

Social Media Campaign for ARCE-DC

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Current online presence

- Website, event list, newsletters via email



The American Research Center in Egypt Washington, DC Chapter

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Welcome!

On this website, we have gathered some useful information for current and future American Research Center in Egypt (ARCE) members and friends. We have upcoming events, especially lectures, listed on the [Events page](#), and you can access recent copies of our [Newsletters here](#). Our [Membership page](#) has more information on ARCE and our local chapter and PAPHYRUS Club, plus a [Membership Application form](#). On our [Websites page](#), we list other ARCE chapters in the U.S. and some links to other interesting Egypt-related websites. Our [What's new page](#) gives information about out-of-the-ordinary Chapter events and changes/additions to this website.

Current membership

- Current membership: approx 100.
- Average attendance at events: 40.
- Newsletter readership: approx 150.

Do you want to ...

- Increase membership & lower the cost of membership per person?
- Increase attendance at events?
- Advertise more at a lower cost?
- Increase awareness of ARCE-DC in the Washington, DC area?

Why use social media?

- Quickly and inexpensively get the word out about all the events, trips, and information the chapter provides.
- Easily connect with existing members in different ways (twitter, facebook, flickr, cafepress).
- Find new members & speakers for the chapter.
- Increase awareness of the chapter.

Proposed social media mix

- Blog at Wordpress.com
 - Allows multiple editors, mobile viewing
- Twitter.com feed
 - Quickly & easily publicize events in DC
- Facebook page
 - Allow lots of comments, calendar reminders, easy publicity
- Flickr.com photo group
 - Members share photos of trips to Egypt, events
- CafePress.com gift shop
 - Raise money for the chapter with nice gifts

Example: WordPress blog

RiderPhotography.net

Showing & selling great photos of the Alamo & more!

HOME

ABOUT

BROWSE MY PHOTOS FOR SALE

GET SOME FLICKRCLUBSA.COM GEAR



Slideshow of my best Alamo photos

Posted on [September 29, 2010](#) | [Leave a comment](#)

[Click here](#) to see a slideshow on Zenfolio.com of my best Alamo photographs.

Posted in [Uncategorized](#)

[→ Leave a comment](#)

Tagged [alamo photographs zenfolio](#)

[Edit](#)

WELCOME!

I have two stores where you can browse through my photos. (I am sure you'll be impressed with the photos of the Alamo and the Missions of San Antonio in particular.)

Store #1: [RiderPhotography.zenfolio.com](#).
(This is a newer store and contains many new photographs.)

Store #2:
[RiderPhotography.imagekind.com](#)

Example: Flickr photo group



San Antonio's FlickrClubSA.com!

Share

[Group Pool](#) | [Administration](#) | [Discussion](#) | [952 Members](#) | [Map](#) | [Invite Friends](#)

Group Pool [28,480 items](#) | [Add something?](#)



NEW From [Christine Huff](#) ×



NEW From [guitar_guy599](#) ×



NEW From [rhome_music](#) ×



NEW From [AndYaDontStop](#) ×



NEW From [peterfrench](#) ×



NEW From [paul heaston](#) ×



NEW From [paul heaston](#) ×



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NEW From [jmm1953](#) ×



NEW From [jfboxer](#) ×

Example: Twitter feed

Get short, timely messages from OellaTshirts.com.



Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @OellaTshirts.

Sign Up >

Get updates via SMS by texting follow OellaTshirts to 40404 in the United States
Codes for other countries



OellaTshirts

BeerInBaltimore Just got off the phone with NBC Nightly News and they will be at Oktoberfest tomorrow for a national piece! #BBW10

about 4 hours ago via Echofon
Retweeted by OellaTshirts and 2 others

MacLife Free App Friday! Give iTunes what-for with NoPing for Mac, iPhone Explorer, and VLC Player for iPad. All for free! <http://bit.ly/9jjfhq>

about 4 hours ago via HootSuite
Retweeted by OellaTshirts and 4 others

Name OellaTshirts.com
Location Ellicott City, MD
Web <http://www.cafep...>
Bio I tweet about events in Ellicott City and Oella, Maryland. I sell cool t-shirts (<http://OellaTshirts.com>) and fine photographs (<http://RiderPhotography.net>).

262 following **84** followers **5** listed

Tweets 56

Favorites

Following



Example: Facebook page

facebook  Search



Orange County ARCE (American Research Center Egypt)

Wall Info **Photos** Discussions Events

Detailed Info

Website: <http://www.arceoc.org>
<http://www.arce.org>

Company Overview: Our chapter welcomes anyone who loves Ancient Egypt, or is interested in learning more about it, to come join us at the lecture series we sponsor. About once a month, all year long, we bring big-name Egyptologists—the same people you see on the Discovery and National Geographic TV channels—to Orange County. We average 100 to 300 people in attendance, new people come all the time, and you are welcome to check us out.

The lectures are normally free, on Saturday afternoons, and cover a wide range... [\(read more\)](#)

Add to My Page's Favorites

Suggest to Friends

ARCE/OC is a nonprofit organization that facilitates the study, excavation, preservation and renovation of important historical artifacts and sites in Egypt. We hold monthly lectures in Southern California by renowned Egyptologists.

1 Friend Likes This



Bob Wilson

Example: CafePress shop

CafePress > Gifts > Places Gifts > Middle East Gifts > Egypt Gifts

Egypt Gifts

Related Searches: [egyption](#), [hieroglyphic](#), [translates](#), [Ancient egypt](#), [sphinx](#), [hieroglyphs](#), [pyramids](#), [egyptian](#), [african](#), [africa](#), [history](#), [black](#), [Countries / Regions / Cities](#), [Art / Photography](#)

See results for [egypt](#) in the [Africa](#) category



Tour Egypt Rectangle Magnet \$5



Vintage Egypt Women's Pink T-Shirt
\$22

Also available...
[Infant/Toddler T-Shirt](#) \$10
[12oz -Small](#) \$15
... and more unique gifts with this design!



Vintage Egypt T-Shirt \$25

Also available...
[Long Sleeve Dark T's](#) \$28
... and more unique gifts with this design!

I can do the work for you!

- I created major social media campaigns for a photography club (FlickrClubSA) and for a major monthly arts event (First Fridays in San Antonio).
- I collaborated with the San Antonio Spurs and the San Antonio Museum of Art on several major events.
- I am very experienced with Twitter, Facebook, WordPress and CafePress.
- I know how to integrate these tools into a campaign that will get ARCE-DC noticed!