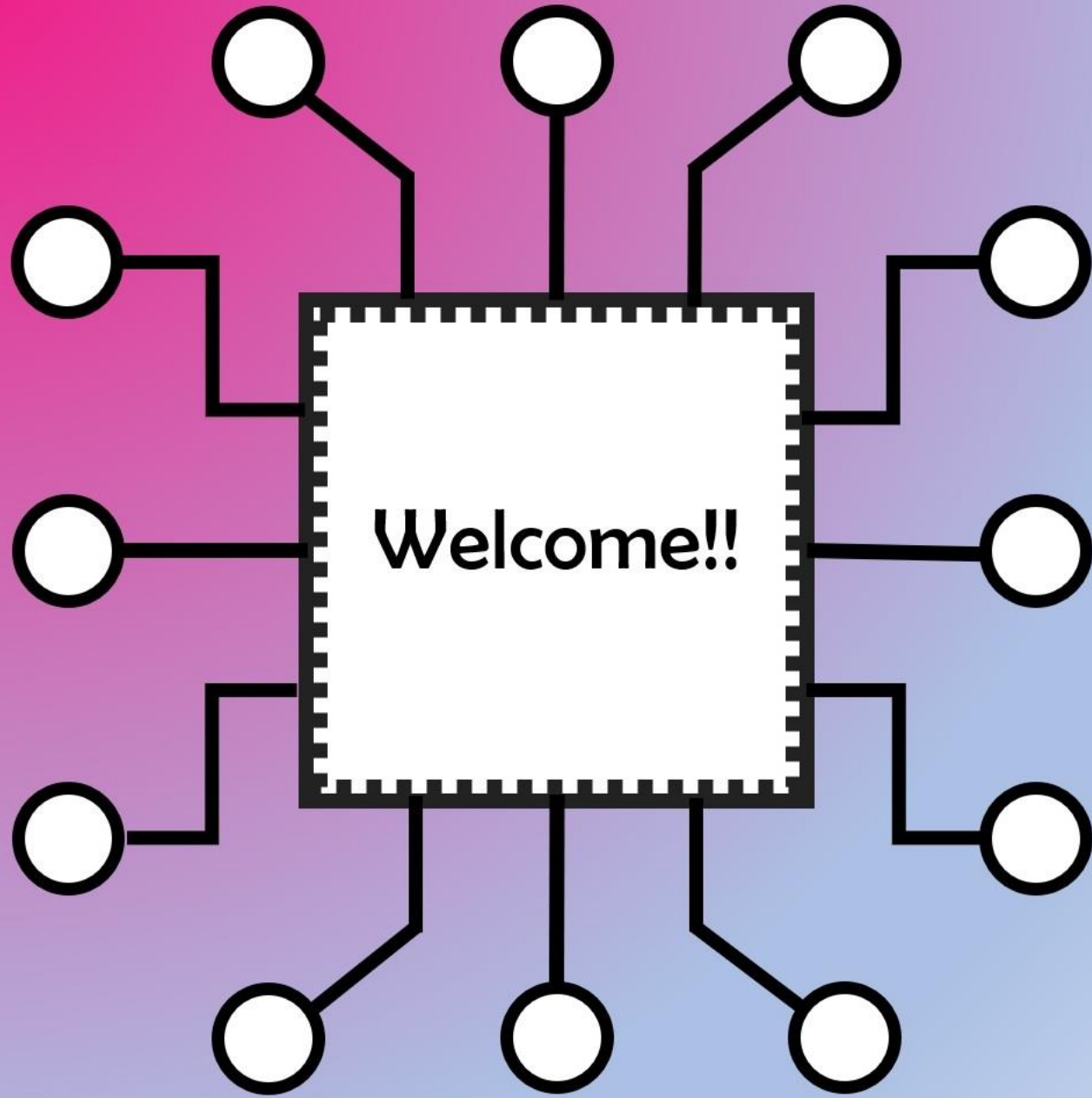
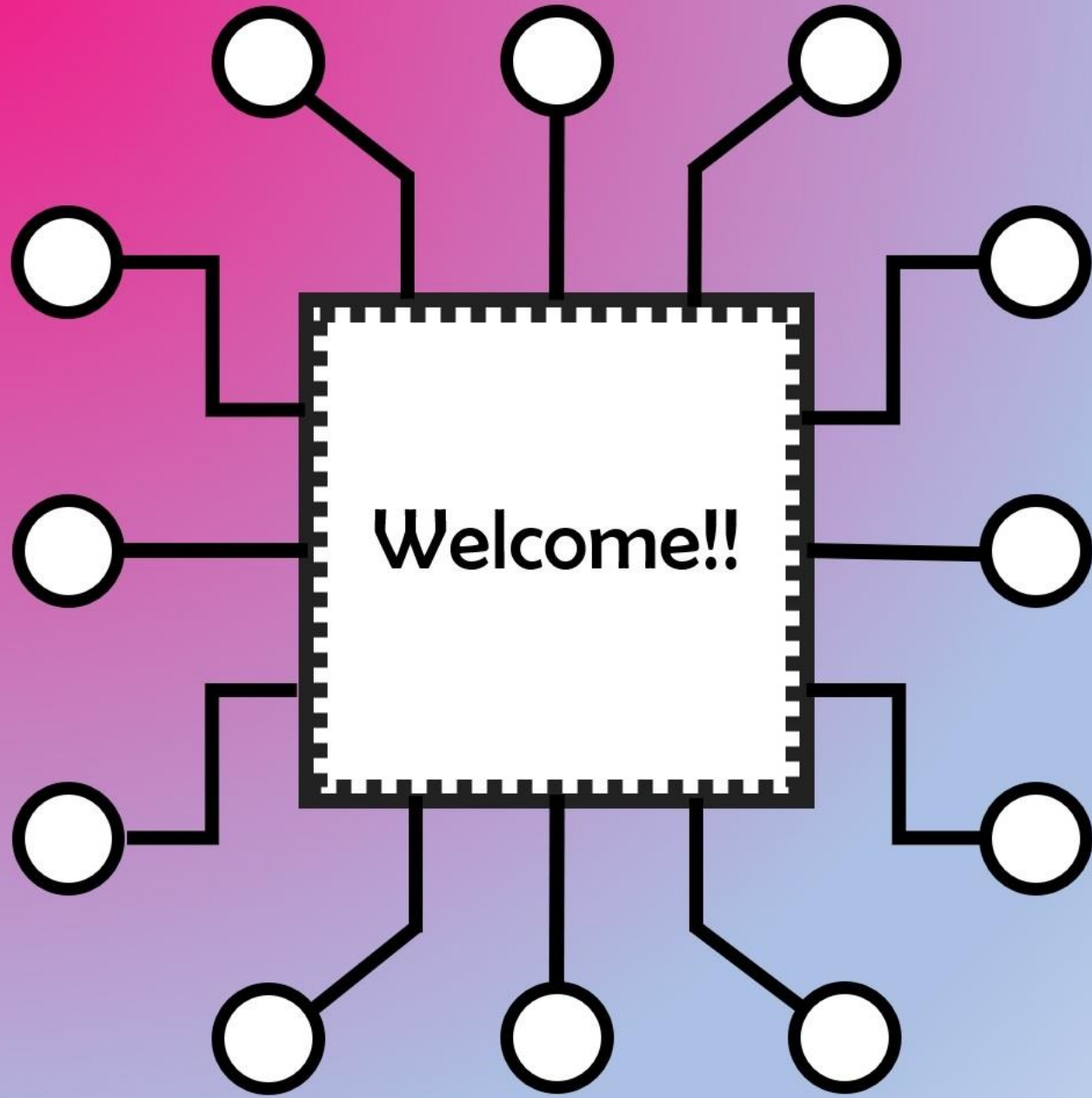


Zoom Etiquette:

- Please use mute to minimize audio distractions especially in main room
- Stop/start video as you are comfortable
- Chat is a great way to ask questions, share resources/contact info with each other



**Professional Online
Presence
SAQA Special
Interest Group
aka POP! SIG**



Julia Graves
Virginia

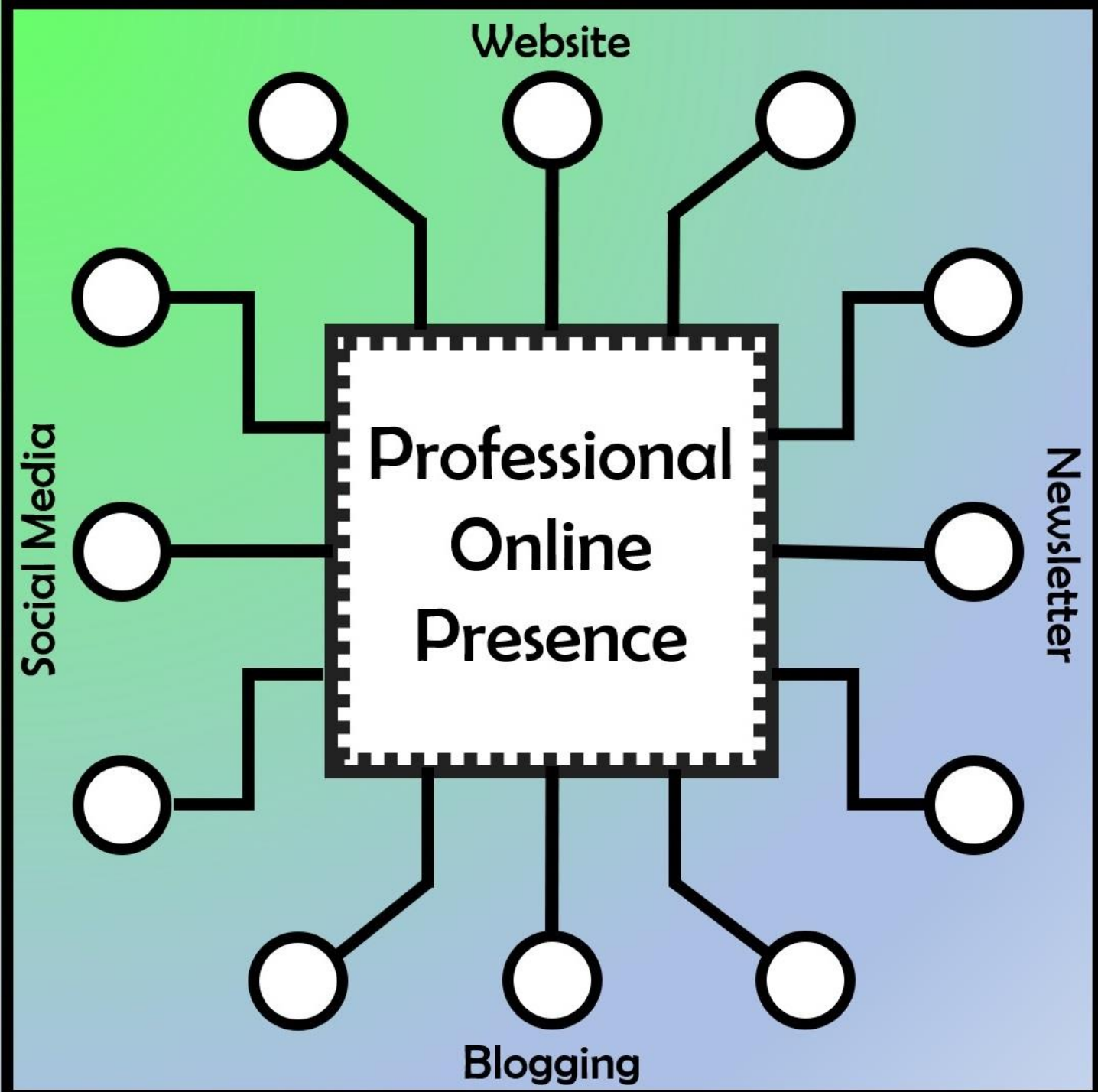


Sheara Seigal
Massachusetts



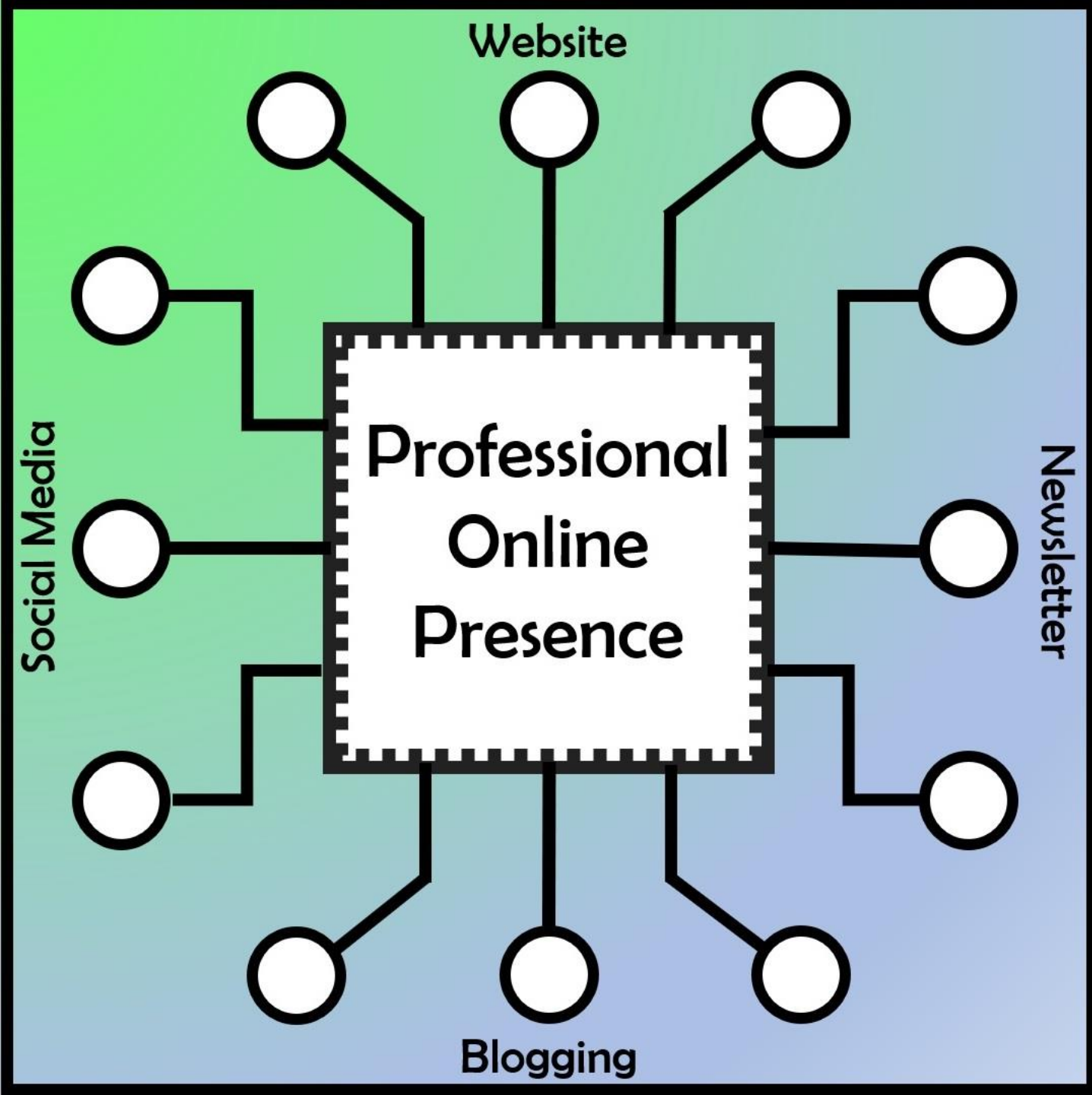
Mel Beach
California





This NEW Short-Term Special Interest Group (SIG) will occur over the next 4 months with participants working towards these monthly goals:

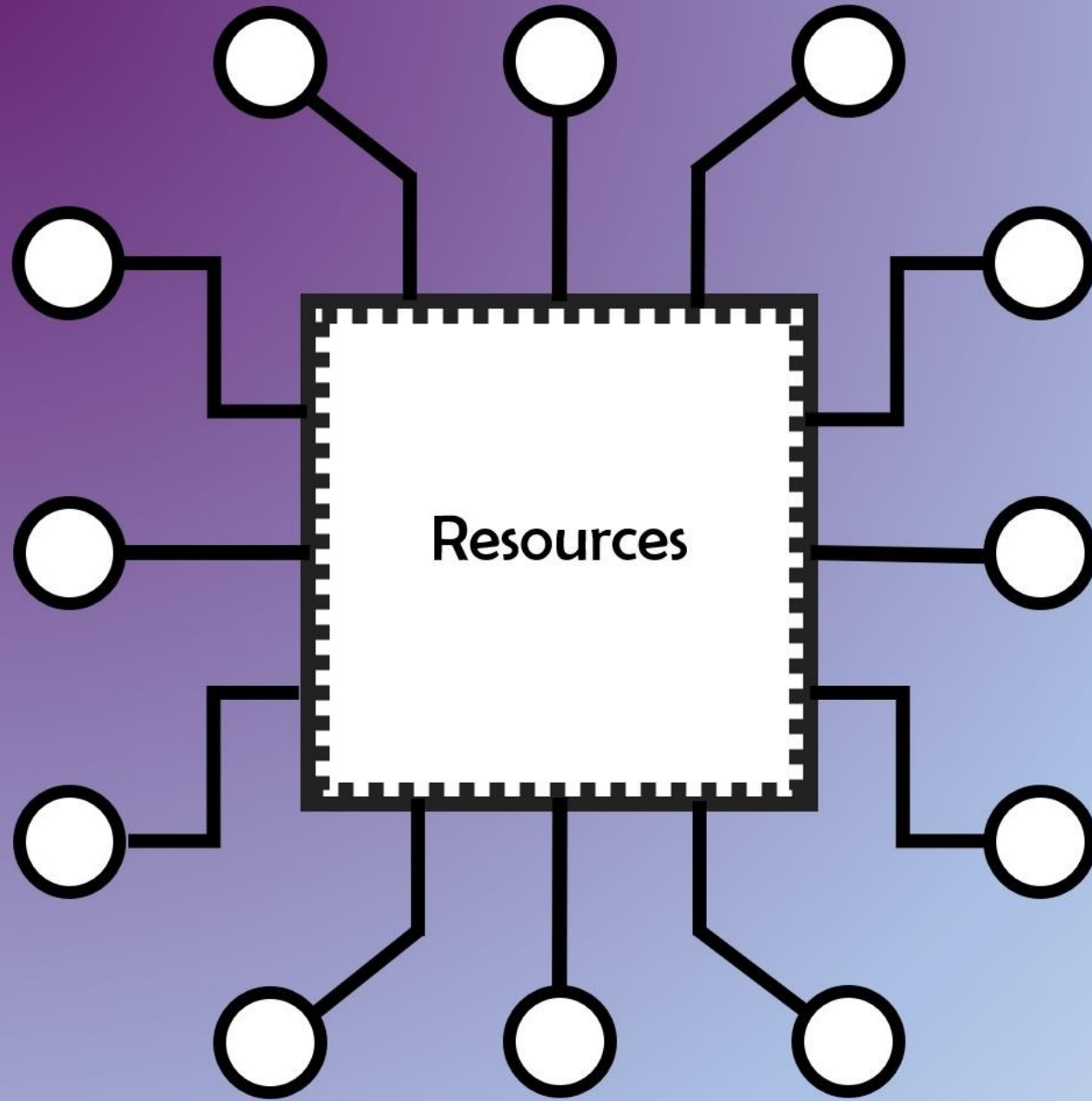
1. Determine your goals for your own online presence (May)
2. Identify your target customer/audience (May/June)
3. Create/improve a website that works for your business goals and your customer (June)
4. Use social media to engage with your customer (July)
5. Stay connected with your followers through e-newsletters (August)
6. Explore the value of blogging (August)



It will be up to you to choose a pathway that works best for YOU, your business goals, time availability, and resources.

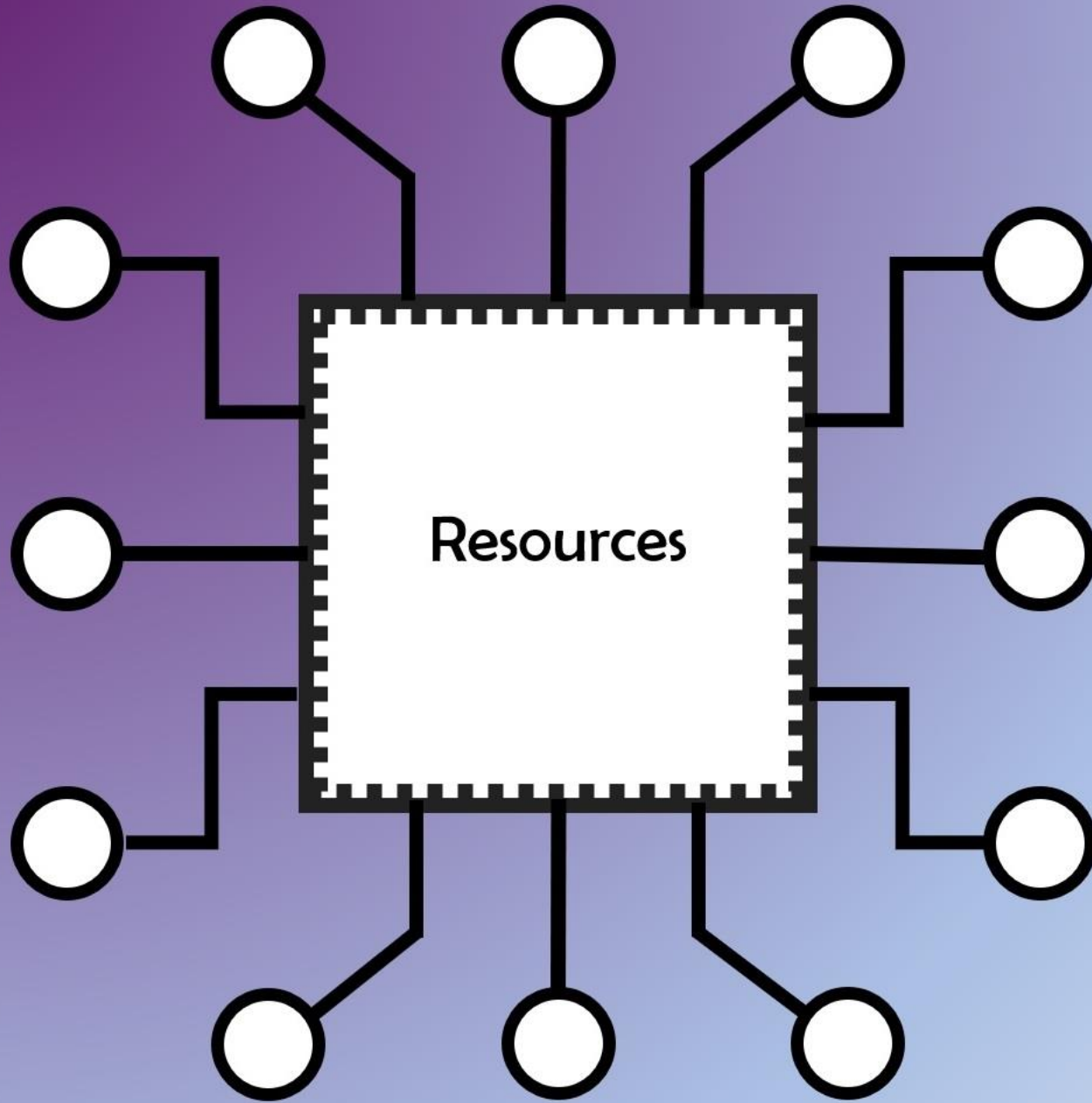
Each month will focus on a different aspect of your online presence before moving onto a new topic.

You can participate in all 4 months or choose which month's focus topics will best serve you and your business.



We'll provide a few tools/resources to get the conversation started and to help participants:

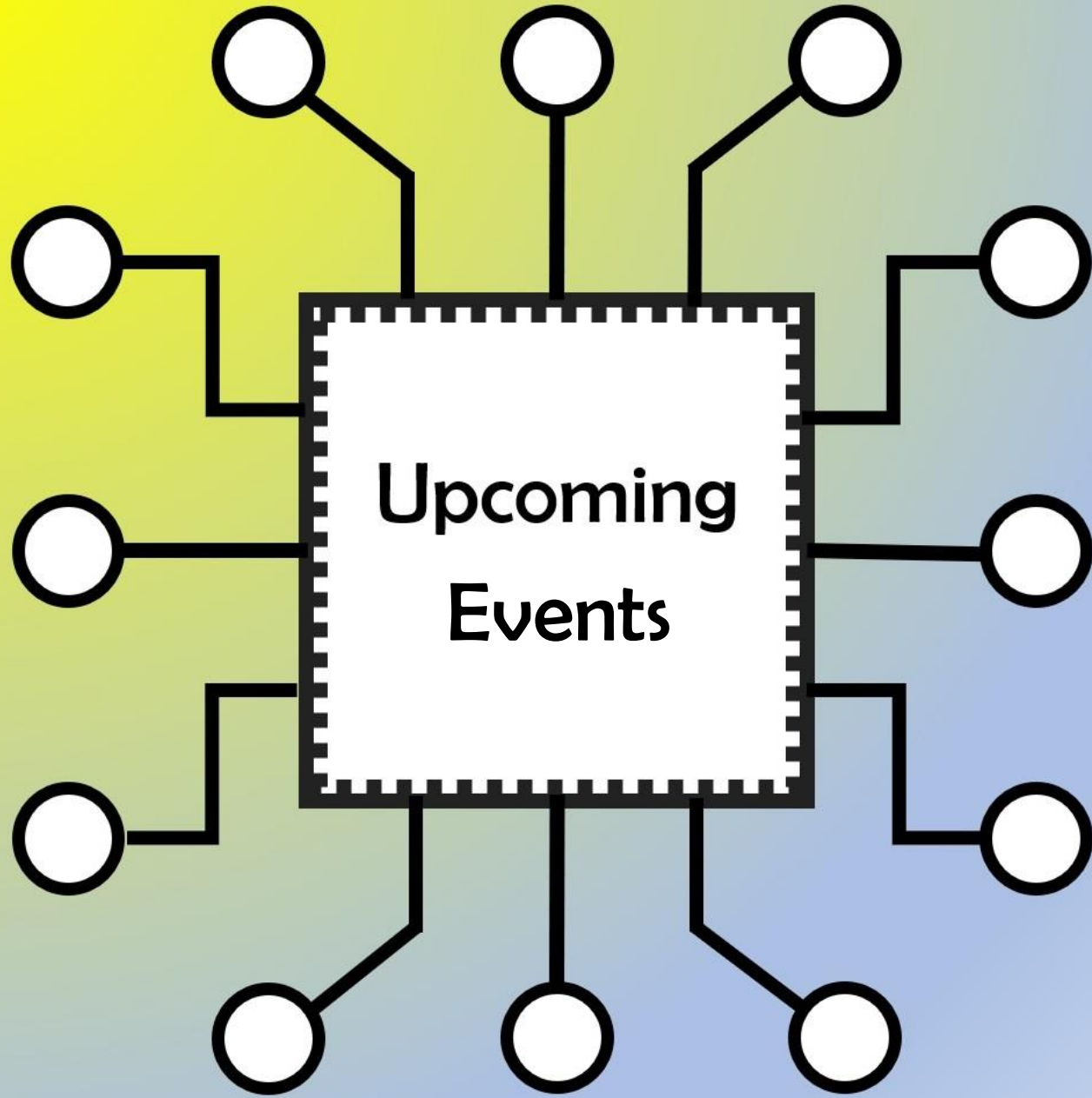
1. Connect your art online with your target customers/audience
2. Connect you with tools and resources to help boost your online presence and reach your business goals.
3. Connect with fellow SAQA members through a Facebook Group (discussions, polls, pose questions, request feedback, resource sharing, celebratory posts) and Breakout Rooms via monthly Zoom meetings.



One of Our Goals is to Create Connections through this Community

We hope you will:

- Participate and post in the Facebook Group: discussions, questions, progress, poll questions, etc.
- Support each other's goals and progress.
- Network with fellow SAQA members with similar businesses/goals to exchange contact information, resources, and maybe serve as accountability partners.
- Attend and participate in the monthly Zoom meetings/Breakout Rooms



Join us on the Third Thursday via Zoom:

12 PM Eastern Time

7 PM Eastern Time

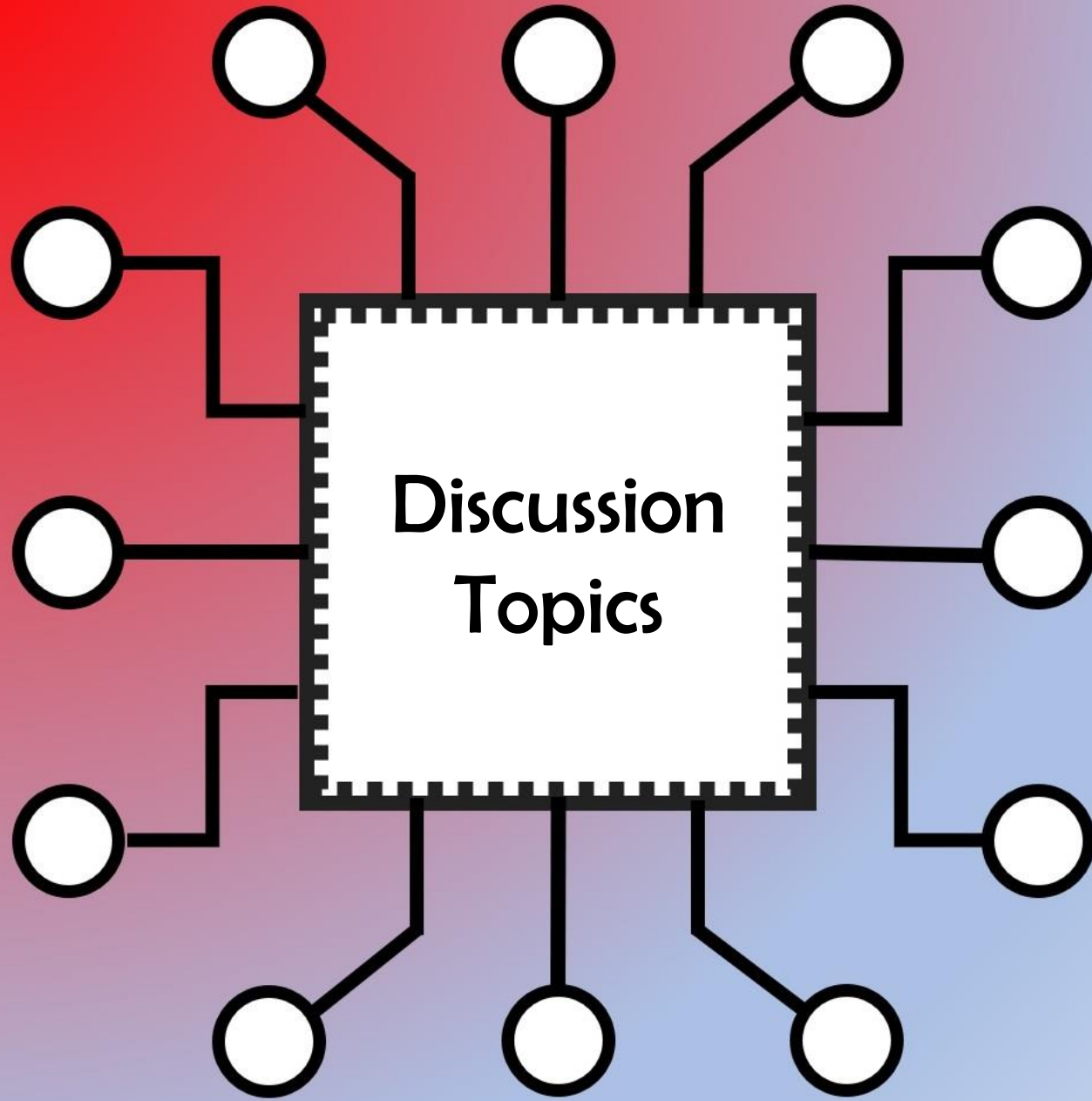
**Each time slot has a different Zoom link

May 20 – Welcome / Goals / Audience Discussion

June 17 – Website Discussion

July 15 – Social Media Discussion

August 19 – Newsletter / Blogging Discussion

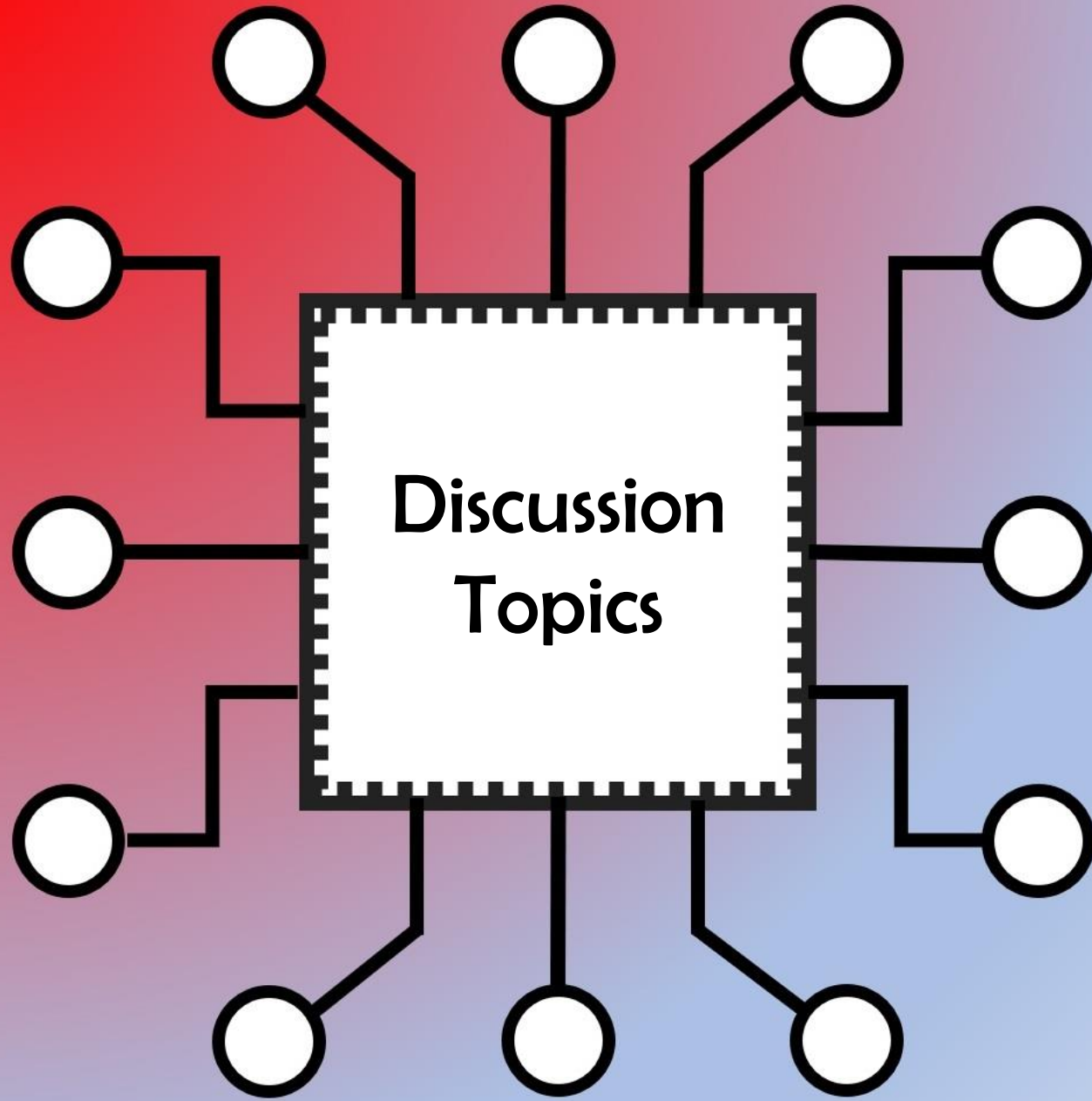


Breakout Room #1-Create Connections

- Introduce Yourself/Business
 - Location
 - Identify your target audience(s)
 - Share your goals for participation in POP!

If you have a 30-60 second elevator speech, feel free to use it.

Pro Tip: Take photo/screenshot!



Breakout Room #2

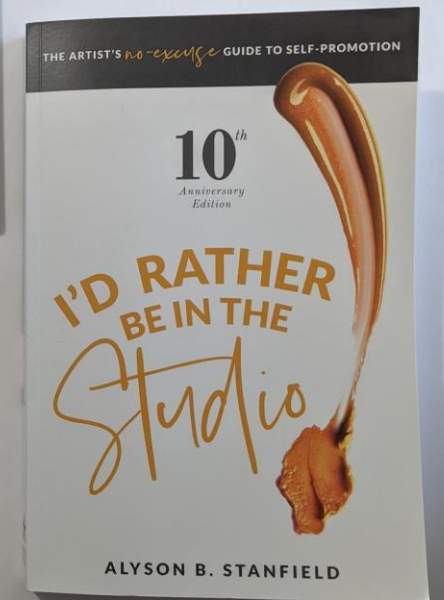
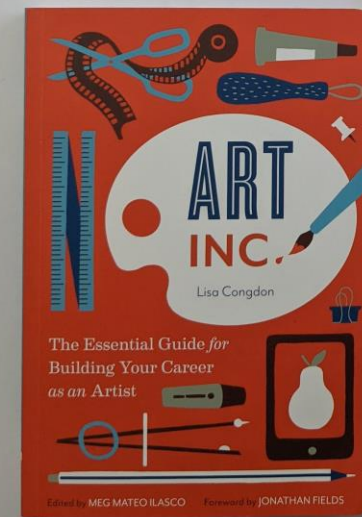
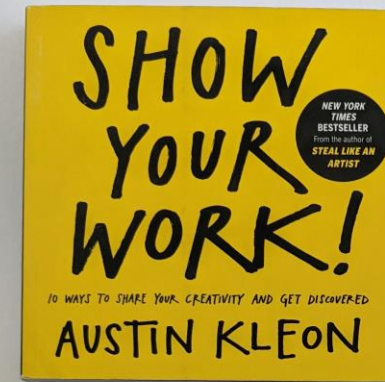
Many of us were taught to not toot our own horn. What can help shift our attitude about this?

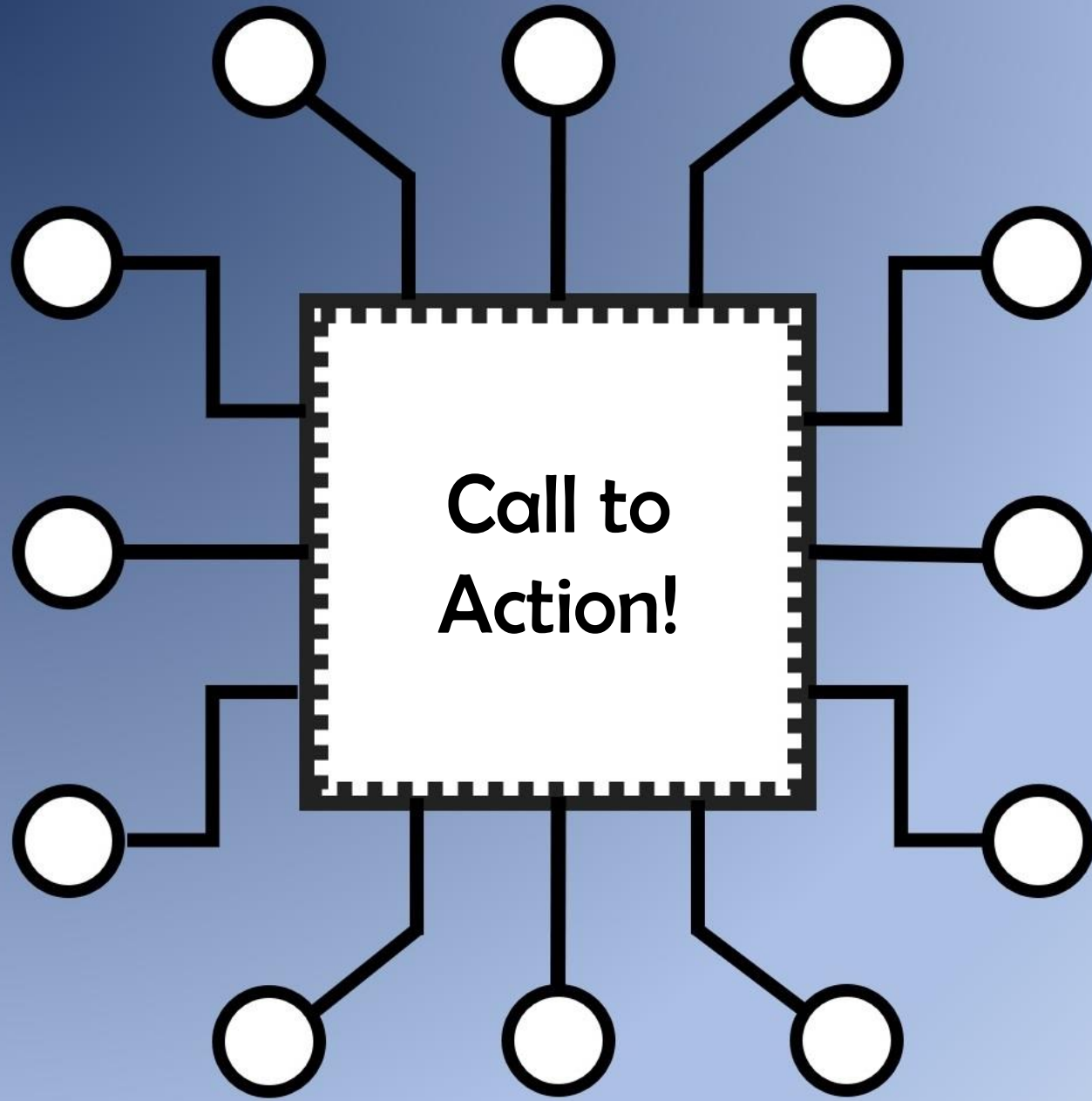
- In Austin Kleon's book, *Show Your Work*, he talks about *Sharing Our Work vs Self Promotion*. Does that resonate?
- *How to be the Face and Voice of Your Brand* (Sue Bryce) is motivating to help you change your attitude about selling. What value and service do you provide?



Call to
Action!

- Define/refine your goals and audience
- Check out the 3 recommended books





Start working through the 4 page Website Document* which includes:

- **Benefits of having a Website**
- **Preparation Readings and Classes**
- **Exploration Exercises**
- **Call to Actions**
- **Preview of Discussion Questions for June Zoom sessions**

*** Posted in the POP! SIG Facebook Group under Files section (top right tab/more...)**



**Call to
Action!**

**Join/participate in the POP! SIG
Facebook Group**

- Introduce yourself/your goals
- Share resources
- Post questions
- Request feedback
- Celebrate your successes!

Join us via Zoom:

- May 20 – Welcome / Goals / Audience Discussion
- June 17 – Website Discussion
- July 15 – Social Media Discussion
- August 19 – Newsletter / Blogging Discussion

Share/invite fellow SAQA members who may benefit from this Special Interest Group.