

Eight Ways to Build Your Social Media List:

It's all about making relationships. The best news is that you can do a lot anywhere you are when you have a chunk of time to spare. The other best news is that writers are almost ALWAYS looking for content.

- www.Linkedin.com Do you belong to business-related groups? There are hundreds of them. Go to your LinkedIn account. See the toolbar atop the page? Skim over four to **Groups**. Search keywords for *Art* or *Craft Business* or *Gallery* or *Festival*... whatever you are interested in. Read whichever entries catch your eye. Join groups you like, see who posts regularly. Look them up on other social media. Can they help you while they are enhancing their expertise? Make friends. Ask them if you may add them to your Social Media Writers' List.
- www.Twitter.com Twitter takes some users a while to get used to. Once you find your groove on it, though, it's very, very cool. Start by following friends or colleagues you know. Then see who they follow. Then follow them. Retweet their interesting tweets. Wish popular Tweeters #FF (Follow Friday) or #WW (Writer Wednesday). Their followers will see your tweets and gradually start following you. Popular tweeters' lists often are invaluable. Local television and print media also have journalists busy tweeting. Follow them.
- American Society of Journalists and Authors (www.asja.org and @ASJAinfo) lists its members. And most members have bios. Email the ones who may be able to write about you. Get to know the ones who you give can feed info.
- www.Patch.com This online news outlet is growing nationally. If your community is served by the network, make yourself known to them. The writers, generally, are excellent at packaging your content and posting it. Often, they automatically retweet certain hashtags.
- At www.Facebook.com, do a search for your community craft blog or your community art events. Do not overlook the chambers, Convention & Visitors Bureaus, or tourism entities. Friend or "like" them. Then post, post, post your events, and new local artists, and big news.
- www.Examiner.com has hundreds/thousands of writers in Arts/Culture and most every category you can imagine. Join for free, then choose writers to follow. Ask to add those who seem on your wave length to your media list.
- www.alltop.com, is a great blog resource, showcasing headlines from the best blogs that cover a wide range of topics. Find what subjects you are interested in and check out those blogs.
- Create Google alerts on a specific subject or competitor to see who is writing about these topics. Try creating alerts about art, craft, or travel.

Find the well-connected people in your area, and start networking. Ask them to come visit you. Invite them to wine & cheese, craft maker demonstrations, or media days.

The popular Bloggers, Tweeters, LinkedIn Groups, Facebook groups and fan pages all can help you spread the word about *American Craft Week*, October 5-14, 2012!