

PROOF OF THE PUDDING

PARTICIPATORY ARTS EVIDENCE FOR ARTISTS

Tools to help tell your story, attract new partners for your work and access funding

Part Two: Marketing & Communications



Image: People Dancing Summer School. Photo: Rachel Cherry

A Marketing & Communications pack

Talking about your work online and sharing your story, regularly and consistently, can be a key way of making sure that the right people get to know about you and your work. These may be current and future participants, future partners, and even future funders.

Using digital channels (for example websites and your social media accounts) offers a wealth of opportunities to let all of these people know that you exist, build a community around your work, and give them a deep insight into what you do, why you do it, and why they should want to be involved.

Whether you're already using digital channels to grow your audiences, or are totally new to the possibilities, this section of the pack will give you an overview of the digital landscape, and a toolkit of practical hints and tips on getting started and growing your digital community.

What do you want to say?

Before you can start using social media to tell your story, you need a clear sense of what you want audiences to think about you and the work that you do. You can then place your activity within the broader context of participatory arts outlined in Part One.

You may already be clear on this but if not, answering the the following set of questions can be a useful exercise to really nail down why you're posting on social media and what your messages should be:

WHO ARE YOU?

- What exactly do you do?
- Why do you do it?
- Who do you do it for?
- What difference does it make?
- What makes you distinctive?
- What do you stand for?
- What are you trying to achieve? (mission/vision)
- Who do you want to work with? (participants, partners, funders)
- How do you help people / what value can you bring to audiences/participants (both physical and digital)?

Once you can answer these questions, you should have a detailed sense of what kind of messages you should be putting out into the world. The next step is thinking about who your audiences are, and where and how you might be able to meet them online.

Who do you want to say it to/who are your audiences?

Ask yourself:

- Who already knows about what you do?
- Who actively engages with it, either through taking part in your activity in person or by talking to you or about you online?

These are all your audiences, and you can use your communications channels to deepen your relationships with them, grow their understanding of and enthusiasm for your work, and motivate them to champion you and your work online.

- Who else would you like to be aware of and enthusiastic about what you do?
- Are you looking for new partners for your work, and/or to attract funding?

If so...

Identify who these people and organisations are, so that you can start using your digital communications to grow a relationship with them.



Where is your digital home?

This pack will discuss building and developing a strong presence on social media platforms, but it's worth saying that as well as investing time in social media, if you haven't already got one, you should also consider creating your own website.

Whilst you can build a fantastic community on social media, it's not advisable to rely on this being your only online presence, simply because social platforms are subject to change. If a platform changes the rules on what you can or can't do, alters the way that it works, or if you get locked out of your account, hacked or banned - and all of these things can happen - if your social media profile is the only place you can be found online then you could be in trouble.

Having a website also adds credibility in the eyes of potential partners and funders. It doesn't need to be costly or complicated to set up, just clearly laid out, using great images or videos if you have them, and giving all the details you want people to know about you and your work. Keeping your site regularly updated, with news stories, blog posts, event/course details etc. helps with Search Engine Optimisation (the way that search engines like Google decide which websites to show in search results), and again adds credibility in you as a professional.

If you don't have the budget for a professional web designer, there are plenty of low-cost DIY options for building your own site, using one of an endless range of customisable templates and themes. We've included some suggestions at the end of this pack.



Image: Canva stock

Tips for building a great website:

- Be sure to build your site with mobile users at the forefront of your mind. Over 50% of all internet traffic in the UK is now on mobile devices, so your site needs to look great and work properly on a small screen. Many DIY websites will work on both mobile and desktop by default, but make sure you check how it looks!
- In key places on your website, think about using quotes and testimonials from participants you've worked with, and select key statistics and stories about participatory arts that place your work in the broader context. It's a good idea to insert these quotes in logical places throughout the body of your website, rather than hiding them all together on a separate page. As mentioned in Part One, think carefully about confidentiality and attribution when sharing the views, stories and images of participants and partners, and be sure you have the relevant permissions
- Include clear and prominent links to your social media profiles, or embed feeds of them on your site if you can.

Story telling on Social Media:

- You want people to engage with your content, so it's no good just having it sit on your website - you need to bring it to where your audiences are, for them to either consume within their social media spaces, or signpost them towards your website to find out more
- But with a growing number of digital channels out there, and a finite amount of time available to dedicate to them, how do you choose where to focus your energy? We're here to reassure you that you don't need to do it all - it's far better to choose one or two social platforms that you have time to "do properly", than spreading yourself thinly across a wide range of channels, and not giving any of them the time they need to succeed
- Choose where to focus your efforts, based on a combination of understanding where your target audiences already spend their time, how the various platforms work and their strengths and weaknesses - and how those fit into your objectives and ways of working.

Where are your audiences?

- You're probably already using social media. If so, look at what type of people already engage with you on your various channels. Where can you see yourself building a community of 'your people'? Where are your potential partners and funders most active? And what kind of content are they responsive to?
- If you're not already using social media, it's worth chatting to your existing participants and partners if you have them, and finding out where they spend their time online. What communities are they part of? Where do they get their information from? How do they use the various platforms?
- If you're looking to build awareness of your work with different kinds of people, do your research, and again, spend time on the various platforms to gain an understanding of where these people are already active, and how other artists and organisations are engaging them.



Image: Canva stock

What are the pros and cons of various platforms?

This section is adapted from page 17-18 of [The Space Online Audiences Toolkit](#), used with kind permission

The major social media platforms all have strengths and weaknesses, and they all have restrictions.

So you need to do your research and work out how to make your content work for your chosen platform and its audience.

**But what are the
different platforms
best for?
And what should
you be wary of?**

Facebook:

Good for:

- Advocacy and ambassadorial work, especially through its share function
- Discussion directly with an audience
- Personal and human stories, which makes it very good for arts content
- An enormous potential audience thanks to its huge number of users
- A safe space: its users generally feel Facebook is a safe place for them to be/endorse/comment
- Promoting events
- Growing a community using Facebook Groups.

Be wary of:

- Whilst Groups can be a brilliant place to talk to the communities you work with, funders and other partner organisations tend not to engage in these spaces
- Facebook more than any other platform is increasingly a 'pay to play' space - it can be difficult to get your content seen without paying to promote it.

Instagram:

Good for:

- Visual content
- People viewing on their phones – the site is optimised for mobile
- Visual storytelling and creating engaging content 'on the fly' with Stories.

Be wary of:

- Sharing content is less intuitive than on other platforms. Posts can be shared into stories but many users don't know how to do this.

Twitter:

Good for:

- Topical discussion
- A sense of immediacy
- Public sector content
- Playfulness and experimentation
- Many funding bodies and non-arts sector partners are very active on this platform. Following the Twitter feeds of bodies that you're interested in partnering with can give you a useful insight into their priorities, how they work and how you might fit into that - as well as offering you the opportunity to reach out to them directly.
- Making the news: Twitter is a major source of news stories for online journalists so if your content goes viral on Twitter, it may well be picked up

Be wary of:

- Keyboard warriors - Twitter has a reputation as a space where people can be very outspoken, and not always in a useful, productive or friendly manner.



Image: Canva stockt

YouTube:

Good for:

- Hosting video content that can be embedded on other websites – this is how it is most flexible and useful
- As a single source for your content: a YouTube video can be embedded on multiple other sites meaning that if you need to take it down – perhaps after a licensing period expires – and you remove it from YouTube, it will be removed from all the other sites where it was embedded simultaneously.
- Sharing engaging evidence of impact, such as in the Community Music Wales case study referenced in Part One of this pack.

Be wary of:

- Using it as the only ‘screen’ for your content – it can be very difficult to find things on YouTube unless viewers have searched specifically for your content or channel or you have paid YouTube to promote it. Embedding a YouTube video elsewhere where your audience will see it is a better protocol (with the exception of Facebook and Instagram, where it is preferable to upload video content directly to these platforms).
- Building subscribers to a YouTube channel can take a resource and regularity that is beyond the means of many artists.

TikTok:

Good for:

- Reaching young audiences
- Creating dynamic video content that can be shared across other platforms
- Demonstrating relevance of work to young people
- Showcasing your artistic process in snackable format - works especially well for dance artists, musicians and visual artists.

Be wary of:

- This is a relatively new platform and you’re unlikely to reach the eyes of funders or partners within the platform itself.
- There have been some privacy concerns particularly around younger users, although TikTok seems to be addressing these more recently.

Creating Great Social Media Content:

by Rob Lindsay Digital Producer, The Space

Attention spans on social media are short, and platforms are crowded with millions of pieces of content being uploaded every minute.

DO:

- Focus your efforts. One effective piece of content is far, far more beneficial to you than a wealth of poorly performing material
- Assume that your reader, viewer or listener has no idea who you are. Great social content attracts an audience by being shareable, and that means that it needs to be just as engaging to a friend of a friend, as it is to your existing audience
- Consider in advance what point you're trying to make about your work, and then develop that into a story that your target audience cares about. This isn't a new idea, it's the basis of most of the positive press coverage that your organisation has ever generated. Think of your content as a press story that you're creating yourself, not a marketing brochure.
- Prepare a script outline for any audio/video content, in order to test whether or not your story is as compelling in practice as in concept. You can develop your story further when you come to edit, depending on what you manage to record, but writing a script outline first will quickly show you any gaps you have in your narrative and should be the first use of your valuable time and energy.
- Give yourself permission to edit the material in order to most effectively tell your story. This is the case even if it's just text and photos, and especially if it's sound or video. Efficient, effective storytelling is key, so don't just cut out bloopers and repetition, cut out great material if it doesn't contribute to the point you're trying to make with this piece of content. You can always save it and use it somewhere else as part of another story
- Create conversations around your content. The best content invites engagement by asking questions, encouraging comments and growing honest and authentic conversations.
- Add value and share your expertise. Give people something they need and they're more likely to share it. This could be content that informs, entertains or intrigues.
- Be authentic, share regular moments from your work, let your audiences get to know you and feel invested in what you do.

DON'T:

- Forget to establish your story up front, and hook people's attention. You won't do that if your video starts with logos slowly fading in and out, or your podcast rambles for three minutes before you introduce your topic and contributors.
- Take people's attention for granted. There's no perfect length for an article, podcast or video, but be brutal with yourself. How much of people's time do you honestly need to ask them for, in order to make your point?
- Wrap your message in acronyms, jargon and industry speak. Viewers, readers and listeners will not pause your story while they go and look up the meaning of unfamiliar words. They'll just switch off, forget about you, and you'll have failed as a communicator.
- Neglect your social copy. Whatever content you decide to create, when you publish it, you'll need to type in a title, and probably a caption. This is where a number of publishers unintentionally undermine the strength of their own content. By filling out your caption field with "Check out our new video!" or "Listen to the latest podcast in our series" you've given readers precisely no reason to do so. Don't neglect this opportunity to demonstrate value, even with a simple quote or headline from the piece itself.
- Forget to use text in the videos that you create. 85% of Facebook videos are watched without sound, by people on commutes, in offices, on the sofas of family living rooms with the TV on in the corner. As well as subtitles, text lets you quickly impart statistics, set out bold headlines, and introduce contributors through captions, while they get on with talking about your story. If you're not using text on your screen, you're denying yourself a valuable and effective communication tool.



Image: Canva stockt

This section is adapted from page 17-18 of The Space Online Audiences Toolkit, used with kind permission.

Using images & video

Using images and video can be brilliant ways to tell your stories and get your messages across online - in fact posts on any platform that don't have images or video are likely to be ignored by the algorithms and attract significantly less engagement than those with.



Image: Canva stock

Tweets with images receive 150% more retweets than tweets without images

Facebook posts with images see 2.3X more engagement than those without images.

But it's important to understand how to make the best possible choices about how to create visual content, and optimise effectively for your chosen platforms. As part of this toolkit we've included a set of general images that you can use as part of your digital communications, and the following section gives some guidance about what you need to think about when creating or commissioning your own visual content.

Purpose of images and video, thinking about message and audience

- When you're planning a project, go back to your answers from Part One and think about how you can convey the things you want to say about yourself and your work using video and photographs. It's important to remember who your audiences are, and what you would like your visual content to help you achieve.
- If you're looking to attract new participants, it's important that they can see people like themselves in your images, doing something that looks appealing to them. If your activities are fun, make sure the people in your pictures are enjoying themselves! If you want images that tell a potential funder or partner about your work, make sure you photograph a range of participants, representing the kinds of people your work is aimed at. Think about how you can communicate the positive benefits of your work visually and in film, perhaps demonstrating a sense of community and belonging, people showing pride in what they've achieved or talking through the impact of working with you.
- Make time at the start of projects or courses to think about the types of images you'd like to capture throughout the work, so that you don't miss an opportunity to film or photograph key moments. Maybe you want to use imagery to show your processes, or how participants have been impacted by taking part. Depending on the nature of the work, taking "before, during and after" images can be powerful, for example.
- Make sure all of your images are clear, well lit, high resolution and work well when viewed at different sizes. Think about the background of your photographs and what that says about the context you're working in.



Image: Canva stock

When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later. (Brain Rules)



Image: Canva stock

Permissions & credits

- When creating or commissioning visual content, be sure to get any necessary permissions from participants before you start. There's a useful guide here about the circumstances in which you do, and do not, need to gain explicit consent. The **NSPCC also has a very useful guide to safeguarding and child protection issues in relation to photographing and filming children.** Again, think carefully about attribution, ethics and confidentiality when sharing other people's stories in visual form, and make this aspect of your work part of your safeguarding policy.
- If you use a photographer or videographer, remember to credit them wherever you use their work. As well as being good practice, this can also gain you extra exposure. Many photographers and videographers have strong presences on social media, so if you tag their accounts, they may well share your post to their own followers.

Tech spec for different uses/platforms

- It's important to upload images and videos at the right size for each platform, to make sure your carefully created content looks its best in every context
- Recommended image sizes can change quite frequently, so it's best to do a Google search to find the latest information, or format your images using a tool such as **Canva** which is preloaded with templates for all image placements on all the major platforms.

One size doesn't fit all - tips on tailoring your content for different platforms

Whether you're telling your story through text, images, video or a combination of the three, you'll need to think carefully about how to present them on each of your chosen platforms, to play to the strengths of each channel.

The following are some tips and tricks for making sure your content has the best chance of being seen and engaged with on each of the major social media platforms.

Instagram:

- Instagram posts can include a carousel of up to 10 images or videos of up to 60 seconds. Still images look best in square or portrait format, and videos are most effective in square format, but landscape can also be uploaded
- Longer videos can be uploaded as IGTV and then a preview can be generated for the main feed and IG Stories. IGTV is designed for portrait format, but landscape can be used too
- You only have two lines (roughly 10-15 words) of your post caption visible as people are scrolling. You need to use your visual content and those first two lines to either convey your message in its entirety, or intrigue people enough to click the 'more' button, to read the rest of your caption
- It's ok to write long captions (maximum length is 2200 characters), as long as the content is genuinely engaging, and the text is well formatted to help the caption feel accessible and lead the reader's eye through it. Use short paragraphs broken up by white space, and consider using capitals for sub-headers if needed. Emojis can help add character and humanise your content, as well as adding a splash of colour to help break up larger blocks of text
- Instagram is notorious for messing up caption formatting, in particular missing out line breaks - which can be annoying and make your carefully laid out caption difficult to read. Using a scheduling tool such as Later or an online tool such as captioner.me are two ways of getting around this
- Links in Instagram captions aren't clickable. Add them in your biography instead, or (for users with 10k or more followers) you can add swipe up links in IG Stories.
- Adding a location to your posts can help content to show up in the Discover tab or by people actively looking for posts from a specific area
- Using Hashtags in your posts can also help your content to be seen by people outside of your existing followers. Research hashtags that artists like you are using, or use a hashtag research tool. Try to get specific - using tags such as #art and #dance is pointless - they have tens of millions of mentions, and you'll be lost. As a general rule of thumb, try to use hashtags that have under 1 million mentions. If your work is hyper-local, look out for geo-specific hashtags that your audience are using, or if hashtag campaigns are running locally, or in your field of expertise, make sure you're including them in your posts to be part of that conversation.

Instagram Stories:

- IG Stories are a storyteller's dream. Here's where you can get creative, letting your audiences really get to know you in a more informal and human way. You can share insights into your day to day activity on the fly, and have fun using the myriad creative tools and engagement opportunities afforded via the IG Stories function
- Instagram is constantly adding new features to IG Stories, and using stickers such as polls, questions and quizzes can be an amazing way to spark genuine conversation with and insights from your audiences. High levels of engagement with IG Stories also helps the IG algorithm to prioritise your feed content, and using location and hashtag stickers on stories can help them to be seen outside of your existing follower base
- Whilst IG Stories are intrinsically ephemeral, staying visible for just 24 hours, you can use your favourite IG Stories to create a series of themed permanent Highlights on your profile, giving new visitors a great insight into your world, or showcasing particular projects, strands of work or stories that you want to tell
- IG Tip: Always share your main feed posts into an IG story, using the > button below the post. By doing so, you're creating a clickable link to your feed, so even if your content hasn't appeared in a follower's feed this gives them a chance to still see it. Just remember to give them a reason to click through to view the full post! Adding location stickers and hashtags (up to 10) gives your content even more chance of being discovered by new people.

Don't forget IGTV !!!



Image: Canva stock

IGTV is still a relatively underused part of Instagram, and therefore one where you have a chance to stand out. IGTV is designed for longer form video (up to 60 minutes), filmed in portrait orientation. Videos where one person speaks directly to the audience tend to work really well in this format, as they feel intimate and honest, but the possibilities for IGTV are endless, and more recently IGTV has allowed traditional landscape videos to be uploaded as well as portrait ones. A short preview can easily be added to your grid and IG Stories to promote your IGTV.

Twitter:

- Twitter is a great place to share your view of the world, and it's a place that a lot of funders and partners tend to spend time
- Tweets can include up to four still images, or a video of up to 2 minutes 20 seconds
- Writing tweets is an exercise in getting your message across in as few words as possible, with a maximum limit of 280 characters per tweet. But where you have a really compelling story to tell, using threaded tweets can be an excellent option for splitting your message out into manageable chunks
- Twitter moves really fast, so don't be afraid to tweet versions of the same thing multiple times, at different times of day, to be in with the best chance of being seen
- You can use popular or trending hashtags to get your content seen by people following them, but be careful only to do this where the hashtags are genuinely relevant to you and what you do, or where you have something authentic to add to the conversation. Don't overuse hashtags - ideally no more than two per tweet.



Image: Canva stock

Avoid hyperbole and cliches when writing for social media. Arts communications are often filled with over the top language like “excited”, “thrilled”, “over the moon” or “delighted” which renders them inauthentic and forgettable. Be yourself, be natural, tell your own stories, and those of the people with whom you work.

Facebook:

- Facebook can handle video up to 240 minutes as long as the file size is under 10gb, and at the time of writing, the platform is prioritising longer form (three minutes plus) video content - meaning that anything over that length is more likely to be shown in users newsfeeds. That said, if you can tell your story in less than three minutes, you should definitely do so. If viewers get bored and abandon your video before the end, this will send signals to Facebook that it's not engaging content, making it less likely to be shown.
- Large numbers of images can be added to a Facebook post, although it's important to think carefully about the message you are trying to convey - will one really strong photograph tell the story, or do you need a series of images? It's also worth remembering that if you return later and add more pictures to an already successful gallery, the whole gallery will appear in people's feeds again. Remember to add a caption to each individual image, so that if users share a single photograph to their feeds, their Facebook friends will be able to see the context of the post and understand the story.

YouTube:

- YouTube videos can be up to 12 hours in length (as long as your channel is verified, which is a two-minute process)
- If you're actively looking to attract views and subscribers for your YouTube content (rather than simply using the platform as a place to host and then embed in other places), you'll need to think carefully about the text you use in the titles and descriptions of your videos. YouTube is essentially a search engine for videos, so your titles and description need to prominently include keywords that people who are interested in your content might be searching for
- The first three lines of your video description show up before the 'show more' button, so make the most of them to hook potential viewers in
- You can add links in YouTube descriptions, so make the most of this by including links to your website and any other social media channels that you run.

TikTok:

- TikTok videos can be up to 60 seconds in length, and offer a brilliant opportunity for you as an artist to have fun with your creativity, showcasing what you do and who you are. This platform is still in its relative infancy but has gained massive traction, and there's a real opportunity here for participatory artists to make their mark
- Formats that seem to work well on TikTok are dance videos, responses to challenges, timelapse films of artworks in progress, funny cute videos etc. The platform is evolving quickly, so it is advisable to spend some time exploring it, and thinking about how you could create content that speaks to your audiences.
- Video content created within TikTok can be downloaded and shared across your other social media channels, so you can have fun experimenting with the content creation tools within TikTok and then repurpose your video for other platforms.



Image: Canva stock

Live content:

Facebook, Instagram and Twitter all offer the facility to broadcast Live to your followers. You don't need any complicated equipment to get started, at the most basic level you can get good results just using your smartphone and a reliable internet connection.

You could think about using Live social media video to help you with objectives like:

- Sharing a live experience with people without them needing to be physically present at your event/activity/workshop. Many practitioners have used Live social media to run online workshops and classes during the Covid-19 pandemic for example
- Letting your followers get to know you on a more personal level, and having meaningful conversations with them in real time. All the Live facilities mentioned here allow users to comment on your video, so by simply sitting and talking to the camera you can ask or answer questions, discuss important topics or use the platform to engage with followers around whatever topic you choose
- Sharing informal insights into your work, on the fly. If you're confident talking to the camera, Lives can be a really good option for quick and easy communications with your online audiences.



When to post?:

There are many theories about when is the best time of day or week to post on social media, and a quick Google search will throw up a confusing range of opinions on the topic. The truth is that there's no "one size fits all" approach - what works for you won't necessarily work for someone else. There are two key ways that you can get to grips with the best timings for your audiences:

- Learn what times of day they are online. Most social media platforms show you this information about your own specific audiences, in the Insights or Analytics sections. You can also check your **Google Analytics** to find out what days and times are busiest for traffic to your website
- Test. Using the information above as a starting point, try posting similar types of content at different times of day, and days of the week, and over time you may start to see patterns in engagement throughout the week.

Seeding content:

All the social media channels mentioned in this pack are crowded with content, and all use an algorithm to decide which content to show to users and when. One of the key factors in determining whether your content will be shown widely is how popular and engaging it is within the first 24 hours after publication, so it's really important to do everything you can to get views and engagement as quickly as possible.

A good way to do this is when you know you're going to be posting a key piece of 'hero' content, get in touch with your networks, partners and stakeholders, and approach media contacts and influencers in your field in advance, to let them know about what you're planning to post, why it would be of interest/value to their audiences and asking them to share it when it goes live. This is called 'seeding'. With video content, you can share it with these people in advance via private links, giving them a preview so that they're ready to post or share as soon as you go live.

It's a good idea to provide some suggested text to go along with the post on various platforms - the easier you can make it for people to share your content, the more likely they are to do it.

Making Social, social:

It's not good enough to post on your own channels and get people to share your content. As well as provoking conversations on your own pages, you need to join in with those happening elsewhere - it's what you do in your physical work, so it makes sense to do it digitally too.

In practical terms, this means that on all of your social media channels you should make time to:

- Respond to all comments and direct messages (DM's) in a timely fashion
- Follow appropriate accounts such as partners, funders, artists, forums, arts venues, colleges, artist collectives, festivals and more - anyone who it makes sense for you to be seen to be associated with, who is doing similar work to your own, or is in your target audience for engagement
- Regularly react to, comment on and share other people's content - as your page/account. Your comments shouldn't be about selling something or actively asking people to like your pages - rather they should be about genuine conversation and generosity of spirit. Through this activity, you will build awareness of yourself as an outward-looking, creative and community-focused artist/organisation who gets involved, shares knowledge and cares about truly engaging in digital spaces and conversations. And in turn, that will help to grow your follower numbers and engagement among your target audiences
- Regularly check on trending hashtags and topics on IG and Twitter, and engage with any that are genuinely relevant to your work and the people who follow you.

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Creating a Press Pack:

If you would like other people online to talk about you and your work (and why wouldn't you?), you may also want to think about creating a simple press pack.

This is a space where you provide all the elements that a media outlet, influencer or partner might need in order to be able to tell your story. It should be focused on the work that you're looking for help promoting, with some brief background about you and/or your company, as well as links to download your key imagery and video content.

We've included a sample press pack template as an appendix to this document.

Paying to Play:

As we've discussed above, all social media platforms are very crowded spaces, and even with great content it can sometimes be difficult to be heard above the noise. If you have some money available for paid advertising, using even a two or three-figure amount for paid social media activity can be a really cost-effective way to get your message to a wider audience than you could reach in other ways.

Advertising on Facebook, Instagram and YouTube offers the opportunity to target your message to your potential audiences with pinpoint accuracy, by specifying characteristics including location, demographics, interests, and online behaviours. You can also use lookalike audiences to find people who are similar to those who already engage with your content.

Advertising on Facebook, Instagram and YouTube is reasonably easy to set up, and can achieve fantastic results when done correctly. However, it's also easy to throw money down the drain if you're not sure what you're doing, so it's a good idea to either enlist some professional advice or spend time learning the basics before you jump in.



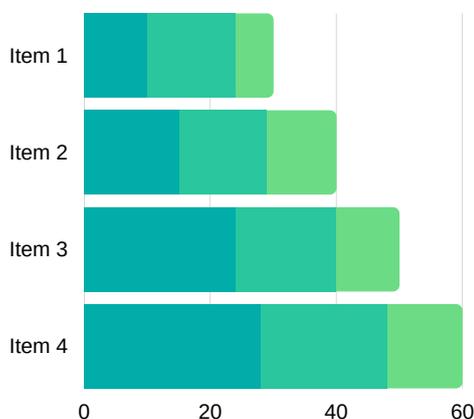
Measuring success:

All of the social media channels outlined in this pack offer analytics or insights data, which can give you lots of really useful information about how well your content performs.

Some platforms offer so much data that it can be overwhelming, so when you're thinking about your social media activity it's important to be clear on what you want to achieve with your content - which will, in turn, help you to work out what data you need to look at to see whether you've succeeded.

Broadly speaking, social media analytics data breaks down into three distinct types:

- Reach - how many people saw your content
- Engagement - how many people liked, commented or shared your content, or how long they spent watching your video or reading your blog post
- Conversion - how many people did something that you wanted them to after seeing your content - eg filling in a contact form, booking a ticket for a workshop etc.



Having a handle on this kind of data is really useful to help you to understand how well your different pieces of content help you to achieve your aims, and some funders may ask for these kinds of details as part of applications or evaluation. We've added some further reading on these topics in the Useful Links section.

Useful links & further reading:

Self-build website platforms:

- Wix <https://www.wix.com/>
- Squarespace <https://www.squarespace.com/>
- Wordpress <https://wordpress.com/>

Social media platforms:

- Using hashtags on Twitter <https://business.twitter.com/en/blog/the-dos-and-donts-of-hashtags.html>

Paid advertising:

- Facebook Blueprint - free online courses for Facebook & Instagram advertising <https://www.facebook.com/business/learn>

Ethics & Guidance:

- NSPCC - Guidance on photography, filming and sharing images <https://learning.nspcc.org.uk/research-resources/briefings/photography-sharing-images-guidance>

Ethics of storytelling:

- <https://workingnarratives.org/article/ethics/>

Content creation tools:

Image resizing and user-friendly graphic design tools:

- Canva <https://www.canva.com/>
- Adobe Spark <https://spark.adobe.com/>

Make your images and short film clips into videos:

- Animoto <https://animoto.com/>
- Biteable <https://biteable.com/>



Useful links & further reading:

Analytics:

- Introduction to Facebook Insights
<https://www.facebook.com/facebookmedia/guides/page-insights-guide>
- Introduction to Instagram Insights
<https://www.facebook.com/business/learn/lessons/instagram-insights-tool>
- Introduction to Twitter Analytics
<https://business.twitter.com/en/blog/7-useful-insights-twitter-analytics.html>

Other Resources:

- The Space Online Audiences Toolkit
<https://www.thespace.org/resource/spaces-online-audiences-toolkit>
- The Space Beginners Guide to SEO for the Arts
<https://www.thespace.org/resource/seo-and-arts-get-your-arts-event-or-project-found-online-0>



Press pack ingredients:

Key points to remember:

- The purpose of your press pack is to give people everything that they need in order to talk about you
- It should be focussed on the work that you're looking for help promoting
- It could be a well-laid out Word file or PDF, or an online resource like a Google Doc, or a page on your website. However if you do post the information online, it may be useful to make it available to download and read offline, and it's always important to make images available to people who you want to write about you
- Use clear subheadings throughout your press pack so that readers can easily find the information that they are looking for.

Contents:

- Your name:
- Your job title:
- Lead image: You could also embed your piece if you've chosen to host your press pack online
- Contact Details: Include your name here along with your contact information and social media handles
- Short Synopsis: A brief overview of you and your work for those with less space to fill
- Long Synopsis: A longer overview of you and your work, for those with more space to fill (a short paragraph is fine, and stop writing as soon as you feel you've said what you need to).
- About: Any additional information about yourself. Keep this brief, and only include information that people might be looking for.
- Imagery: Links to images you have available, eg in a shared Dropbox folder. Be sure to include any captions, credits and usage restrictions.

You may also want to include links to any press coverage that you or your work have already attracted, and your social media accounts if they have additional information about you as a professional.