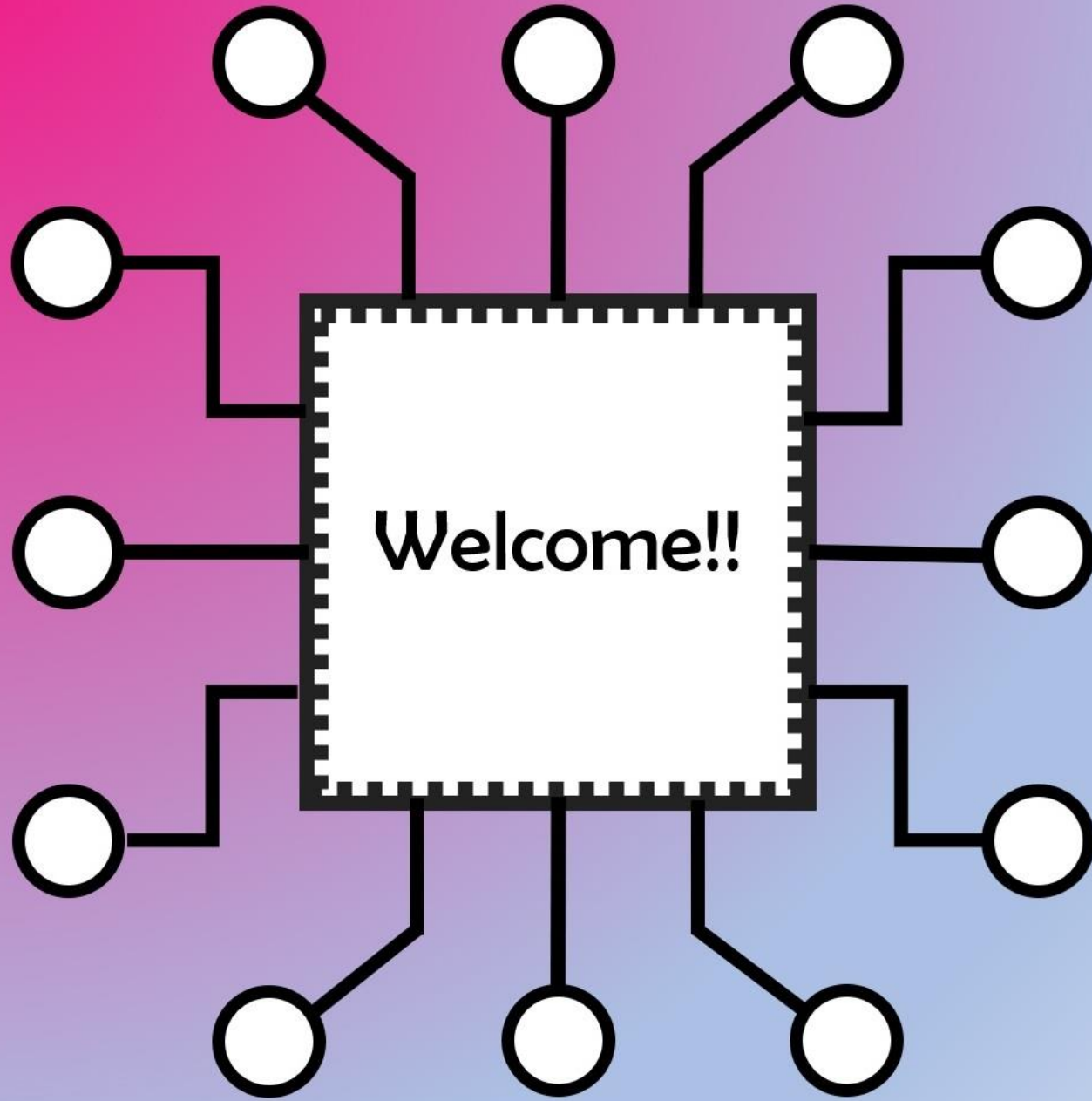


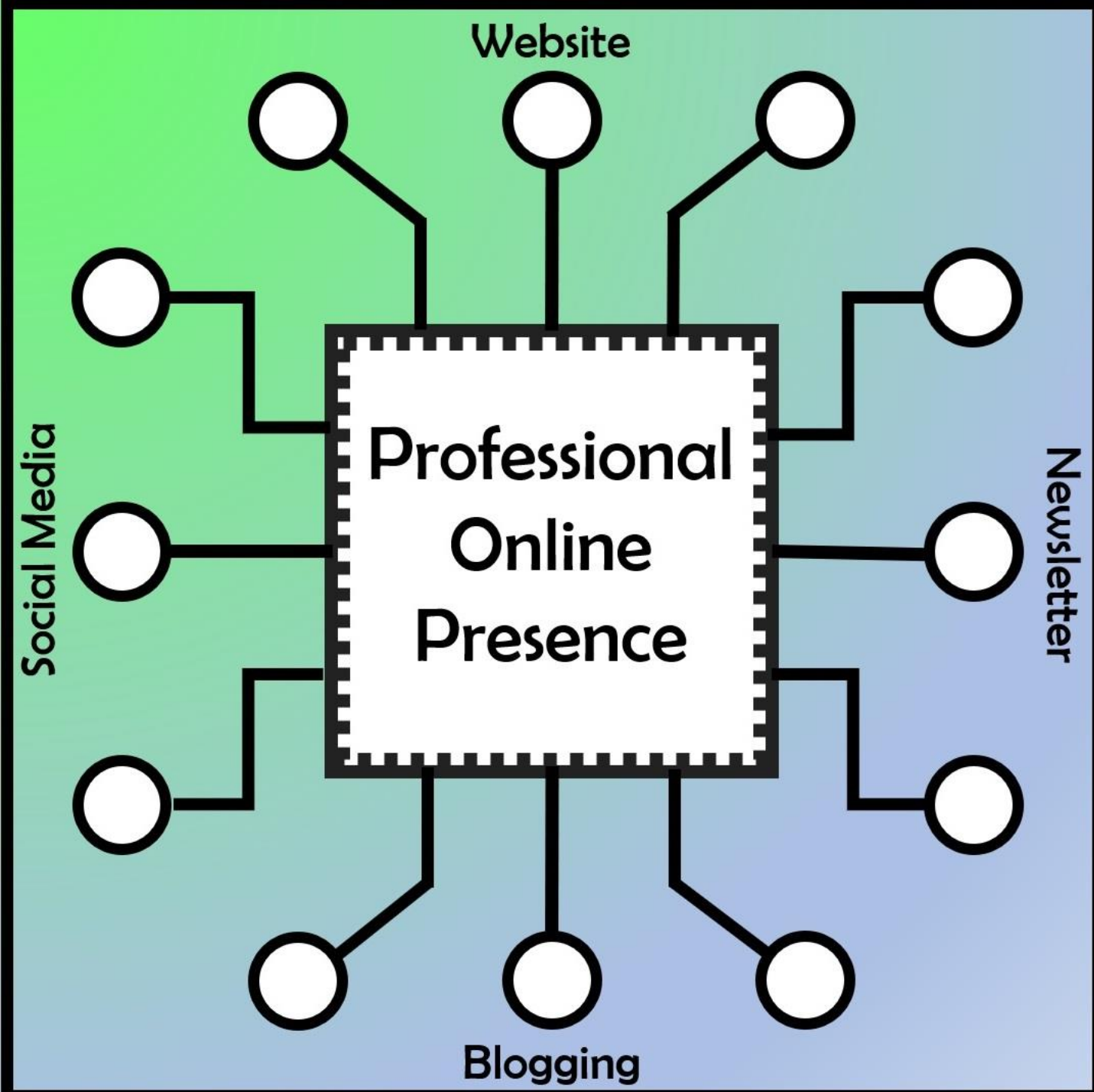
Professional Online
Presence
SAQA Special
Interest Group

aka POP! SIG



Zoom Etiquette:

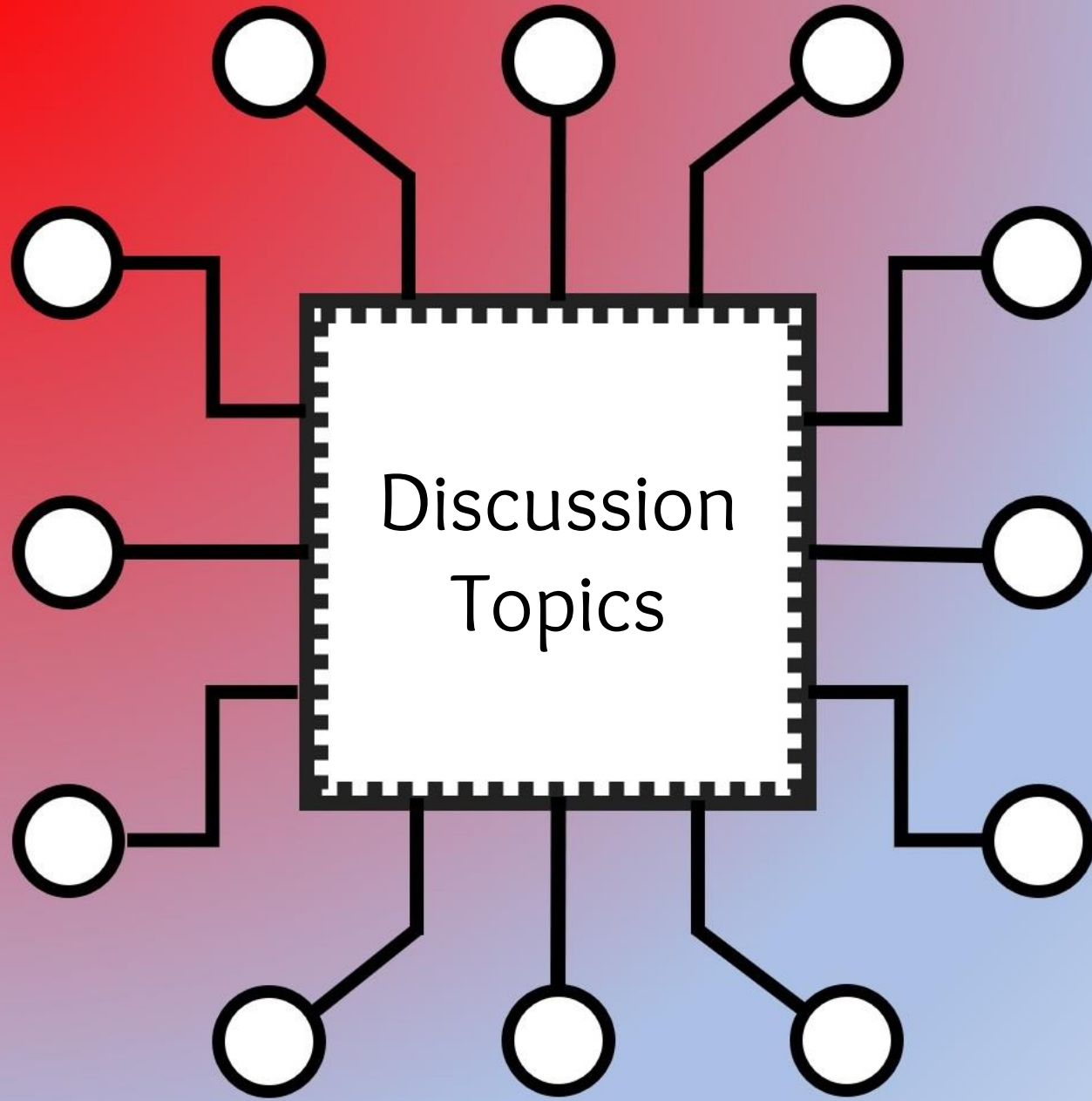
- Please use mute to minimize audio distractions especially in main room
- Stop/start video as you are comfortable
- Chat is a great way to ask questions, share resources/contact info with each other



We are 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)**

Choose a pathway that works best for YOU, your business goals, time availability, and resources.



Breakout #1: Build Rel's

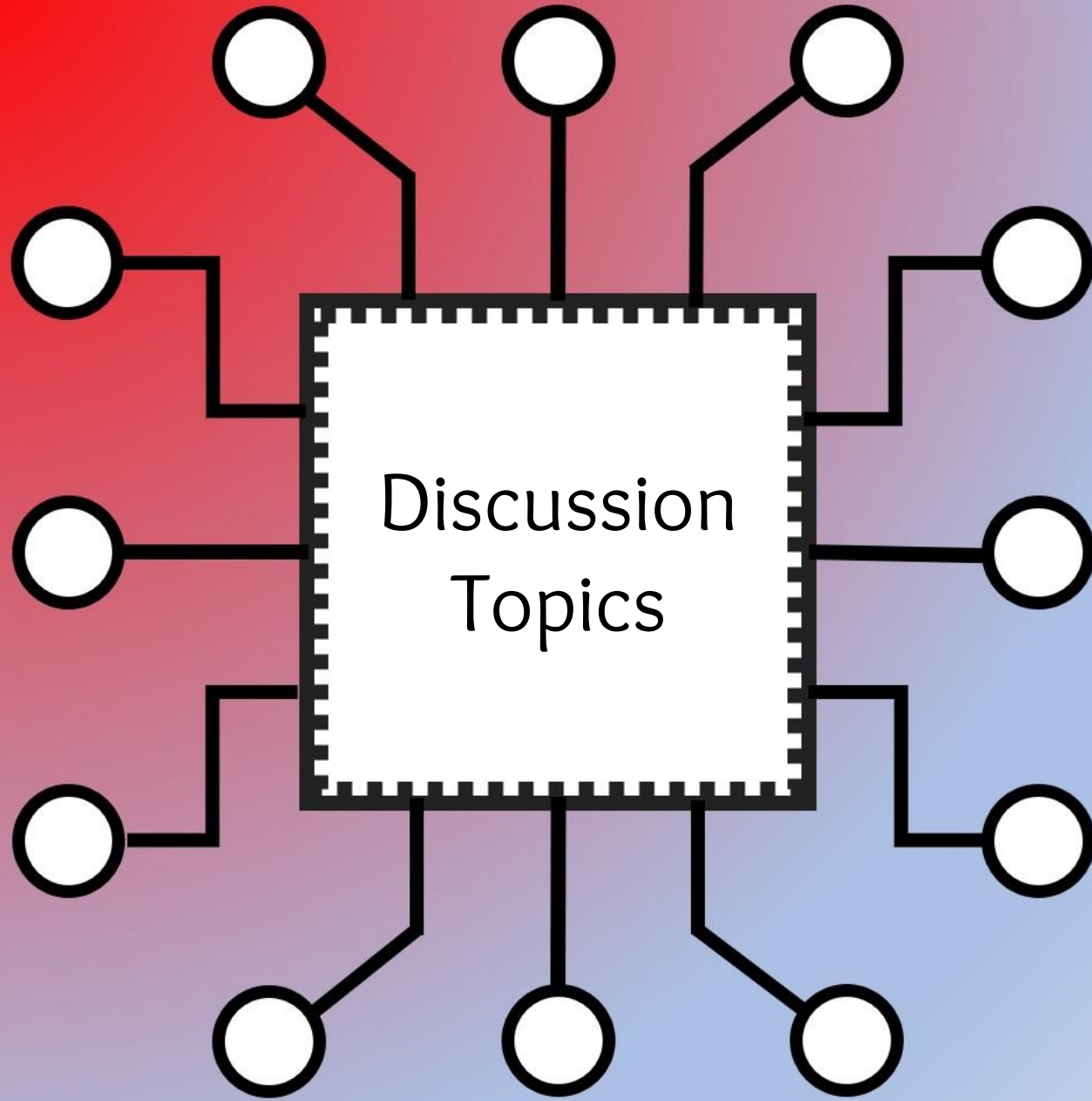
A newsletter and/or blog is your opportunity to really dive deep with your most interested audience.

How does your Newsletter/Blog help you reach your goals?

How are you adding your voice/story/personality into your newsletter/blog to build a relationship?

What do you really like in other artist's newsletters/blogs?

Pro Tip: Take photo/screenshot!

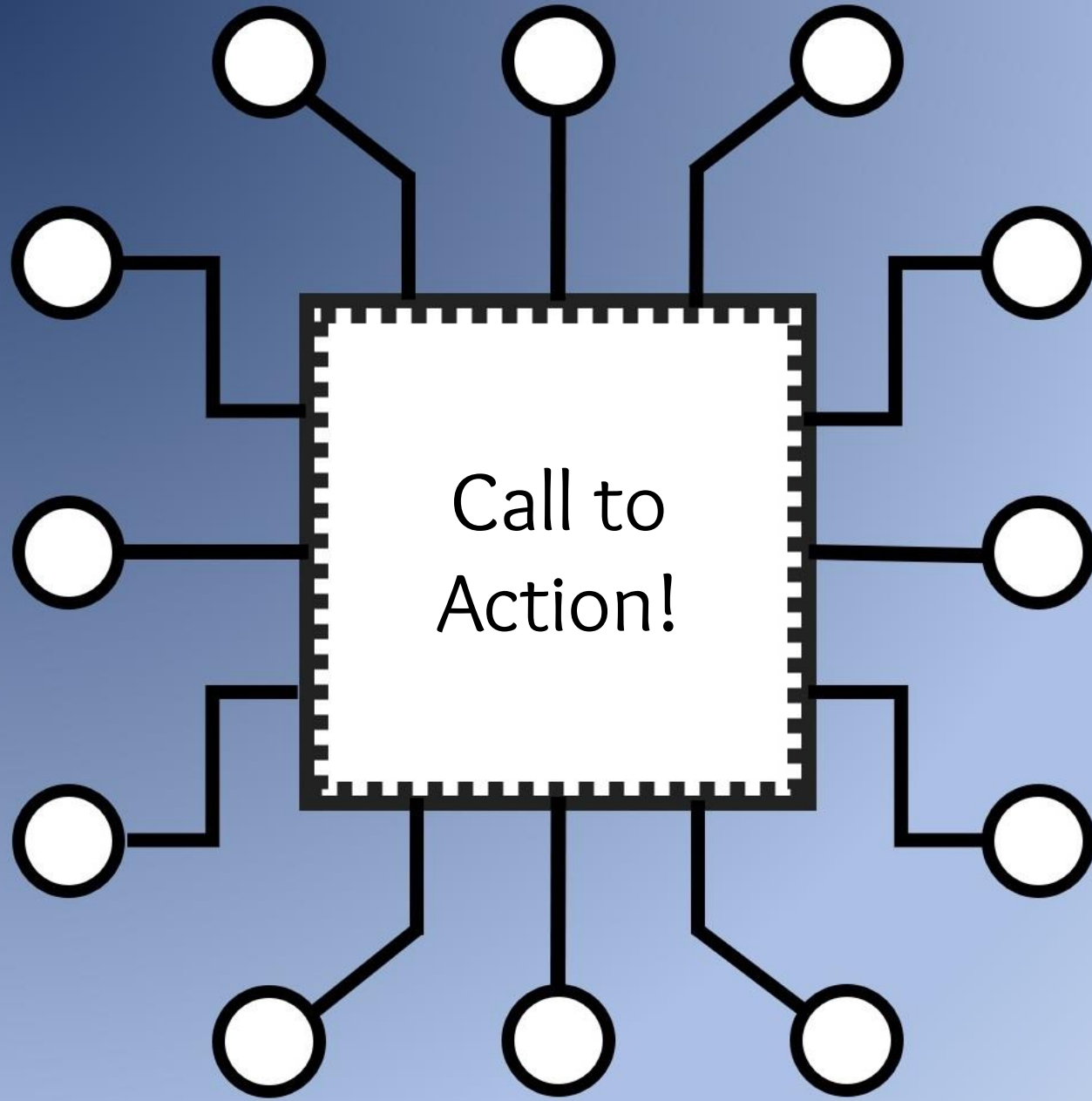


Breakout Room #2: Putting it All Together

How are you tying your website, social media and newsletter/blog together so that they enhance each other?

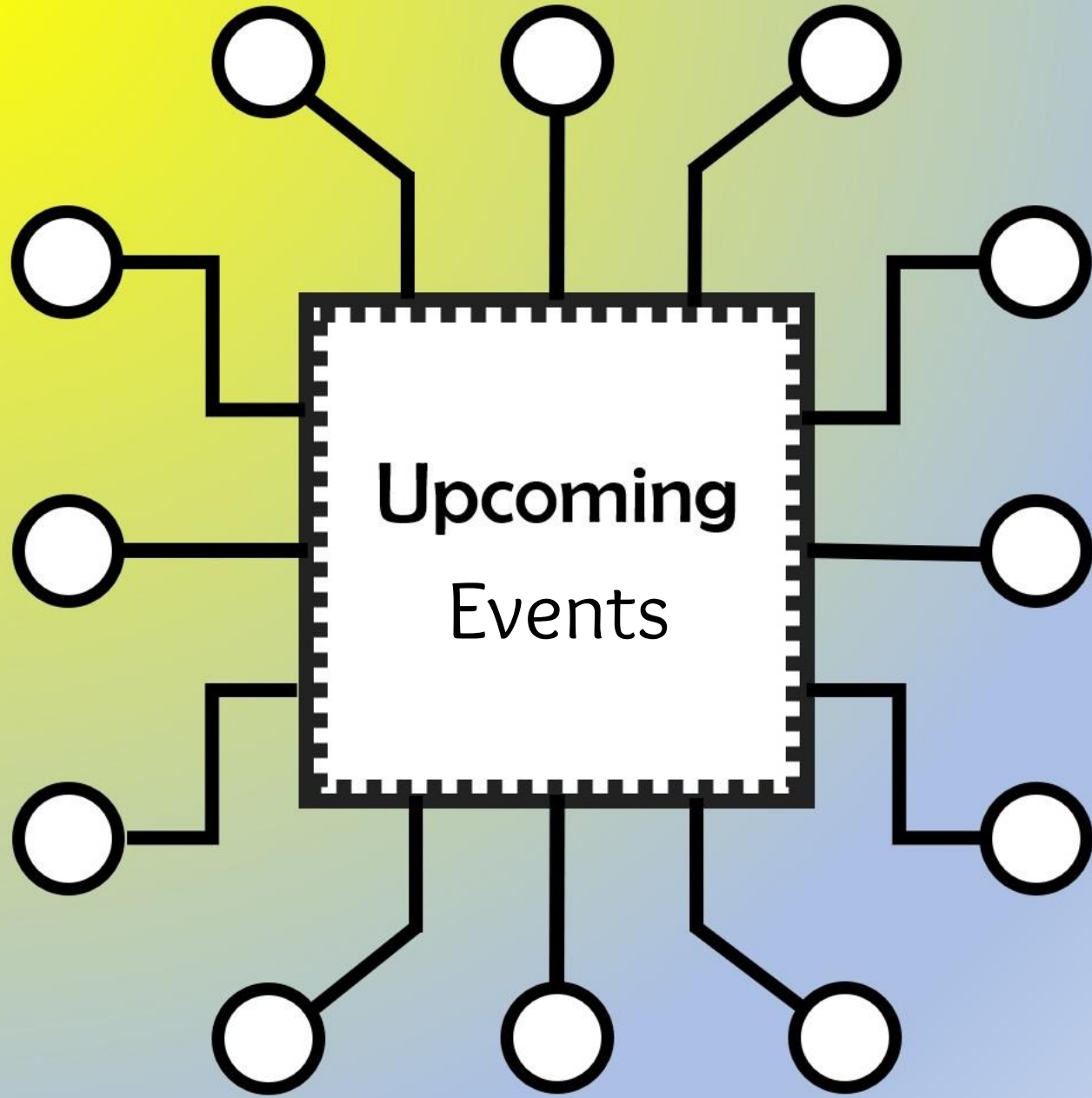
What kind of workflows are helping you make the tasks manageable?

What's the best tip or idea you've gleaned from your research that you want to implement?



Share your art through your newsletter and/or blog!

- Perform self-audit
- Improve your content, presentation and consistency
- Tie all your online avenues together
- Share your progress on the POP FB page
 - All feedback should be constructive, specific, and delivered kindly



This is our last session.

We will leave the Facebook page in place for continued discussion and will post poll feedback questions.

The materials will continue to be available on the SAQA website under the POP SIG.

Thanks for joining us on this ride!

We're considering doing this again - anyone interested in volunteering to help?