

June 11, 2019
CSP Board Meeting - Social Media Report
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This report covers the two month period between April 8th + June 11th. The last board meeting was April 10th.

The posts in this period focus(ed) on the SF State Exhibition, The Annual Meeting + Lothar's workshop/demo, Thomas Wojak's honorary membership + Open House event, the AIR deadline, the Membership Portfolio Review deadline, and the current show + events at Yolo.

There are less things happening to use as sources for posts so i am spreading them out to every 2 or three days.

If you have ANYTHING you'd like featured, please get in touch!!

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

Instagram (IG) Account

Analytics

Slightly higher growth then last Board Meeting. As of the writing of this report:

- 224 New followers (total 983)
- 67,155 total instances our posts were viewed (the highest/day was May 15th with 4,460 views)
- 38,229 total accounts view our posts (the highest/day was May 15th with 3,493 unique accounts viewing our images)
- The post that brought this draw was a repost of Katherine Warner printing at In Cahoots)
- 826 times visitors have clicked over to view our profile
- 42 instances viewers have linked through to the CSP website from our IG feed.

Traditional Techniques, Contemporary Prints @ Yolo Promotion

- I downloaded the artist images and the short statements from Submittable .
- 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 was/is scheduled in the Later App to auto-post. (with the exception of images recently featured from SF State or Print it).
- There has NOT been any visible audience posting of this show.
- The Gallery has NOT promoted via IG, except for twice. 1 post the day of the opening, 1 post the day of the Print Day. CSP was NOT mentioned nor our account linked in any image nor any artist credited.

New Members Profile Promotion

- From the upcoming portfolio review/acceptance I will feature new members through the summer. I would also like to feature a quick post on each board member.

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.

Account Validation

I'll still keep trying to get our account validated every few months.

Facebook (FB) Account

Analytics

Slightly lower growth than last Board Meeting. As of the writing of this report (which is expected with less happening):

- In the past 28 days as of the time of this report:
 - 18 New followers (1,431 total)
 - 1,100 people were reached by our posts
 - 799 interactions with our posts by viewers
 - 204 times viewers have linked from a post into our FB account page to see additional info.
 - 75 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.

- **Facebook Events** were created for:

- AIR Deadline
- Wojak Open House
- Yolo Open
- Yolo Print Day
- Membership Portfolio Review
- Journal Call for proposals

Up Coming

- Annual Member Show
- Pacific Grove Show
- Survey

FUTURE SOCIAL PROMOTION:

Journal + Centennial Book

- I've been in touch with Annie Pike and will work further to get images + info from the last publication to feature each article.
- I also plan to post the links for purchase/download before the Deadline
- I would like to promote the Centennial Book and feature a selection of images from it and direct people to purchase the digital copy.
(does anyone know if there are digital copies of images I could easily access?)

Current 2019 AIR

- I would LOVE to post some action shots + video of our AIRs working.

SURVEY:

- I need to know what you would like to ask the members. there is a document in the google drive. just toss your thoughts in there or shoot me an email.