

Social Media: How to Make It Work for Your Guild

Presented by: Caryn Payzant, Social Media Consultant

Program Notes by Colleen Shier

SCCQG meeting October 3, 2015

You know Social Media can be an important tool for your guild, but where do you begin? How do you maintain your Social Media presence once you have it up and running?

WHAT IS SOCIAL MEDIA?

- 21st Century communication that creates a digital community.
- Examples: **Website – Facebook – YouTube – Twitter – Instagram – Pinterest - Blog**
- Tools that can be used appropriately and effectively to share your message, reach potential new members, create interest in your Guild

WEBSITE: Important Landing Point for members and future members to look for information on your guild.

(If your guild does not have a website see * at end of this document for suggestions on how to get started)

- Update your overall look on your website every 3-5 years
- Update information as often as it changes in your guild – change the pictures often.
- Advertise Programs, Workshops, Quilt Shows, & Guild Activities
- Have a visible link to your guild's Facebook site
- Have links to YouTube videos of various quilting tutorials

FACEBOOK:

- Have the main picture relate to who you are e.g. Guild Logo, Banner with your Opportunity Quilt
- Small picture of who is speaking, e.g. President of your guild, Site manager
- Information to be updated at least 3-4 times a week.
- Do alerts about newsletter, next meeting – who's speaking, upcoming events.
- **Enlarge your scope:**
 - To bring traffic to your site visit other guilds' sites and comment on their posts, to bring return traffic to your site
 - Copy posts from other sites e.g. vendors, speakers, workshops, other guilds
 - Have a competition with a prize. e.g. Where people link to your site and like your site, then they post a picture of a quilt or something that engages them personally, the goal is that they like and share your site.
- Have your site focus 60% on what other people/guilds are doing and 40% on what you are doing.

YOUTUBE:

- Quilting Tutorials can get over 1 million views.

TWITTER:

- Consists of short messages to followers – 140 characters or less
- This is an excellent tool used by a lot of modern quilters and younger members
- Messages can be sent to Website or Facebook.

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INSTAGRAM:

- Is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, and Flickr.

PINTEREST:

- Is a web and mobile application company which helps people post their interest with links and photos from various websites, Facebook etc.
- By members posting a link to a picture of your opportunity quilt which is from your guild's website or Facebook page, others looking for pictures of quilts can repost the same picture/link, which will be seen by that person's followers exposing a wider variety of viewers to your site

BLOG:

- A blog is a frequently updated online personal journal or diary. It is a place to express yourself to the world. A place to share your thoughts and your passions.
- There are several sites available for blogging. One that works well for Caryn and other participants is Wordpress.com

CREATING A SOCIAL MEDIA PLAN:

- Become familiar with the different social media choices available and decide which social media channels are right for your group
- Define your goals – e.g. inform & increase membership
- Utilize tips in setting up and maintaining a strong social media presence
- A critical part of your Social Media Plan is determining who is going to be the person responsible for updating your online presence. Every guild should have a member whose job is 'Media Chair'. Someone whose job is totally devoted to the guild's social media campaign. If the member holds Executive Board position they will be up-to-date on the latest ongoing activities of the guild, if not they will have to be kept up-to-date on important guild happenings.
- Make sure more than one member of the guild has login information, passwords and instructions so that information is not lost when officers change.
- How much time is going to be devoted to this position? For example, Twitter and Instagram are typically more active than Facebook, which is more active than your Website.
- Don't forget to monitor and measure your online presence. What do you want to measure? – Statistics? – Timing? What topics bring people to your site? – Giveaways? - Topics? - Personal Stories, Tutorials, Pictures of Quilts, Patterns. How often and what kind of people are visiting?

SOCIAL MEDIA TIPS:

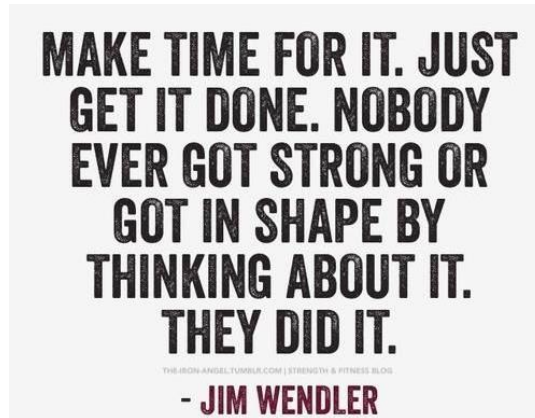
- Keep your site Current – What is important to your guild? Charities? Types of Quilting? Speakers & Classes?
- Stay true to who you are.

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- Engagement – e.g. Having conversations on: Facebook- posting 3-4 times a week; Twitter – posting every 2 hours or twice a day; Pinterest & Instagram – Posting daily with real time posting e.g. during a meeting.



***SUGGESTIONS FOR GUILDS WHO DO NOT HAVE WEBSITES:**

- Caryn Payzant does consulting. Contact her through her website: <http://themidlifeguru.com/>
- Do It Yourself Website Makers
 - Registering your website name and space – Dream Host <https://www.dreamhost.com/index-3/>
 - Creating your website – WordPress - one click installation through Dream Host.
- Check with other guilds who have websites:
 - Glendale Quilt Guild – Webmaster/Designer – Robin Spurs <http://robinspurs.com/>
 - SCCQG – Website for Quilters <http://www.websitesforquilters.com/>
- If your guilds desires to have members pay for workshops or memberships through your website check into: Bookwhen <https://v1.bookwhen.com/>
- Check with your local High Schools to see if they have a “Cyber Senior” program where students train seniors how to do social media.

If your guild has an excellent webhost and/or webmaster, please email the information to me so we can post it for other guilds to check into.

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