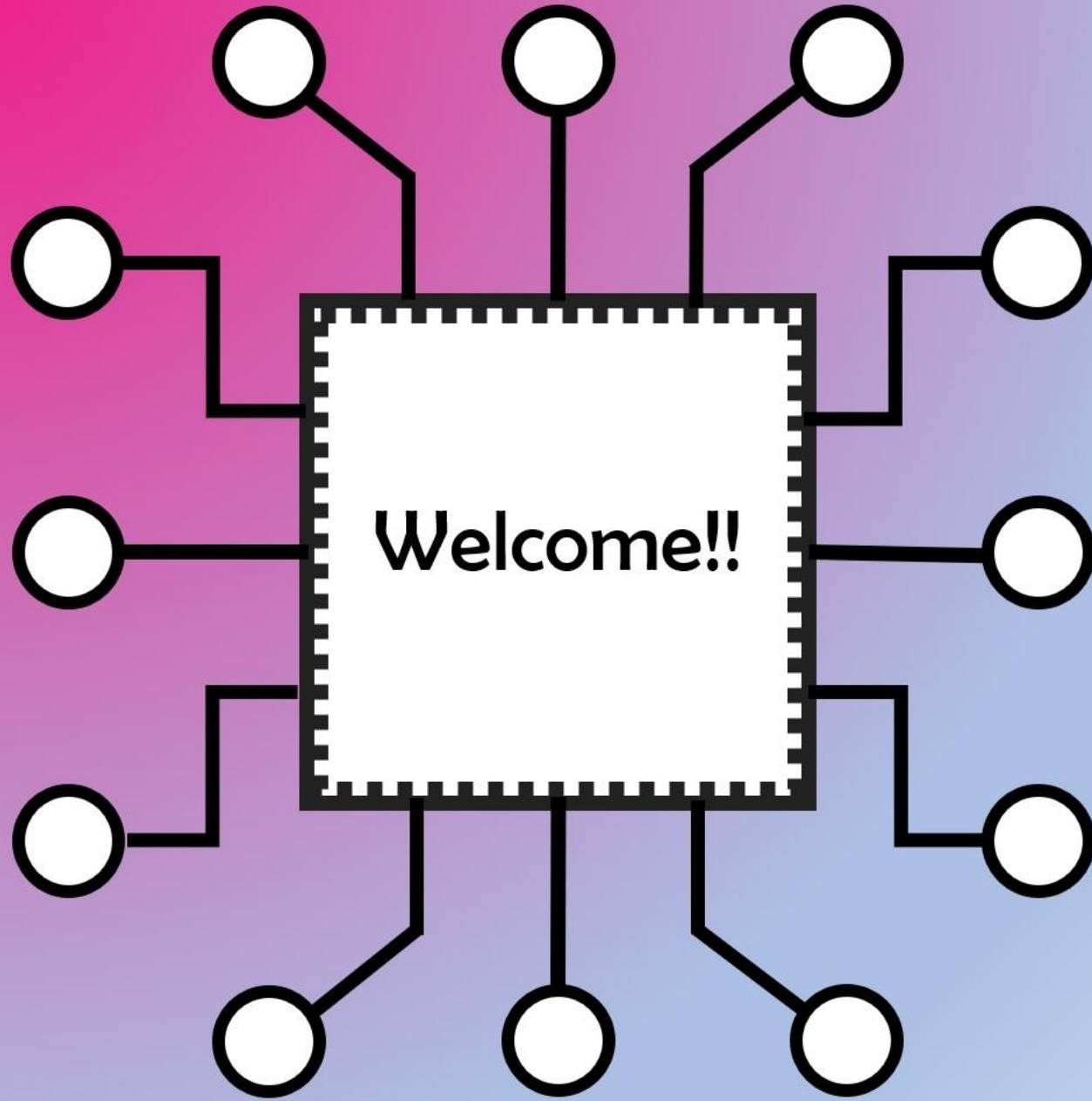
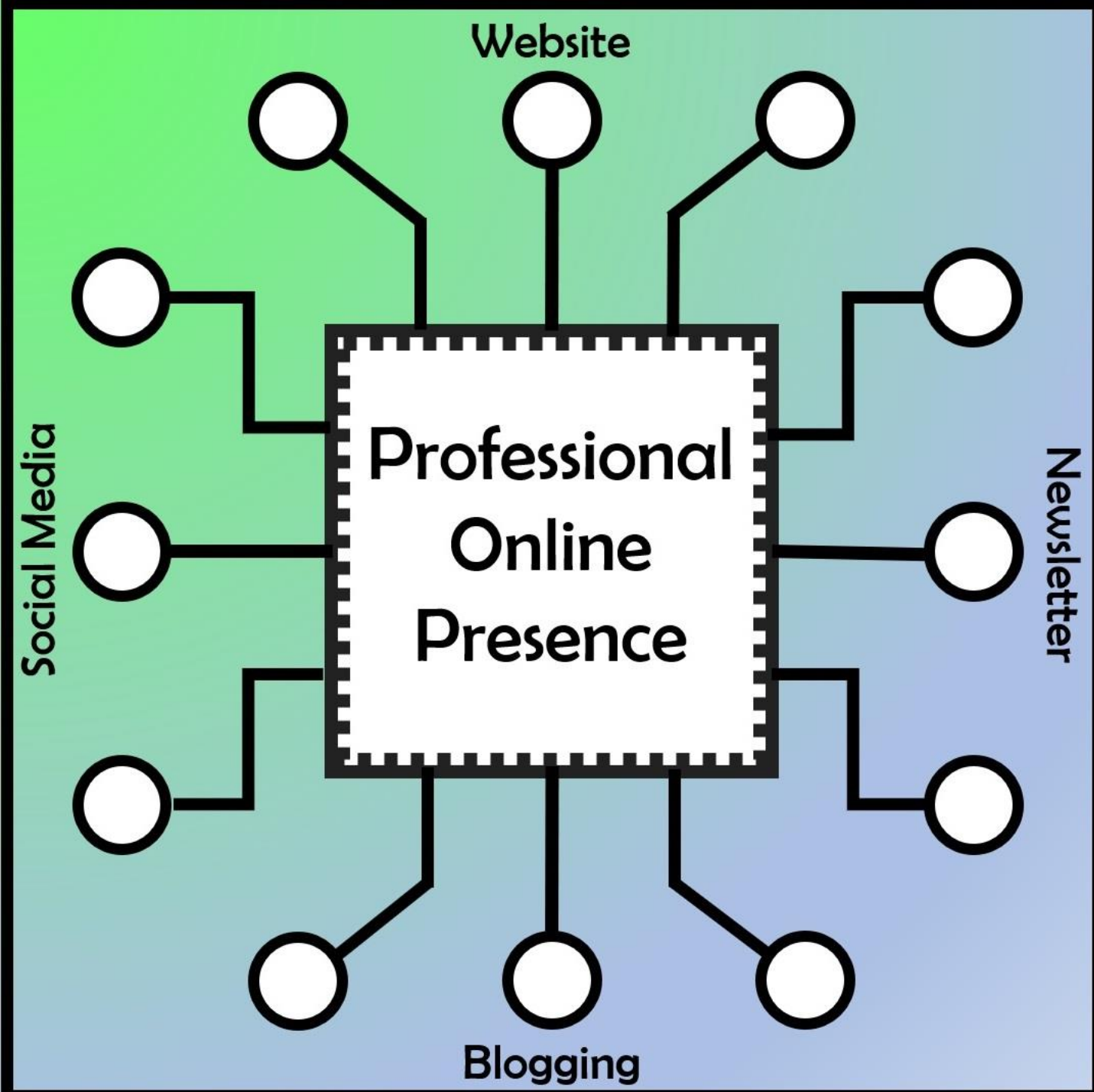


**Professional Online  
Presence  
SAQA Special  
Interest Group  
aka POP! SIG**



## Zoom Etiquette:

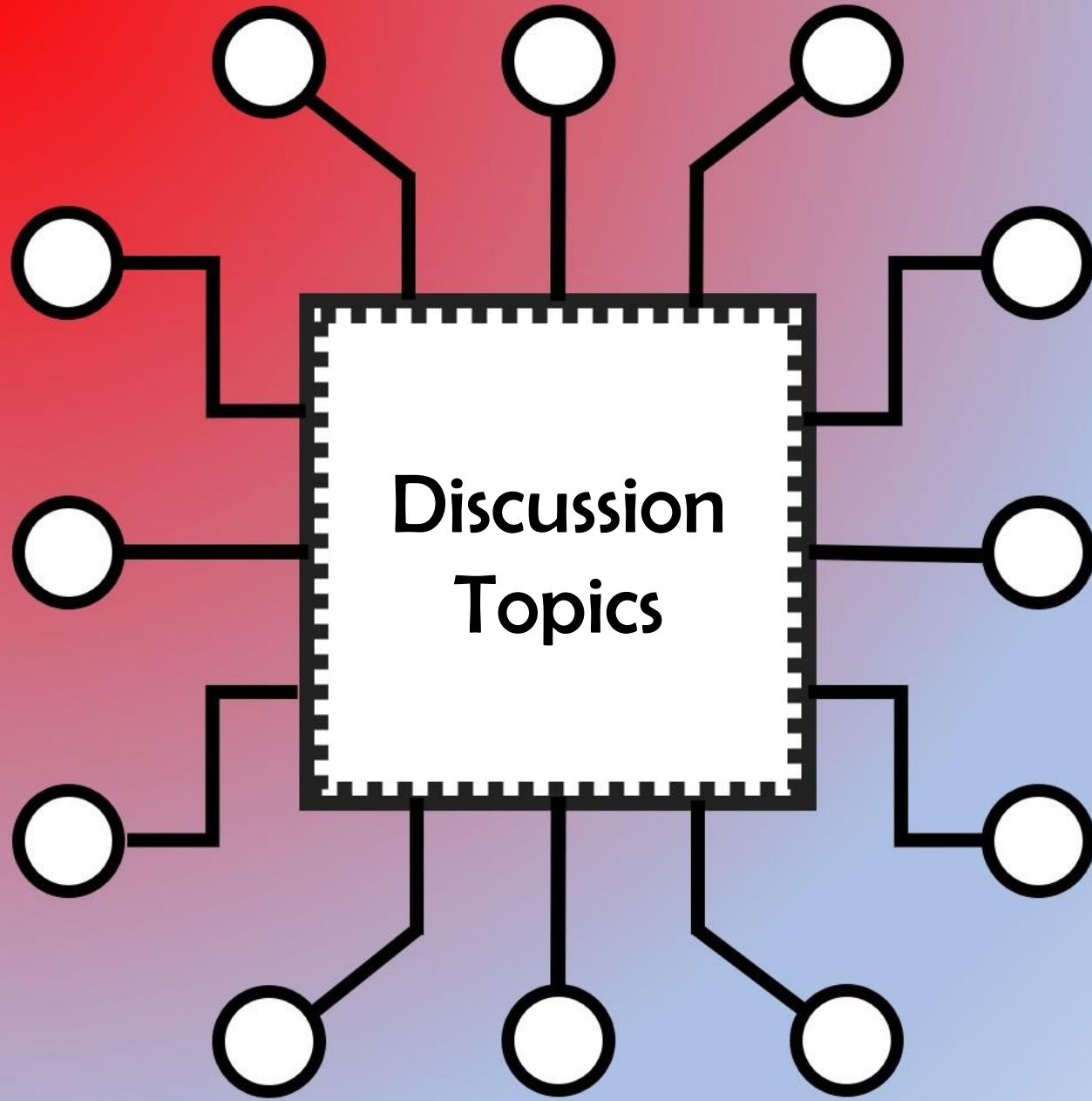
- Please use mute to minimize audio distractions especially in main room
- Stop/start video as you are comfortable
- Chat is a great way to ask questions, share resources/contact info with each other



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)

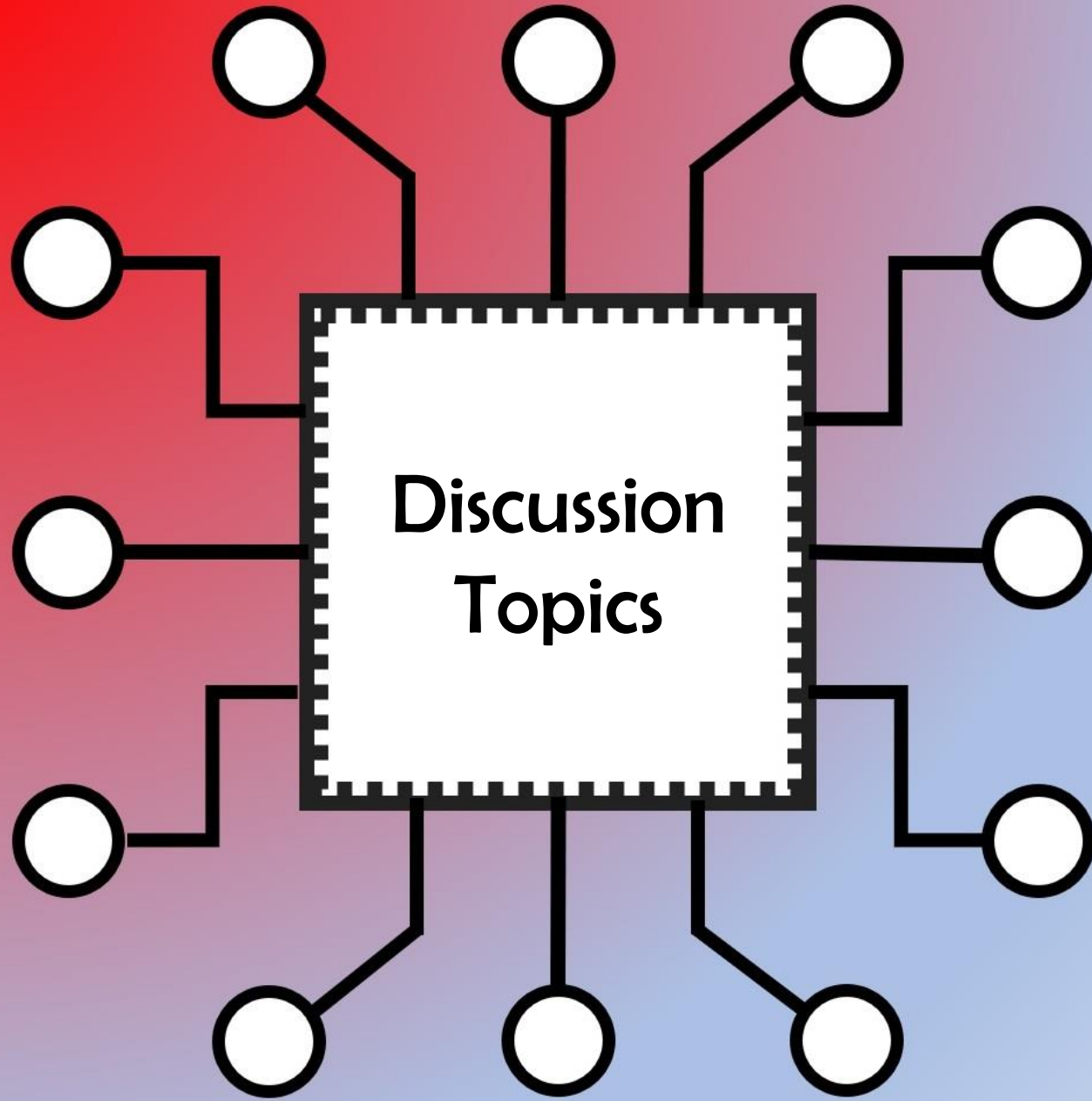
Choose a pathway that works best for YOU, your business goals, time availability, and resources.



## Breakout Room #1: Creating Content

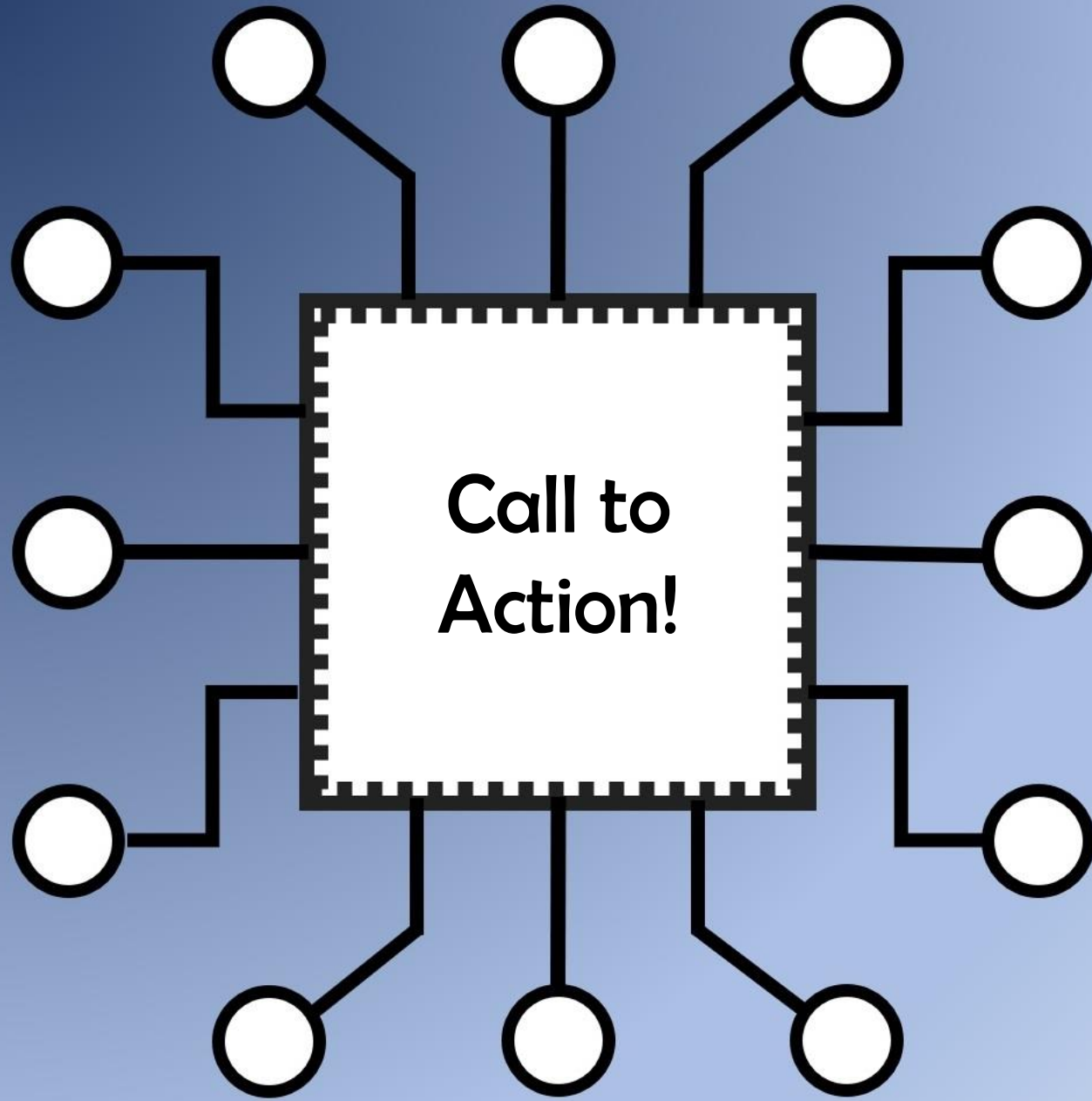
While Facebook and Instagram are free to use, you are at the mercy of their latest “algorithm” in order to have your content reach others. What strategies or examples of content have you found to be especially successful at reaching your target audience and generating engagement? As a follower, what kind of content engages you to react/comment/share?

**Pro Tip: Take photo/screenshot!**



## **Breakout Room #2: Social Media Platforms**

**Besides Facebook and Instagram, what other social media platforms have you explored and/or successfully used to connect your art/business with your target audience? Examples may include but are not limited to: YouTube, Pinterest, LinkedIn, and TikTok.**



## Share your art on social media!

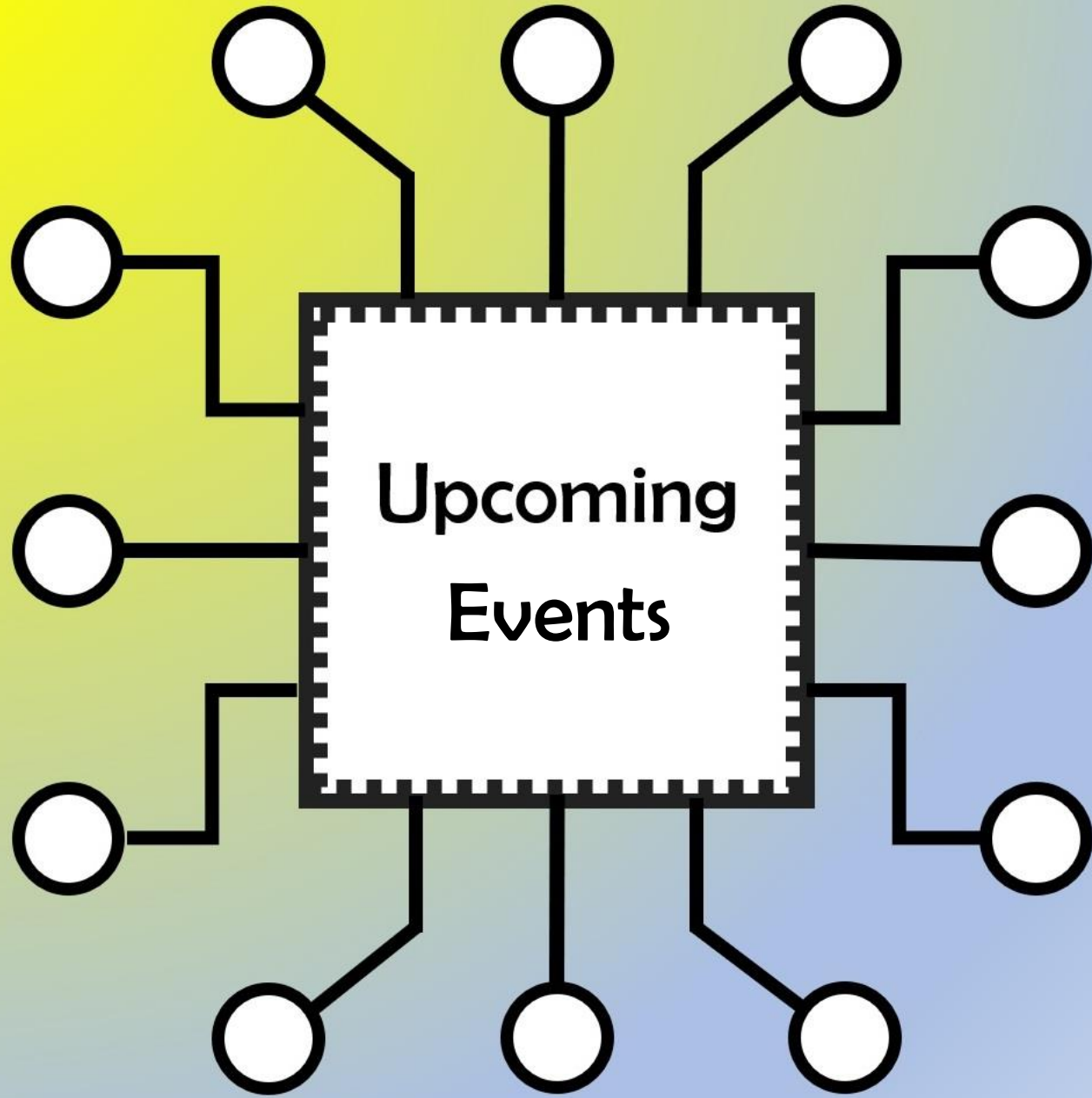
- Perform self-audit
- Research platforms
- Update your profile
- Create/post content
- Link your social media buttons to your new-and-improved website
- Share your progress on the POP FB page
  - All feedback should be constructive, specific, and delivered kindly



**Call to  
Action!**

**Start working through the  
Newsletter/Blogging Document  
which includes:**

- **Benefits**
- **Preparation Readings and Classes**
- **Exploration Exercises**
- **Calls to Action**
- **Preview of Discussion Questions for  
August 19 Zoom sessions**



Join us on Thursday August 19 via Zoom:

12 PM Eastern Time

7 PM Eastern Time

\*\*Each time slot has a different Zoom link

August 19 – Newsletter / Blogging Discussion