

## Silver Threads Quilt Guild Social Media

### ACCOUNT INFO:

- Email Address: [silverthreads.social@gmail.com](mailto:silverthreads.social@gmail.com)
  - Please send any relevant materials (photos, posters, show info, logos, etc.) from the guild to this email address.
- Instagram: @silverthreadsquiltguild
  - Or use this link: <https://www.instagram.com/silverthreadsquiltguild/>
- Facebook: Silver Threads Quilt Guild
  - Or use this link: <https://www.facebook.com/people/Silver-Threads-Quilt-Guild/100089606119591/>
- To anyone who is in the guild and has Instagram or Facebook, I encourage you to follow the pages and share them with your friends, family, and/or fellow quilters!

### POST IDEAS

Below are some of the ideas I've had (some with examples) that I think would be good to use on the social media page. Once you decide which of these you'd like to use, I can start designing them / adding in the relevant information from you guys!

- **Promotional materials (think: flier on social media!)**
  - One post could be the flier (or a modified version of the flier) with all the info about dates, times, location, theme, etc.
  - One post could be a "Mark Your Calendar" post, like this:



- **Photos of previous winners (overall winners or in categories)**
  - We can do carousels or “mini albums” where we have multiple pictures in one post. We can do something like All Best-In Show Quilts or a collection of some of the entries in last show’s themed category
  - Include a caption that talks about the different categories, or how many years you guys have been doing the show
- **Action Shots**
  - We can post pictures from previous years’ shows of what the inside of the community center looks like during the show, people walking around looking at quilts, winners with their quilts, etc., so people can get a sense for what to expect when they come.
- **Photo of this year’s raffle quilt**
  - One post can include a caption about where the money is being donated to
  - One post can have instructions for how to enter
  - One post could even include pictures of previous raffle quilts?
- **Member Feature (and / or Board Member Feature)**
  - This kind of post could include a picture of the member / board member, their name, some photos of their quilts, and a little quote about why they love the quilt show, the guild, etc. Could look something like this (I used myself for a simple example, haha):



- **Judges feature**

- Similar to the member feature, we can show off the judges and their credentials! If any of the judges (or their organizations) have social media, this is a great opportunity to “tag” them so the post shows up on their profile, and they can share it with their followers, too—some of whom might come and follow our page. (Another silly example with made-up people, who we’d replace with the real ones):



- **Photos of beautiful Colorado / Creede**

- With a caption that encourages people to “come for the quilts, and stay for the views.” This is a great way to tie in the mining town background, mention that the show is in a mining museum (and the only underground quilt show), or call out any of the other beautiful things to see in the area around September!

- **Features of Vendors / Partners / Sponsors**

- We can make a post with pictures and/or logos from your sponsors, vendors, and partners. Again, this is a great way to connect with these organizations on social media! These are pretty similar to program ads, for example, but we could do it in a nice way!

- **Guild Info**

- We can feature some of the great things about the guild, like the mission, your philanthropy, etc. Here's an example of a style of posts we could do when we're talking about the guild's information:



- **Quilting Tips**

- We can post some quilting tips to get more interactions with the page (which helps more people see it)! We can post some tips from your members, and include a question in the caption like, "What are your best tips for hand quilting?" etc., so people will comment on our posts. Here's an example (we'd obviously have better tips than this!)



### **REQUESTS FROM EMILY**

- Can you please send me any logo files you have? I have the main (in-color) logo, but if you have the logo in white and/or the logo in black, please send along!
- Can you please send me the poster / flier for the quilt show in a digital file (PDF or word doc, etc.)
- An important part of social media is building a following, and one way to do that is to connect with similar pages, or the pages of other businesses / people / organizations you are associated with. I can start connecting with these pages if the guild can please make and send a list of the following:
  - Any vendors you know of that will be at the quilt show
  - Any local partners (e.g., CRT if you're putting an ad in their program, etc.)
  - Any quilt guilds, fabric stores, etc., either local, or further out that you want to tell about the show (e.g., do you want to be in touch with quilt guilds in Denver or Texas?)
  - Any quilting publications that you might like to be in touch with (are there any magazines or websites that are just for quilters?)

### **QUESTIONS FROM EMILY**

- How often do you want to be posting? My suggestion is:
  - Once every two weeks until around June / July
  - Pick it up to once per week through the 4-8 weeks leading up to the show
  - The ten days / one week before the show, we can maybe do some kind of "daily countdown" of posts to remind people about the show coming up
  - During the show, we can post some live action photos or videos!
- When do you want the first post to go out? I think we could aim for sometime in March, but let me know if you'd rather start sooner or later.
- Does anyone else want and/or need access to the social media accounts?
- I would recommend linking the social media accounts on the website. I'm happy to connect with Beth about this—she can email the email address at the top if she has any questions for me. Otherwise, the links that are above should work when plugged into the website!
- Are there any profile details that should be changed on the pages?
- Do we want to make a Facebook event? On Facebook, you can make an event invitation that people can RSVP to and share with their friends on the platform. I would definitely recommend doing this, and I can put that together with all the info from the flier when I get the go-ahead!

### **NEXT STEPS**

- Once you guys let me know which types of posts you want me to make, and how often you'd like me to post, I can send a calendar over for approval—what types of posts on what days.
- After I get a thumbs up there, I'll start working on the specific posts and putting together the images and the captions.

- For the guild: If you can also please send the info I requested and answer my questions above, that would be great! Happy to get on a call with anyone, or you can just email me at the address at the top.

Looking forward to seeing this come together! SO excited to be helping out with this this year!  
Let me know if anyone has any questions or wants to discuss anything further :)