



The Social Media Whirl

WANT THE LATEST on your favorite furniture designer or pottery artisan? Forget the web address and go straight to Facebook, YouTube, or another social media site.

Doug Green began exploring social networking two years ago, before he'd even heard of Facebook. "We were marketing like a big company, with a lot of print advertising," says Green, the lead designer for Green Design Furniture in Portland, Maine. "I finally realized all we needed was about 100 new customers to have a really good year."

Since then, he's been making

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contacts with clients, architects, and designers through such social media platforms as Facebook, LinkedIn, and YouTube, where the company has posted a video of a couple of people assembling a Nazaku bookcase (see "Art+Craft," p. 21) in just minutes. Green posted images of his new Authentic Green line on the company Facebook page the day it was introduced—much more quickly than would be possible on the company web site.

Similarly, Crown Point Cabinetry's spanking new Facebook page has what's known in social media as a "tiny URL" link to a video of

cabinetry the firm built for this season's "This Old House" project in Newton, Massachusetts. (A tiny URL is a shortened version of a web address—imperative for keeping "tweets" under the 140-character limit on Twitter posts.)

Rejuvenation Lighting & House Parts' eight-month-old Facebook page serves as an interactive bulletin board for customers, who get feedback from the company on questions and complaints within 24 hours, says the site's



ABOVE: Green Design Furniture posted images of new work like the Squire table the day of launch on Facebook. LEFT: Rejuvenation has raffled off Electric Era favorites like the Burnside on Facebook.

manager, Nicole Curcio. It's also a great place to launch contests: More than 100 individuals and companies entered Rejuvenation's



ABOVE: Be our fan! Go to Facebook.com and type "Arts & Crafts Homes and the Revival" into the search box.

"Make Your Home Your Own" contest in April. By soliciting fans to vote for their favorite house, they got access to 3,500 valid e-mail addresses. "That's pretty good for a first crack at it," she says. Rejuvenation links its Facebook page to Twitter, so both get new content at the same time.

A lot of people in the Arts & Crafts world "are not really technical," says Barbara Pierce of CJ Hurley Century Arts. "I think you have to pick your spots and decide where you are going to invest your energy."

In a world where teenagers no longer bother to check phone or e-mail messages, social networking is crucial. "If we don't figure out how to use this, we will lose the next generation of consumers," Pierce says. Referring to the annual pilgrimage of A&C folks to Asheville, she adds, "Maybe Bruce [Johnson] should do a Facebook seminar at Grove Park." ■