



ALTHEA MCNISH

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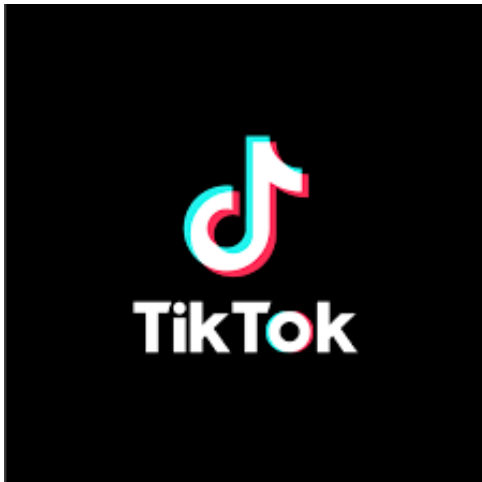
EA MCNISH

SEWING-RELATED SOCIAL MEDIA

Theresa Gamble
May 5, 2022

ABOUT ME

- I never “got” social media prior to the COVID pandemic
- With too much time on my hands, I became a TikTok addict, and I follow and interact with a lot of sewists on social media now.
- I now work with a social media marketing agency to use social media influencers to educate their peers about HIV care and prevention.



OUTLINE

PROFESSIONAL ACCOUNTS

- Mulberry Silks & Fine Fabrics
- Joann Fabrics and Crafts
- Liberty London
- Mood Fabrics

SMALL BUSINESS ACCOUNTS

- Ureshii Design
- BBE Handbags
- Swanson's Fabrics
- Madalynne Intimates + Lingerie

INDIVIDUAL SEWISTS

- Kat Makes
- Back Pocket Projects
- Lexi Sylvester
- Jitter by Bug
- Me (!)

LESSONS FROM SHADE

- How the pros manage their social media accounts and influencers
- Highlighting diversity increases engagement

PRELIMINARY RECOMMENDATIONS

- Some ideas for ASG
- Ask me again in December 2022

EXAMPLES OF PROFESSIONAL ACCOUNTS



MULBERRY SILKS

<https://www.instagram.com/p/Cc7sVrMucUU/>

<https://www.facebook.com/MulberrySilk/photos/a.10154623263561728/10158926703586728/>

No TikTok account



JOANN STORES

https://www.instagram.com/joann_stores/

<https://www.facebook.com/JoAnn/photos/pcb.10158820708643295/10158820708458295/>

No TikTok account



LIBERTY LONDON

<https://www.instagram.com/p/CcxMSaclc9b/>

<https://www.facebook.com/libertylondon/photos/a.392769462470/10158277967607471>

No TikTok account



MOOD DESIGNER FABRICS

https://www.tiktok.com/@moodfabrics/video/7091723654437883178?is_copy_url=1&is_from_webapp=v1&lang=en

https://www.instagram.com/p/Cc_EMTZpx1T/

<https://www.facebook.com/mood.fabrics/videos/522526169249970>



TO NOTE: PROFESSIONAL ACCOUNTS

HIGH QUALITY PRODUCTION

MULTIPLE PLATFORMS

- Less likely to be on TikTok

HIGH FREQUENCY POSTING

PROFESSIONALLY MANAGED

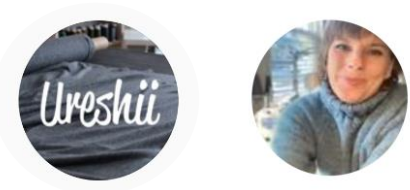
- Likely to be managed by paid social media staff

TRYING TO INDIRECTLY SELL YOU SOMETHING

- **These accounts are beautiful eye candy**

Mood Fabrics, Instagram, Reels, Posted April 19, 2022

EXAMPLES OF SMALL BUSINESS ACCOUNTS



URESHII DESIGN

https://www.tiktok.com/@ureshiidesign/video/7089774509858786566?is_copy_url=1&is_from_webapp=v1&lang=en

<https://www.instagram.com/p/CcsgBFsrWpm/>

https://www.facebook.com/ureshiidesign/shop/?ref_code=search_hcm_cta&ref_surface=global_search



BBE HANDBAGS

https://www.tiktok.com/@beautifulbagsetc/video/7061647585613729070?is_copy_url=1&is_from_webapp=v1&lang=en

No Instagram or Facebook account

<https://www.beautifulbagsetc.com/>

She has a blog, but is not current



SWANSON'S FABRICS

https://www.tiktok.com/@swansonsfabrics/video/7064966183740804399?is_copy_url=1&is_from_webapp=v1&lang=en

<https://www.instagram.com/p/CdBs6HdONCz/>

<https://www.facebook.com/SwansonsFabrics/>



MADALYNNE INTIMATES + LINGERIE

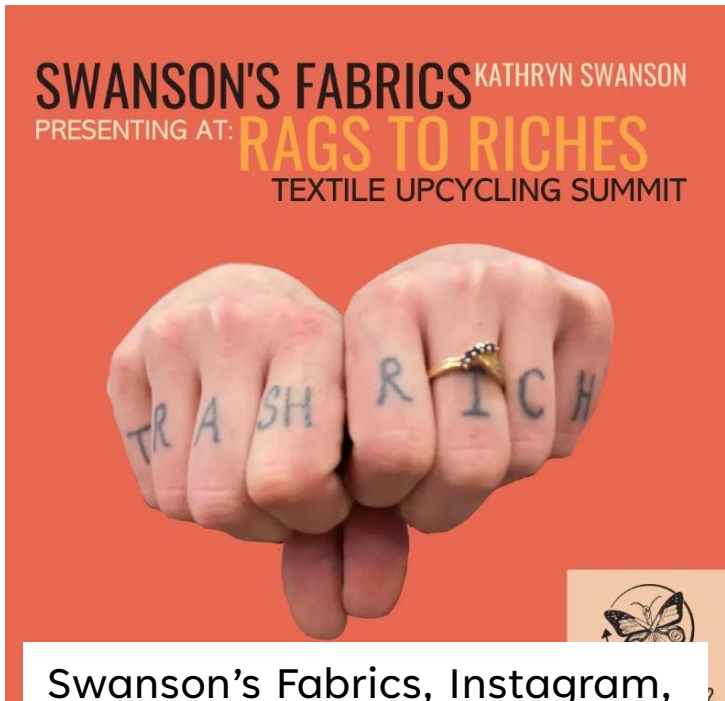
https://www.tiktok.com/@mmadalynne/video/7085441279726751022?is_copy_url=1&is_from_webapp=v1&lang=en

https://www.instagram.com/p/CdA9_z6uvvJ/

<https://www.facebook.com/maddiemadalynne/photos/pcb.5253078258086618/5253078131419964/>



Madalyne Intimates + Lingerie, Instagram,
Posted May 1, 2022



Swanson's Fabrics, Instagram,
Posted April 14, 2022

TO NOTE: SMALL BUSINESS ACCOUNTS

LOWER/MIXED QUALITY PRODUCTION

- Different platforms, different logos

MULTIPLE PLATFORMS

- Not necessarily duplicate posting,
- ex: Facebook just used to display items for sale

MID TO HIGH FREQUENCY POSTING

SEMI-PROFESSIONALLY MANAGED

- Likely to be managed by the small business owner

LOTS OF SEWING-RELATED TIPS AND TRICKS

TRYING TO DIRECTLY SELL YOU SOMETHING

- ***Their personalities and philosophies shine through***

EXAMPLES OF INDIVIDUAL SEWISTS



KAT MAKES

https://www.tiktok.com/@kat.makes/video/7083313948832845057?is_copy_url=1&is_from_webapp=v1&lang=en

https://www.instagram.com/p/Cb_NsiavFGG/

No Facebook account



BACK POCKET PROJECTS

https://www.tiktok.com/@backpocketprojects/video/7088849124975676718?is_copy_url=1&is_from_webapp=v1&lang=en

<https://www.instagram.com/p/CbxhHDUuVjF/>

No Facebook account



LEXI SYLVESTER

https://www.tiktok.com/@slyqueer/video/7083274486329429291?is_copy_url=1&is_from_webapp=v1&lang=en

No public Instagram
only one post on
Facebook



JITTER BY BUG

https://www.tiktok.com/@jitter_by_bug/video/7085793470912400686?is_copy_url=1&is_from_webapp=v1&lang=en

https://www.instagram.com/p/CSZ_JUIhMzM/

No Facebook account

EXAMPLES OF INDIVIDUAL SEWISTS

TGAMBLE777

<https://www.instagram.com/p/CXWWvooF1Mg/>

No TikTok account posts, no Facebook account sewing posts



Tgamble777, Instagram,
Posted December 11, 2021



Kat Makes, Instagram,
Posted April 5, 2022



TO NOTE: INDIVIDUAL SEWISTS

LOWER/MIXED QUALITY PRODUCTION

- Different platforms, different logos

SINGLE OR MULTIPLE PLATFORMS

- These people are running individual, personal accounts, some are transitioning to more business-related accounts (e.g., Etsy)

POSTING IS HIGHLY VARIABLE

PERSONAL SOCIAL MEDIA ACCOUNTS

- Not just sewing – cats, kids, other hobbies show up

GENERALLY, NOT TRYING TO SELL YOU ANYTHING

- **Authentic voices, room for everyone**

LESSONS FROM SHADE

SHADE

[Our Work](#) [Roster](#) [About](#) [For Creators](#) [Contact](#)



We're a full-service agency on a mission to diversify influencer marketing.

A CONSISTANT, PROFESSIONAL SOCIAL MEDIA PRESENCE COSTS \$\$

- Micro-influencers can earn up to \$10,000 annually

THEY HAVE A LOT OF TOOLS

- Finding and vetting SMI
- Communication with their SMI
- Measuring engagement

HIGHLIGHTING DIVERSITY INCREASES ENGAGEMENT

- Everyone likes to “see” themselves

A SOLID SOCIAL MEDIA PRESENCE DOESN'T HAVE TO BE PROFESSIONALLY MANAGED

- SHADE develops big-time SMI by choosing and nurturing small, successful social media posters

PRELIMINARY RECOMMENDATIONS

1

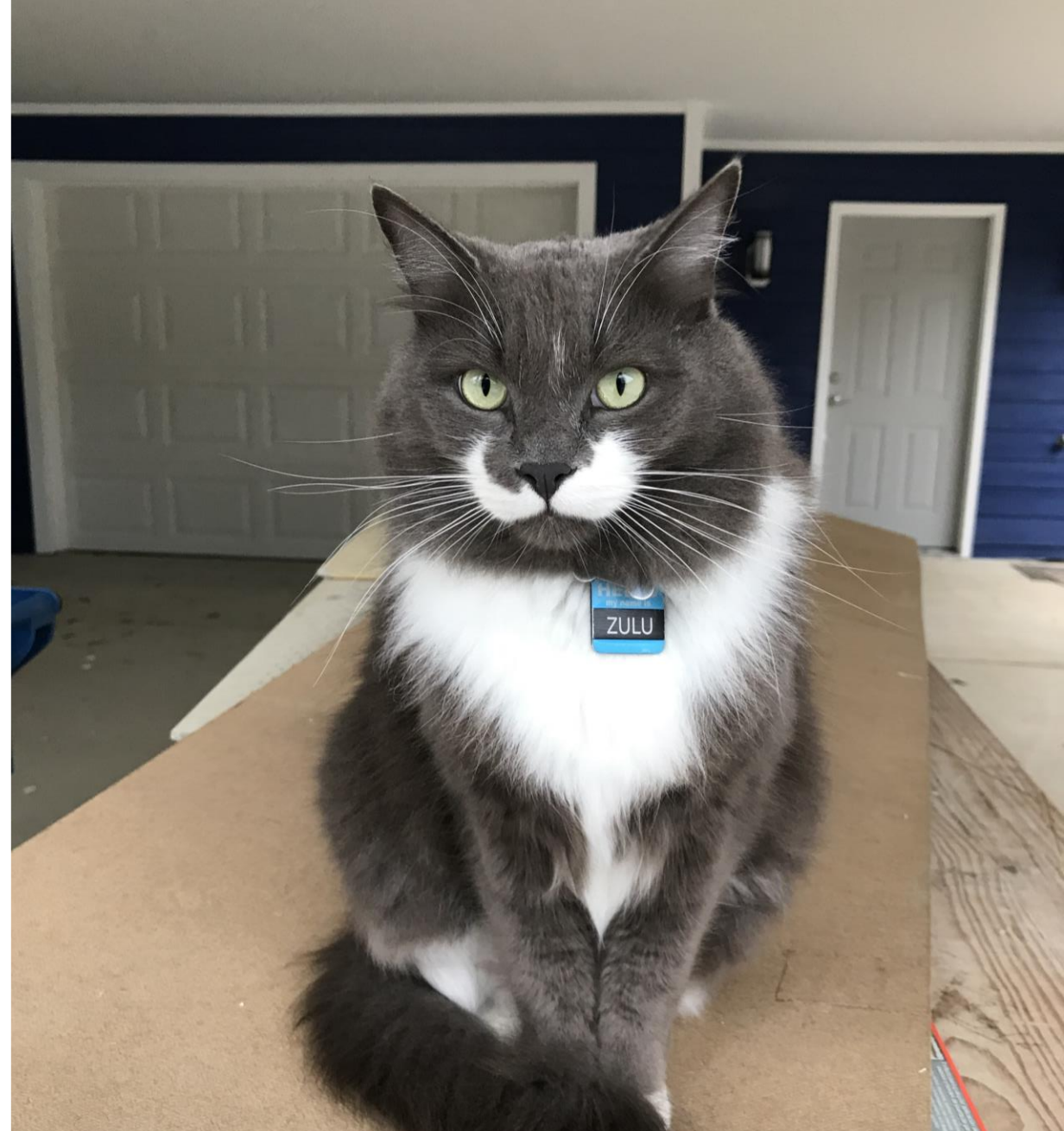
- Are ASG members already posting?
- Are SMI willing to post about ASG?
- What content engages your current and potential future members?

2

- Consider crowd sourcing.
- Talking points and guidelines help.
- Is it possible to provide incentives?

3

- Measure engagement (current, future).
- If you want a social media presence, it has to be an ongoing priority



THANK YOU

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