



MABA MONTHLY MEETING

The Windmill Family Restaurant

March 16, 2021

The March 16, 2021, monthly breakfast meeting was held at the Windmill Restaurant in Morgantown, Pa., with 13 members in attendance. At this meeting Treasurer David Hinkle filled in for President Kelly Spica who was away on vacation.

At 7:38 am David Hinkel opened the meeting and invited everyone to stand and recite the Pledge of Allegiance.

Dave asked for a motion to approve the minutes from the last meeting. Mark Cummins made a motion to accept the minutes, Scott Graham seconded the motion, and the minutes were approved.

Next, he asked for a motion to approve the Treasurer's report. A motion was made by Lois Ann Mast for approval and was seconded by Timothy Bigler, and the Treasurer's report was approved.

Dave asked that each person introduce him or herself and suggested that each talk briefly about what they do or what business they are with.

After members and guest introductions were done, Dave asked everyone to send information to him about their upcoming business-related events so this information can be posted on the MABA website. Dave reminded the members that as Webmaster he can also send out email broadcasts to members and post information on the MABA Facebook page. He reminded everyone to be sure to go online and "like" the MABA Facebook page.

Dave then introduced the guest speaker, Caitlin Brady, operator of the Solstice Yoga Shala yoga studio located in Morgantown. Caitlin planned to speak about ways to use Instagram (a social media platform) for business and began by distributing handouts titled, "Instagram Basics – Signing up & Posting." She said that once you open the Instagram app, go to the plus symbol (+) at the bottom of the screen and you will be given the option to make the following: a "post," a "story," "reels" or "live."

- A "post" is a picture or video that is saved in your profile feed that people can "like" or comment on.
- A "story" is a temporary photo or video that people can view and react to, and stories automatically expire in 24 hours. If you've used Snapchat, you'll be familiar with these.
- "Reels" are creative videos with music, etc.
- "Live" is an option to create a live broadcast that people can join and watch in real-time.

Caitlin said that since Facebook and Instagram are owned by the same company, you can easily link those accounts which will allow you to cross-post and share content making it simpler for you and followers of both apps. By default, your personal Instagram account will share on your personal Facebook profile, but you must have an Instagram business account to link it to your Facebook business page. You can create multiple Instagram accounts if you wish, and Instagram supports direct messaging so you can even chat with friends or customers in private.

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Continuing, Caitlin said that there used to be a limit on posting to your Instagram feed, and although “stories” are temporary, “live” now has no limit. You do not have to use both Instagram and Facebook; however, Instagram is not just “likes” and video viewing. Caitlin says she uses Instagram to follow other yogis like herself and see how and what they are doing. Someone asked, “How do you encourage others to use it?” Caitlin suggested that you create content that is engaging enough that people will want to see it, and the more data you send out more interest you garner. Another asked that with so many social media platforms available to choose from, how do you decide what is appropriate for your business and how do you choose which platform to use? Caitlin responded that you should determine what customer demographic you want to appeal to. Even better, ask your customers what platforms they use, and use the ones that your customers most often visit.

Caitlin said that she likes the idea that she can post to only one app since it is shared with her other apps and she said we should try to streamline and use pages that will post multiple places at once. She mentioned that the Facebook business page can prepare and schedule posts in advance, and then they will be posted on the scheduled date. Scott Graham said that NAMM, the National Association of Music Merchants to which he belongs, suggests that their members try using a messaging integrator app called “Podium.” Scott asked if she was familiar with it. Caitlin responded that she has heard about it and that it is an app that collects information and tracks online reviews from many different sources and can deliver data back to you via email or with responses routed back to the appropriate platform.

If you want to take advantage of online marketing but are time-limited due to your workload, she suggested just take what she called a “power hour” once a week, every few weeks, or even monthly just for online marketing work. Caitlin said that Facebook can be set for automatic reply and auto-posting, but she was not sure about Instagram. In answer to another question she said that if you get notifications on Instagram, they will remain until you clear them.

Lois Ann asked if participants can be paid for Instagram use. Caitlin said yes and that you can also make money on YouTube. Lois Ann said that Masthof Press is having great success using YouTube.

Someone asked about Tik Tok and she said that it is comprised of quick videos with music and sounds with various themes they use. Reels of short videos set to music is a relatively new option on Tik Tok.

Dave said that if members are interested, other training sessions could be arranged.

Dave Hinkle asked if there was any further business, and when there was none the meeting was adjourned at 8:14 am.

The next general MABA meeting is scheduled for Tuesday, April 20, at 7:30am at the Windmill Restaurant. Please be sure to register before the meeting so we know how many will attend.

Respectfully submitted,

Luanne R. Graham
2021 MABA Secretary