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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_networ king.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



•Goal -- screen shots of features of Facebook, Twitter, and Amazon Associates program

•Limited time – move quickly – find the presentation later on our website



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 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 Facebook | South Bay Quilters Guild + facebook 🛦 🕫 🛛 🛛 search Ads Manager | Pages | Help Promote your page South Bay Quilters Guild Create Page View Page Delete Pa News for Page Admins Settings Edit Usernames for Facebook Pages 1/54pm Apr 13 Edit country restrictions, age restrictions and published status. Pages Functionality Res Help Center 3:05pm Apr 7 Wall Settings For Pages 252pm Jan 21 Change the default view and who can post to your Wall. Mobile Edt · Learn See M Publish status updates, photos and videos to your Facebook Page on the go. Promote your page 2 Brand Permissions Applications Send an Update Edt Application Settings - Remove Application Promote with a Like Box Discussion boards enable people to get their ideas out into the open. Discussion boards let you know exactly what your customers and others think and want. Get the conversation started now! Admins Add Events Edt - Application Settings - Link to this Tab - Remove Application Sherilyn Hartzel Guernsey With Pacebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

•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

Wall Settings Hide View Settings Default View for Wall: Default Landing Tab for Everyone Else: Auto-Expand Comments: Wall V Permissions Posting Ability: Popple who like this Page can write or post content on the wall Veropie who like this Page can post photos Popple who like this Page can post videos Popople who like this Page can post links	асероок -	Administration
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Hide View Settings Default View for Wall: Default Landing Tab for Everyone Else: Auto-Expand Comments: Image: Comments:		
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People who like this Page can post links		
		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



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



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 ...

	South Bay Quilters (Guild ⊾ Create an E	vent
31	When?	10/9/2010	0:00 pm 💙
	End Time:		2:00 pm 💌
+ Add Event Photo	What are you planning?	Coastal Quilters Guild Hosting	SCCQG
	Where?	St. Andrews Presbyterian Chu	urch
	Street:	4575 Auhay Road	
	City/Town:	Santa Barbara, CA	
	More info?	More info? Cathe <u>Hedrick</u> chedrick@housing.ucsb.edu http://www.coastalquiters.org/events/sccqg.html	sing.ucsb.edu rg/events/sccqg.html
	Who's invited?	Select Guests	
		Show the guest list on	
		Non-admins can write	on the wall
		Create 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

Facebook - Events

1 Stan	2010 Fashion Show and Tea - Not Your Grandmother Share - Public Exerct	's Apron I'm Attending Maybe No
C IIIS	Edit Event 🕼 Update Fans South Bay Quitters Guild	
	Time Sunday, November 7 * 12:00pm - 4:00pm	Sponsored Create an Ad
	Location Fort MacArthur Museum	Thyroid Breakthrough × Intrancethyrodinstitute.com Do you wonder why you still have thoroid
+ Select Guests to Invite	Created By South Bay Quiters Guid	symptonis even though your doctor thinks your labs are normal? Our
3 Attending See All	More Info http://www.southbayquiltersguid.org/P5_2010/fs2010.html	
Sue Glass		1 rideulously huge coupon emailed free to you each
Melanie Alexander Dreike	Write something	day. Enjoy a 90-minute therapeutic mansage for
Carol Thomas		Share
2		Be An Ultrasound Tech ×
3 Awaiting Reply View	South Bay Quilters Guild Note that this event is Noon to 4pm. (Facebook is not cooperating!) Glad to see some RSVPs! :-) 12 seconds ago · Comment · Like · Flag	Earn your degree online or on a California campus.
	Sue Glass Hi Melanie - I've got my ticket and am hoping some other	
	friends join us well. Should be a great time!	
	Sue 4 hours ago · Comment · Like · Flag	

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

<section-header><text>

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



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 ...

idget for: South Bay Quilters Guil	
te your readers to follow your blog. Add the NetworkedBlo Choose the widged or the badge.	gs widget.
Characterized Biogs Followers (41) Image: Product State	NetworkedBlogs Blogs beaters journal
Image: Section of the section of t	Topica: novel, film, mutic Pollow my blog
For blogs that support javascript widgets, such as Blogger, <u>self-hosted</u> Wordpress, tumblr,etc.	If you are on wordpress.com, drupal.com, posterous.com, or blogs that don't support JavaScript widget.
Install Widget >>	Install Badge >>
Copy the following code for widget: cdv/id="networkedblogs_netdadet_container" style="height	1360pr;padding-top:10pr;f> <div< td=""></div<>

•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 <u>your</u> blog through <u>their</u> Facebook Wall



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



•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



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 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 #

Preceded by #
 Add any back tag to a

•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...



•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
Contact Us
Support SBQG with Amazon orders!
Copyright ©
Done

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

on Asso	ciut	CS		CP		L
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 September 1, 2010 to Septen	nber 30, 2010					Glossary
		Items Shipp	ed	Revenue	Advertis	ing Fees
Total Amazon.com Items Shippe	d	24		\$557.75	\$3	6.30
Total Third Party Items Shipped		24		\$810.74	\$52.70	
Total Items Shipped		48	\$	1,368.49	\$89.00	
Total Items Returned Total Refunds		0		\$0.00	\$0.00 \$0.00	
		0		\$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!



•"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!