Social Media Guidelines

Social media offers the opportunity to connect with your audience on a deeper level and build your online presence. Here are some tips and tricks to making those posts count!

- If you have a social media account, use it regularly. Building an audience takes time, and that is achieved through consistent attention to the account. That doesn't mean you need to post daily! **Find a rhythm that works for you and stick with it**. It is better to have one or two quality posts per week versus daily posts that are not focused on your brand.
- Take the time to set up a business account. A public personal account is not the same thing! The League will only share or tag business pages.
- A business page on Facebook allows access to insights on the people interacting with your account (age range, where they are located, etc) and the ability to use paid advertising.
- If you only have time to use one platform, pick the one that best serves your demographic and update that one consistently. Facebook leans toward an older crowd and Instagram to a younger crowd. Don't venture into new platforms unless you have the time to invest in regular updates. It is ok to only use Facebook or only use Instagram if maintaining two accounts seems overwhelming.

Building an audience takes time. Find a rhythm that works for you and stick with it.

Using Hashtags

Hashtags are clickable links in social media that take the viewer to a selection of other posts using that hashtag. They are an effective way of reaching more people and increasing your engagement.

Instagram

- Using popular hashtags can increase your personal audience. You are looking for people to like, comment on and share your post. The more someone interacts with your posts the more people will see them.
- Reels receive higher engagement than photos. Consider creating a behind-the-scenes reel illustrating your process or talk about what inspires you!
- We only reach a percentage of followers each time we post so regular posting of engaging content is key. Posts using a high engagement hashtag will be delivered to more people. This is absolutely a popularity contest—but remember, having amazing work puts you ahead of the curve. Pair a good photo of your work or a behind-the-scenes reel with some simple text and you will have a winning combination.
- **Always search a hashtag BEFORE you add it to your posts**—you might be surprised at what comes up! Make sure the grouping you see is a place where you would like your posts to be seen. If you participate in other groups for shows or sales—check to see what hashtags they recommend for promotion.
- There are limits to how many hashtags you can use in a post—Instagram is 30. The key here is to focus on quality, hyper-relevant hashtags. Five to ten hashtags are better than none.
- Post hashtags at the end of your post or in the first comment on a post.
- **You do not need to put hashtags on separate lines or separate them with commas.** Separate your hashtags with a space between them. You cannot have spaces within a hashtag.

FOR MORE INFO: https://later.com/blog/ultimate-guide-to-using-instagram-hashtags

Facebook

Though not as widely used on Facebook, you can add hashtags to Facebook posts—some will search for them, and they are clickable links just like in Instagram. Less is more; experts suggest only two to three hashtags per post.

Commonly Used League Hashtags

#lovetheleaguenh #leagueartist #art #nharts #artsconnectnh #handmade #handcrafted #finecraft #craftsmanship #community #supportlocalartists #settingthestandard #artexhibition #basketry #calligraphy #clay #fiber #glass #leather #jewelry #metal #mixedmedia #photography #printmaking #wood #makersgonnamake #makersofinstagram

TIP: *Save your most used tags in a location on your device for easy copy and paste.*

Tagging

- Tagging another account creates a direct link to their social media account.
- Tagging is a great way to give a shout out to business partners, galleries where your work may be found, and other artists whose work you would like to support.
- The page you tag will receive a notification that they have been tagged. They may then interact with your post, increasing its visibility. Responding to this comment will also boost it.
- Those who follow the account you tag may also see your post—so again this can be an audience booster.

Instagram

You can tag within the text of a post, or on a photo in a post or story. To tag another craftsmen's account, type the @ symbol and the Instagram account's name.

Instagram tags for the League of NH Craftsmen and our Fine Craft Galleries:

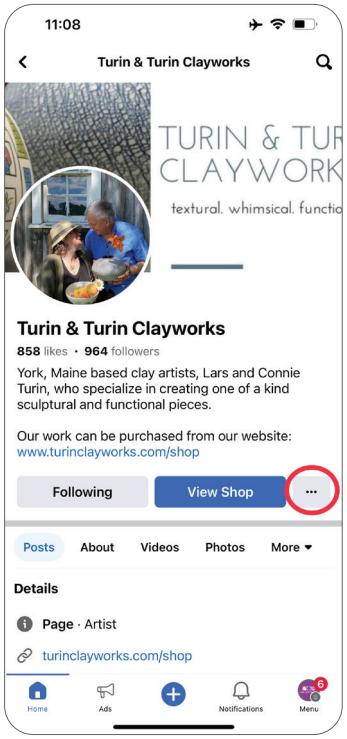
@Leagueofnhcraftsmen	League HQ in Concord
@Leaguenhcraftsmenconcord	Concord Gallery
@leagueofnhcraftsmen_hooksett	Hooksett Gallery
@leagueofnhcraftsmen_littleton	Littleton Gallery
@leagueofnhcraftsmen_meredith	Meredith Gallery
@leagueofnhcraftsmen_nashua	Nashua Gallery
@leagueofnhcraftsmen_n.conway	North Conway Gallery
@centersandwichfinecraftgallery	Center Sandwich Gallery

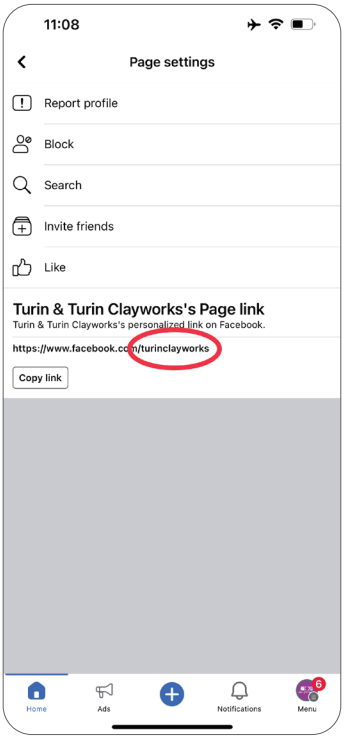
Tagging another social media account is a great way to increase your visibility.

Facebook

Facebook business pages can only tag other business pages in your posts—not personal accounts. And you need to type in the name of the page as it appears with the @ symbol in their URL—which is not always what you see at the top for the page name.

To find out what the URL is on a mobile device, click the ellipses to open the Page Settings. The business page name will show after the forward-slash in the web address. On desktop, simply copy the second half of the URL in your address bar.





EXAMPLE: To tag Turin Clayworks' business page, type in @turinclayworks—their account name will pop up—and click on it. You will see their business name in the post, not the @name. If you do not see the business page name highlighted as a link, then the tag is NOT complete.

Facebook tags for the League of NH Craftsmen and our Fine Craft Galleries:

@LeagueOfNHCraftsmen	League HQ in Concord
@concordleague	League Gallery in Concord
@HooksettLeagueofNHCraftsmen	Hooksett Gallery
@LittletonLeagueofNHCraftsmen	Littleton Gallery
@nhcraft	Meredith Gallery
@LNHCNashua	Nashua Gallery
@nhcraftsmengallery	North Conway Gallery
@sandwichhomeindustries	Center Sandwich Gallery

TIP: *Always begin a tag with the @ symbol. The tag becomes a clickable link after you click on the page name when it pops up.*

Adding Hyperlinks

Instagram

The only clickable URL you can have on Instagram is the one in your bio. Use a free application like LinkTree to have more than one link accessible through a single URL in your bio. Topics to consider in your LinkTree are events, special promotions, places to shop for your work, your website, and contact info.

Facebook

You can include URLs in your Facebook posts to link over to articles, webpages, and more.

Crossposting

Crossposting from Instagram to Facebook or vice versa, is a great way to expand your reach and save time. **Keep in mind that URL links in a post (which work on Facebook) will NOT work on Instagram.** This can be frustrating for people seeing your Instagram post if you direct them to a non-clickable link—and it cannot be copied from the text.

If you are crossposting from Instagram to Facebook, the tags DO NOT CARRY OVER. The account names on Facebook and Instagram are often not the same for each page, despite the accounts belonging to the same business. You will need to modify the posts individually to ensure correct tagging.

Connecting with our Account

The League will often share stories on Instagram. **Use the #lovetheleaguenh so we can see and share your post!** (Please note: with the latest changes to Instagram, only *Recent Top Posts* will appear in hashtag search results, so be sure you post engaging content!)

We are always adding new juried members to our "following" list, so we can follow and share your content. If you search the list and find you are NOT there—please send us your Instagram account name (business account please) and we will follow you! Thank you!

If you have questions, please reach out to **Sarah Nyhan**, *Communications and Administrative Director* at **snyhan@nhcrafts.org.**

The world of social media is everchanging. Taking time to educate yourself can lead to the development of an expanded customer base. Be open to trying new things!