

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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Preparing Content that Engages: Part 2

BC Touring Council

Created and presented by
Briana Doyle, Strategic Moves
May 20, 2020

I am speaking to you today from Hudson, Québec, the traditional and unceded territory of the Kanien'keha:ka (Mohawk), and a place which has long served as a site of meeting and exchange amongst nations.

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The screenshot shows a grid of six digital arts workshop listings. Each listing includes a date, a title, a description, a location, and a 'Create a design' button. The items are:

- 14 APR:** MAN – 4-Part Canva Webinar Series. Dates: 2021-04-14 - 02:00 PM (CDT) - 2021-05-12 - 03:30 PM (CDT). Location: Manitoba.
- 15 APR:** APA – Impact: Creating Winning Content in Social. Dates: 2021-04-15 - 01:00 PM (ADT) - 2021-04-15 - 02:30 PM (ADT). Location: Atlantic Canada.
- 24 APR:** MAN – Powering up the Arts in Manitoba. Dates: 2021-04-24 - 10:00 AM (CDT) - 2021-04-24 - 12:00 PM (CDT). Location: Manitoba.
- 06 MAY:** BCTC – 4-week Social Media workshop series. Dates: 2021-05-06 - 01:00 PM (PDT) - 2021-05-27 - 02:30 PM (PDT). Location: British Columbia.
- 19 MAY:** MAN – Email Marketing (Series of 2). Dates: 2021-05-19 - 02:00 PM (CDT) - 2021-05-26 - 03:30 PM (CDT). Location: Manitoba.
- 23 JUN:** MAN – Digital interactive tools for season brochures. Dates: 2021-06-23 - 02:00 PM (CDT) - 2021-06-23 - 03:30 PM (CDT). Location: Manitoba.

<https://DigitalArtsNation.ca/>
How-to tutorials
Digital News
Digital Playbook

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Canada Council
for the Arts

Conseil des arts
du Canada



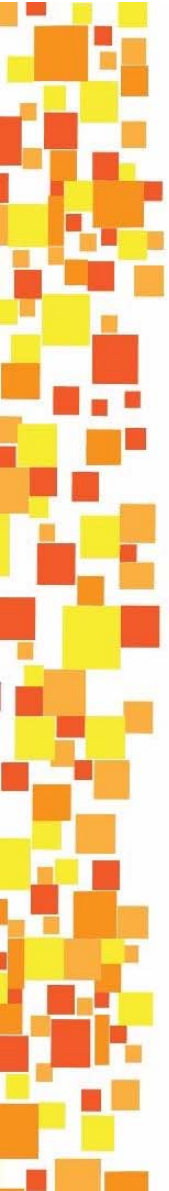
Atlantic Presenters
Association

What we'll cover today

- Tips, tools & techniques to create engaging content
- How to improve your content creation process
- How to improve ROI on social media



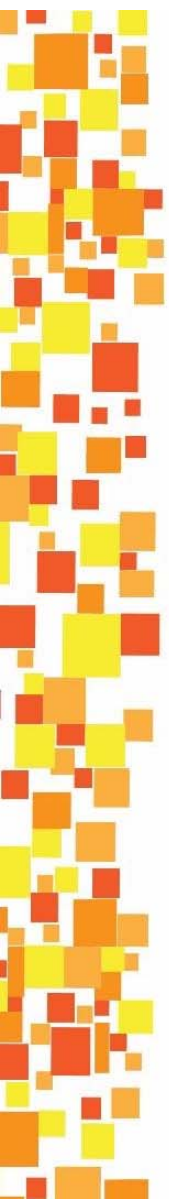
Tips, tools & techniques to create engaging content



What makes content engaging?

Type in the chat

1. The name of the last social network you visited
2. What type(s) of content you were hoping to find there
(photo, video, text, links, status updates, etc.)
3. What qualities you were looking for in that content (funny, beautiful, inspiring, interesting, informative, etc)



Content development: The 3 Cs



	<p>Creation: write, make videos, take pictures, record podcasts, produce illustrations or infographics ...</p>
	<p>Curation: Shine a spotlight on other people's work, share relevant, insightful, or inspiring content ...</p>
	<p>Conversation: Interview an expert, ask your audience a question, join the conversation via hashtags ...</p>



Customize your content mix

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Photos

Video

Text

Audio



Photos: Instagram, Facebook, Twitter

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kaslojazz
Kaslo, British Columbia

Calling all Artists from Nelson and around Kootenay Lake!

@nelsonkootenaylake and the @nelsonanddistrictartscouncil have launched a database to help connect local artists with various funding/performance/career opportunities. If you are an artist (not just music - anything!) and live in Nelson or around Kootenay Lake, be sure to sign up soon! Details and registration through the link in our bio, or through NKLT.

#supportlocal #supportthearts #findingawesome #buildingbridges #kaslojazz

2w

Liked by beaminargenta and 19 others

MAY 3

Add a comment... Post

The ACT Arts Centre
May 8 at 2:36 PM · 🌐

Last chance today for fantastic, local artisan gifts for mothers and special people in your life. We're here until 4pm today for drop in, with contact tracing and distancing. Check out the ACT Gallery exhibition by Art Studio Tour and the Farmer's Market in the south park, too.

8

6 Shares



Skills: Photography



Composition

- Rule of thirds
- Symmetry
- Reflections
- Repeating patterns
- Focus on one subject (simplify or blur background)
- Crop to fill the frame
- Unusual perspectives (aim high or low, zoom in or way out)
- Diagonal lines

Quality

- Crop instead of zoom (unless you have pro camera)
- Get a tripod and mount your phone
- Take advantage of camera functions (panorama, portrait mode)
- Take many pics and select the best to edit and post
- #nofilter

Content

- Current / timely
- Candid shots – faces draw attention and we follow their gaze
- Don't post complete images of final visual art pieces that can be reproduced/printed

Video: popular on all platforms



Joseph Alessi
January 28 at 3:08 PM · 🌐

An amazing project from my amazing colleague at the NY Phil Rebecca Young. This is fantastic!! Thanks Becky for including me HAHAHAHA Becky on Tik Tok ry_violamom

**Peter and the Wolf
Go!**

Play 0:01 / 0:59

👍👎❤️ 3.4K 446 Comments 8.1K Shares

Gloria Brissenden
What fun!

Dave Hoath Molly Walsh
Like · Reply · 2w

Paul Chagin
So, I HATE Peter and the Wolf! As an elementary music teacher I tried hard to like it but the story sucks and the music...well...meh. THIS. IS. THE. BEST. VERSION. EVER!! Thankst!!!

Erica Steed Patrick Todd Austin
Like · Reply · 2w

Miriam Matheny Samantha Thomas
Samantha Thomas the girls will enjoy this

Ishani Bhoola
Brilliant

Michelle Lee Pettit
Fantastic!!!

Ruth Tholan Kramer
Very different, updated rendition than my childhood Reader's Digest children's albums, which I listened to over and over again, on my back, the olive green carpet, on rainy days in Corvallis, Oregon. Guess who kept the Reader's Digest albums when my ... See More

Howard Kaplan
It's too fast

On Tik Tok
Over 11k views,
459 comments

ry_violamom
Rebecca Young
Follow

4 Following 21.7K Followers 271.6K Likes

Kelsey Taylor
The cat: popping up! 🐱🐱🐱
1-28 Reply 346

Violamanben
The sheer amount of coordination for something like this is staggering. As a violist myself, I'm in love with your content!! Thank you!
1-28 Reply 737

Rebecca Young · Creator
Thank you! It's a bit insane, but was so much fun to make! Glad you like it.
1-28 Reply 215

Glenda
The shoulder cat!!! An uncerrated costar!!!
1-28 Reply 571

Rebecca Young · Creator
The first appearance is Louis. The opposite shoulder is Ella. The guy on the middle is my son 🐱
1-28 Reply 233

Kristan Toczko — harpist
this was amazing, wow, and the timings were so well done! loved the cat popping up 🐱
1-28 Reply 100



Live video: Instagram, Facebook, YouTube



- Keep it conversational
- Viewers are forgiving of uneven quality (to a point)
- Can broadcast live interviews via Zoom
- Option to “premiere” video instead of broadcasting live

Massey Theatre
March 31 · 🌐

Happening today at 4PM. Incredible and important work being done by our friends at [Savage Society](#).

Savage Society
March 30 · 🌐

🔥 JOIN US! TOMORROW! 🔥
For 🗣️ "Reflections on Reclaiming our Voice: The Songs of the Land Project" 🗣️

Join [Savage Society](#) Artistic Director, Kevin Loring, Stō:lo/St'át'imc/Nlaka'pamux multimedia artist Ronnie Dean Harris and Nlaka'pamux Elder Charon Spinks for an in-depth conversation about Ashteetlm ahh tmixw (the Songs of the Land Project).

🌟Premiering on Facebook tomorrow, Wednesday, March 31. 🌟

This event is supported by the Government of Canada as part of the International Day for the Elimination of Racial Discrimination.
[Canadian Heritage](#) [#GCAntiRacism](#) [#fightracism](#)
[#DiversityIsOurStrength](#)

Video quality: light, mic & background

- Don't wait until you have the perfect gear
- You never know what content will connect with an audience





Instagram: 4 kinds of video

- Feed video: 3-60 seconds
 - Square, portrait, or landscape
- Stories video: <15 seconds
 - Vertical, aspect ratio 9:16
 - Disappears after 24 hours
- Live video: up to 1 hour
 - Vertical (9:16)
- IGTV: 1-60 minutes
 - Vertical (9:16) or horizontal (16:9)
 - Can create a series





Skills: Video



Composition

- Lighting – lots of light – especially on faces
 - Natural sunlight works well, try for softer light parts of the day
- Clean, uncluttered background
- Rule of thirds

Quality

- Crisp, clear audio, make sure you have a good microphone
- No shaky footage, use tripod.
- Use your smart phone – back camera is better, horizontal recording not vertical
- Use a good video editing program
 - Keep editing simple, focus on clean up (especially audio/noise reduction) and transitions
- Use angles, cut aways to create visual interest

Content

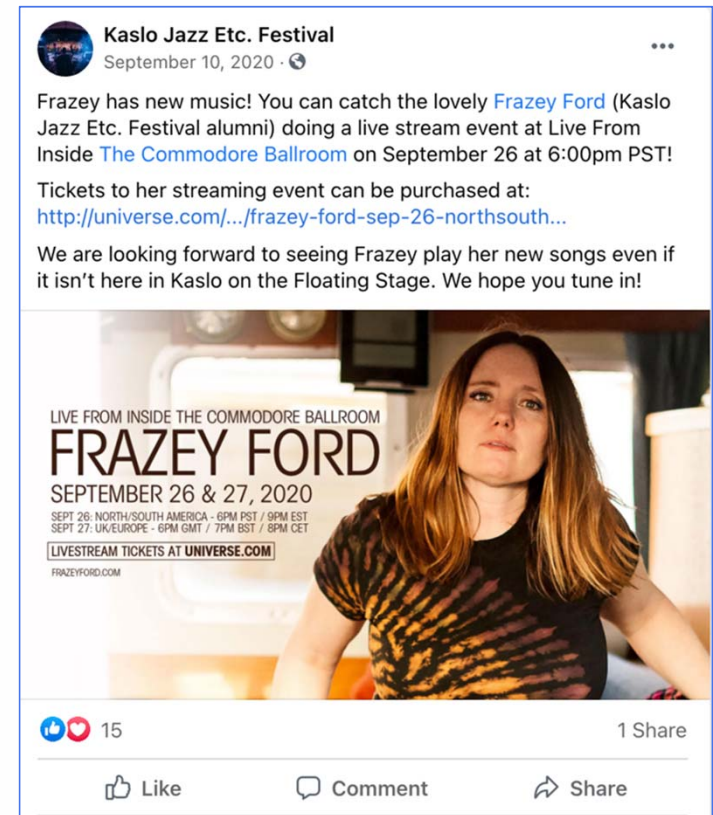
- Script or storyboard your videos
- Make sure your subject has the right on-camera presence: open body language, smile, speak slightly slower



Text: No more “Plain Jane” status updates



- Present in a visually interesting way
- Marry with a photo, or keep it simple





Use other people's words

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bushtheatre • Follow

bushtheatre "Chiaroscuro is a crucial opportunity to celebrate the generations of queer women of colour who have come before us."
Lynette Linton

This LGBT+ History Month we're posting some of the iconic queer plays that have opened at the Bush Theatre.

Jackie Kay's Chiaroscuro debuted in 1986, exploring the lives of Aisha, Opal, Beth and Yomi, and how their friendship is affected when Opal and Beth fall in love.

Opening for the Theatre of Black Women, the original production

She is the first woman to see all of me - and keep holding

Liked by shilohcoke and 224 others
3 DAYS AGO

Add a comment... Post

bushtheatre

Alice Eklund @aliceeklund_

I STRONGLY advise you to watch #Overflow by @travisalabanza @bushtheatre. Do it. You won't regret it. It's EVERYTHING I love about theatre.

Liza Vallance @LizaVallance

@travisalabanza's FIRE writing, the pace and rhythm, @reecelyons_ lush performance, the set that feels expansive and intimate all at once...! I'm loving everything about #OverflowOnline @bushtheatre

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Use templates

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 **National Gallery of Canada** @NatGalleryCan · 10h

Today, Louis Riel Day, we celebrate the devoted Métis leader and politician who fought for his people and for all minority rights in Canada. Remembered as the founder of Manitoba, his vision of a country united in its diversity of voices lives on across Canada.




Rosalie Favell
Awoke to Find My Spirit had Returned, 1999
inkjet print, 120.8 x 99.3 cm


National Gallery of Canada, Ottawa
© Rosalie Favell
Photo: NGC

I awoke to find my spirit had returned

2 10 29

 **National Gallery of Canada** @NatGalleryCan · Feb 9

When you think of The Group of Seven, chances are you think of their bold paintings of the Canadian landscape. But here we witness the calculating mind of Franklin Carmichael at work studying the human form.



Franklin Carmichael
Partial Human Skeleton / Skulls / Figures, c. 1919-1932
Graphite on cream wove paper, 23.5 x 18.8 cm

National Gallery of Canada, Ottawa
Gift of Mary and Richard Mastin, Toronto, 1997
Photo: NGC

1 2 9



Skills: Writing



Composition

- Define and hone your voice
- Voice: be casual, conversational, talk to me directly, positive, upbeat, fun
 - Use *I, we, you* instead of *the company, the client, the team*
- Use emoji to show your point and increase engagement
- Use hashtags on Twitter and Instagram

Quality

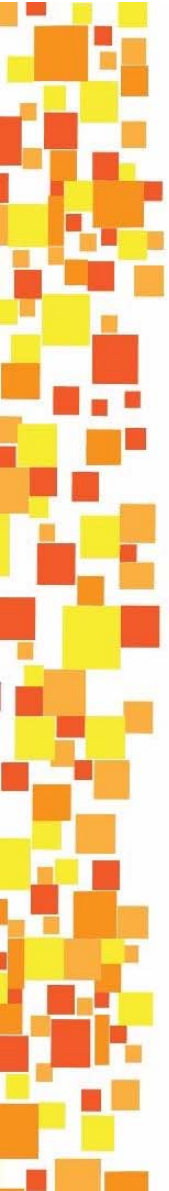
- Short sentences, short words
- 40 characters makes a long Facebook post in most cases
- Link to your blog, gallery, videos and other long form, don't paste its content into Facebook status
- It's ok to break some punctuation rules, but do check spelling and grammar

Content

- Call to action but don't over-promote and don't sell when you are building a social relationship
- Short questions can be great lead ins
- Research tells you who you are writing for – use it!
- Write great captions for your images
- Have some fun!

How to improve your content creation process

Listen, create, share, repurpose



Discussion

- What is your current process?
- What tools do you use?
- What recommendations or advice do you have?



Play to your strengths

Focus

- Invest strategically in original content
- Choose a few things you can do very well

Collaborate

- Ask staff and volunteers to watch for Instagrammable opportunities and share with you (or the person managing your social media)
- Encourage partners / audiences / customers to post photos/videos and tag you

Know your audience

- Strong visuals are a must, on every platform
- Learn what your audience wants and give it to them



Never be stuck for ideas again



Define content pillars

- Choose 3-5 themes that define your organization
- Brainstorm monthly and capture ideas in a spreadsheet with separate sections for each pillar

Check analytics

- Which posts got the most shares, comments, or likes?
- Which pages on your website are most viewed?

Follow trends

- See what others post on related topics using hashtag searches
- [Google Trends](#) shows you what people are searching for
- Pinterest may also offer ideas

Audience insights

- Turn FAQs into social posts
- Ask your audience what they're looking for from you



One piece of content, many ways



Always be repurposing:

- Cut and remix video or audio content
- Make a slideshow video from photos
- Make shareable images from text excerpts
- Broadcast live interview over Zoom, turn audio into a podcast, turn transcript into a blog post, share video clips

Always be listening

- Share reactions to content / programming
- Screenshot and share (good!) reviews
- Re-share fan photos (with permission)

Always be sharing

- Share content made for other platforms
- Twitter threads on Facebook, Tik Tok video shared on other platforms

Create and use a brand kit



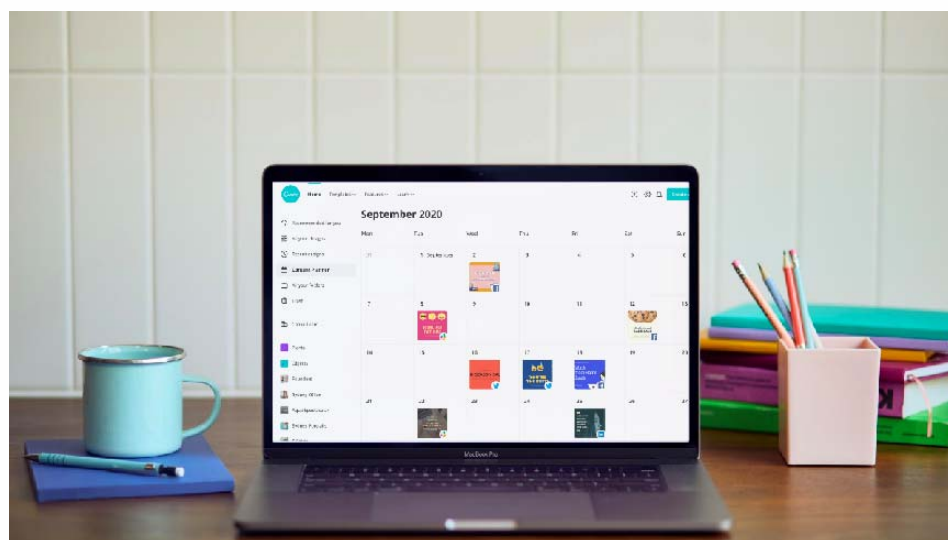
- A 'cheat sheet' noting colour codes, fonts (a feature in Canva Pro)
- Template library
- Any important style guide notes
- Logo files, image / video library
- Image/video size information



Tools to help: Canva (Pro or Nonprofit)



- Easily create shareable images or videos
- Schedule them to publish to Facebook pages and groups as well as Twitter, Pinterest, and Tumblr. Can export to Instagram

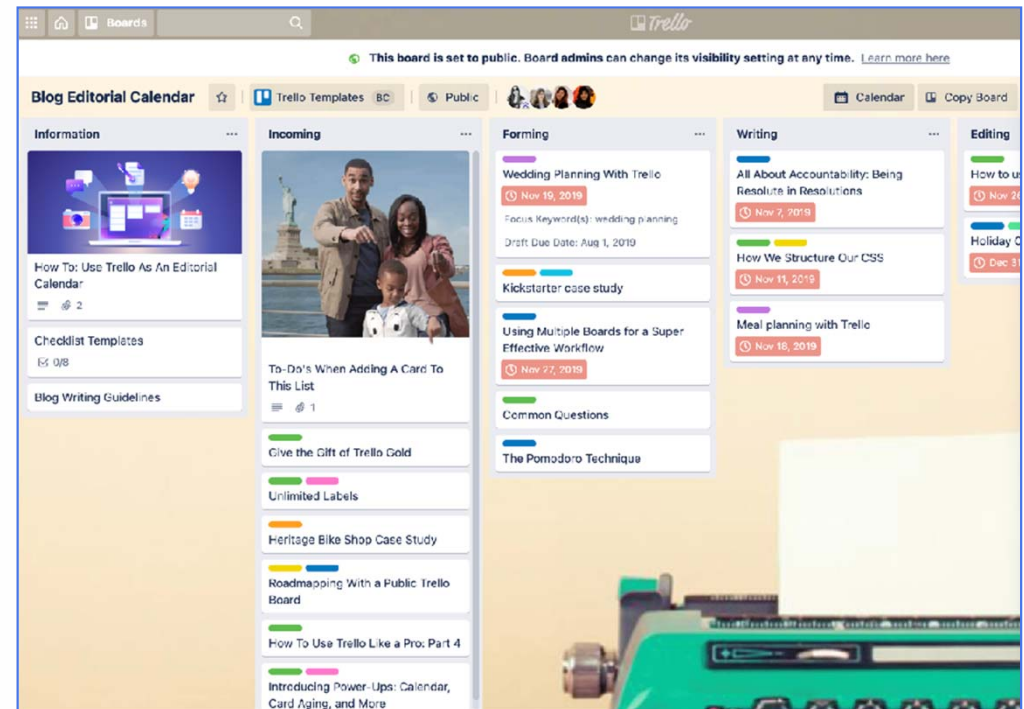


Tools to help: Trello

- Free plan, or affordable pro
- Flexible
- Keep track of content in production
- Details:

<https://blog.trello.com/moved-to-published-using-trello-as-an-editorial-calendar>

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Social Media Management: Hootsuite (etc)



Social dashboard

- All social media profiles in one view
- All messages / comments in one place

Scheduling tools

- Convenient
- Beware – each social medium has different dynamics so don't post identical updates to all

Analytics tools

- Top content, most engaged followers
- Hashtag / keyword tracking

How to improve ROI on social media

Begin with the end in mind



Let's talk ROI



In the chat, take a minute to answer this question:

How do you measure success on social?

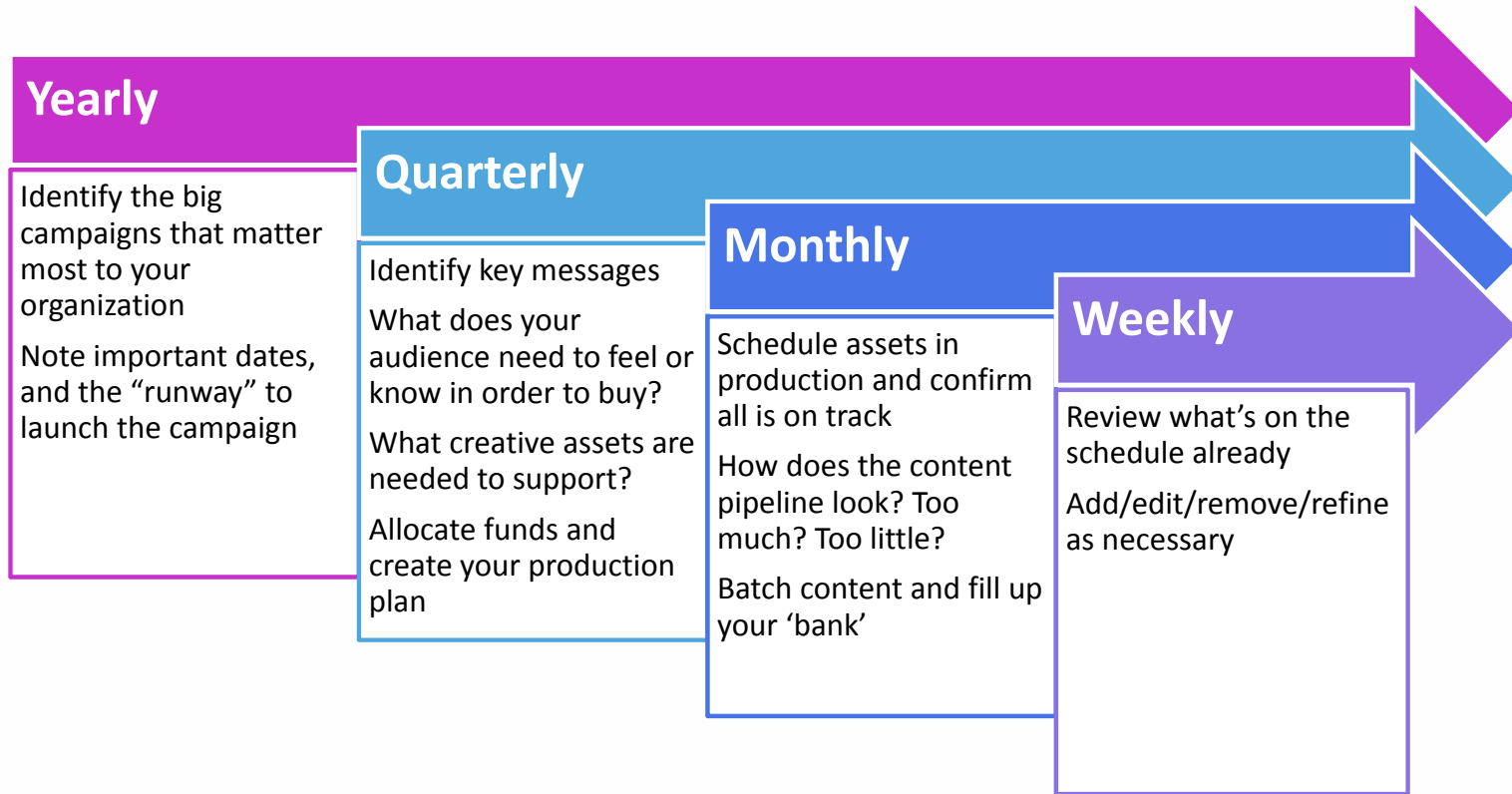


Plan your content with ROI in mind



- How many tickets do you need to sell? Or, how much money do you need to raise?
- When do you want people to buy something or take an action?
- Who is your audience? Are there new audiences you want to reach?
- What triggers your audience to buy? What blocks them from buying? What information do they need?

Creating your content calendar



To recap:

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Create engaging content

- 3Cs: Creation, curation, conversation
- Leverage your strengths, improve your skills
- Don't be afraid to experiment

Streamline your content creation process

- Batch and schedule content
- Create and use a basic brand kit / style guide
- Repurpose / remix content

Improve ROI on social media

- Plan your content with purpose
- Design your content calendar to support your strategic objectives



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LET'S STAY IN TOUCH

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