SCCQG Meeting, January 11, 2020 – Program Notes

Caryn Payzant – Social Media Consultant – Social Media 201, The Next Step

What is Social Media – a collection of online communications – not just Facebook, but a variety of channels. This is how marketing is done in the 21st century. This is how you can market your guild to the community and reach a wider audience.

Popular Formats –

Twitter – real-time messages

Facebook – a big platform for quilting and our age group

Instagram – all about visuals

Note that all of the above have new logos in the last year. Have you updated your pages to show these new logos? Keep it relevant, keep it new. That draws attention!

Agenda

* Using your Mobile Camera for editing, sharing, and enhancements
	+ Cameras – they are the best ever and always with you.
	+ Sharing your photos –
		- Example: Shot of Road to CA exhibit hall featuring sponsors
		- Never want to share a raw picture; always fix it on your phone before you share it. Always edit it before posting
		- Two platforms: Apple (more structured) and Android (not as many secure features)
		- Tips today are for the Apple
		- 3 cameras on an I-phone 11
		- 4 ways to access your photos on your iphone
			* Icon on bottom right
			* Swipe left
			* These two ways only access camera
			* Within a post
			* Android has the above features as well
			* Editing your photos – crop
				+ Crop – cut out unnecessary images
				+ Automatic editing (3 circles)
				+ Sun – lots of choices to fix a photo
				+ Automatic filters – B&W, outside/inside
				+ It’s like fixing and editing a conversation; cut out the unnecessary; enhance areas – what is the message you want to get out.
			* Sharing (after editing) – icons show all ways you can share; there are two lines
				+ First line – sharing to your communities
				+ Second line – what coordinates with your own phone
			* Notes – discussed how to use notes and share with individuals
			* Mobile Personal Posts –
				+ Check in
				+ Live, always check before posting – it’s real time
			* Personal enhancements
				+ Check in
				+ Feeling activity
				+ GIF – pictures, cartoons
				+ Background color
				+ Ask for recommendations
				+ Watch Party – someone is filming a live event and you’re going to watch it
			* The same features exist for businesses
				+ Publish – you want to write a post
				+ Photo or video – takes you to your photos, select
				+ Event
			* Invite people to join your page; invite your guild members
			* Posts – quilts show, shops, etc.
			* You want to talk about yourself, but more importantly, you want people to talk about you! That spreads the word.
			* What are Groups? Communities of common interest.
			* First start with a business page (for your guild), then you can link to a Group.
			* Business Pages – generally only one person can post
				+ Currently have your guild page as a personal page? Open a new Business Page and link to the old one.
			* On your social media page, reference your website
			* Like all of the quilt guilds in your area. When their posts come up, comment! Comments are cash for all of us in the marketing world.
			* Business Posts
			* Business Enhancement – offers a little more than the personal account; do a poll
* Instagram
	+ Stories –
		- Start a story
			* Click on camera
			* Click on Profile picture – Only lasts 24 hours on a personal account (You must save it to your account if you want to hold on to it) On a business account, it will still only be life for 24 hours but it is automatically saved to Archive
* Twitter – most guilds don’t use it; real-time; works pretty much like the other apps
* Hash Tags
	+ What is it? What does it mean? # Like a filing cabinet, each hash tag represents a folder
	+ Big on Instagram –always hash tag your guild’s name; hash tag what the topic is about, where it is
	+ Helps organize your stuff and brings people to you and it helps you if you’re looking for something.
	+ How do you find them? Type in # and what you’re looking for.
	+ Good to join in the big crowd.
	+ No spaces
	+ You can repost from your business page; personal pages, no – take a screen shot and share
	+ @get\_repost – free app; allows you to share from a personal post
	+ Philanthropy – be specific when you hash tag
* What are you doing to add value to your social media sites?
* Social media on Pinterest – You can do it, but it’s a little more complicated. You have to set up an “interest board”