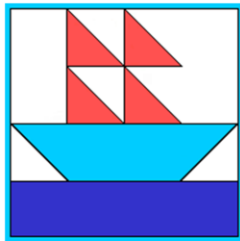




Blogs, and Facebook, and Twitter! Oh, my!



Sherilyn Guernsey
South Bay Quilters Guild
February 15, 2011

- Sherilyn – Webmaster for our site and our social networking sites
- Take a few minutes – show you the sites – how to use the sites to chat with fellow quilters, and see the newest fabrics and trends



Topics

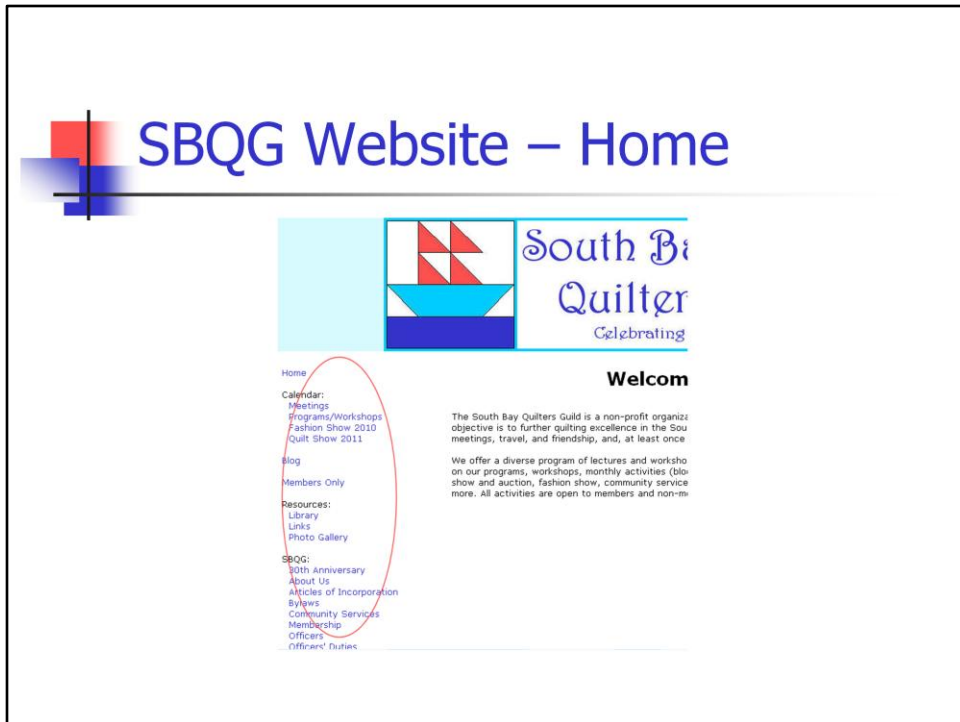
- SBQG Website
- Facebook
- Amazon Associates
- Twitter

•Four topics to share – have screen shots – quickly point out some of the features



SBQG website

- Home page
- Blog



Home page

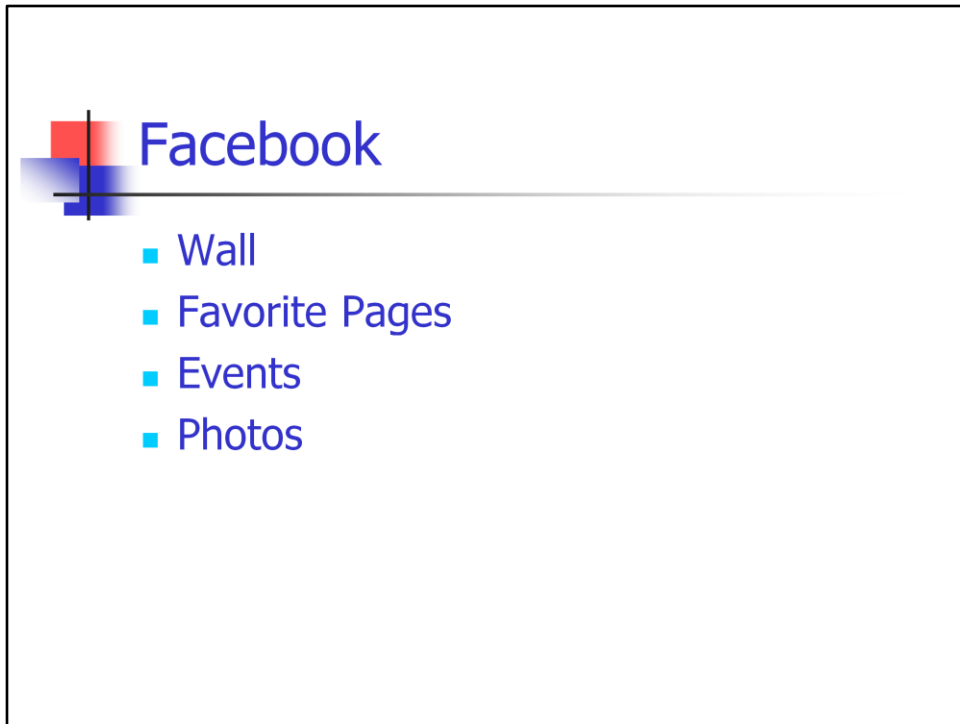
- Web address is on your handout
- Left navigation: If you haven't visited our site – left column – links to all sections on our site



Blog

- Left: Blog post – an article with pictures – recent Quilt Show or Holiday dinner; quilting topics, tutorials, tips, free patterns found around the internet – open to suggestions
- Right: Subscribe – receive latest Blog articles – your personal email account; free, and, of course, the Guild does not sell the email addresses

So, that's our website. Now let's look at Facebook.



Facebook

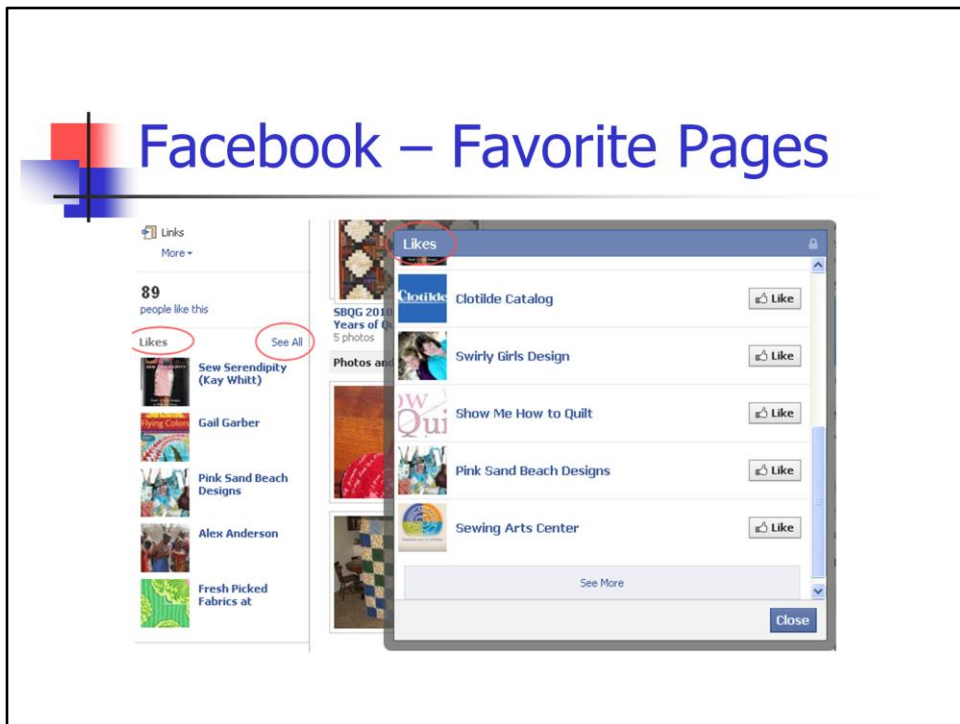
Cover four sections of Facebook:

- Wall
- Events
- Photos
- Favorite Pages



Wall

- Top: You and I – write couple sentences – share with everyone following our FB page
- Bottom: Comments by Dee and I on this weekend's Quilt Show
- Left: Likes (Favorites) – cover these on next slide ...

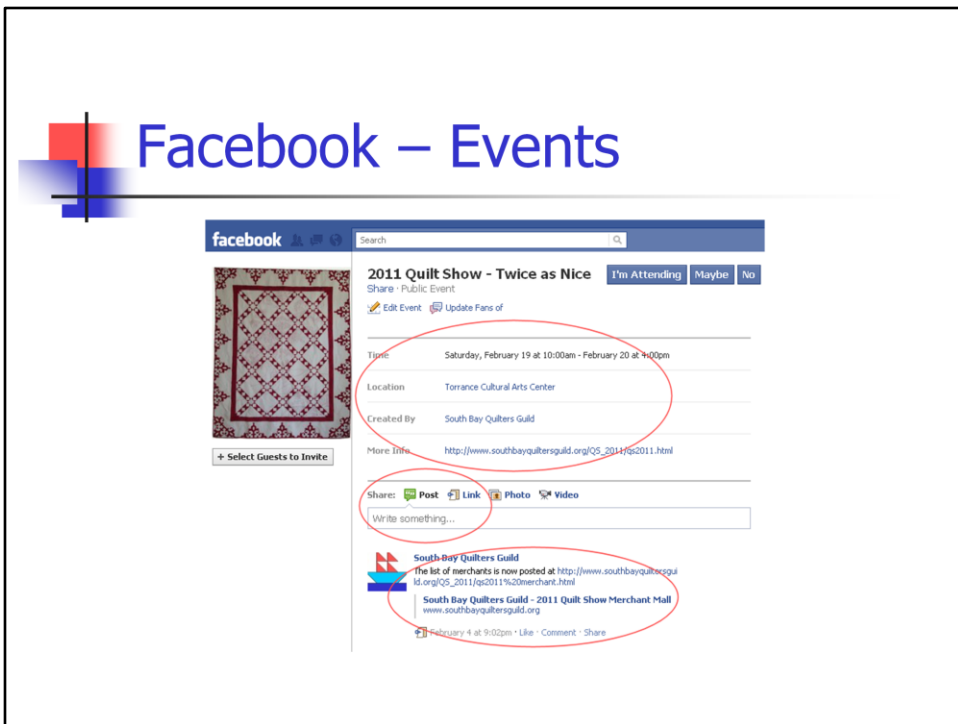


Favorite Pages

•Left:

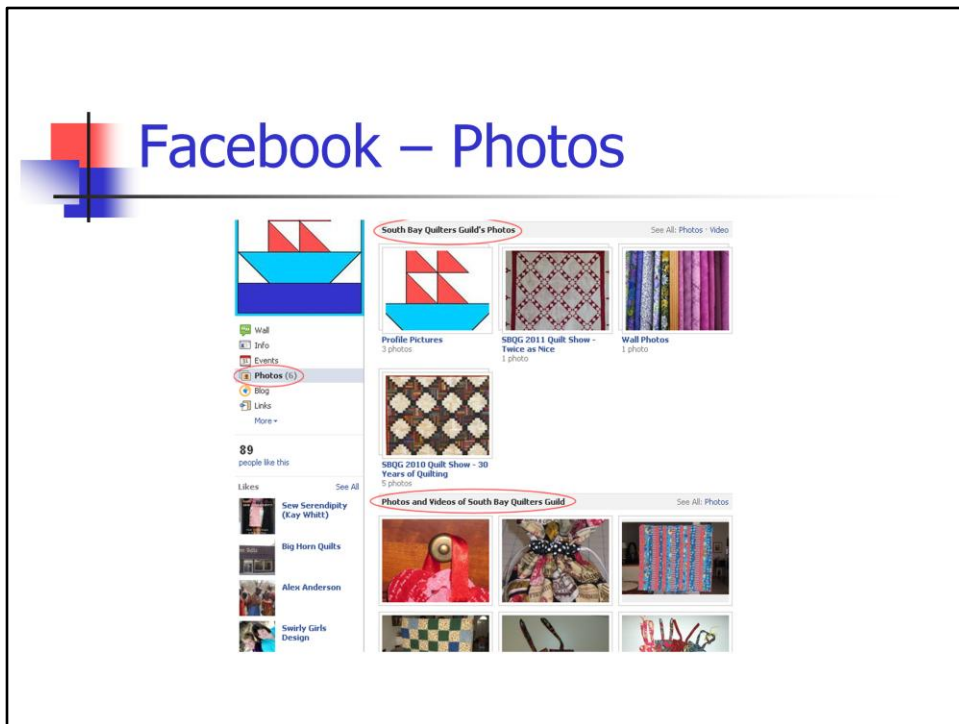
- Favorite Pages – Likes title
- FB quilting pages that I've added to the list – of interest to anyone visiting our FB page
- quilt guilds, quilting teachers, pattern designers, fabric manufacturers, quilt stores
- 5 sites rotate each time you visit the Wall
- See All link

•Right: list of the pages – click the blue page name to see the page or click Like button



Events

- Top: date/time, location, link to our QS page
- Middle: You and I – write comment – share with those who look at the Event page
- Bottom: recent comment that I added – updated our QS vendor page



Photos tab

- Left: click “Photos” to see pictures
- Top: photo albums – I’ve uploaded pictures
- Bottom: our FB page – open – photos can be uploaded by anyone who Likes our FB page – enjoy the accomplishments of fellow quilters

That’s it for Facebook. Next, a few comments on the Amazon program.

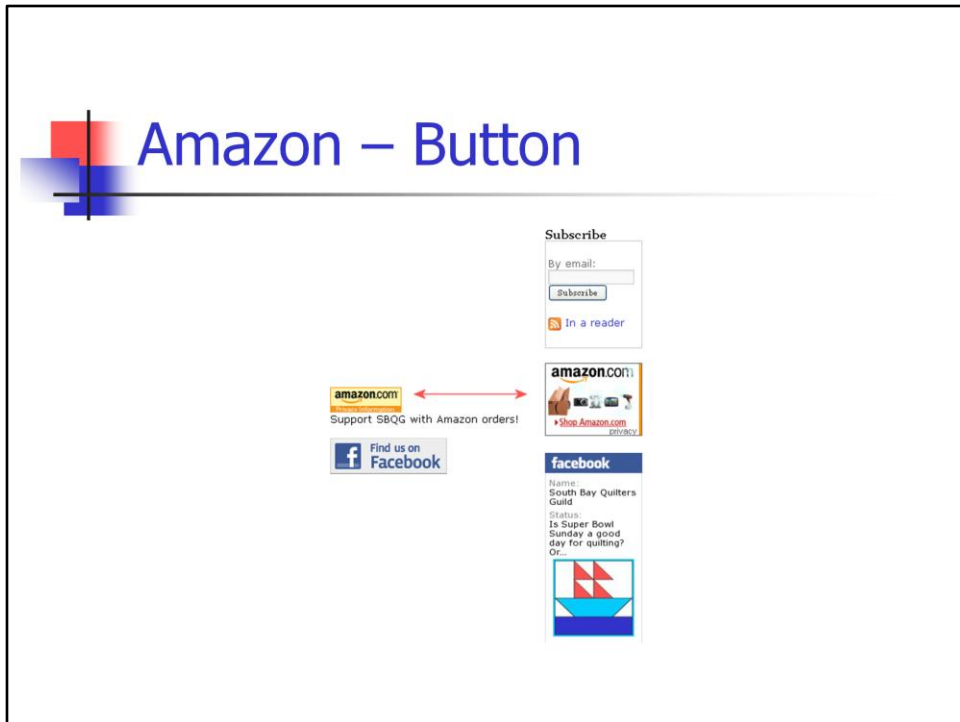


Amazon Associates

- Website Button
- % to Guild
- Report is Anonymous

Amazon Associates program

- Website button
- Percentage to the Guild
- Anonymous shopping



Website buttons

- Left: button on our Home page
- Right: button on our Blog page
- To shop – click button – behind the scenes – includes a unique User ID – Amazon tracks purchases to give credit to the Guild



Amazon – Report

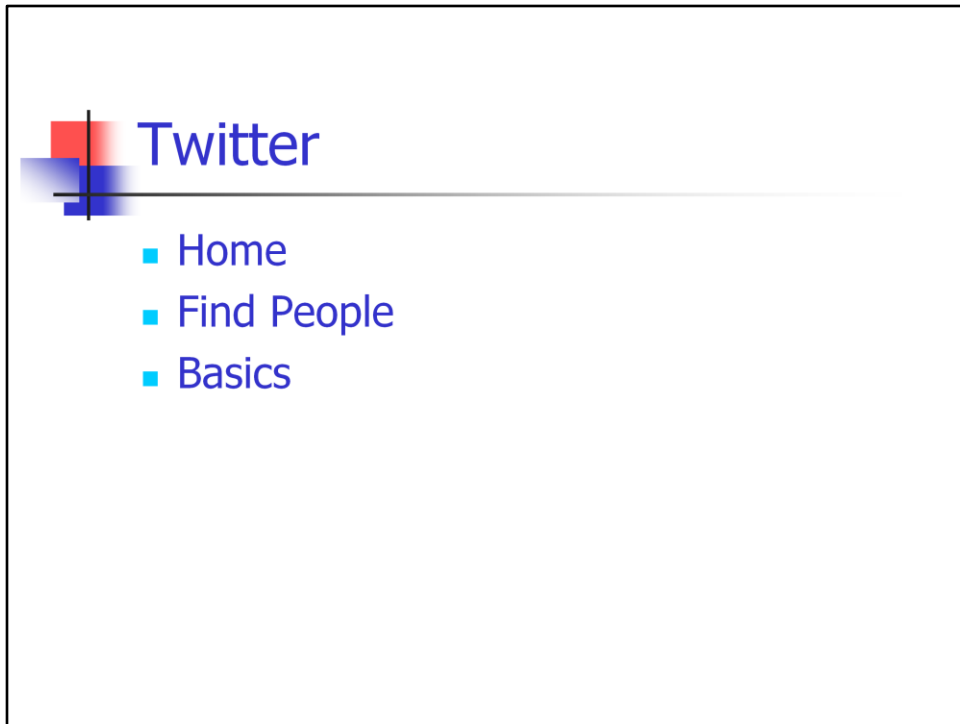
Amazon.com - MEX						
Music						
Northern Lights	Amazon.com	\$12.48	6.49%	1	\$12.48	\$0.81
Office Products						
C-Line 49912 Shop Ticket Holder for 12 x 9 Insert, Side Load, Reinforced Edges, 25/box	Amazon.com	\$21.99	6.50%	1	\$21.99	\$1.43
Tools & Hardware						
Irwin 1773466 Universal 20-Inch Handsaw	Amazon.com	\$21.99	6.50%	1	\$21.99	\$1.43
Makita BDF452HW 18-Volt Compact Lithium-Ion Cordless 1/2-Inch Driver-Drill Bit	Amazon.com	\$187.56	4.00%	-1	\$-187.56	\$-7.50

Earnings Report Totals				Glossary
January 1, 2011 to January 31, 2011				
	Items Shipped	Revenue	Advertising Fees	
Total Amazon.com Items Shipped	27	\$789.34	\$47.67	
Total Third Party Items Shipped ⓘ	7	\$167.84	\$9.43	
Total Items Shipped	34	\$957.18	\$57.10	
Total Items Returned	-1	-\$187.56	-\$7.50	
Total Refunds	0	\$0.00	\$0.00	
TOTAL ADVERTISING FEES	33	\$769.62	\$49.60	

Report

- Sample of monthly report – Treasurer and President
- 4-6% of purchase price is credited to Guild
- Income helps to fund the work of the Guild
- Anonymous – no information on who made the purchase – maintains your privacy
- Anyone can use the link – family – some members purchase office supplies for their company

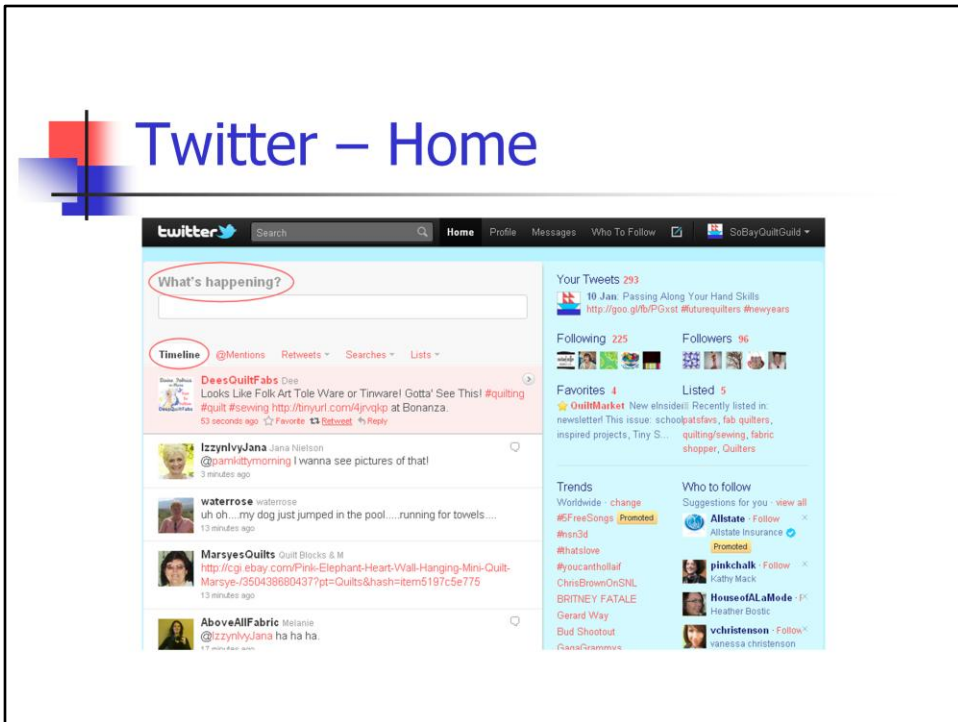
Now for the last topic, Twitter.



Twitter

Cover three aspects of Twitter:

- Home
- Find People
- Basics



Home

•Top:

- “What’s happening” box
- Enter your comments (Tweet)
- Limited to 140 characters – an abbreviated version of a Blog post or Facebook comment
- Some people post – “Going to Starbucks” – much more – use to promote an upcoming event, share information, converse with fellow quilters or quilt teachers

•Middle: timeline – sample of tweets below from quilters and quilt teachers that I’m following in our account



Find People

- Top: “Who To Follow” link
- Left (white):
 - Search for users by name
 - Suggestions by Twitter, based on who you’re already following
 - Michael Miller – wasn’t following yet – clicked Follow link – now Following
- Right (blue): invite friends using their email address

Twitter – Basics

■ Favorite, Retweet, Reply



■ Hashtags



Basics

- Favorite: flag the information for later – click Favorite link
- Retweet: re-publish Heather's giveaway – click Retweet link – Heather and my followers see the post
- Reply: reply to Heather to comment on her giveaway – click Reply link – Heather and my followers see it
- Hashtags:
 - purpose (IMO): a) group tweets together, and b) search by hashtag
 - preceded by #
 - add to a tweet
 - no pre-defined list – you invent them (#sewing #quilting #oreos)

That's the basics of Twitter!



Summary

- SBQG Website
- Facebook
- Amazon Associates
- Twitter

- SouthBayQuiltersGuild.org
- SouthBayQuiltersGuild@Gmail.com

Summary

- Highlights of SBQG website, Facebook, Amazon Associates, and Twitter
- Main points of social sites – be social (have fun) – as well as be informed of quilting news and trends
- Will post this presentation – Links page of our website
- Questions – Contact Us page, Gmail account, blue membership directory – happy to answer questions
- Thanks for letting me share – and please join us on our blog and Facebook!