






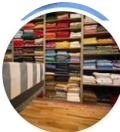











Raleigh ASG Presentation: Sewing-Related Social Media
Theresa Gamble, May 5, 2022

Name	TikTok	Instagram	Facebook	Comments
Professional Accounts				
Mulberry Silks & Fine Fabrics 	No TikTok Account	https://www.instagram.com/mulberrysilks/ https://www.instagram.com/p/Cc7sVrMucUU/	https://www.facebook.com/MulberrySilk/photos/a.10154623263561728/10158926703586728/	Duplicate posting across platforms
Joann Fabrics and Crafts 	No TikTok Account	https://www.instagram.com/joann_stores/	https://www.facebook.com/JoAnn/photos/pcb.10158820708643295/10158820708458295/	Duplicate posting across platforms
Liberty London 	No TikTok Account	https://www.instagram.com/libertylondon/ https://www.instagram.com/p/CcxMSaIc9b/	https://www.facebook.com/libertylondon/photos/a.392769462470/10158277967607471	Duplicate posting across platforms
Mood Fabrics 	https://www.tiktok.com/@moodfabrics/video/7091723654437883178?is_copy_url=1&is_from_webapp=v1&lang=en	https://www.instagram.com/moodfabrics/ https://www.instagram.com/p/CcEMTZpx1T/	https://www.facebook.com/mood.fabrics/videos/522526169249970	Duplicate posting across platforms

Name	TikTok	Instagram	Facebook	Comments
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/ureshiidesign/ https://www.instagram.com/p/CcsgBFsrWpm/	https://www.facebook.com/ureshiidesign/shop/?ref_code=search_hcm_cta&ref_surface=global_search	<ul style="list-style-type: none"> • Different platforms, different logos • Uses Facebook just to list items for sale – no other type of posting
BBE Handbags 	https://www.tiktok.com/@beeutfulbagsetc/video/7061647585613729070?is_copy_url=1&is_from_webapp=v1&lang=en	No Instagram account	No Facebook account	<ul style="list-style-type: none"> • Has a website for her sales, includes a blog, but last blog post was 2021 • https://www.beautifulbagsetc.com/
Swanson's Fabrics  	https://www.tiktok.com/@swansonsfabrics/video/7064966183740804399?is_copy_url=1&is_from_webapp=v1&lang=en	https://www.instagram.com/swansonsfabrics/ https://www.instagram.com/p/CdBs6HdONCz/	https://www.facebook.com/SwansonsFabrics/	<ul style="list-style-type: none"> • Fascinating business model, different logos • She collects old and left-over fabrics – home and industrial and sells everything for \$4/yard • She is strongly into upcycling, and emphasizes how much high quality fabric is available for everyone to work with
Madalynne Intimates and Lingerie   	https://www.tiktok.com/@mmadalynne/video/7085441279726751022?is_copy_url=1&is_from_webapp=v1&lang=en	https://www.instagram.com/mmadalynne/ https://www.instagram.com/p/CdA9_z6uvvJ/	https://www.facebook.com/maddiemadalynne/photos/p.cb.5253078258086618/5253078131419964/	<ul style="list-style-type: none"> • Working hard to be inclusive – race, body size, age, sewing level, etc.; different logos

Name	TikTok	Instagram	Facebook	Comments
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/kat.makes/ https://www.instagram.com/p/Cb_NsiavFGG/	No Facebook account	<ul style="list-style-type: none"> • Talks a lot about the creative process – I just love her!! • Different logos • She talks about how it takes time to make videos
Back Pocket Projects 	https://www.tiktok.com/@backpocketprojects/video/7088849124975676718?is_copy_url=1&is_from_webapp=v1&lang=en	https://www.instagram.com/backpocketprojectsetsv/ https://www.instagram.com/p/CbxhHDUuVjF/	No Facebook account	<ul style="list-style-type: none"> • Super creative!! • I didn't realize that she sells things on Etsy until I made this presentation. • It looks like her IG is her more "business-y" account
Lexi Sylvester 	https://www.tiktok.com/@slyqueer/video/7083274486329429291?is_copy_url=1&is_from_webapp=v1&lang=en	No public Instagram account	One post on Facebook	<ul style="list-style-type: none"> • Great inspiration for transwomen, and how hard it is to buy clothes – so she makes them!
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/jitter_by_bug/ https://www.instagram.com/p/CSZ_JUIhMzM/	No Facebook account	<ul style="list-style-type: none"> • I believe this is a student in fashion design or textiles who is grooming her social media for her professional profile.
Theresa Gamble 	No posts	https://www.instagram.com/tgamble777/ https://www.instagram.com/p/CXWWvooF1Mg/	No sewing posts	I am (very!) proud of my sewing posts and would be happy to #ASG and/or #RaleighASG when I post. Maybe there are many others like me 😊

SUMMARY

Professional Accounts

- **High quality production**
- **Multiple platforms**
 - Less likely to be on TikTok (maybe)
- **High frequency posting**
 - Joann's was posting on Sunday while I put together this presentation
- **Professionally managed**
 - Likely to be managed by paid social media staff
- **Trying to indirectly sell you something**
 - *These accounts are beautiful eye candy*

Small Business Accounts

- **Lower/mixed quality production**
 - Different platforms, different logos
- **Multiple platforms**
 - Not necessarily duplicate posting, e.g. 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*

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 something**
 - *Authentic voices, room for everyone*

Lessons from a Social Marketing Agency

(SHADE, <https://www.shade.co/>)

- 1. A consistent, professional social media presence costs \$\$**
 - a. Micro-influencers can earn up to \$10,000 annually
- 2. Social marketing agencies have a lot of tools**
 - a. Finding and vetting social media influencers (SMI)
 - b. Communication with their SMI
 - c. Measuring engagement
- 3. Highlighting diversity increases engagement**
 - a. Everyone likes to “see” themselves
- 4. A solid social media presence does not have to be professionally managed**
 - a. SHADE develops big-time SMI by choosing and nurturing the growth of small, successful social media posters



NOTES:

Preliminary Recommendations (PR)

PR #1 – What already exists and what engages/interests viewers?

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

PR #2 – How could ASG make it easy or motivate people to post?

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

PR #3 – What are some critical factors?

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

NOTES:

