

Why Use Social Media?

<ul style="list-style-type: none"> Your customers are already on social media on a daily basis
<ul style="list-style-type: none"> Can target your messages/promotion to specific audiences
<ul style="list-style-type: none"> Direct traffic to your website, newsletter sign ups, and blog
<ul style="list-style-type: none"> Opportunity for feedback/insights about your content and audience

Social Media Platforms to Consider (Go where YOUR customers are!):

<ul style="list-style-type: none"> Facebook Instagram Pinterest 	<ul style="list-style-type: none"> YouTube LinkedIn TikTok
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Preparation for the Session – Readings

<p>Reading from SAQA Seminar Professional Toolkit, Session 4 (with page references)</p> <ul style="list-style-type: none"> -Time-saving tips to tame the social media beast (p. 6-7) -Pinterest: See what this visual search engine can do for you (p. 8-11) -Picture this! (p. 12-13) -Harness the power of online video (p.14-17) 	https://d2r0txsugik6oi.cloudfront.net/neon/resource/saga/files/Combined%20Journal%20Articles%20Unit%204(1).pdf
<p>Ask the Art Prof: How Do You Get People to Notice Your Artwork Online?—blog post by Clara Lieu</p>	https://claralieu.wordpress.com/2013/04/07/ask-the-art-professor-how-do-you-get-people-to-notice-your-artwork-online/
<p>The 8 Online Platforms Every Artist Should be Using</p>	https://www.artworkarchive.com/blog/the-8-online-platforms-every-artist-should-be-using
<p>Take your Instagram game to the next level by Cheryl Sleboda page 18</p>	https://www.saqa.com/journal/SJ_2019_4
<p>Chapters from the Suggested Books:</p>	
<p>Chapter 3, 4, and 5 all provide ideas for content</p>	<p>Show Your Work by Austin Kleon</p>
<p>Chapter 3: Promoting Your Work (p. 59-65 focus on social media)</p>	<p>Art Inc by Lisa Congdon</p>
<p>Chapter 4: Claim Your Online Presence (p. 78-83 focus on social media)</p>	<p>I'd Rather Be In The Studio by Alyson B Stanfield</p>
<p>Additional Resources - Optional</p>	
<p>Social Media General</p>	
<p>An Artist's Guide to Social Media Marketing</p>	https://www.artworkarchive.com/guides/guide-to-social-media-marketing
<p>Craft Industry Alliance (membership-based site for Craft Professionals) includes lots of articles/webinars focused on social media for Crafters/Artists. Some are free for nonmembers.</p>	https://craftindustryalliance.org/
<p>Get started with free tools for your small business (Facebook and Instagram)</p>	https://www.facebook.com/business/small-business/free-tools

How to Use the Social Media Rule of Thirds (Shared by Kestral Michaud)	https://www.marketing-partners.com/conversations2/how-to-use-the-social-media-rule-of-thirds
SCORE (search for Facebook, Instagram, YouTube, social media to find articles/webinars/recordings)	https://www.score.org/
Instagram:	
SAQA Seminar Professional Toolkit - Unit 4 Artist Q&A Jane Sassaman - Marketing on Instagram	https://saqa.z2systems.com/np/clients/saqa/neonPage.jsp?pagelid=104&
Instagram Account Types: Which Is Right for You— Personal, Creator, or Business? by Social Media Examiner	https://www.socialmediaexaminer.com/instagram-account-types-which-is-right-for-you-personal-creator-or-business/
The 5 types of Instagram posts EXPLAINED Video (15:38) by Katie Steckley	https://www.youtube.com/watch?v=01UYGies7dQ
Shedding More Light on How Instagram Works Blog Post by Instagram (https://about.instagram.com/blog/announcements/shedding-more-light-on-how-instagram-works
Instagram for Small Businesses (SCORE Webinar)	https://westchester.score.org/event/instagram-small-businesses
7 Types of Instagram Content that will Create Massive Engagement (6/1 SCORE Webinar)	https://buckscounty.score.org/resource/7-types-instagram-content-will-create-massive-engagement-slides
How Small Business Owners Can Take Advantage of Instagram blog post	https://www.score.org/blog/how-small-business-owners-can-take-advantage-instagram
Instagram Reels: What Marketers Need to Know	https://www.socialmediaexaminer.com/instagram-reels-what-marketers-need-to-know/
An Insta-Extravaganza: Tips Tools, and Updates! (7/15 SCORE Webinar)	https://www.score.org/event/insta-extravaganza-tips-tools-and-updates-2
12 Tips to Increase Your Instagram Followers (download available from Drew's Instagram profile)	https://linktr.ee/drewsteinbrecher
Classes – Optional	
Geeky Bobbin's IGnition Class: Craft an Instagram page that sells without selling out, in just 10 minutes a day (step by step guide to using Instagram)	https://magic.geekybobbin.com/ignition

Exploration Exercises

<i>If you don't have/use social media</i>
<ul style="list-style-type: none"> Define 2-3 primary goals for your using social media: sell your artwork, product sales, commissions, get noticed by galleries or museums, teaching invites, showcase your work/share with other, etc
<ul style="list-style-type: none"> Define your target audience (art collectors, gallerists/museums, guilds/groups, individual quilters, other)
<ul style="list-style-type: none"> Explore different social media platforms: Instagram, Facebook, Pinterest, YouTube, TikTok, Linked In, other? Which platform(s) do your customers use?
<ul style="list-style-type: none"> Visit 2-3 Fiber Artist social media sites and make notes on the following: 1) Overall look/branding, 2) Content Shared 3) Engagement Opportunities/Call to Actions (sign up for newsletter, blog, free download, etc). You could focus on those that have similar goals and target audiences as you.

<ul style="list-style-type: none"> Visit the Professional Online Presence (POP) Special Interest Group (SIG) page at https://www.facebook.com/groups/saqapop and post any examples of good social media accounts you found. Review the social media sites nominated by other SIG members.
<i>If you have/use social media and are looking to revise it</i>
<ul style="list-style-type: none"> Review the goals and target audience you have/want now compared to when you first started using social media. Are they the same? What new audience are you pursuing now? Are you considering adding new social media platforms?
<ul style="list-style-type: none"> Do a review of your social media channels (see Self-audit Checklist below). How would you rate it on: 1) Overall look/branding, 2) Content Shared, 3) Engagement Opportunities/Call to Actions
<ul style="list-style-type: none"> Visit 2-3 Fiber Artist social media sites that you like and note what it is you like. You may want to focus on those that are reaching the new target audience you want to reach.
<ul style="list-style-type: none"> Visit the Professional Online Presence (POP) Special Interest Group (SIG) page at https://www.facebook.com/groups/saqapop and post any examples of good social media accounts you found. Review the social media accounts nominated by other SIG members.

Call to Action

<i>If you don't have/use social media:</i>
<ul style="list-style-type: none"> Research platforms: Instagram, Facebook, YouTube, TikTok, Linked In, Pinterest, others?
<ul style="list-style-type: none"> Set up user name (choose one that ties in with your full name/company name)
<ul style="list-style-type: none"> Explore benefits of having a business account vs. personal account
<ul style="list-style-type: none"> Develop your profile (be sure to link back to your newly updated website)
<ul style="list-style-type: none"> Brainstorm a list of content to create posts
<ul style="list-style-type: none"> Create/post new content
<ul style="list-style-type: none"> Add social media buttons to your website
<i>If you do have/use social media:</i>
Perform a Self-audit Checklist
<ul style="list-style-type: none"> Basics: Is your social media appealing? Visual? Engaging? Include new content?
<ul style="list-style-type: none"> How easy is it for your target audience to contact you?
<ul style="list-style-type: none"> Is your profile up to date? Does it promote your business/services? Is social media linked to your website? Are you using a business account or personal account?
<ul style="list-style-type: none"> Is it time to explore using additional social media channels?
<ul style="list-style-type: none"> Does your social media point visitors to your website? Do you have a way for people to sign up for your newsletter? Does it connect to your blog? In lieu of including 1 link in your profile—explore creating a Link Tree and/or website page that links to your various online accounts.
<ul style="list-style-type: none"> Explore insights/metrics available with each platform?
<i>What barriers are preventing you from creating or updating your social media presence?</i>
<ul style="list-style-type: none"> Time to create content
<ul style="list-style-type: none"> Content ideas—what to post/share?
<ul style="list-style-type: none"> Motivation/Attitude
<ul style="list-style-type: none"> Lack of Knowledge/Experience using social media platforms
<ul style="list-style-type: none"> Managing multiple social media channels/accounts

- Other

Celebrate your progress by sharing your social media links on the Professional Online Presence (POP) Special Interest Group (SIG) page at <https://www.facebook.com/groups/saqapop> and your social media channels!

Discussion Questions for July 15, 2021 Session

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?

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.