

Program Notes – Social Media Matters: Guiding Quilt Guilds with their Social Media Presence

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Key indicators that Social Media is important to your guild.

1. **Recognize that Social Media is important** – it's marketing and is not going away. Make use of it.
2. **Want to grow your influence** – Create and expand a community and build relationships within that community; use social media to draw new people into your guild
3. **Share Good News** - let the community know what you're doing – community service, philanthropy efforts, educational, and more
4. **Stay in Touch** – post regularly to keep them coming back
5. **Inspiration**

What is Social Media?

1. **21st century communication** – social media enables you to create a digital community. Social Media includes your website, Facebook, You Tube, Twitter, Instagram, Pinterest and more. The popularity and reach of these media is staggering. These are all tools that can be used appropriately and effectively to share your message.
2. **Thousands of Platforms** – the most popular for guilds are Facebook, Instagram, Pinterest, Twitter, You Tube. Good Reads is a resource for readers but is also a social media site. Each platform enables you to be with other people of a like mind. Your website should include things like a Home page, About Us, Etc. Your website should reflect what you want to share with your members and the public.

Share information about your guild – where, when, what, events, philanthropy, education, past and future speakers, what do you offer?

3. **Appropriate Tools to share your message and connect**

Create a Guild Social Media Plan

1. **What are your goals?** – Grow membership, philanthropy, stay in touch with your members. There may be other goals that your guild has. Brainstorm as a group to come up with those ideas.
2. **How much time can you commit?** Usually take 1-2 hours per week. Just "liking" a page doesn't really start a conversation. You need comments. Emogeos often help draw people in. Try to check daily to see who has commented and to keep the conversation going. Easy to schedule posts for all of the media. You can easily schedule 4-5 posts for the coming week or two.
3. **Who is Going to Do It?** Decide who your administrator(s) will be. You may want to designate a primary administrator with one to two backup people. But keep it to only 1-2 people. When setting up your social media sites, make sure that they share the account information (log-on, password, etc.) with one or two other people. That information should be passed along as guild officers change. Some guilds allow any member to post. Other guilds have members send a post to the administrator.

Question: Is it a guild position? Yes, for some guilds (Santa Monica and South Bay to name two).

4. **What do you want to measure?** – Who is following your guild? Who is interacting? How often do they come to the page? Usually on Social Media, you'll see that it is most active Monday-Friday at night.

Best Practices

1. **Current** – keep it current, watch your posting dates, be consistent
2. **Authentic** – Don't oversell yourself, keep it real

3. Engagement – Reply when people comment; that helps grow your site

Able Assistance;

1. FAQs – Google your questions
2. You Tube – Lots of videos available on “how to’s”
3. Friend – Also include younger people; they are your next generation guild members
4. Consultant – reach out to a social media consultant for advice/guidance

What is your guild’s social media strategy going to be?

- Make time for it
- Something going already? Expand on what you’re doing
- Start a new account if you don’t already have one
- Assign a chair and small committee to monitor the page and keep it active

More on:

Facebook

- Use the tools on Facebook to track your statistics; click on More to see analytics (e.g., who is coming to visit your site)
- Sites track who sees your post
- Have content that will bring people back
- Road to CA has 10,000 followers on Facebook
- Post regularly so your readers can count on you.
- Facebook is free; who doesn’t want to use free publicity?
- Post at least twice a week
- There are 2.7B users on Facebook; lots of them are quilters!
- Share Guild Info
- Be consistent; post numerous times a week (e.g., article about the guild, current info; speakers coming up; share other guild activities (quilt show, tea)
- We get a lot of traction from memes. They draw people in.
- Ask questions. You want to build interaction.
- When you mention others, you are attracting their followers.

You Tube

- Great place to get ideas for Block of the Month;
- Post speaker demo (with their permission)
- Free to set up
- 2B average monthly users

Twitter

- Great for real-time announcements; great way to keep things current
- Use the South Bay Quilters Guild Twitter account as an example; unfortunately, it has been dormant for many years as our then webmaster opened it and then passed away. No one knows how to access it.

Instagram

- Pictures are the primary focus
- Make this your first choice

- You can add words to your post
- All guilds should have an Instagram account
- Great place to post show and tell, charity quilts and more
- Mentioned Glendale Quilt Guild as a good example
- Share visuals from your guild
- This is where younger people hang out

Additional Questions

Facebook – Where do charities fit in? Follow those charities that you support; that helps expand your audience

Facebook – What does “sponsored” mean? That person paid for that post

Facebook – What’s the difference between a business account and a personal account? If we opened our account on a personal page how can we move it? You can’t, but you can open a new Business page and provide a link on your personal page to the new Business page.

Facebook – What do you mean by “paying”? You can pay for an ad to buy your following. You can also pay for a Boost. That too is paid, but Facebook will push your posting to people with like interests (i.e., sewing, quilting, etc.).

Facebook – Can we share info with other guilds? On your website page show your social media links. Go to other guild Facebook links and “like” their page or comment.

Do you consider email social media? Newsletters and email are really ways for you to stay connected with your membership.

Should we post something on social media when we post our newsletter? No. Newsletter is an added benefit; don’t put all your info out there. You could, however, post something like, “Our newsletter has been posted for our members this month. If you would like to learn more about membership in the guild and receive the newsletter, contact xxx.”

Caryn ended her presentation with a quote from Jim Wendler.

“Make time for it. Just get it done. Nobody ever got strong or got in shape by thinking about it. They did it!”

There were clearly lots of “how to” questions. Consequently, we are scheduling a second session soon – Social Media Part II. That will focus on the “how to’s”.