April 10, 2019
CSP  Board Meeting - Social Media Report
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We have two concurrent exhibitions this month into which I've focused our account's outreach, as well as the initial announcements for the Annual Meeting and Lothar's workshop.

**Instagram (IG) Account**

**Analytics**
- Similar growth as last month. As of the writing of this report:
  - 94 New followers (total 735)
  - 24,188 total instances our posts were viewed (the highest/day was March 28th with 1,845 views)
  - 13,168 total accounts view our posts (the highest/day was March 28th with 940 unique accounts viewing our images)
  - 330 times visitors have clicked over to view our profile
  - 17 instances viewers have linked through to the CSP website from our IG feed.

**Print It!** @ the Danville Village Theatre Art Gallery Promotion
- Through the CSP Submittable service, I downloaded the rest of the artist images and the short statements each artist submitted for inclusion in the Print It! exhibition.
- I edited each image to fit in the square format for Instagram + included what contact information for each artist I had access to, or could easily locate through a search.
- Each artwork is scheduled in the Later App to auto-post through the close of the exhibition, april 20. (with the exception of Noah Breuer as his art work is identical to one I posted a few weeks ago).
- There have been multiple people posting info/images of Print It! as they visit the exhibition.
- The Gallery has also been promoting via IG several times per week.

**Regional Collective** @ the Turner Print Museum Promotion
- I requested each artist in the Turner Exhibition forward me an image, art work info and a sentence or two about their piece in the show.
- I received responses from most + made a 2nd request to the last half dozen artists who had not responded.
- I  edited each image for scale and composed info for each artwork and scheduled in the Later app to auto-post through the close of the exhibition April 13.

**New Members Profile Promotion**
- From the most recent portfolio review/acceptance I still have several member's whose introductions were set to populate through the end of April.

**Video**
- I had put out a request to members to forward me videos (video files) of their process or other fun print related things. So far I  Haven't received any.
- LinkIn.Bio
- The Later app has a feature called LinkIn.Bio it works like a Link-tree with individual posts as anchors to external websites though the web address in our instagram bio.
- I set it up 2 weeks ago with a few posts.
- I'm curious to see if viewers click though to external pages. If it's effective it could provide additional value to our members and also our own programs. So far its fairly minimal engagement
- ***https://linkin.bio/californiasocietyofprintmakers***

**Account Validation**
Instagram has a way to 'verify' the accounts of organizations (and high profile personalities + brands). This account tier allows accounts to add links directly to images and stories rather then a branching of web links through the bio.
- Often accounts with very high follower accounts are automatically given these added features by instagram.
- Business accounts, **such as ours**, can apply for verification. I have not been successful. I'm piecing together that I might need to first verify our FB account, for that I need a pdf copy of the ***CSP Articles of Incorporation***.

With the two exhibitions and New Member profiles, image posts are going out 2 times per day in order to have them all published by the exhibitions' close. This regularity has maintained a fairly steady level of viewer engagement. However, unless there are continual sources for me to easily draw posts from (ie the exhibitions) it is not a sustainable pace. I'll slide back to several times per week from images sourced through scanning member websites &

reposting from the members that have made themselves know on IG.

**Facebook (FB) Account**

### Analytics
- I haven't reported on this previously. In the past 28 days as of the time of this report:
    - 10 New followers (1,431 total)
    - 4,734 people were reached by our posts
    - 1,615 interactions with our posts by viewers
    - 205 times viewers have linked from a post into our FB ccount page to see additional info.
    - 263 views of videos.

### Contributor
- Michelle Wilson is still contributing regularly with interesting print world and art news articles to our FaceBook account. I'm adding in others as I see them.

### Canva
- Using the Canva.Work Desktop App (that I downloaded on a free trial) I was able to create several formats of simple graphic designs for:
    - the Annual Meeting Save the Date
    - Lothar Osterberg Workshop Announcement
    - Thomas Wojak Honorary Member announcement
        - The size versions were Facebook Banner images + Facebook Post Images + Square Format Images.
    - Instagram Stories Graphic for Exhibition Openings.

### Facebook Events were created for:
- The Annual Meeting
- Lothar's Workshop

### Announcements
- Catherine Sullivan of the Turner Museum will be putting out an online catalogue of the exhibition and  a link to Leslie Jones' juror talk. Once those are released I'll be posting to our Facebook account.
- Once the final Annual Meeting info and agenda is ready I will announce + add to the FaceBook event.

**Supplemental Applications**

### Later
- Currently using Later as a Social Media Scheduler for Instagram Posts. It has the ability to auto post to Facebook, Pinterest + Twitter which I haven't yet taken advantage.
    - I'm keeping focus on Instagram as a way to engage the public with member's artwork.
    - to expand beyond Facebook + Instagram, Social Media would need additional team members.
- *https://later.com*

### Canva
- I've downloaded Canva.Work on a trial basis (expires 4/13/19). It's a web + app based graphic design tool that is easy to use and offers a good number of editable design templates. I personally don't have strong graphic design skills and feel adding a well designed element to our online communication has more impact and reflects well on the organization.
- Ordinarily this application is quite expensive ($119.00/year +$10/month per addition user), but 501c3 Non Profits qualify for free access for up to 10 member-users on the account.
- In order to apply for this access, I need pdf copies of our actual *CSP Articles of Incorporation* paperwork. Simply providing the tax id # isn't adequate,
- *https://about.canva.com/canva-for-nonprofits/*

### Submittible
- Joanna has given me access to the Submittable app so that I can easily access images and info for reposting. It has been a very helpful and a clean way to source content for posts.


- **I am requesting PDF copies of our incorporation paperwork so that I can attempt social media account verification and gain access to the free version of the Canva graphic design program. Once Canva is**

**secured I can set up multiple users for those of you who might find it useful.**

**·I am requesting that future submittable applications request artist's social media accounts, + websites in addition to a short description of the artwork/process/etc. It it extremely helpful to have this all in one place. Providing these details offers a richer view of CSP, the members and printmaking. Plus its interesting and fun!**

**·I would like to add similar info and images from the Journal to our instagram account. I think it would be a great way to publicize the journal and provide a resource to our viewers.**

I understand this is quite lengthy + don't anticipate future written reports to be so. I felt it important to define certain items and systems in more detail as they aren't typical or generally known.

I welcome ideas for how to better integrate these platforms with other branches of CSP.