



# **SAYING THANK YOU AND OTHER BEST PRACTICES ON SOCIAL MEDIA**

Collective Impact  
Birds of a Feather Session  
Kory Wells  
June 2016

# SESSION DESCRIPTION

On social media, do you make a point to interact with your followers? Are you taking part in the greater conversation with other artists and arts organizations? When someone retweets or mentions you on Twitter, do you say thank you? Do you have a consistent profile description and image across all your social accounts? Do you have a content calendar for planning what you want to share on social media? These are just some of the things we'll discuss as we share best practices across social platforms.

# INTRODUCTIONS

- Poet, writer & teaching artist
- First career in software/technology for 20+ years
- Blogging and social media experience  
Business | Non-profit causes | Arts
- Participants, are you interested as  
Arts organization? | Educator? | Individual artist?
- What's your level of social media experience?

# SELF ASSESSMENT 1:

Which does your social media profile most resemble?



**Stephanie Pruitt**

@PruittStephanie FOLLOWS YOU

**#Poet. #Artrepreneur.** TEDx speaker. Dot Connector who imagines-strategizes-makes happen. Aha moments, pancakes, nerds & **#art** rock my world!

 #Nashville & An Artist's Mind

 [StephaniePruitt.com](http://StephaniePruitt.com)

Take advantage of:

- Photo
- Description
- Hashtags
- Links to other social accounts or websites
- Location

*Be consistent across platforms!*

## SELF ASSESSMENT 2:

Are you playing well with others?

- Tagging and sharing about your partners, supporters, contributors, members, etc.
- NOT talking about yourself all the time
- NOT having an “I’m just here to be followed” mentality
- Participating in conversation
- Saying thank you!

*Do your posts have context and encourage interaction?*

# PLAYING WELL WITH OTHERS



**Music City Roots** @MusicCityRoots · Apr 18

Thanks @williamsonsrc for sharing info about our delicious partnership w/ @PuckettsGrocery! [williamsonsource.com/pucketts-and-m...](http://williamsonsource.com/pucketts-and-m...)



# PLAYING WELL WITH OTHERS



**Jay Besemer** @divinetailor · Apr 13

@KoryWells indeed! & the MFA-to-book trajectory's role in this too. access to MFA prgs relates to access to early pub. not all have access.



[View conversation](#)



**TheEthicalHedonist** and 3 others liked your Tweet

Apr 13

Apr 13: Great dialog on #writing & #publishing #poetry after 40 w/  
@robinschaer: pros, cons, things that need to change.  
[twitter.com/RumpusPoetry/s...](https://twitter.com/RumpusPoetry/s...)



**darren hobson poet** Retweeted you

Apr 13

Apr 13: Great dialog on #writing & #publishing #poetry after 40 w/  
@robinschaer: pros, cons, things that need to change.  
[twitter.com/RumpusPoetry/s...](https://twitter.com/RumpusPoetry/s...)



# PLAYING WELL WITH OTHERS

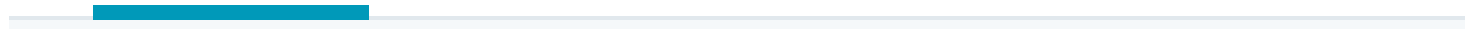
What's wrong with these stats?

TWEETS  
560

FOLLOWING  
87

FOLLOWERS  
1,785

LIKES  
6





# SELF ASSESSMENT 3:

Are you making best use of your social media time?

- Platform choices
  - Don't overlook LinkedIn and LinkedIn groups
- Technology tools
  - Built-in features of Facebook, Twitter, etc.
  - Scheduling tools
- Content calendar
- Pick a consistent time for interaction (i.e. Thank you Thursdays) even if you can't interact all of the time

# SELF ASSESSMENT 4:

Are you sharing photos/graphics?

- Give your photo captions (on website)
- Consider adding “watermark”
- Credit your photos
- Consider other media – YouTube, SoundCloud, etc.
- Canva.com is a nice online graphics tool
- Another participant mentioned ripl.com to make animated posts



# GRAPHICS CREATED WITH CANVA

(Easily, by a non-graphics person!)

**LWW**

LEAGUE OF WOMEN VOTERS®  
of Murfreesboro/Rutherford County

**CANDIDATE FORUM**

General Sessions Judge,  
Part IV

6:00 PM Thursday, June 30th | Rutherford County Courthouse  
*Doors open at 5:30; Audience must be seated by 5:45 PM*

THE DELINEATORS

**POETRY READING**

*at the*

**BORO ART CRAWL**

*Friday 4/8/2016 ~ Short readings at  
6:30, 7:00, 7:30, 8:00 and 8:30 pm  
The Shoppes on West Main*

*Celebrating #NPM16*

# SELF ASSESSMENT 5:

Do you know what you want to accomplish?

- Engagement & awareness
- Developing and maintaining donors
- Building your email list
- Leadership/subject matter expertise/passion
- Sales (of artistic product, tickets, etc.)

Think STORY & PERSONAL VOICE

# TECHNOLOGY TOOLS

- **News and keyword monitoring**  
Google Alerts, mention.net (no free option), hashtag/keyword monitoring within social dashboards
- **Reading apps**  
Pocket/getpocket.com, Pulse, FlipBoard
- **Online graphic/animation design**  
Canva.com Ripl.com

# TECHNOLOGY TOOLS

- **To do lists**

I like [kanbanflow.com](https://kanbanflow.com)

- **Email lists**

MailChimp, VerticalResponse have free options

# TECHNOLOGY TOOLS

## URL with title or keywords:

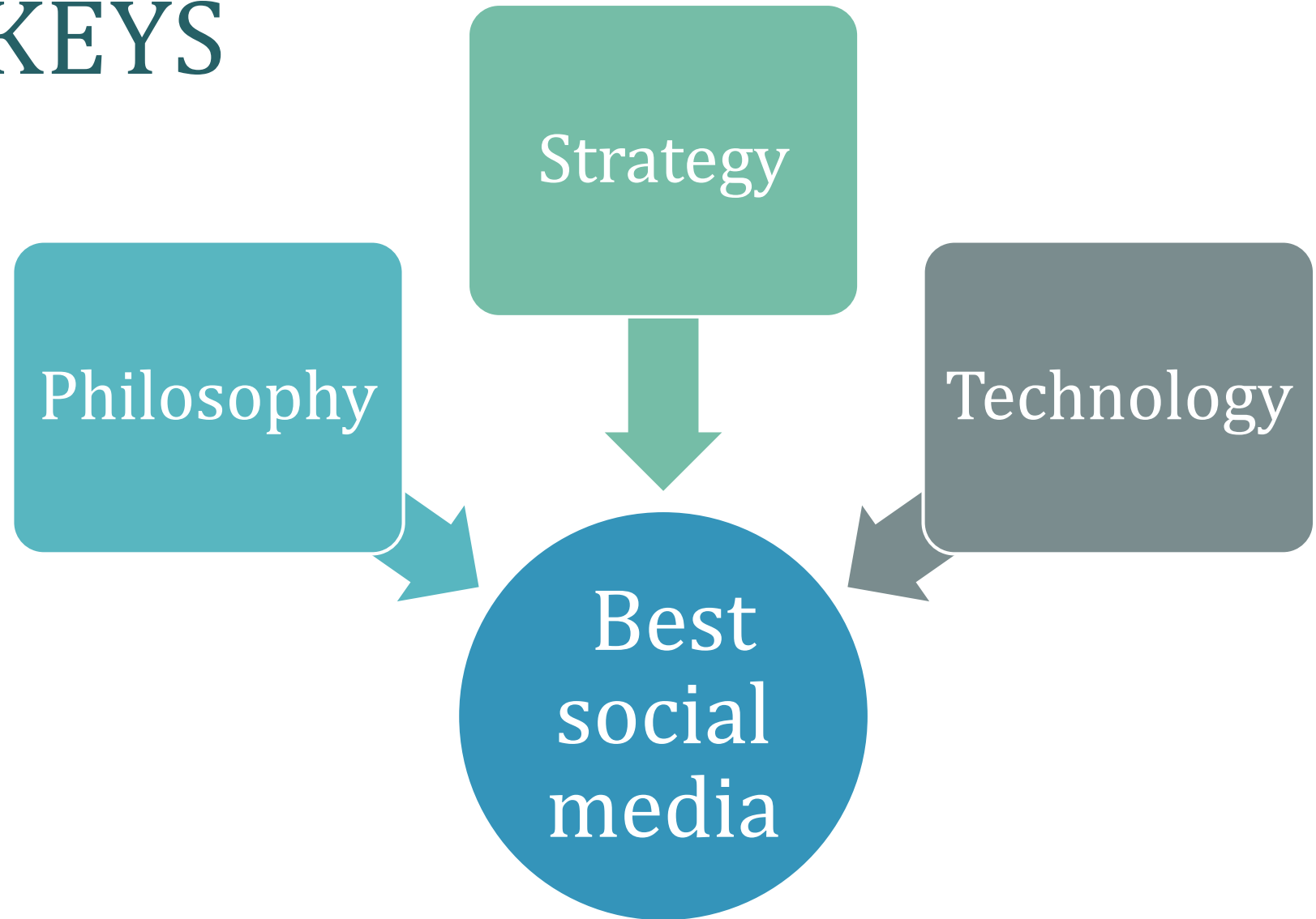
<http://korywells.com/2013/11/sharing-for-veterans-day-a-poem-by-a-pow//>

The screenshot shows the homepage of Kory Wells' website, 'Our Lady of the Spiral Notebook'. The main content is a blog post titled 'Sharing for Veteran's Day: A Poem by a POW' dated November 11, 2013. The post text describes a visit to the National Naval Aviation Museum and mentions a display of POW experiences. A large image of a handwritten poem on aged paper is featured, with the title 'METAMORPHOSIS' and the text: 'TUMBLING AND SILENT BEFORE THE THRESHOLD, WE STAND ON THE EVE OF OUR RESURRECTION. HUNDRED PARTS TO BELIEVE THAT WE WANT THE WINGS MAY LONGER AND WE MAY DEEP INTO THE TIP OF AN INFINITELY EXPANDING HOPE, TO BE BELONGED INTO THAT CROWDED CARNIVAL, AN OLD SONG. SHE STANDS BEFORE ME, SILENT, ACROSS THE WIDE RIVER, HER SMILE SEEN DIMMILY THROUGH THE DAMP FOG. WATCHING THROUGH MY PEEP HOLE, I CAN ONLY WING FOR HER WING — FREEDOM... AND I, MYSELF MY HARDENED SHELL. AWAIT RESURRECTION.' Below the poem is a photo of a POW poem display at the museum. A sidebar on the right includes a search bar, social media icons, a profile picture of Kory Wells, and a list of recent posts like 'New Playing in the Room'.

## Using tags:

FILED UNDER: POETRY, RECENT NEWS ▪ TAGGED WITH: POEM, POW, VETERANS DAY, VIETNAM

# THREE KEYS





# YOU CAN DO IT!



- Know what you want to accomplish
- Success is much more about strategy than technology
- Start simple with the tech, learn and add features as you can

# Q&A



<http://korywells.com>

[korywells@gmail.com](mailto:korywells@gmail.com)

<http://facebook.com/KoryWells>

<http://facebook.com/KoryAndKelseyWells>

<http://twitter.com/korywells>

<http://linkedin.com/in/korywells>