

Woodturning on Social Media by Martin Saban-Smith

There's no doubt in my mind at all that social media is the life-blood of communication between millions of people around the world. Like it or loath it, it is here to stay. So what better time to embrace it if you haven't done so already? The main Facebook group I belong to has seen an influx of new members since lockdown began, and I think more and more people are turning to social media to communicate with their friends and like-minded people.

Personally, I am somewhat surprised that more professional woodturners do not appear to have much of a social media presence. I remember reading somewhere that woodturning is in the top 5 hobbies in the UK (or something like that, anyway) so it seems amazing to me that more professional woodturners have not joined in the vibrant buzz around woodturning here in the UK. I'm sure many hobby turners 'out there' would consider booking a lesson if more professional turners in their vicinity were easier to find and engage with on social media.

Here, I will say 'the world of woodturning on social media' as it really is a world – there are so many ideas and so much inspiration in groups with global membership that joining one is, in my opinion, a must for any turner stepping into social media for the first time. I dare say that a lot of 'my' group's new members are fairly new to social media.

One must consider embracing social media as a source of ideas, inspiration, friendship, and business. It is a rich and vibrant place with a host of different characters. Through social media, I have 'virutally' met thousands of different people from all over the world and developed tremendous friendships with some of them and business relationships with some others. I shall vehemently defend social as precisely what it is – a place with a wealth of knowledge, experience, excitement, opportunities and new friends.

Like most things, the more positive you are when you put into it, the more positive you will get out of it.

Of course, there is a lot more to it than how I have rather simply put it above, but that is perhaps for you to find out if you are not yet engaging.

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