

# How Things Work in the SRAJD Organization

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## Basic SRAJD Information

Welcome to the international organization for self-representing artists in jewelry design. We are a non-advertising grass roots group that exists as an aid to connect jewelry artists from around the world for inspiration, motivation, camaraderie, and technical help. When we can, we also try to raise customer awareness to the benefits of buying handmade.

If you'd like to share info with your customers about the benefits of buying handmade directly from the artist, feel free to share the info from my blog post. Could make someone look at our work a little differently.

<https://www.brackendesigins.com/blog/why-buy-handmade-and-benefits-buying-directly-artist-0>

I will now try to list some of the things that happen within our group so you can take advantage of as much as possible.

## Finding Yourself

The definition of an **active member** is someone who pays \$10 a year in order to receive the benefits outlined on the website which include participating in the following:

- Our main Facebook group discussion page (private)
- Posting work to on our promoted Facebook Business Page (viewed by the public)
- Posting work to our Pinterest page (viewed by the public)
- Also, if you've taken out an ad you get extra promotion by the promotions team via FB and Pinterest

**All Members:** ([click here to see the ALL MEMBERS page](#))

This page lists anyone who has ever been a member of the SRAJD organization. They may or may not currently be an active member, but they are still SRAJD members. This list shows membership # and name and is in order of membership joining. If you've forgotten your membership #, you can hit CTRL+F to search by your name.

**Active Members:** ([click here to see the ACTIVE MEMBERS page](#))

This page lists all the members who are currently active and receiving the full benefits of being an active SRAJD member. This list shows membership #, name, and either the name of the member's shop or a link to their store. The list is in numeric order by original join date. If you've forgotten your membership #, you can hit CTRL+F to search by your name.

**Ads:** ([click here to see the ADS page](#))

If you took out an ad on our website, you can find it here. Ads run for a full year. The ads are in the order in which you took out your ad (newer ads are at the top of the page).

## Contacting Us

You can email us at any time by clicking on one of the links on the [CONTACT US](#) page of the website. Please contact Alex only with questions regarding your SRAJD application. All other questions please email Laura. **You must put SRAJD in the subject of your email** or it will go to the spam folder.

## Staying Informed

We send out email newsletters when we can. If you have not been receiving them, check your spam folder and mark us as "not spam". If you use gmail, check your "promotions" folder and drag our email to your "primary" folder then check

“yes” for “receive future emails from this person into your primary fold”. We email you to the email address you used when you put your application in, so if you’ve changed email addresses, let us know.

We are the most communicative in our [Facebook Discussion Group page](#).

## Expiration Dates

You can check your expiration date on the [master list of active member](#). The expiration date will be listed below your name. Use “ctrl+f” to search for yourself.

## SRAJD Logo

If you need a jpg of the SRAJD logo sent to you, just email Laura from the [CONTACT US](#) page. If you’d like the logo personalized with your membership #, you can request that the same way.

## SOCIAL MEDIA: FACEBOOK

### **Quick list of our FB pages:**

Main Discussion page:: <https://www.facebook.com/groups/SRAJD/>

Fan page:: <https://www.facebook.com/SRAJDgroup>

### **Main SRAJD Facebook Discussion Group page**

**Location:** <https://www.facebook.com/groups/SRAJD/>

**Description:** This is a facebook group page for our organization.

**Purpose:** Active SRAJD members can get together here to chat. We discuss everything about our business. We share info, ask questions, explore techniques, etc.

**Who Can Use It:** Only active SRAJD members can be in this Facebook group. Our posts are not visible to anyone outside of that FB group.

**How to Make the Most of It:** There is a wealth of information, assistance, and inspiration to be had by taking part in the discussions on this group page. Lurkers are welcome, but never feel shy about asking questions. We will always do our best to answer your questions or steer you in the right direction for an answer. There is no such thing as a dumb question and we don’t expect ANYONE to know EVERYTHING. Luckily, we have many people who are experts in one field or another, so pooling our information means I get to learn about things YOU are really good at and YOU get to learn things that I’M really good at. I think the members who benefit the most from the group page are the ones who get involved, ask questions, try to answer questions, share techniques, share inspiration, etc. Want your website critiqued, post a link and ask. Have a question about a piece of jewelry you made, post a photo and ask. Want to know how to use Instagram, ask. Etc.

**Things You Should Know:** To change or stop notifications, see the appendix here. On our main FB group page, you can share (without links) an item you have made so long as you tell us something interesting about it (new technique, odd stone, etc) or have a question for the group. Do not just post an image. On Saturdays, however, you can share up to two of your recent designs (again, no links) for no reason other than just to share, but other than Saturdays, please share your designs only by including some text description for the reason you are sharing your design (I’ve learned a new technique, or I want to get your opinion, etc).

**Other:** Although we don’t self-promote on that page (there’s no point), we do have fun showing off recent work on “Saturday Share” day. Every Saturday, members can post an image or two (or a collage) showing what they’ve made

recently. Alternately, the only other time you'd share images of your work in this group is if you want to show off a new technique, ask a question, have something interesting to say about new work, etc. In other words, talk about your work, but don't link to your selling page 'cause it's just us in there... other SRAJD jewelry makers. 😊

## SRAJD Facebook Fan page

**Location:** <https://www.facebook.com/SRAJDgroup>

**Description:** This is a facebook business page for our organization.

**Purpose:** A platform for the buying public to see our work. The more we post, share, and like the stuff on this page, the more timelines and facebook walls this page will reach.

**How to Use:** Active SRAJD members are encouraged to post up to two listings on the page that exemplifies what they'd like the buying public to see (this page is to lure customers in, so show your best work). Post links to your items for sale. Do not post photos... photos should auto-populate when you add your link. **When you post your listings they don't go directly onto the timeline; they go into a section called "Recent Posts by Others"**. Throughout the day, our admin (Bonnie Jacobsen) transfers these posts to the wall/timeline so they are more visible. Finished jewelry only.

**Who Can Use It:** Active SRAJD members can post their links. The entire world can look and comment.

**How to Make the Most of It:** The items on this timeline can get a lot of exposure by SRAJD members posting, liking, commenting on, and sharing the posts on the wall. The way Facebook works, it's all exponential. The more attention a fan page gets, the more Facebook puts it into people's walls. So please post, like, comment, and share!

**Things You Should Know:** To change or stop notifications, see the appendix.

## SOCIAL MEDIA: PINTEREST

**Location:** <http://www.pinterest.com/SRAJD/>

**Description:** We currently have three Pinterest boards

- [Pin Your SRAJD Jewelry](#) (active SRAJD members post to this board)
- [Handmade Jewelry from international SRAJD organization](#) (only SRAJD admin post to this board; we select pieces from our SRAJD advertisers as well as many of the SRAJD members who do not use Pinterest themselves)
- [Useful Jewelry Making Info](#) (only SRAJD admin post to this board; if you would like to suggest a link for this board, please email, message or convo us with the URL)

**Purpose:** To get more exposure for SRAJD jewelry and to provide helpful links and inspiration to SRAJD members.

**How to Use:** To be able to pin on our "Pin Your SRAJD Jewelry" board, you must:

1. Have a Pinterest account
2. Go to our Pinterest page and "follow" us
3. Notify us that you want to pin and tell us your Pinterest account name
4. Accept the invitation that will show up in your Pinterest notifications

Active SRAJD members are encouraged to post up to two of their jewelry items (only finished jewelry) to the "Pin Your SRAJD Jewelry" board each day.

If you know nothing about how Pinterest works, check our FILES section (on Facebook) for two articles.

**Who Can Use It:** Only active members can pin to our one pinnable board. Only SRAJD admin can pin to the other boards. Julie Vargas is the admin for the board entitled [Handmade Jewelry from international SRAJD organization](#). This board is used to promote those artists who take out ads on our SRAJD website.

**How to Make the Most of It:** Pin your best work and people will want to click on the photo to follow your link. Only pin up to two items per day.

**Things You Should Know:** To stop notifications, see the appendix section for Pinterest.

## Appendix

### Facebook Notifications

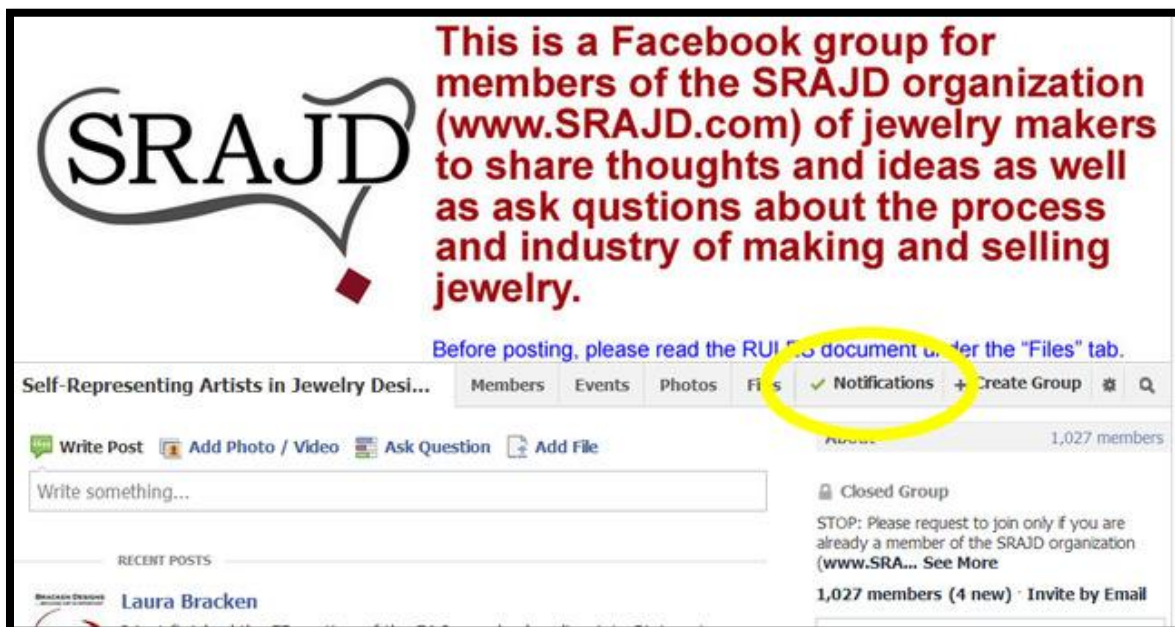
NOTE: Facebook changes often. If you notice these instructions no longer apply, please msg me to let me know so I can update it.

NOTE: These are instructions from the desktop. Mobile users may see different options.

To stop getting notifications in your notifications window (this, btw, is your notifications window... we'll discuss emails next)...



... click on "Notifications" at the top of the group page just under the large banner. To select which posts you will be notified about, click on the word "Notifications" just under the large group banner. Because our group has more than 250 members, its notification settings are defaulted to Friends' Posts.





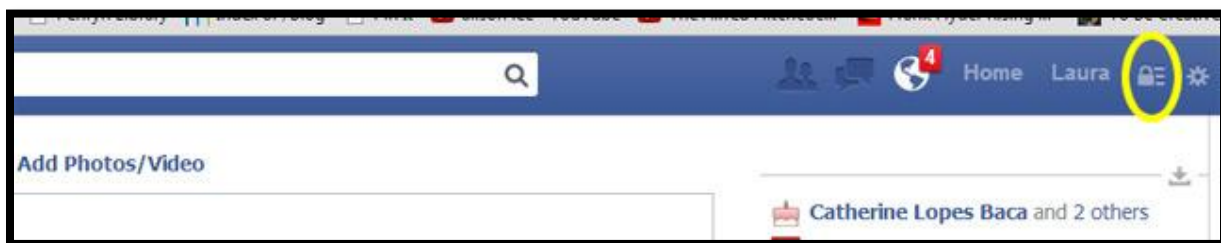
There are three choices for you to receive notifications:

- All Notification
- Friends' Posts
- Off

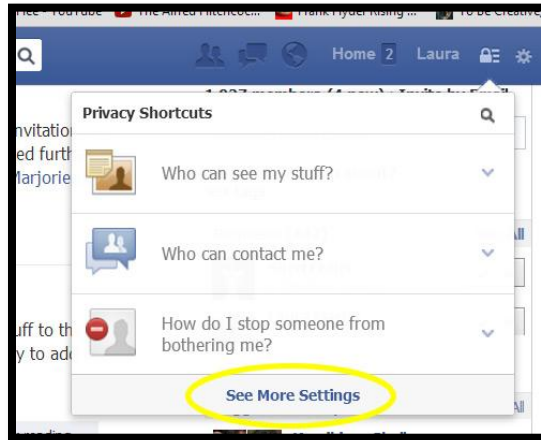


Select which one you want. You can change it at any time.

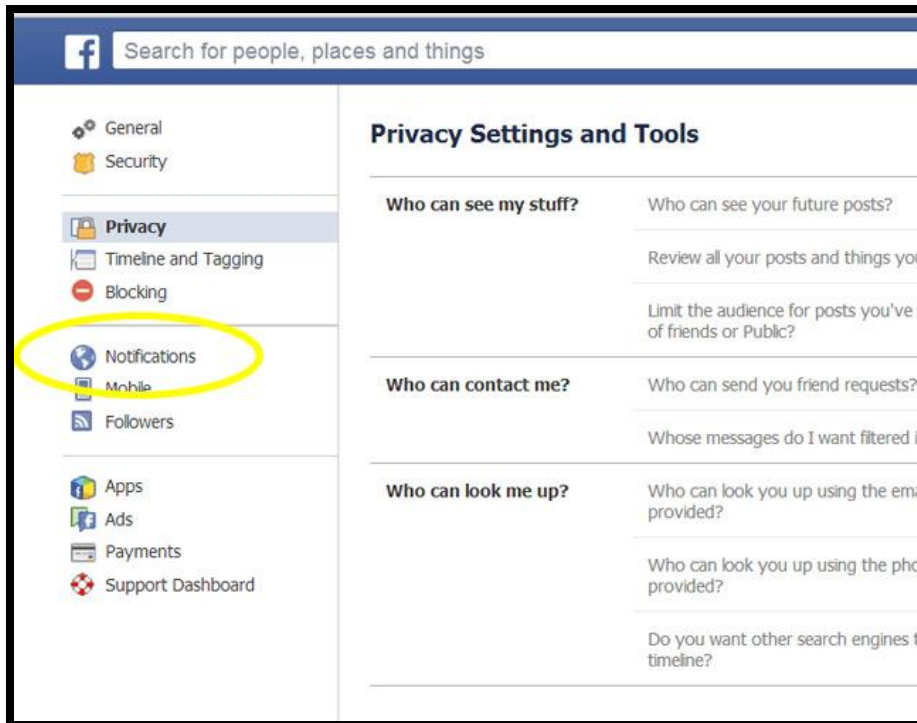
To stop getting email notifications, click on the padlock in the upper right of your Facebook screen.



In the pop-up, click on “See More Settings”.



This will bring up Privacy Settings and Tools. Click on “Notifications” on the left side.



This will bring up Notifications Settings. Go down to “Email” (second one down) and click on “Edit”.

### Notifications Settings

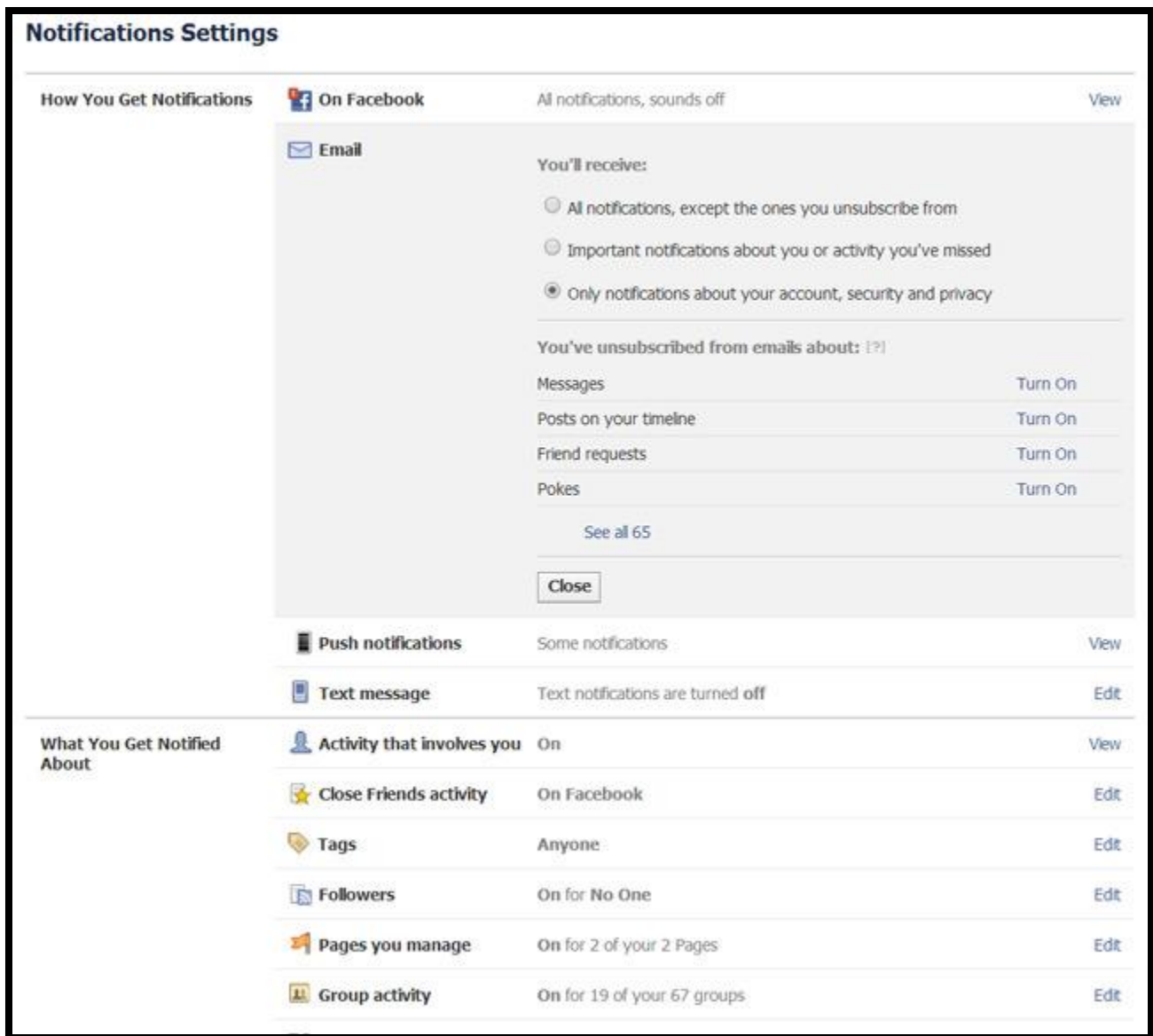
|                             |                            |                                   |                      |
|-----------------------------|----------------------------|-----------------------------------|----------------------|
| How You Get Notifications   | On Facebook                | All notifications, sounds off     | <a href="#">View</a> |
|                             | Email                      | Account related notifications     | <a href="#">Edit</a> |
|                             | Push notifications         | Some notifications                | <a href="#">View</a> |
|                             | Text message               | Text notifications are turned off | <a href="#">Edit</a> |
| What You Get Notified About | Activity that involves you | On                                | <a href="#">View</a> |
|                             | Close Friends activity     | On Facebook                       | <a href="#">Edit</a> |
|                             | Tags                       | Anyone                            | <a href="#">Edit</a> |
|                             | Followers                  | On for No One                     | <a href="#">Edit</a> |
|                             | Pages you manage           | On for 2 of your 2 Pages          | <a href="#">Edit</a> |

**IMPORTANT:** The thing to understand is that when we made our selection for “notifications” above, those were the notifications in regards to this group page only. But when we change the email settings, we’re changing them globally, as you’ll see.



So here is where you select which things you want to get emails about. All, Important ones (don't ask me how they choose), or basically none.

As you can see, you can also judiciously select certain things (from this list of 65) to get email notifications about.

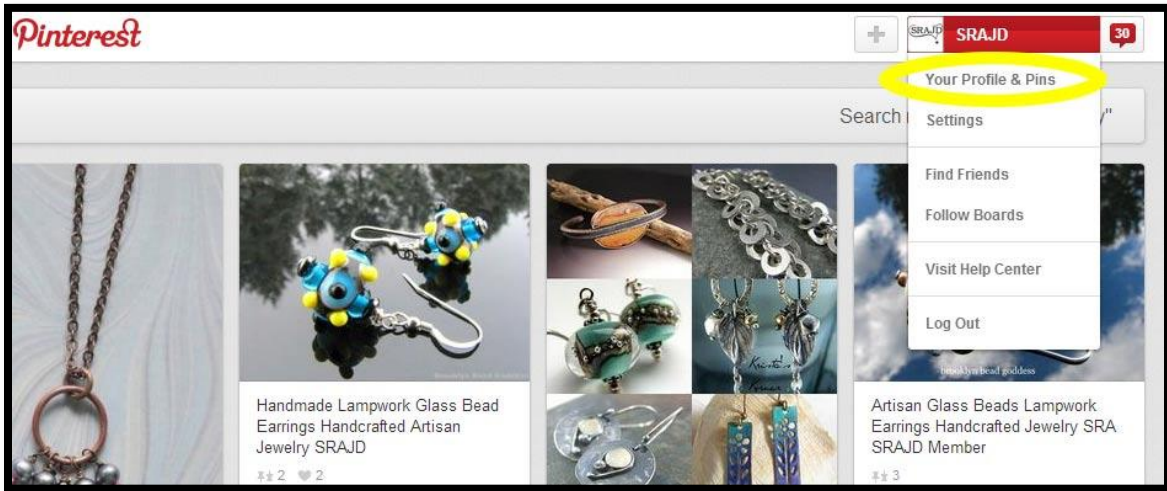


BTW, if you belong to a lot of groups and want to change the notifications for all or almost all of them, you don't have to go into each one individually. From that same screen above, scroll down a little to "Group Activity" and click on "edit".

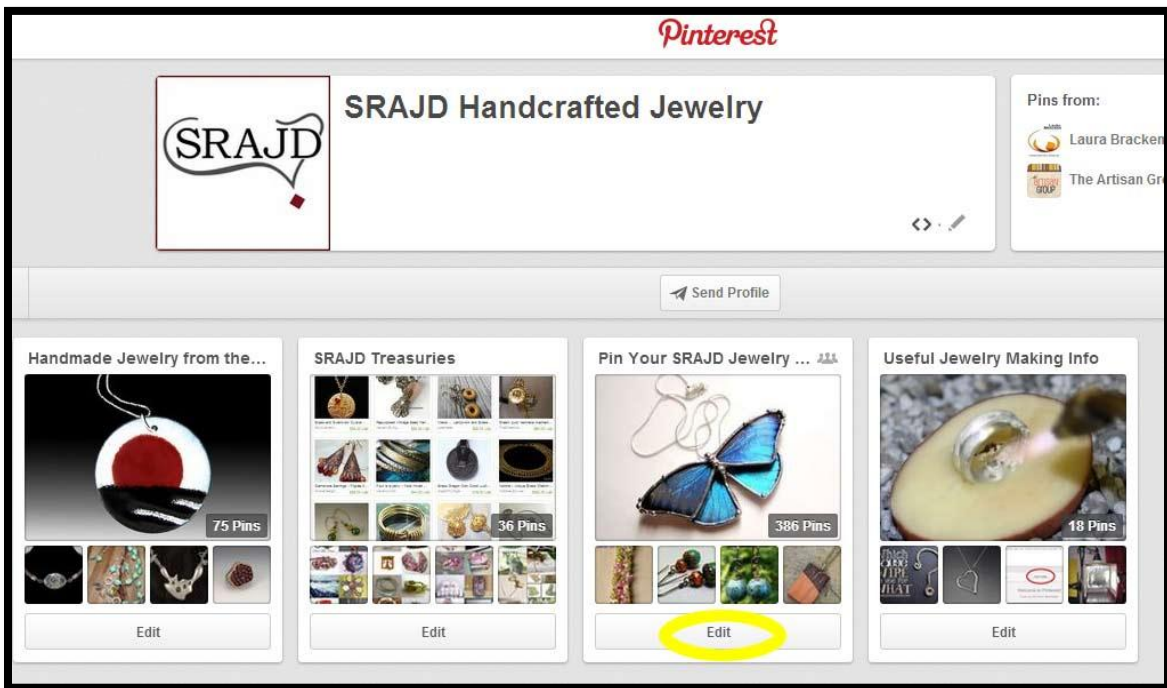
There you can select from our three choices (all, friends, or none) for all the groups you belong to.

## Pinterest Notifications

To stop notification emails every time someone posts to a board you're following, go to your Profile and Pins (upper right, when you click on your name)...



This will bring up a page showing all the boards you are following. Select a board you want to stop (or start) email notifications for and click on the word "edit"...



If you do not want email notifications every time someone posts to that board, click in the box for email until it looks like this...



If you DO want email notifications every time someone posts to that board, click in the box for email until it looks like this...



Make sure to click SAVE CHANGES when done.

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