

Using Social Media Effectively – for Makers

Matilda Sandys-Renton, The Goldsmiths' Company

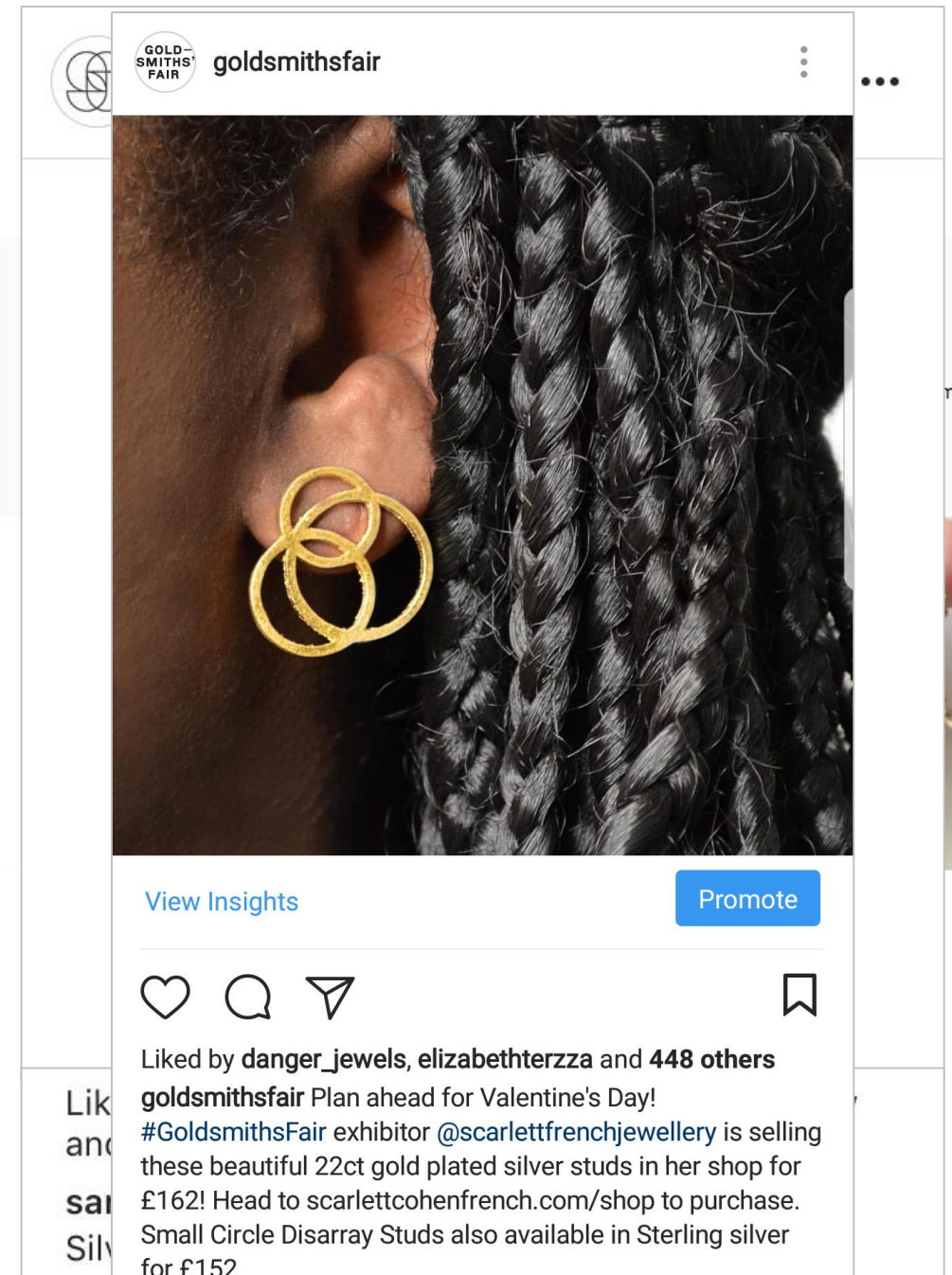
HOW CAN YOU BENEFIT FROM USING SOCIAL MEDIA?

- A great tool for selling your work.
- An exciting way to communicate your processes, materials, inspiration and narrative in order to gain value.
- Can introduce you and your work to new audiences with other interests.
- Can create/encourage new professional and creative opportunities.
- Connect you with organisations or individuals.



SELLING

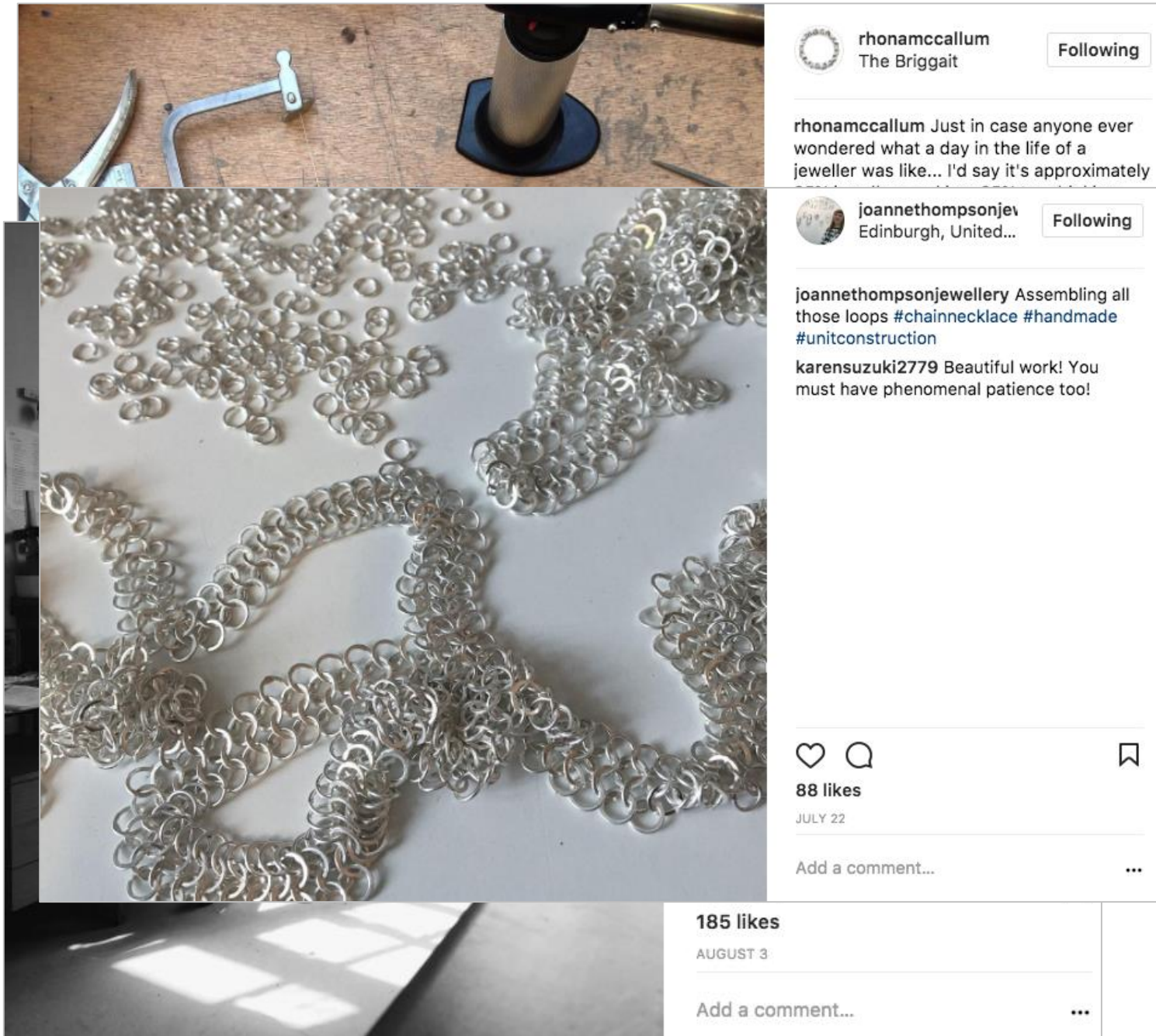
- Connect your online shops – encourage conversations and encourage your followers to ‘Pin’ or ‘Save’ to their personal wish lists etc.
- Lack of confidence can be a huge barrier to making a purchase. If your followers can see that you have a big fan base/lots of comments and likes – they can have confidence in your work by seeing the quality of your followers.
- Selling work through Social Media is risk free and when you make a sale, all of the profit is yours!



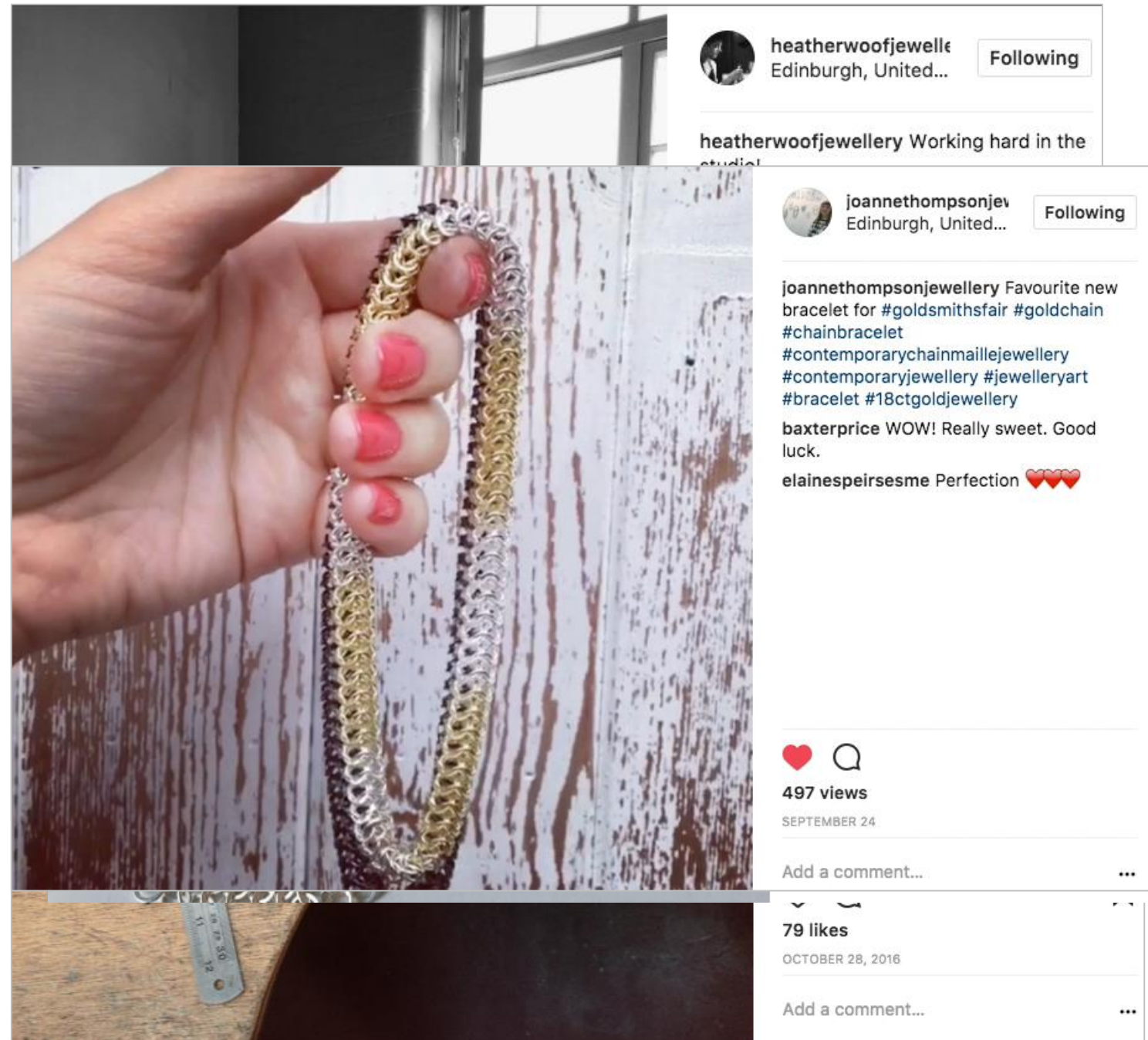
ADDING VALUE



- Social media can help tell the hidden stories behind your work, and builds an appreciation of it. This can help the potential buyer to understand the true value of the work.
- These stories might show your skills, materials, processes, traditions – showing this narrative can help your potential buyers to have faith in the quality of your work.
- Make your followers feel part of your stories – engage with them in conversation over social media, make it mean something to them by helping them to understand your processes.




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POSITIONING AND CONNECTING

- Connect with organisations and individuals in fields relevant to your work.
- Targeting particular individuals like curators or fashion buyers to help position your work within specific market niches.
- Having a good community of supporters – people who enjoy your work and want to see it succeed can be motivating and a source of practical help in gaining new audiences.


goldsmithsfair
 Goldsmiths' Hall


Following

goldsmithsfair Beetle Lapel Pin by @shaunleanejewellery from the Goldsmiths' Fair 2017 exhibition, Timeless Innovation.

Curated by @joannahardyltd the exhibition included selections from the Goldsmiths' Company Modern Jewellery Collection and other private collections.


Learn more about the exhibition on our blog by clicking on the link in the bio or heading to www.goldsmithsfair.co.uk

#LapelPin #ShaunLeane #jeweller #Jewellery #gold #precious #beetle #goldbeetle #Precious #Maker #Diamonds



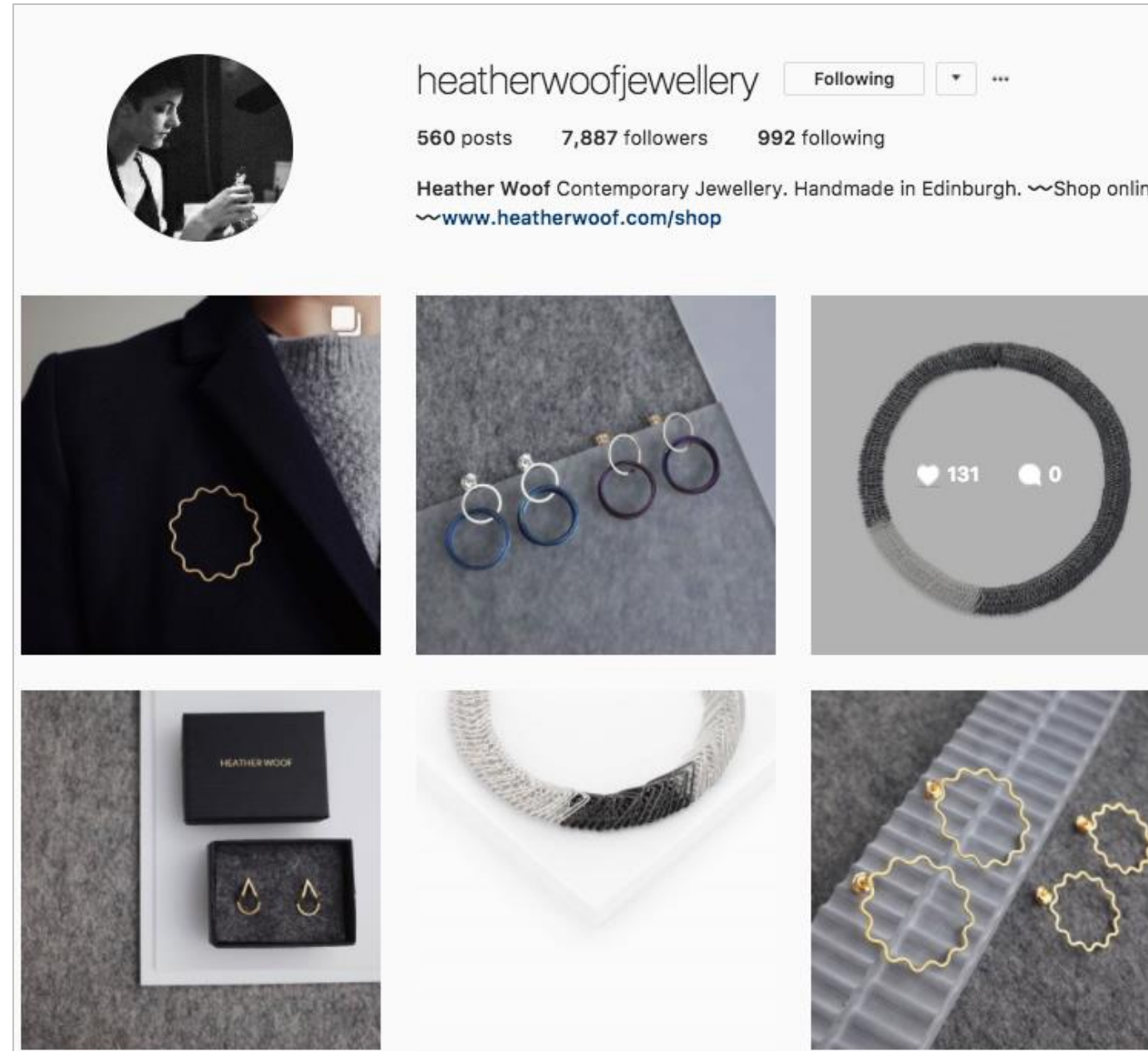
#MakerMonday #AtTheStudio

We visited long term Fair exhibitor, @josefkoppmann at his studio in @OxoTowerWharf > goo.gl/sK80mm



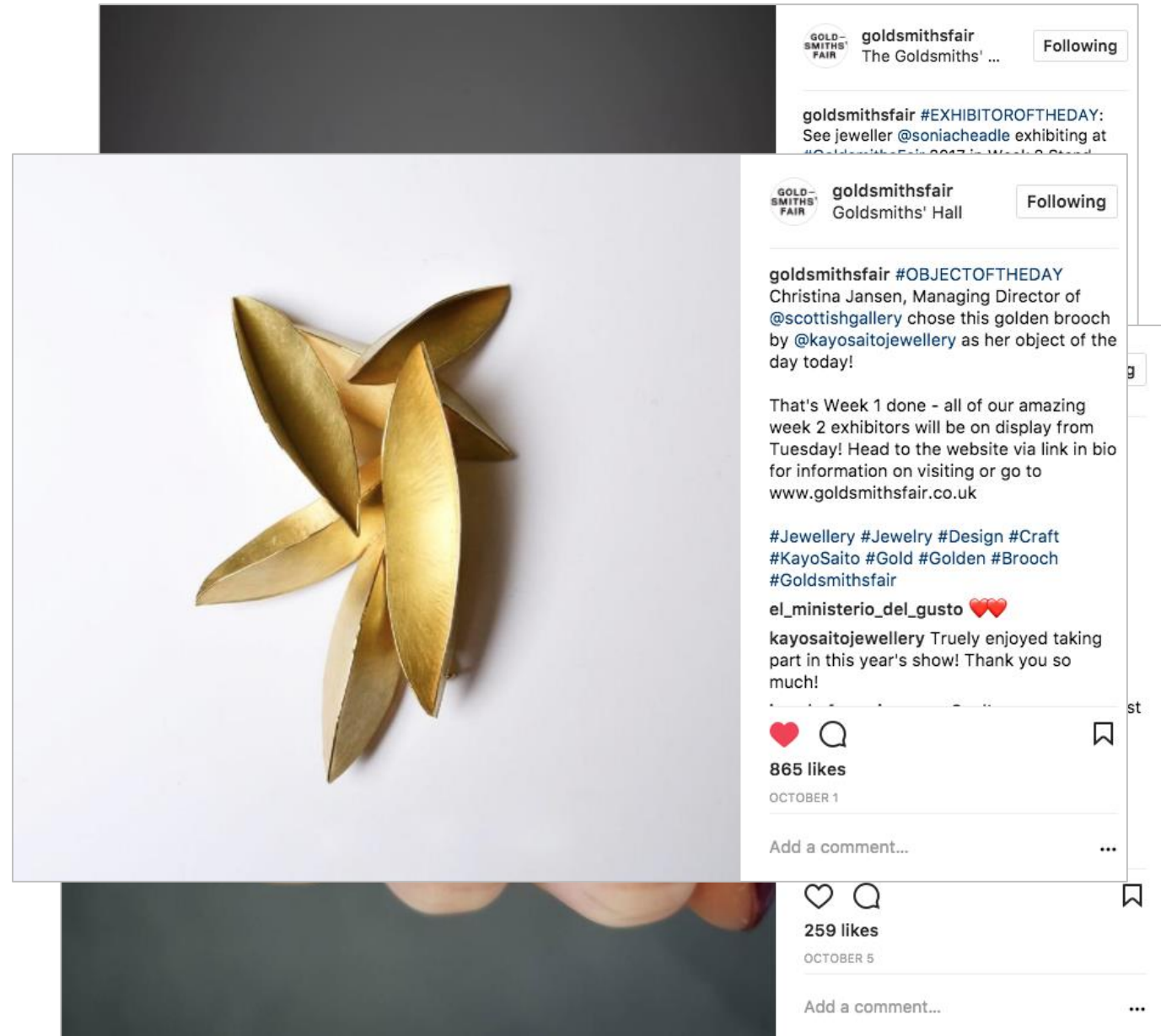
WHICH PLATFORMS SHOULD YOU USE?

- Don't try to use all platforms as it can become a lot of work – if you find it easier, concentrate on one or two and keep them well maintained. Don't feel the need to use all social media platforms
- Instagram and Pinterest are a great place for makers to show and sell their work, as it's so visual you needn't worry about what to write.

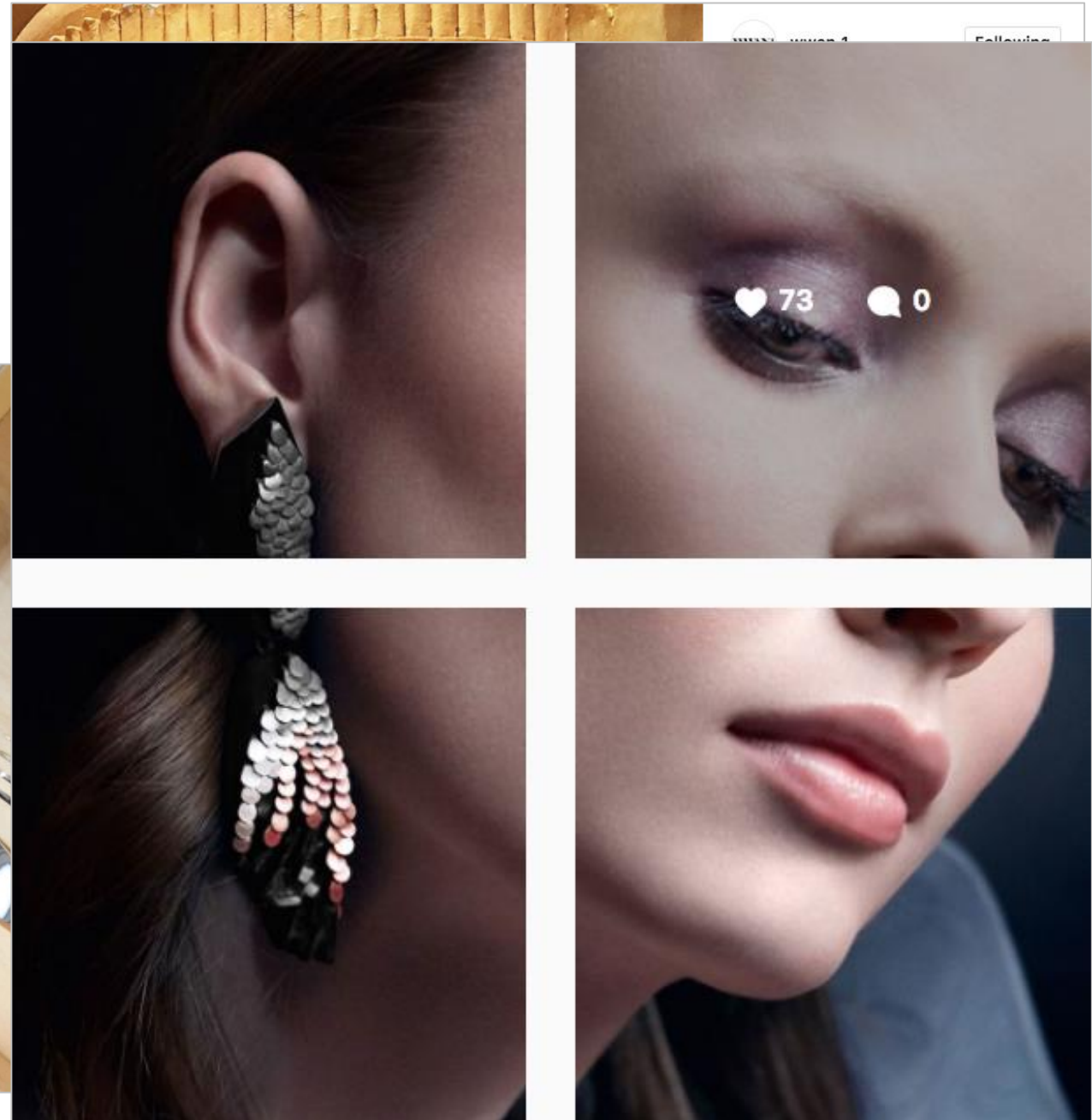


BEST PRACTICE

- Be active but don't over-share.
- Keep your posts well-spaced throughout the day.
- Consider posting times – when is your audience most active? Platforms like Instagram (as long as you're set up as a company) and Facebook will tell you this information based on your followers in your Analytics.
- Quality over quantity - Better to spend time on getting the photograph right than posting multiple bad quality images. This is your visual identity - how you want that to be communicated?
- Use good lighting for your photography.



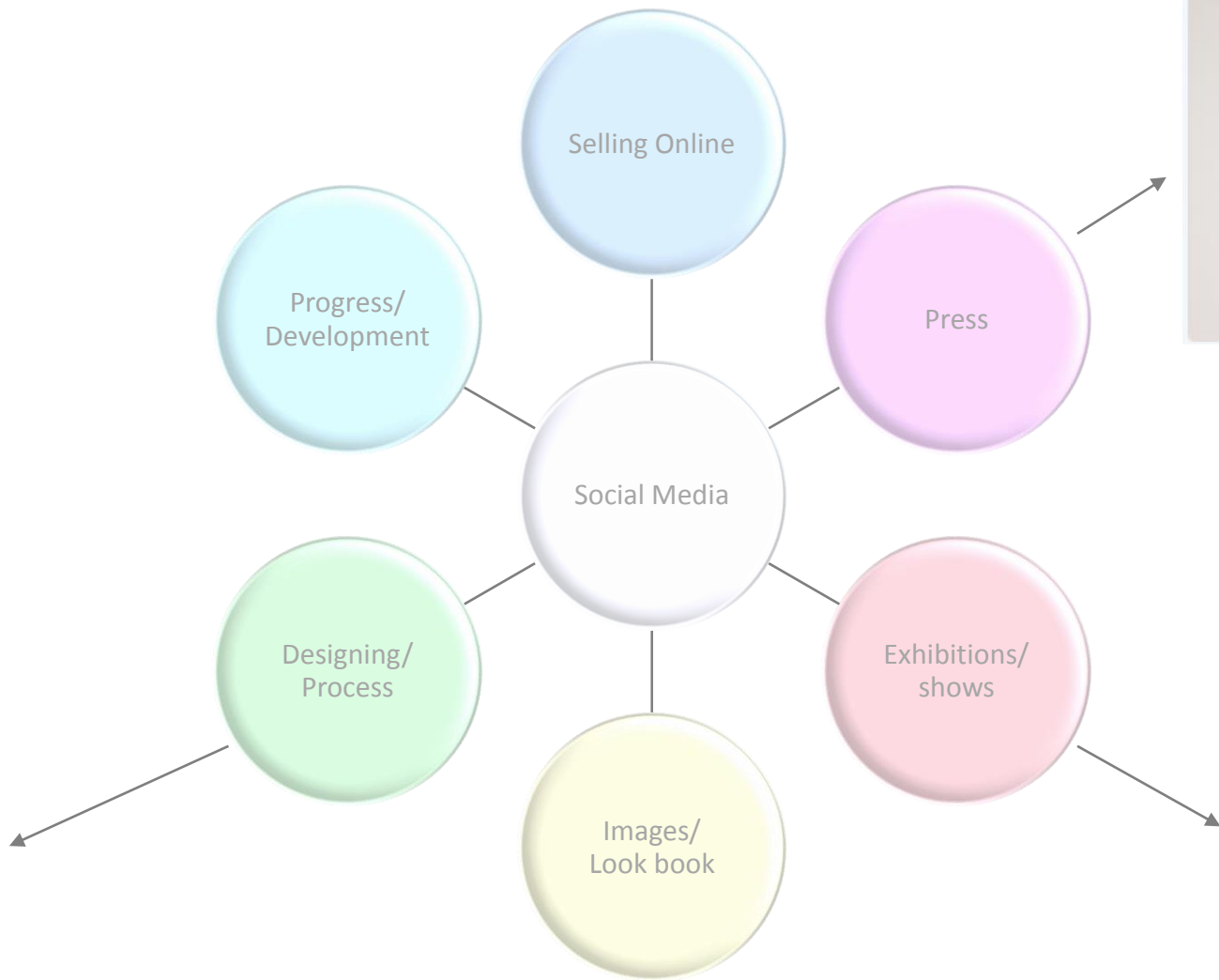
- Use social media to support all the different aspects of your business and creative development.
- Plan ahead – put together a schedule of your upcoming events/deadlines etc to work into your posts.
- Never buy followers – this doesn't gain a genuine response to your posts and will only reflect negatively in your likes and comments.
- Think of your Instagram as a curated gallery space – consider how your images look together.



USEFUL TOOLS



Visualise your content:



7,434 views · Liked by athousandfacets and joannahardyltd



Liked by danger_jewels, elizabethterzza and 514 others







Add a Social Account

Queue 30

Awaiting Approval

Drafts

Content Inbox

-  goldsmithsf... 4
-  The Goldsm... 2
-  The Goldsm... 1
-  goldsmithsco 0
-  GoldsmithsCo
-  The Goldsm... 24



What do you want to share?

List

Calendar

Today


☒ Show empty slots Shuffle

TALK: 31 Oct 11am at #MakeYourMark with @LondonAssay, the essential guide to hallmarking > <https://buff.ly/2z6WygY>



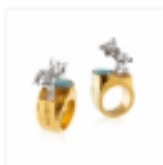
3:12 PM (BST)

via Web

 ella.stern@thegoldsmiths.co.uk

#MakeYourMark


The UK's biggest careers event for apprentices and students of jewellery
31st Oct & 1st Nov



Book > <https://buff.ly/2liHnq0>

3:12 PM (BST)

via Web

 ella.stern@thegoldsmiths.co.uk

EXHIBITION: 'Made for the Table' at the @harleygallery

4 Nov 2017 - 7 Jan, 2018

Image: Cutlery, @Angela_Cork

<https://buff.ly/2vxl7nq>



GOLD-SMITHS' FAIR Goldsmiths' Fair @goldsmithsfair
2 days ago

Bowl by Anna Lorenz, who exhibited at this

heading out the door....#goldsmithsfair

#goldsmithshall #contemporaryenamel

Hallmarks are beautiful - not only is it a

stamp of authenticity showing the quality of the metal and the maker but they can...

 Antiques with Experts @antiqueswithexperts

2 days ago · Goldsmiths' Hall

LANDSCAPE

by Sprout Social

Streamlined Image Resizing for Social Media



Drop your images here or [upload](#)



Choose Networks and Sizes

Crop Images

Download

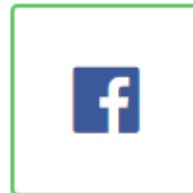
Which networks should we resize for?



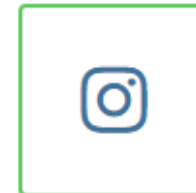
The Drawing Room (73).jpg



4 sizes



4 sizes



4 sizes



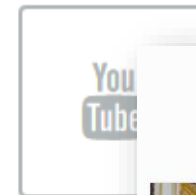
6 sizes



4 sizes

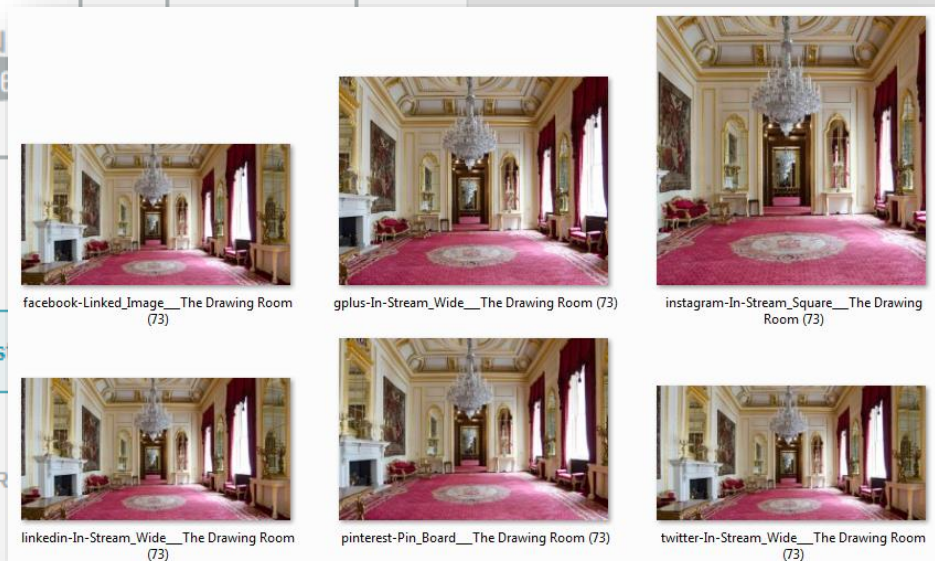


4 sizes



3 sizes

Don't want to resize for each network individually? [Have Landscape auto-crop ins](#)



THANK YOU

Resources

Schedulers

www.buffer.com

www.hootsuite.com

Image Resizing

www.sproutsocial.com/landscape

Layouts

www.canva.com

Jewellers with successful social media channels

Sarah Straussberg

Heather Woof

Joanne Thompson

Margaux Clavel (@WWAN.1)

Ami Pepper

Chris Boland

