

# CRAFTfest



**CRAFTfest Twitter Promotions**

# CRAFT fest

Before we begin with the Twitter tasks that will take place during CRAFTest, below are a few general Twitter pointers that may be of help!

## Helpful Twitter Tips

1. Add the CRAFTfest Link to your Twitter profile.
2. Ensure you have an Avatar on your Twitter account and not just an Egg.
3. Import your email address book to find Twitter contacts.
4. Ensure you have a Follow button on your Blog/website.
5. Consider signing up to software that allows you to schedule Tweets. Popular ones are:

Hootsuite - <https://hootsuite.com>

Tweetdeck - <http://tweetdeck.com>

Twuffer - <http://twuffer.com>

6. Visit the CRAFTfest Networking form (which can be found [HERE](#)) and follow everyone on Twitter.
7. Subscribe to ColaCreations' CRAFTfest List - <https://twitter.com/ColaCreations/lists/craftfest-feb-2016>

By subscribing to this List you will easily be able to see other sellers who are taking part in CRAFTfest (and easily identify those you are not following) which will allow you to see what they are Tweeting, RT etc. If you are not on this list then let me know and I will add you.

8. Alternatively create your own List of followers and share, or subscribe to other people's Lists as appropriate (Lists can be found by clicking on the Gear Wheel when you are logged into Twitter)
9. To add a photo to a Tweet click on the camera icon that appears in the bottom left hand corner when writing a new Tweet (we will be Tweeting photographs in the Twitter promotions)



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Useful hashtags are:

#CRAFTfest

#SSPS (Shameless Self Promotion Sunday - only use on a Sunday!)

#FF (Follow Friday - only use on a Friday!)

#britishhandmade

#handmade

#craftbiz

#smallbusiness

#like2

#wowthankyou

#wty

#folksy

#etsy

Point to note: use # that may be relevant to your Craft/items. For example if your shop specializes in jewellery then think about using #jewellery in some of your Tweets.

Twitter is a vital part of CRAFTfest so please use it to promote the event as much as you can.



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## Twitter Promotions for CRAFTfest

**IMPORTANT INFORMATION TO REMEMBER for CRAFTfest promotions! In the run up to CRAFTfest and during the week CRAFTfest is running:**

1. **ALWAYS** include #CRAFTfest in all of your Tweets during the event (it doesn't matter if there is capitalisation or not).
2. **ALWAYS** include a link in your Tweet - either direct the link back to the main CRAFTfest event or to wherever you are selling your item (your folksy page/facebook page etc)
3. If you are promoting another seller's items (on any social media platform), it is always helpful to tag them in the post/Tweet as this will easily enable them to share the post or RT.

During the run up to CRAFTfest we will be encouraging you all to Tweet to help us to get more sellers signed up to CRAFTfest and also to Tweet to start promoting your stalls.

There will also be plenty of Twitter tasks for you to take part in if you would like to. Remember this is not obligatory and feel free to do as much or as little as you like for each task. You don't have to take part in any of these tasks and you can just Tweet what you want to but the organisers and your fellow CRAFTfesters would appreciate any help that you can give them to support the event.

Below are just some of the tasks that you may see or may want to get involved with:

- Announce that your #CRAFTfest stall is open and Tweet a link back to your stall.
- Tweet about items that you are selling in your shop, using relevant #
- Find another seller that you would like to promote and tweet about an item from their shop. Remember to tag them to your Tweet.
- RT any other Tweets you like.
- Use the #FF (Follow Friday) - this will be on a Friday! And say hello/thank you to your followers. (Remember to still include #craftfest).
- Use the #SSPS (Shameless Self promotion Sunday) - this will be on the Sunday! and Tweet whatever you like from your shop.

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- Find another seller and send a Tweet promoting their stall and what category it is in. For example Stunning beaded #jewellery by @AdienCrafts #craftfest (LINK)
- Tweet an item from your shop with a photograph (or create a photo collage of more than one item using something like PicMonkey)
- Tweet an item from someone else's shop with a photograph, or tweet about multiple sellers and create a photograph collage. If your photograph is a collage of lots of different sellers' items then add the link back to the main CRAFTfest page. If your collage concentrates on a particular category such as jewellery, then direct your link back to the jewellery section of CRAFTfest.
- Find one of the many fabulous Blogs that is promoting CRAFTfest and Tweet about it. You can find all the official CRAFTfest team blogs [HERE](#)
- Tweet about a particular category at CRAFTfest. For example Gifts & Accessories. Include a general Tweet about Gifts & Accessories items within the Gifts & Accessories category linking back to the particular item.
- Create a CRAFTfest virtual wishlist. This is very simple and is a case of finding items that are being sold at CRAFTfest that would go on your wishlist. Your Tweet could be something similar to: On my #craftfest wishlist is xxxxxxxx from @xxxxxxx LINK

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Happy Tweeting!

And if you get stuck with anything please just ask as we are here to help.