

# **Module 9**

## **Connecting To Social Media**



Social Media is a wonderful way to promote your items and your store.

You can do a little bit of work and get a little bit of result.

You can do a lot of work for better results.

So, which platform is best?

No platform is the “The Best” – it depends on -

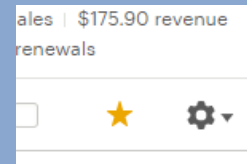
- Which one are you already comfortable using?
- Which one will find you the most customers? – are your customers women or men, teens, new mom’s, big families, mid-life or older people, or just everyone?
- Do you just want to just “stick a picture up” or do lots of interaction with your customers?
- Are you comfortable taking photos, or making videos of your products, and even of the processes, and editing and sharing these?
- Can you take great fashion shots of your items, and love to talk about them to anyone who will listen?
- Or are you best at taking a fun little video and sharing that with a ‘fun’ audience.
- Do you want your posts to last a long time, or are you happy that it will be ‘gone’ as far as most of your audience is concerned, in a day or two?

Of course, you can use 2 (or more) to widen your range of customers and features.

Etsy has 2 ways to share your listings on some of the Social Media Platforms

1) On your main Listings Page - see the Gear Icon

- Manage Your Listing Button



On the dropdown list find SHARE and there are share buttons for Facebook, Pinterest and Twitter - along with a Link to cut and paste anywhere else you want to link this listing to.

OR

2) go to the Marketing Section of the Shop Manager.

Find the Social Media Section there.

First go to the Social Accounts button at the top of the page and link to your Facebook, Pinterest, Twitter and/or Instagram Accounts.

The page shows some new and relisted listings that you can share on Facebook, Pinterest and Twitter AND ALSO Instagram.

You can choose which of your images you want to use and can put your existing description or create a new caption.

Your Tags are also carried into this with hashtags already there - copy & paste onto the new caption if you want.

This section shows the first 25 listings (or re-listings) on your listings page - you can choose any of these (but you can't access older listings from here).

You can also share Milestones, Reviews, and some of your own favorited items from another store as well.

Or Make Your Own Post -

At the very top of the page, you can make your own in the **+ Create Post** Button

Click Choose Blank Post, - Create Post from Scratch (click Next)

then write your own caption, and add any image from your computer (click Next)

then choose to link to Facebook, Pinterest, Twitter or Instagram

Then click **Post and continue**

You will have your draft post on that media where can add a link to your store or your item if you want.

# FACEBOOK

Facebook is great for some Etsy stores.

You can set up a specific business page for your store, so you don't have to share on your personal page.

You have a few ways to share on Facebook.

1. Click the Facebook Share Icon on your listing gear dropdown – See the drop-down for “Share to News Feed or Story” click that to choose ‘Share on a page you manage,’ then choose the page you want to share it to.

You can add extra description of your own, then click Post to Facebook.

Go over to your Facebook page and check the post. You can edit the text if you want directly on Facebook. (You can delete it if you are not happy with it, and try again)

2) Copy the link from below the 3 buttons. Go to Facebook, Click Create a Post and paste the link. The whole link will show in the text box – wait for a short time and Facebook will show the image. Once the image is showing then Facebook have the link saved, so you can then delete the link text and replace it with whatever text you want.

3) You can create a video of your items or processes to add to your Facebook page in the usual way – make sure to add the link to either your Store or to that Item Listing in the ‘create listing’ section.

4) You can create a carousel or slideshow of a few different images of the same item or different items.

5) You can set up a Facebook Shop.

You can run Audience Targeted Ad's on Facebook.

You can set up the Facebook Pixel onto your Etsy Store.

If you have a good following on Facebook it can work very well.

If you don't already have a good following you might have to spend a bit of either time creating the audience or money reaching your targets in the paid Ad's.

You can do surveys and competitions to find and reach your audience.

Facebook make changes and additions to their service regularly so check what you can do now.

# Pinterest.

Pinterest is a different type of Social Media – it is a search engine rather than an instant media.

Pinterest users often browse while making plans for something – it might be for re-decorating a room, it might be before renovating the kitchen, it might be for an event such as a Birthday, Christmas, Graduation party, and lots more!

It might be to get advice on a specific subject, or just to feel connected to others who share an interest or a hobby.

Pinterest Pins last “forever”, so you never know when they will be found.

Pinterest will show pins which match the search query (like Etsy does) so your keywords are of utmost importance here.

You need to use as many of your keywords and tags in your item description here.

If you just ‘share’ to Pinterest from your Etsy Share button, it will share the image, basic information, price and the link back to the listing.

But on this 'shared' pin, you cannot edit the description so you can't add anything to what is automatically done.

But it will get your image and link on Pinterest so for the 15 seconds it takes, it is good value.

It can be better if you also create your own pin directly on the Pinterest Page.

You can upload your choice of image - it doesn't have to be the main Etsy image, you can write everything you want in the description – including lots of tags – and still link to your Store, or to the Listing.

You can create a great image using photoshop or similar, or use Canva.

Canva has Pinterest templates and you just change their text and add your own image to have a professional-looking pin.

You can also promote your pins with Pinterest Ads.

You need to start with a Business Account – but that is free to set up.

See these Links for more info on Using Pinterest to promote your Etsy Business

<https://ohshecreates.com/how-to-use-pinterest-to-promote-your-etsy-shop/>

<https://marketingartfully.com/doing-pinterest-for-etsy-sellers/>

Twitter.

If you use and are comfortable on Twitter then use it, but I cannot find any up-to-date info on using Twitter to promote your business, so it's most likely that the other platforms are better now.

Instagram – not my specialty, but it is a very interesting and very large platform.

Lots of stores have great success with Instagram but it takes a lot of work and planning.

You can schedule your posts, so you can spend a day setting up the next month's activity in advance so you don't have to do it every day, but you still need to be there often to interact with your followers and customer.

Lots of stores are active on Instagram and they source many sales from there, so if you know what you are doing (or happy to put the time into learning it) it is a great addition.

TikTok – If your customers are younger, then TikTok might be just the right place for your promotions.

See these links for some great info and ideas.

<https://www.entrepreneur.com/article/340216>

<https://sazonmarketing.com/6-ways-to-advertise-your-etsy-business-on-tiktok>