

BANKS MILL

OPEN STUDIOS



SOCIAL MEDIA HANDBOOK

EVENT DETAILS

The Banks Mill Winter Open Studios is an annual event hosted by Banks Mill Studios, Bridge Street.

As well as seeing first hand how our artists create their unique designs and handmade products visitors can also buy original work directly from the artists themselves, something that can't be experienced on the high street. Or meet one of our creative service providers; from branding and website design, digital and video promotion or photography services.

Location

Banks Mill Studios
71 Bridge Street
Derby, DE1 3LB

Date(s)

22 - 24 November 2019

Time(s)

Fri, 5pm-8pm; Sat & Sun 10am-5pm

Handbook produced on behalf of Banks Mill Studios by:

Applebox Designs - www.appleboxdesigns.co.uk

Long Trousers - www.long-trousers.co.uk

EVENT PAGES

Facebook Event

We have created a Facebook event page, where we are sharing all of the latest Open Studios information for members of the public, which can be found here:

<https://www.facebook.com/events/1302230636615197/>

IMPORTANT INFORMATION REGARDING THE SHARING OF THESE LINKS

Please do not create your own event pages via social media. Creating multiple event pages will dilute the effect of a singular source for promotions, and confuse with any adverts that Banks Mill will be circulating on behalf of the event.

We ask instead that you share the above links with your followers (and directly invite them to attend) as well as your mailing lists so that the committee can best review how effective these promotions and their engagement have been for this year's Open Studios.

If you have any questions at all, please direct them to Karen at K.Holland@derby.ac.uk

WHY USE SOCIAL MEDIA?

Social media is the most effective way to engage with potential event attendees and future customers, gain exposure for the occasion from local press and small businesses, and generate a buzz around the proceedings; both before and during the event.

Social media use for events can be grouped into three main categories:

- To **promote** your event to potential new followers
- To **enhance** your follower's experience of the event
- To **support** future activities and events you take part in

We invite you to use this handbook to learn how to promote the Banks Mill Open Studios event on your individual social media channels, and take part in our week long hashtag challenge!

You can follow Banks Mill's social media network via these links:

twitter.com/banksmillstudio

facebook.com/BanksMillStudios

instagram.com/banksmillstudios

NOTE: We do not recommend that you link your social media accounts together as this will deter visitors from engaging with cross-posted content. For example, images shared via Instagram will convert to a linked URL on Twitter which will not generate a visually impactful post.

Please note, we recommend that you vary your posting style to fit each platform's strengths. Eg. use Instagram for more visual posts; Twitter for short promotional messages and Facebook for more engaging content.

If you have any questions at all about social media, please get in touch with Karen at K.Holland@derby.ac.uk to schedule your one-to-one training session.

HASHTAGS

What is a hashtag?

A hashtag is a word or phrase (containing no spaces) that follows a # symbol and is used to identify specific posts on social media, and will often automatically create a link within the post that will link to other posts that have used the same hashtag (allowing people to use them to search for related posts). Hashtags help users to more easily navigate posts and engage in larger online conversations.

Recommended #hashtags

When promoting the Banks Mill Open Studios event please ensure you use the **#BanksMillOS2019** hashtag so that all posts created to promote the event will be linked together. Other hashtags to include are **#banksmill** and **#banksmillstudios**

Please also consider tagging Banks Mill's social media accounts using the @ symbol in your posts so we can see them and repost them from our account!

For example, **@banksmillstudios** for Instagram.

Fun fact: The first person to use a hashtag (as we know it today) was twitter user @chrismessin in 2007, although it didn't come into popular use until 2009 when twitter began linking them.

@ HANDLES

What is an @ Handle?

In the online world, a handle is another word for a username. It is most often superseded by an @ (at) symbol.

You can reference other users in a social media post using the @username function, which will both turn into a link to their social media profile (on Twitter and Instagram) and notify them that they have been included in your post.

For example, to mention another Twitter user in your post, simply type an @ (at) symbol immediately before the user's handle. A link to the user's profile will show up in the published tweet and the user will be notified that you have mentioned or replied to him or her. The same will apply in Instagram.

On Facebook, the @handles work a little differently... In your post, when you would like to mention another user's Facebook page, you should type the @ (at) symbol and begin typing the name of that person (or their public page) and a drop down list will appear for you to be able to select the user/page you would like to link.

For example, if you would like to link Banks Mill Studios to your post, it will look something like this:



Fun fact: The term "handle" dates back to the 1970s and comes from Citizens Band radio (CB radio), a short distance radio communications medium. CB radio users would identify themselves by unique nicknames, which became known as handles. When online chat became popular in the 1990s, the term "handle" transferred to the Internet and became a common way for users to identify themselves online.

HASHTAG CHALLENGE

We invite you to take part in our **#BanksMilIOS2019** instagram hashtag challenge! Each day, refer to our daily prompts to create posts on your social media to promote yourselves and the upcoming Open Studios event. **The challenge begins on 16th Nov.**

We recommend that you look ahead and take photographs / write your posts well in advance of the dates. You could also employ an app like Hootsuite (www.hootsuite.com) or Buffer (www.buffer.com) to schedule your posts.

Date(s)	Subject / Daily Hashtag	Description
Sat 16th Nov	Meet the Maker #meetthemaker	Introduce yourself and your studio (business). Include your studio/floor number. Talk about your work and what you do. How and why did you start your business? When did you move into your studio space? What do you describe yourself as? (eg: a maker / artist / service provider - a ceramicist / printmaker / painter etc). Why is the title significant to you?
Sun 17th Nov	Your Favourite Tool #myfavouritetool	Explain what it is, where you got it, what you use it for and why it is your favourite.
Mon 18th Nov	Time-lapse / Video #timelapse <u>or</u> #wip	We encourage you to share a short clip of yourself working in the studio. If you don't have the ability to make a timelapse or short video, post a work in progress photo instead!
Tues 19th Nov	Hands at Work #workinghands	Take a photograph of your hands at work. This can be a work in progress shot to promote something you are currently producing or a staged photograph with your tools/materials.
Wed 20th Nov	Favourite Project #myfavouriteproject	Take a photograph of and discuss your favourite project or piece of work.
Thurs 21st Nov	Networking #banksmillnetwork	Recommend a fellow Banks Mill studio / business (share their social media handles for your followers).
Fri 22nd Nov	It's Here! #preview	Take a photograph or video of your completed studio set-up before the doors open for the launch event!

We encourage you to take photographs during the event and post a **'thank you'** message to followers and visitors after the Open Studios weekend has finished, and promote next year's dates (20th-22nd November 2020).