
FACEBOOK FOR FELTMAKERS – A BALANCED APPROACH

WHAT MAKES A GOOD FACEBOOK PAGE?

My last article gave you some tips on setting up a Personal Profile and a Business Page on Facebook. There are various reasons for setting up your own Feltmaking Business Page, such as:

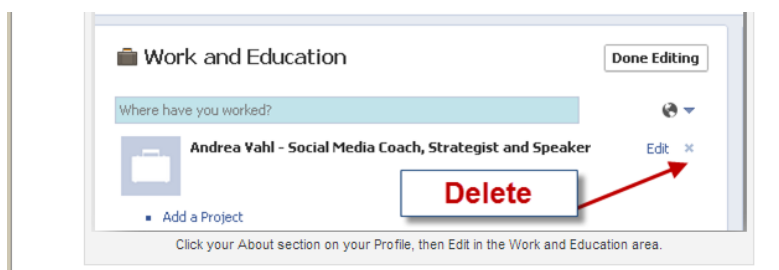
- becoming part of a worldwide creative community
- promoting your work and the work of those you admire
- finding and sharing inspiration
- discovering new workshops, suppliers, outlets, competitions, opportunities
- giving and receiving advice
- being informative and interesting

A good Facebook business page is a combination of all of these, the key issue being one of give and take; of sharing. Get the balance right and you should succeed in creating an interesting, friendly place that people will enjoy visiting.

THE CONNECTION BETWEEN PERSONAL PROFILE AND BUSINESS PAGE

We have already looked at some of the differences between a Personal Profile and a Business Page. However, they still need to work in tandem in order to be effective.

1. Your first followers are likely to be your Facebook Friends. So, make it easy for them to find your Business Page. This is very simple. When you are editing your Personal Profile, go to Work and Education in your **About** area and delete the entry **Where have you worked?** (see below).



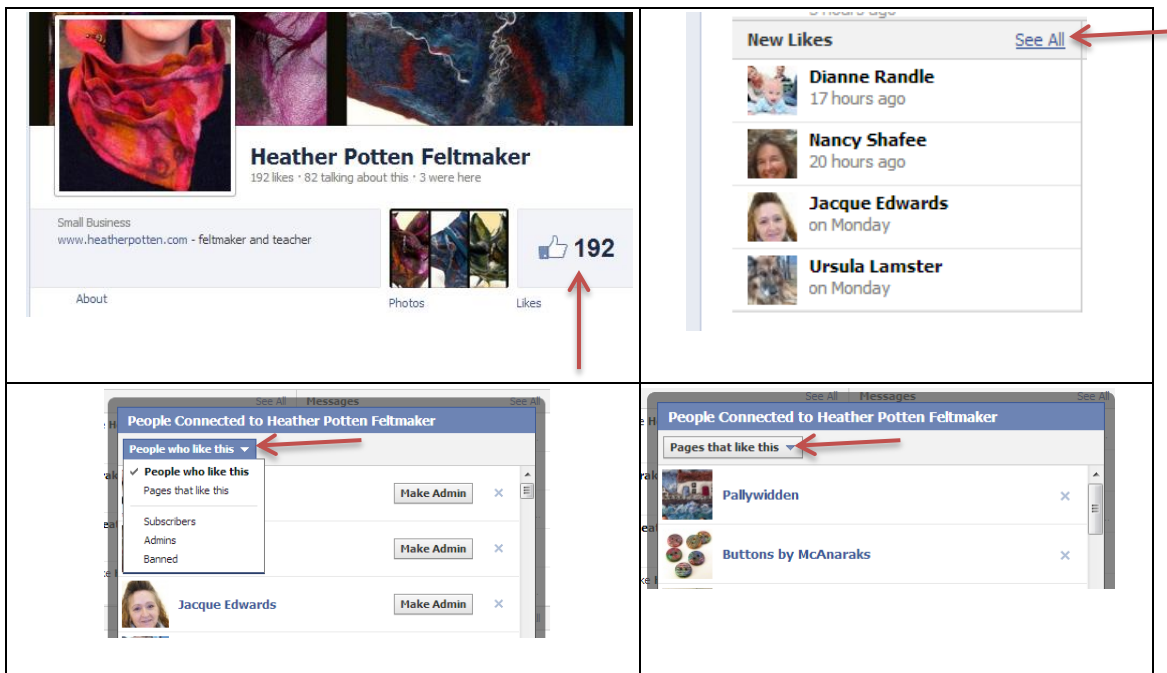
In the box that remains, type your Facebook Business page until it starts to appear and click on it. Add any additional information that is asked for. Now, if your friends hover over your **About** area, they will be able to see your Page (see below):



2. Now that you have a Personal Profile and a Page, you can use Facebook as either. To switch between the two, click on the **Use As** icon to see your Page and select it. So now you can visit and LIKE Pages from your Personal Profile or from your Page. There is, however, one important difference.



For the number of LIKES to appear on someone's Page, you need to LIKE it from your Personal Profile. This is bewildering (and frustrating)...but the following series of images may help. The first image shows that 192 people have liked my page from their Personal Profile. However, on going to my admin panel and clicking on **See all**, you will notice that below **People who like this** there is another list, not usually visible, of **Pages that like this**...and there are the rest of my followers.

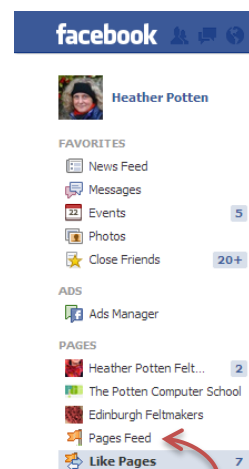


FINDING AND LIKE-ING OTHER PAGES

Obviously there are all kinds of reasons for following a Page. Some will be purely personal....a friend, a neighbour, a family member, a local business, a favourite author....the list is endless. As a feltmaker, I want to connect with:

1. Feltmakers
2. Anyone working with textiles, colour, texture, design, fashion
3. Galleries, markets, retail outlets, exhibition spaces, arts funders
4. Suppliers of materials for feltmaking

To kick-start your search for Pages, go to the News Feed for your Personal Profile. In the left-hand pane, click on the **Like Pages** icon. You will see a list of Recommended Pages. Hover over these pages to find out which of your Friends follow them. Visit the Pages that spark your interest and click on LIKE. From now on, this Page's Posts should show up on your News Feed. However, if you want to check their posts, then have a look at the Pages Feed.



POSTING

One of the strengths of Facebook is its visual appeal...which is a gift for us as feltmakers. Photographs are the most powerful way of attracting attention. Accompany your posts with as many interesting and varied images as you can:

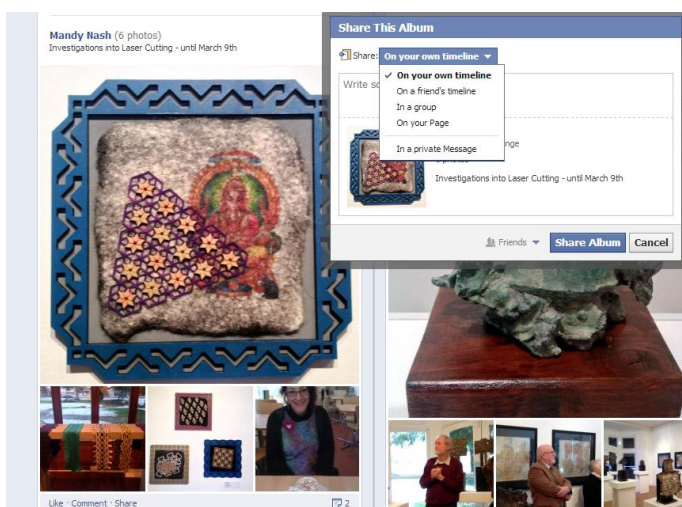
1. Pictures of your finished work and where it is going: to a gallery, into your Etsy shop, to a private client.
2. Your inspirations....it could be a particular piece of fabric, new wool or fibres, a photograph, the space your piece is to go in.
3. Create a daily diary of a piece. A wonderful example of this is Mick Oxley's painting diaries on his Gallery Page (see opposite).
4. An exhibition you are participating in.
5. A workshop you're running or have attended.
6. A new supplier, technique, piece of equipment.
7. Links to useful webpages or video clips.



INTERACTING

The easiest way to show your appreciation of a post is to LIKE it. That's fine, but it's obviously much more personal to add a comment, particularly if the Post poses a question. If you want to be sure your comment will get to the right person, include their name in it. This will notify them of your comment.

The best way to create and maintain a good vibe and promote the community spirit is Sharing Posts. It's worth pointing out that, just as you can use Facebook as your Personal Profile or as your Page, so you can share to different spaces. As you look through your News Feed or some of the Pages you follow, you will find Posts that you think your Friends, your followers or one person in particular will find interesting. So choose where to Share to.



Here, I have found an album of Mandy Nash's work that I'd like to help promote. After clicking on **Share**, a window pops up giving me the option of sharing it onto **Your own timeline** (ie my Personal Profile), **On a Friend's timeline** or **On Your Page**. So now I can decide how to maximize the Share.

Well, I think that should be enough to be getting on with, don't you? If you have any questions, do contact me....you know where I am.

In the meantime, I would just like to thank Jan Waller, for the use of her Page **Love, Make, Think** in my previous article, Mick Oxley for the extract of his painting diary on his **Mick Oxley Gallery** Page, Mandy Nash for her **Investigations into Laser Cutting Album** and all the suggestions for how make the most of a Facebook Business Page from Lee Ann Walker, Jacky Cardy Textiles, Buttons by McAnoraks, Nancy Shafee and Alison Farnsworth.