



ECA⁺ Social Media Forum

Thank you for joining us for today's social media forum. Invited by ECA+ with ECA+ Coordinator, Burns Maxey, are Tish Grier and Sarah Platanitis. Read their bios below. Also included is information about the social media forum, some useful tools and sites that you can locate online, and a glossary. Links following the discussion today will be available at easthamptoncityarts.com as well as a digital file of this document.

Tish Grier is a freelance writer-journalist and highly accomplished professional blogger, crowdsourcer and content developer. The former Chief Community Officer for Placeblogger.com, she assisted journalism start-ups and small businesses in effectively using multiple social media channels with key content and statistical know-how. As a social media specialist, Tish focuses on audience development and engagement through strategic content cultivation in addition to keeping up with the latest legal concerns related to marketing and privacy rights across social networks. Google "Tish Grier" for a list of publications and to read her fashion blog, highfashionaveragewoman.com.

Favorite Sites: Blog on Wordpress, Facebook & Twitter for promoting/keeping track of prof'l friends, Pinterest for fun and as a warm-up for writing.

Sarah Platanitis is a freelance writer, photographer and the creative entrepreneur behind Anselblue Design Studio. Her work as a journalist is what led her to develop a workshop called "Press Ready", where she coaches artists, organizations and businesses on how to build an effective publicity tool kit and prepare for successful media opportunities. An award-winning inner-city public school Journalism teacher and 2009 Reynolds Journalism Institute fellow, Sarah also spent two years as a children's media literacy educator for PBS Ready To Learn. To learn more about Sarah, visit sarahplatanitis.wordpress.com.

Favorite sites: her website/blog, Etsy, Google Docs, Flickr and Facebook. Mailchimp for newsletters.

Today's Topics:

1. Branding and Knowing Your Audience
2. How do you develop your persona using your platforms?
3. Copyright and Security Issues
4. Tips: how to add social media to your schedule without going insane



Recommended Sites

Analytics: Google Analytics

Blogs: Wordpress, Blogger, Tumblr

Budget: Mint, Stitch

E-Commerce: Etsy, Zibbet, Artfire, Storenvy, Spreadshirt, Big Cartel

Email: Mailchimp, Constant Contact

Local Arts: Valley Arts Newsletter, Valley Art Share, Spark, Mira's List

Photo storage/editors: Flickr/Picasa

Business Networking: Linked-in

Social Networking: Facebook, Google+, Twitter, Pinterest, YouTube/Vimeo

Glossary

AdSense – a text-based advertisement service provided by Google.com.

blog – a frequent, chronological publication of thoughts and Web links.

Branding - The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers

call to action (CTA) – the part of a marketing message that attempts to persuade a person to perform a desired action.

captcha – abbrev. "Completely Automated Public Turing test to tell Computers and Humans Apart"; a challenge-response testing system; typically an image that contains a series of ambiguated characters that the reader must re-type in a given field.

conversion rate – the percentage of visitors who take a desired action.

keyword – a word used in a performing a search.

social networking – the process of creating, building, and nurturing virtual communities and relationships between people online.

Take Down Notice - A notice sent to an Internet service provider alleging and detailing unlawful publishing activity

WordPress – a popular content management system that is available as a hosted service (wordpress.com) and self-hosted platform (wordpress.org).

viral marketing – marketing phenomenon that facilitates and encourages people to pass along a marketing message.