

FACEBOOK FOR FELTMAKERS – GETTING INVOLVED

By now, I hope that you have had the confidence to set up your Personal Profile and Business Page on Facebook. I am delighted to say that at least one feltmaker has taken the plunge and made a fantastic job of her new Page. Welcome to Facebook, Gladys Paulus.

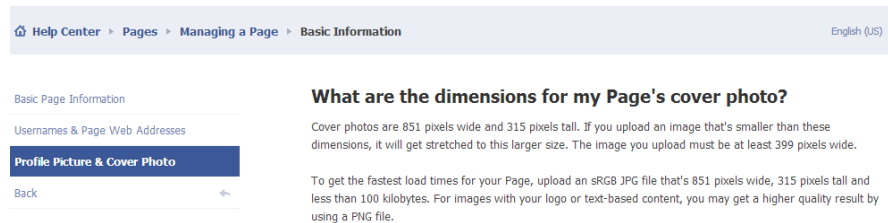
Looking at Gladys' Facebook page, there are a couple of points which are worth thinking about.

THE LOOK

Your Facebook page should be an extension of your 'brand' and, as such, works best if it reflects your other presence(s) online. Here, Gladys has used a high-quality photo from her website as her cover photo.

Facebook has their terms and conditions about Cover Photos which, in a nutshell, indicate that your Cover should be an eye-catching photo that does not include promotional graphics such as website names, calls to action and so on. Here, the picture with Gladys' name and title are very effective (and stay within the guidelines). Equally, her Profile pic is of her, doing what she does so well.

If you use a standard landscape photo, you may find that not all of it shows on your cover, which may not matter. However, you can create a specific image or collage of images to fit the Cover exactly. To find out more about cover photos, the Help Center will tell you the dimensions to use.

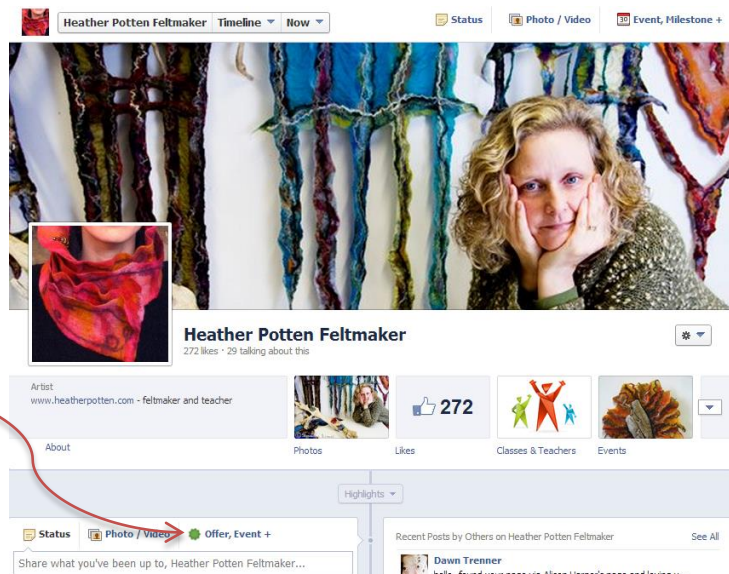


EVENTS

You will notice that Gladys has an Events section in which she has advertised her workshops.

Here's how to create an Event on Facebook. As a member of the Edinburgh Feltmakers, I have offered to create and promote our next get-together in June, so let's have a look at how I do it.

When you look at your Business Page as the administrator, there are various places to go to when you want to create an event....when you first start out, the most likely place to look is here:



Once clicked on, the Event link will bring up this window, which you fill with the basic details...you will be able to Edit these in a moment, so it doesn't have to be perfect.

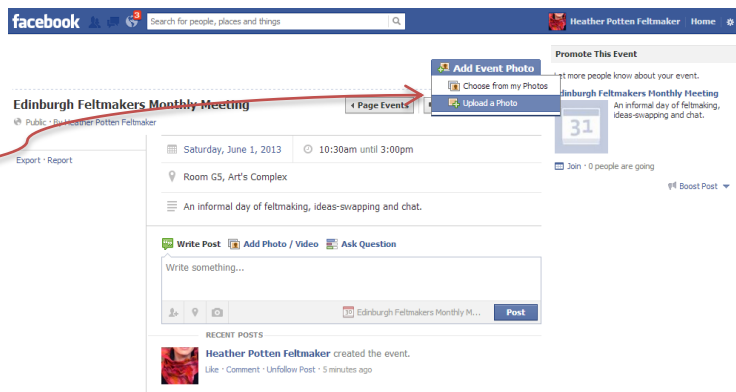
Where you list the details, include a link to your website (or wherever there is most information about the event). Try, also, to make sure that your location links to a website or Googlemap, if possible, so people can check how to get to your event.

Note also that the date format is US not UK! 😊

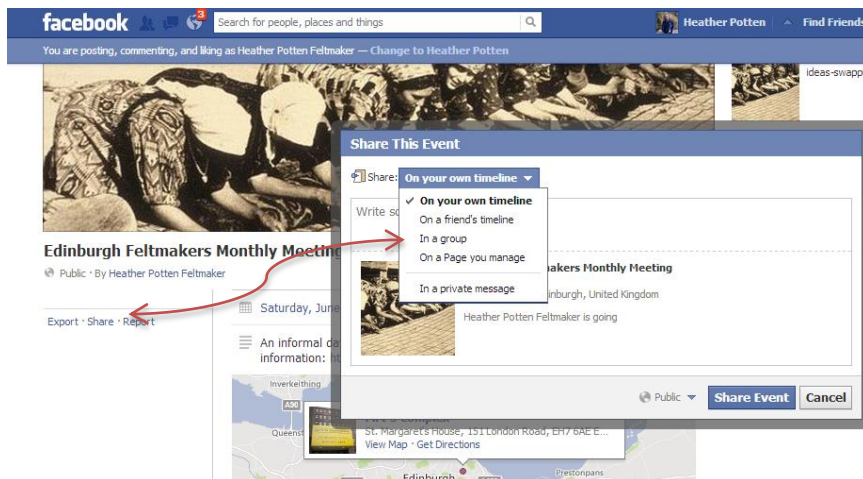
Click on Create* when you have finished.

*Note that the window pictured here is the Edit mode...after making your changes, click Save.

Here on the Editing page, you will want to add an Event Photo. This can be one of the photos you already have on Facebook or you can upload a new one from your Pictures.



Finally, and this is the tricky part....you will want to share the event with other feltmakers. To do this, you need to swap back into your Personal Profile, click open the event on your Business Page and then start Sharing – see below. Yes, it is a bit clunky....if you can find a better way, please let me know.

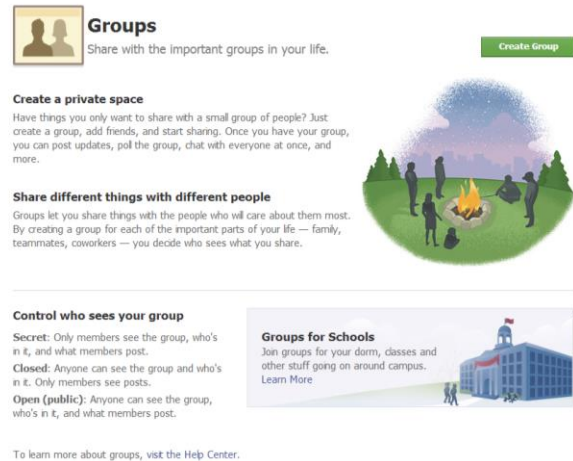


So now, I can share the event onto my Personal Page, onto other feltmakers' pages, onto the Edinburgh Feltmakers page (which I manage) and onto the IFA group page. What a perfect segue into the last part of this article: Groups.

GROUPS

Facebook says this better than I could, so here you go....pretty self-explanatory. You will be able to find out what other feltmakers are up to, ask questions (I recently asked for advice on which drum carder to buy), and also let people know about events they might be interested in.

You may want to start up your own group at some point, but for now, I will just suggest a couple of groups you might like to join.



Groups
Share with the important groups in your life. [Create Group](#)

Create a private space
Have things you only want to share with a small group of people? Just create a group, add friends, and start sharing. Once you have your group, you can post updates, poll the group, chat with everyone at once, and more.

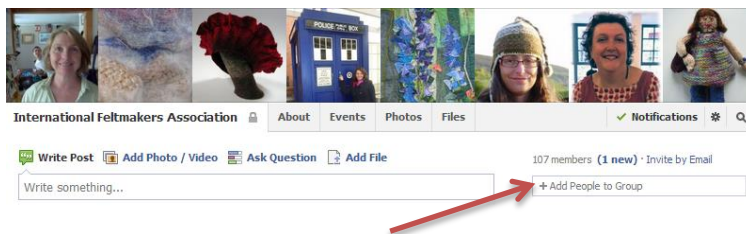
Share different things with different people
Groups let you share things with the people who will care about them most. By creating a group for each of the important parts of your life — family, teammates, coworkers — you decide who sees what you share.

Control who sees your group
Secret: Only members see the group, who's in it, and what members post.
Closed: Anyone can see the group and who's in it. Only members see posts.
Open (public): Anyone can see the group, who's in it, and what members post.

Groups for Schools
Join groups for your dorm, classes and other stuff going on around campus. [Learn More](#)

To learn more about groups, visit the [Help Center](#).

First and foremost, is our very own International Feltmakers Association Group. To find it, go to your Personal



Profile and type in the full name of the Association. Make sure that the search result states Group (of course, you can also Like the IFA Page, but it's not the same thing). When you get there, you will see that it is a Closed Group. This means you have

to Propose yourself (or get a Friend to add you). Your membership of the group will then have to be approved by the administrators (in other words they need to check that you are an IFA member). From then on, you will be notified of any new posts on your News Feed.

Secondly, you might want to join Felt United...this is another international Group which focuses on felt in all its many manifestations....the current pinned post is all about the theme for this year's FeltUnited day on 5 October...Water.

Groups are another way to continue to promote the sense of being part of a community which is really Facebook's greatest strength.



PINNED POSTS

Nicola Brown
Dawn and I are thrilled to announce that the theme for this years FeltUnited day is WATER!!! On Saturday 5th October 2013 people from all around the globe will join together to celebrate working with felt, why don't you join us and share in the fun? There are many ways in which you can celebrate our wonderful yet ancient craft, here are just a few ideas to get your creative juices flowing!

show your felt to your neighbours, to your family, to an audience
hang a felt piece on your front door or in a gallery
decorate a fence, statue, building, park or yourself!

...
[See More](#)
— with Dawn Edwards and 2 others.



Just a final word from me about Facebook. Even as I write this, there's a fair chance that somewhere in the Facebook empire, more changes to it are in the pipeline. I think even the most dedicated Facebook user will agree that nothing stays the same for long. One complaint that I have seen frequently is that it doesn't seem to matter how popular your Facebook page appears to be, your admin panel tells you that only 50 people saw your last post....and then you are encouraged to pay to Promote your posts. You can decide to do that, but you need to research it extensively before you do, or you may find you have wasted your money.

When it comes down to it, Facebook is fun (and possibly a little addictive). At its best, it can help you get in touch with other feltmakers, help you promote your work and events, keep you in the loop about opportunities and maybe even help you evaluate your own practice. But when you realize you are spending more time on the computer than in the studio, you know it's time to redress the balance.