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## Top Tips on using social media

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Not sure where to start with social media? Here are some top tips from makers who participated in a research project with Birmingham City University on diversity and social media use in craft.

### 1. Establish your objectives.

What do you want to achieve from your social media use? Sales? Make friends? Have an online presence? It is important to plan and set milestones for what you want to do on social media.

### 2. Choose your platforms wisely.

You don't need to join everything. For many makers Instagram is a must for sharing images of their work, work in progress and what inspires them. Facebook and LinkedIn can be good for joining groups and communities, to share tips and gain advice. To start with, pick one platform and do that really well, then join other platforms later on once you are confident.

### 3. Plan your posts.

Planning can take a lot of the pressure off keeping your online presence up to date. You can use platforms such as [Hootsuite](#) or [Buffer](#) to schedule your social media posts. Try and create different types of posts – for example work in progress, links to buy your work, humour, aspects of your day, and what inspires you.

### 4. Find other makers and share their work.

On Instagram and Twitter search for maker-related hashtags such as #handmadeUK and #handmadehour and other hashtags related to your practice. Find makers and work you admire and share their work on your own profile. They may return the favour, which can help you grow your following online.

## **5. Find communities and build safe spaces online.**

If you don't want to share your work with the world straightaway, find groups and communities on social media where makers share ideas and support each other. An example is #BAMECraftUK developed during this project, look it up on Twitter and join in the conversation.

