

## Handout for Social Media - 10/23/2020 NCQC Teacher Roundtable By Youngmin Lee

Maximize use of social media - Facebook, Instagram, Twitter, Youtube, Vimeo, Zoom, FB live, IG tv, Pinterest, hashtags #

- A. Good photo images and videos-Branding
- B. How often? Post regularly and repeat. scheduling sites or apps can be useful.
- C. Email marketing platforms: [Mailchimp](#), [Later](#), [Tailwind](#), [ConstantContact](#). Free vs paid version
- D. Easy Monthly Scheduling Template:
  - 1. Google doc-[Link to File](#)
  - 2. [Scheduling Apps](#)- Best 14 Apps
- E. Communicate with audience -post, check comments and reply, continuous storytelling style postings
- F. Networking

List yourself on

<http://globalquiltconnection.com/>  
<https://www.quilters-calendar.com/>  
<https://ncqc.net/meet-the-teachers>  
<http://www.sccqg.org/teacher-info.htm>  
<https://craftindustryalliance.org/>

Teaching venues

<https://www.emptyspoolsseminars.com/index.html>  
<https://artquilttahoe.com/>  
<http://www.madelineartschool.com/>  
<https://pacificnorthwestartschool.org/>  
<http://www.mendocinoartcenter.org/>  
<https://www.quiltfest.com/>  
<https://www.quilts.com/>  
<https://www.thefestivalofquilts.co.uk/>

Best scheduling app blog posting.

<https://blog.hubspot.com/sales/best-scheduling-app>

Scheduling Platforms

<https://mailchimp.com/>  
<https://www.constantcontact.com/>  
<https://later.com/>  
<https://www.tailwindapp.com/>

Youtube tutorials

<https://www.youtube.com/c/Tailwindapp/videos>  
<https://www.youtube.com/channel/UCxiKWDY5JIQmRAC84dnfVkg>  
[https://www.youtube.com/watch?v=9i\\_WVm5LPSc&ab\\_channel=SantrelMedia](https://www.youtube.com/watch?v=9i_WVm5LPSc&ab_channel=SantrelMedia)