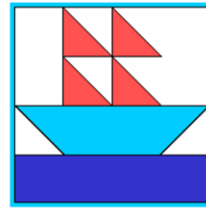# Social Networking for Quilt Guilds
Beginner's Guide

Sherilyn Guernsey
South Bay Quilters Guild
October 9, 2010

•Sherilyn Guernsey, Webmaster for SBQG (Website, Blog, Facebook, Twitter)
•Aspects of a couple Social Networking sites and how you can use these tools for marketing your Guild
•I am by no means an expert! so I've titled this a "Beginner's Guide"

Social Networking statistics:
•Americans are spending an increasing amount of time online and on social networking sites
> http://www.pcworld.com/businesscenter/article/202333/take_advantage_of_increased_time_spent_social_networking.html?tk=hp_new

•73% of today's dedicated quilters regularly access the internet (2010 Quilting in America study by Quilts, Inc.)
> http://www.quilts.com/announcements/y2010/QIA2010_OneSheet.pdf

•A number of studies -- the 35-54 and 55+ age groups -- the fastest growing percentage of Facebook and Twitter users
> http://www.istrategylabs.com/2010/01/facebook-demographics-and-statistics-report-2010-145-growth-in-1-year/
> http://www.allfacebook.com/can-you-guess-the-average-age-of-a-facebook-user-infographic-2010-09

•August 2010 study -- the over-50 population on Facebook almost doubled within the last year from 22% to 42%
> http://www.pcworld.com/businesscenter/article/204313/reach_older_users_on_facebook_and_twitter.html
> http://www.pewinternet.org/Reports/2010/Older-Adults-and-Social-Media.aspx

Topics

- Facebook
- Twitter
- Amazon Associates

•Goal -- screen shots of features of Facebook, Twitter, and Amazon Associates program
•Limited time – move quickly – find the presentation later on our website

Facebook Features

- Administration
- Wall
- Events
- Photos
- Blog
- Favorite Pages

Starting with Facebook:
•The Page -- administration
•The Wall -- Admin and all followers can engage in conversation
•The Events tab -- publish information on upcoming speaker or quilt show
•The Photos tab – you/visitors can share photos (in addition to Bonnie's options)
•The Blog tab -- have your website's blog posts automatically display on your FB page
•The Favorite Pages -- bookmark other FB pages that you think followers would be interested in
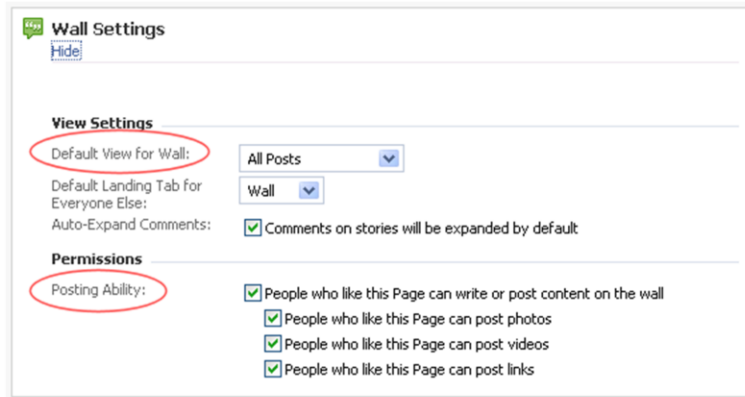
Facebook – Page Administration

•Facebook has Pages and Groups. I recommend using a Page; most Guild's are using Pages
•Differences between Pages and Groups:
    •Pages represent an organization or business, while Groups can be formed for any topic
    •Pages are for public communication, while users must join a Group and the Group can be kept closed
    •Pages don't reveal the Admin's name, while Groups do
    •Admin posts on the Guild's Page appear to come from the Page, while Admin posts on a Group appear to come from the Admin's own name

•See how a Facebook Page is administered
•My personal FB page – option called "Ads and Pages" -- brings me to the Admin page

Facebook - Administration
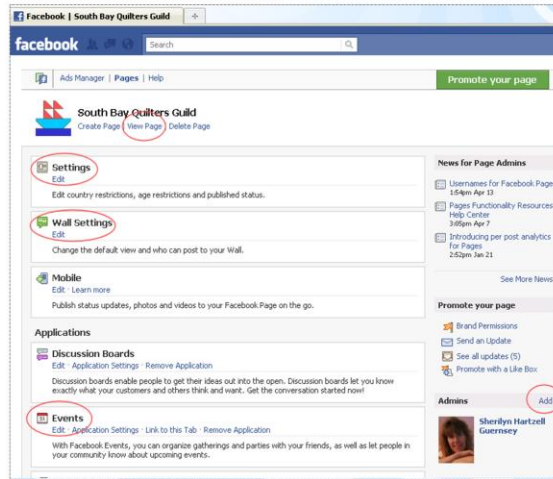
- View Page: view the Guild's page
- Options on left: edit the Informational Settings, the Wall Settings, the Events, and other items further down the page
- On the right: add another Administrator to the site; shared project to maintain/monitor your FB page

Facebook - Administration

Wall Settings
Hide

View Settings
Default View for Wall: All Posts
Default Landing Tab for Everyone Else: Wall
Auto-Expand Comments: ☑ Comments on stories will be expanded by default

Permissions
Posting Ability: ☑ People who like this Page can write or post content on the wall
    ☑ People who like this Page can post photos
    ☑ People who like this Page can post videos
    ☑ People who like this Page can post links

Wall Settings
•We want to engage the Followers – recommendation – set the Default View to show All Posts, rather than just posts by the Page Admin
•Set the Posting Ability – allow all Followers to share pictures, videos, and links; draws conversation and interaction from other Followers

Facebook - Wall
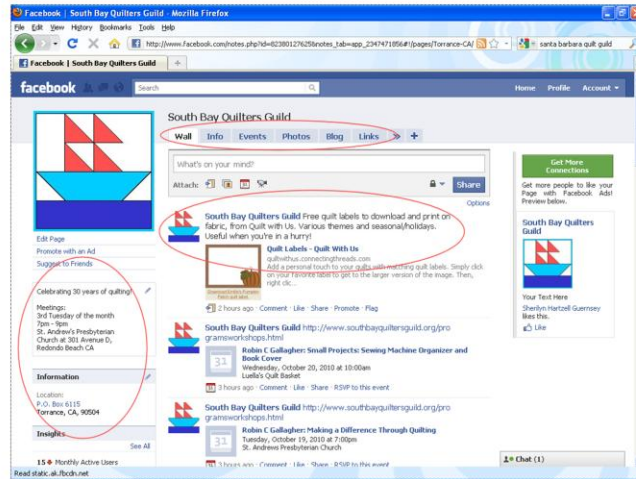
Wall tab
•Top: Wall tab plus other tabs; I've set our Wall as the tab where visitors will land by default; default landing page is customizable (could make it the Photos page)
•Middle: recent post – link to external article – pulls in picture -- room for comments below
•Left: information about the Guild; similar to content in Info tab; helps quilters to find you when they're in town and want to attend Guild meeting

Facebook - Events
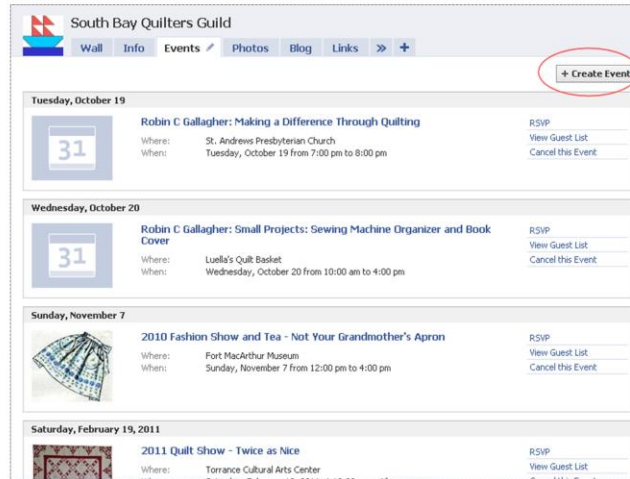
•The Events tab shows a list of upcoming events, listed chronologically.
•Notice in the top right corner you have an option to Create and Event. Clicking this link takes you to …

Facebook - Events

South Bay Quilters Guild ▸ Create an Event

•… the "Create an Event" page
•Here I've entered information about today's meeting, so you see the fields on the screen and a sample of what to enter in them
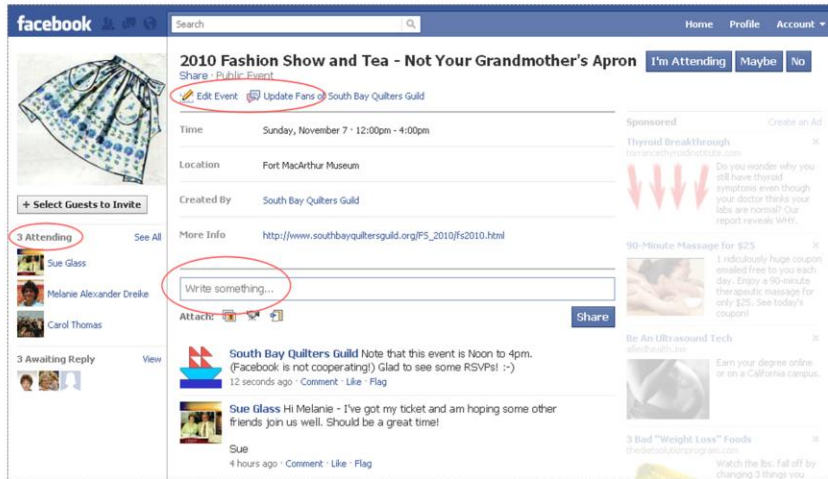
Events tab

After you've created an event…

•Top: Edit Event and then Update Fans – notify them that there are new details to read

•Left: RSVPs – fun to see who's going!

•Middle: Comments field and Comments; social interaction around the event; might help to drum-up some business for the activity

Facebook - Photos
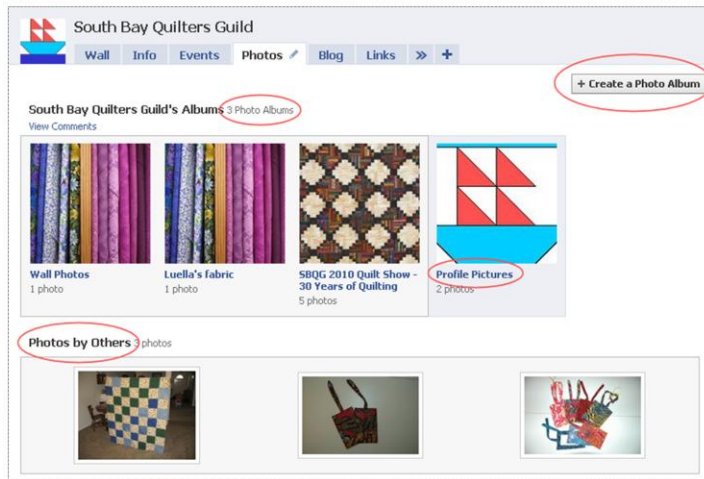
Photos tab
This FB photos option is in addition to the options that Bonnie will present
•Currently have three albums
•Profile Pictures are stored in separate album
•Bottom: Three images in "Photos by Others" -- configure your settings to allow
Followers to share their pictures; invites discussion/interaction around their projects

Facebook - Blog
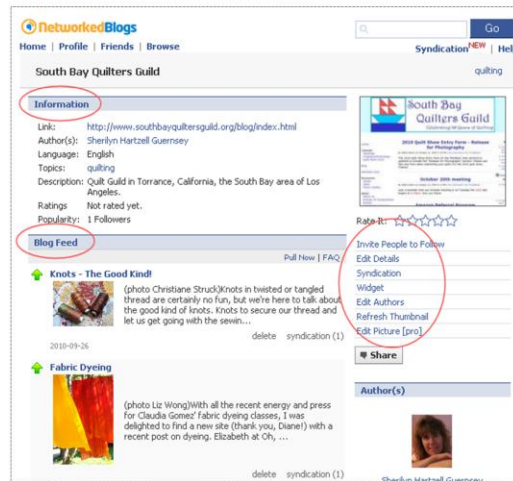
Blog tab
•NetworkedBlogs application; external app written to interface with FB
•App will automatically pull posts from your Guild's blog and show them on your Facebook Wall
•Widget option allows you to install button on Guild website; users click the button and NetworkedBlogs app will feed your Guild's blog to the user's FB Wall – cool!
•Providing another option for how readers might want to follow your blog; appeal to individual preferences; morning coffee while reading personal FB Wall, which would include posts from your Guild's Blog!

Page sections:
•general Information about the blog
•Blog Feed showing blog posts in reverse chronological order
•additional features for promoting the blog -- for example, Widget link …

Facebook - Blog
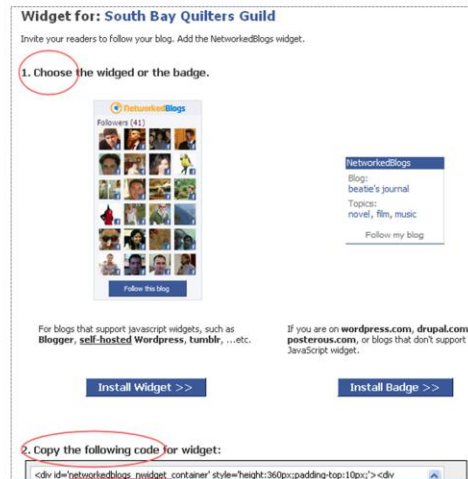
•Select the appropriate widget style
•Copy the HTML code to add to my website
•Adding this widget to your website provides another blog subscription option for Facebook users who want to read your blog through their Facebook Wall

Facebook – Favorite Pages
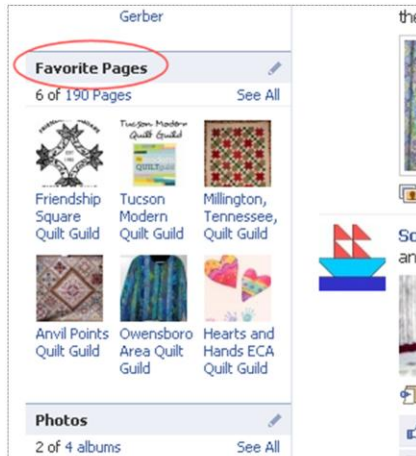
Favorite Pages section
•Use this feature to bring other quilt-related Facebook pages to the attention of your Followers
•Quilt guilds, quilting teachers, fabric manufacturers, and quilt stores
•Have received feedback from our Followers that they do use these
•6 Favorites rotate each time you visit the Wall

Facebook Features

- Administration
- Wall
- Events
- Photos
- Blog
- Favorite Pages
- Other (Video, Discussions, Applications)

•Some of the features of Facebook
•Last bullet -- Facebook has many other features that I have not used
   •Videos, like YouTube
   •Discussion topics
   •An Application Directory where you can find apps like NetworkedBlogs or other utilities to enhance your user's experience ☺

•Next, a quick overview of Twitter…

Twitter Features

- "I'm off to Starbucks"
- Micro-blogging -- 140 characters
- Promote, Share, Engage
- Set up Profile
- Follow People
- Remember Basics

•Common reaction: "Why do I care that someone's on their way to Starbucks?"
•Twitter can be used for so much more!
•Twitter -- social networking tool -- similar to a blog -- micro-blogging – posts ("tweets") are limited to 140 characters – be creative and concise
•Uses:
  •promote an upcoming event
  •share information and be helpful
  •engage in conversation with followers
•Show few aspects of Twitter:
  •Sections in your profile
  •How to find and follow people
  •Twitter basics

Twitter - Home
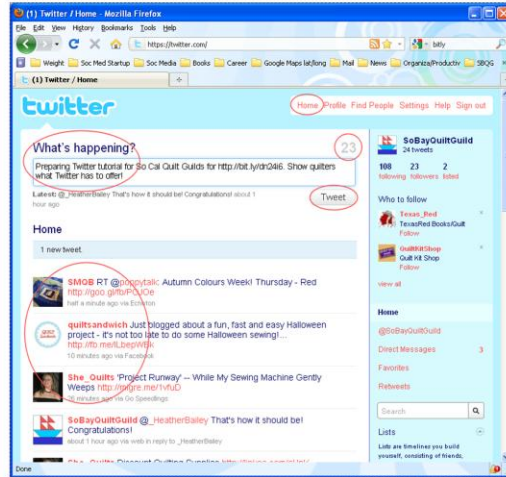
SBQG Home page

•"What's happening" box – enter your comments/tweets

> •My sample tweet
>
> •23 characters remaining out of 140
>
> •Click Tweet button and it's published to my followers; they see it on their Twitter Home page

•Sample of tweets below from users I'm following
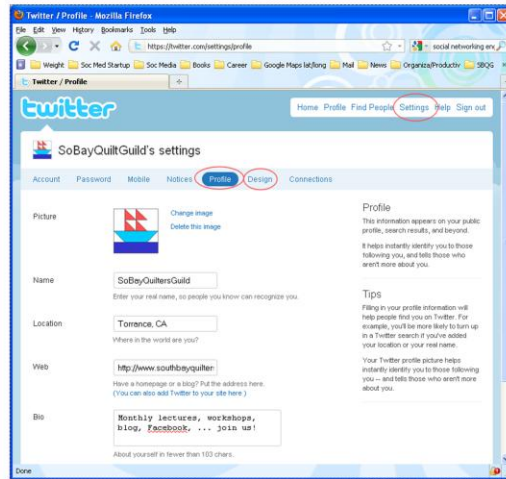
Settings page
•Profile section:
        •Upload a photo or your Guild's logo
        •Name field – limited number of characters – might need to truncate – I could
        not fit "SouthBayQuiltersGuild" into the field
        •Bio:
                •another opportunity to promote your Guild
                •mine is not spectacular!
                •should put as much useful and attention-getting info as will fit
                •when someone is deciding whether to follow you on Twitter, they will
                look at your Bio and the tweets on your Home page to make their
                decision
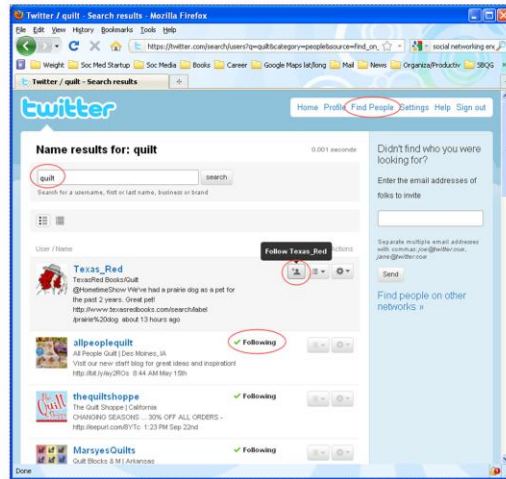
Find People page
- •Search box – enter text and click Search
- •Results below show a user that I'm not yet following
- •Hover over a button -- black pop-up box tells me that if I click that button, I start following Texas Red and her tweets will display on my Home page
- •The three users below Texas Red -- I'm already following them

Twitter – Basics

- Reply: @

  @SoBayQuiltGuild Congratulations on first place ribbon!

- Retweet: RT

  RT @SoBayQuiltGuild Fashion Show in 2 days! http://bit.ly/dsUaWP

- Hash tags: #

  #FF @fatquarterly @quiltsandwich @stitchstudios

Twitter customs
- Replies:
  - Reply to specific user
  - Preceded by an @ sign
  - Example: @SoBayQuiltGuild tweeted about winning a competition. You're following this user and see their tweet on your home page. You reply with their username (@ sign following by Twitter name) and then your message. Your tweet shows up on their Home page.
- Retweet
  - Re-publish/re-broadcast someone's tweet, and mention the author's name
  - Preceded by RT
  - Example: @SoBayQuiltGuild tweeted about their upcoming fashion show. You want to spread the word. You copy their tweet, insert RT in front, click Tweet button. Also, Twitter has a button to Retweet for you.
- Hash tags
  - Purpose (IMO): a) Categorize/group tweets together, and b) searchable
  - Preceded by #
  - Add any hash tag to a tweet (#quilts, #Christmas); no pre-defined list; you invent them (#SuperBowl, #Oreos)
  - Example: #FF = #FollowFriday. @SoBayQuiltGuild thinks that these three Twitter users post worthwhile information in their tweets, and/or they're a lot of fun to converse with, and so I want to tell the world about them. I publish a Follow Friday tweet and list these users. Word-of-mouth marketing; referral; drives some traffic to their Twitter page.

- On to Amazon Associates program…

Amazon Associates Features

- Website button
- Instructions to members
- Guild receives 4-6%
- Free money is nice! $$

•One more thing – show you/encourage you – Amazon Associates program
•Provide the Guild's Tax ID and checking account number to Amazon
•Simple:
    •Add button to website
    •Tell members how to use
    •Guild receives percentage of purchase price
    •Free money!

Amazon Associates - Button

SBQG Website button:

•Amazon generates the HTML code for their buttons; insert HTML into your webpage

•Provide instructions to members; easiest method is for user to initiate shopping spree from your page, from your button

•The HTML code for this button includes your unique User ID = how Amazon tracks user's purchases to give credit to the Guild

Amazon Associates - Report

Simply Wild Chicken & Brown Rice for Cats & Kittens (3 lbs)	Third Party	$7.49	6.54%	1	$7.49	$0.49
Shoes						
OAKLEY LIVESTRONG RADAR PATH color 12763 Sunglasses	Third Party	$179.99	6.50%	1	$179.99	$11.70
Toys & Games						
Farm Animals Knit Rattle Set	Third Party	$71.99	6.50%	1	$71.99	$4.68
Mighty Mac – Giant 31 inch Aircraft Carrier with 6 Aircraft and Collector's Cards	Third Party	$36.99	6.49%	1	$36.99	$2.40
Wooden Doll Stand, holds 18" American Girl Dolls	Third Party	$5.00	6.60%	1	$5.00	$0.33

Earnings Report Totals   Glossary

September 1, 2010 to September 30, 2010

	Items Shipped	Revenue	Advertising Fees
Total Amazon.com Items Shipped	24	$557.75	$36.30
Total Third Party Items Shipped	24	$810.74	$52.70
Total Items Shipped	48	$1,368.49	$89.00
Total Items Returned	0	$0.00	$0.00
Total Refunds	0	$0.00	$0.00
TOTAL ADVERTISING FEES	48	$1,368.49	$89.00

Earnings:

•Monthly earnings report – through Amazon Associates site – send to Treasurer

•No indication of who ordered the item; maintains user privacy

•Encourage members and families to use; some Guild members order toner cartridges for their office through our Amazon link!

•Sign up now for November/December holiday shopping!

Summary

- Facebook
- Twitter
- Amazon Associates

- SouthBayQuiltersGuild.org – Links page
- SouthBayQuiltersGuild@Gmail.com

•"Breezed through" an overview of Facebook, Twitter, and Amazon Associates
•Remember the main point is to be social and engage your audience
•I will post this presentation on the Links page of our SouthBayQuiltersGuild.org website
•Contact me through our Gmail account or from the Contact Us page on our site; happy to answer questions or assist
•Thanks very much for letting me share!