

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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Digital Communications for Live Arts Presenters Webinar

Created and presented by
Inga Petri, Strategic Moves

March 24, 2020
10 am (PDT) / 2 pm (ADT)

We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.

In Whitehorse, Yukon we acknowledge that we live on the Traditional Territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations with modern treaties (2002; 2005) negotiated under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.

The Atlantic Presenters Association acknowledges that we live and work on the ancestral and unceded territories of several Indigenous peoples: the Mi'kmaq, Wəlastəkwiyik, Passamaquoddy, Beothuk, Inuit of Nunatsiavut and NunatuKavut and the Innu of Nitassinan.

Facebook | Announcing Webinar Series: Digi | Digital Workshops next week? - x


digitalartsnation.ca/2020/03/19/webinar-series/

Digital Arts Nation | Customize | New | Edit Post | Howdy, Inga Petri

Announcing Webinar Series: Digital Actions in the Age of COVID19

By Inga Petri | 0 Comments | Digital News


On March 13, we postponed a series of workshops slated for the end of March in the four Atlantic provinces, and Pacific Contact in April. We plan to present the postponed workshops in November 2020. In the meantime, we are hosting online digital workshops to discuss practical digital action as well as some comfort and context as we go through this isolation period.



Fundamental disruption

Within the span of a week live arts organizations and performing and touring artists have seen their way of life fundamentally threatened. This has created a rush toward the digital world by live performing artists. Musicians are giving living room recitals and streaming fully produced concerts. The Met and Berlin Phil made their catalog of digital performances available free of charge. There are local and global digital experiments including Facebook Live and YouTube to connect with each other and audiences. New kinds of digital "festivals" are emerging to fill the void.

Webinars will be delivered through zoom video and audio conferencing.



Digitally powered since 1995. And as a home-based remote worker these last 13 years, Inga has gained a wide repertoire of making the digital world work for her and her clients.

There is a huge ready audience

Self-isolating individuals and entire locked down communities have one option to stay connected with the outside world: digital. From digital news, entertainment, gaming, streaming to digital dating, from banking and shopping online to email, WhatsApp and other direct communications channels. Life – for a time – simply is digital.

Meeting the Challenge

But this sudden digital life is a serious challenge for live arts. How do live performers and touring artists shift into the digital world

Search...

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March 19, 2020

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December 28, 2019

Reflection on Arts, Culture and Digital Transformation Summit in Banff
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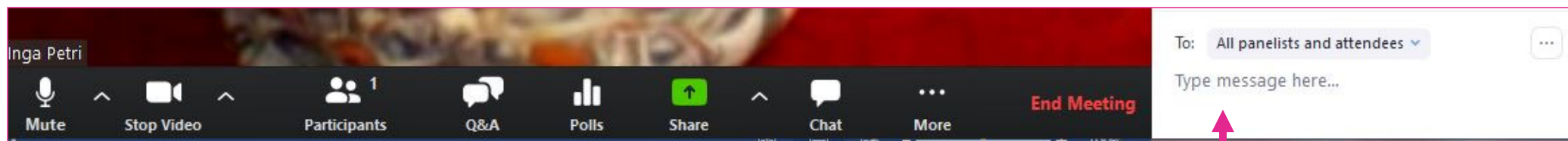
Welcome to your new digital life.



**MAKING
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BETTER**

How this webinar works

Q & A for
presenter



Muted mic
You are not on
video feed

Polls

Open chat
to chat
with all

We're also recording the webinar for your reference.



What we will cover today

1. Brief introductions
2. Where are we at today?
3. Ready or not - Reflecting on the rush to digital
4. Specific digital actions you can take to remain a vital part of your community



More webinars in next 2 weeks

- *Rethinking presenting and touring in the age of COVID-19 or Digitizing the Performing Arts* (March 31 to April 3)
 - Discuss current initiatives
 - Explore ideas
 - Make a plan
- How new and emerging digital processes power discoverability ... on a much busier Internet (April 7 to 8)
 - Content plan
 - Search engine optimization
 - Structured data
 - Linked, open data



Introductions – who is here?

**Your work (Poll)
Province or Territory**



Introductions – who is here?

Artistic disciplines (Poll)

Where we are at today

Fear of infection, illness & death

Fear of impact of
government
response

Uncertainty

People are
looking for
proportionate
actions to
alleviate fears -
*washing hands
isn't enough* - and
gain certainty

Fear of gathering
/ people

Financial fears

Panic shopping

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BETTER

Reality: we're good at navigating uncertainty

- Y2K
- 9/11
- War in Afghanistan (2001)
- War in Iraq (2003)
- 2003 SARS
- 2007-2008 Global Financial Crisis
- 2009 H1N1
- 2011 Arab Spring
- 2010 Copenhagen failure to
2015 Paris Agreement for
Climate Change Action

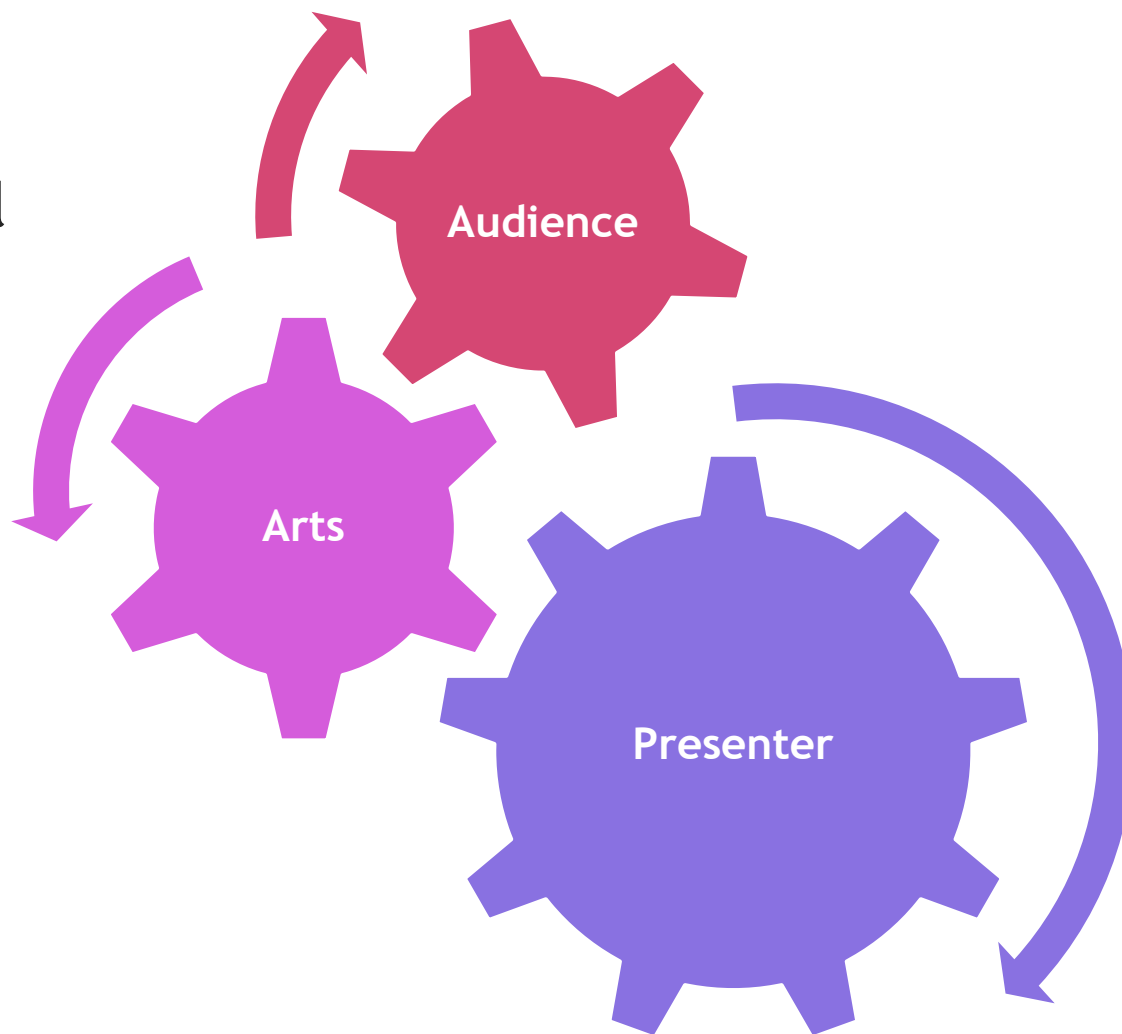
2020 SARS-Cov2 / COVID-19

- unique features
 - Massive shut down of public space, events and activities
 - Suspension of air travel
 - Suspension of domestic travel (Yukon, NWT ...)
 - Closure of entire sectors, e.g.
 - Performing arts
 - Festivals
 - Sports
 - Restaurants and Bars
 - Hotels and Accommodations
 - Personal services
 - Schools and daycares
 - Non-essential

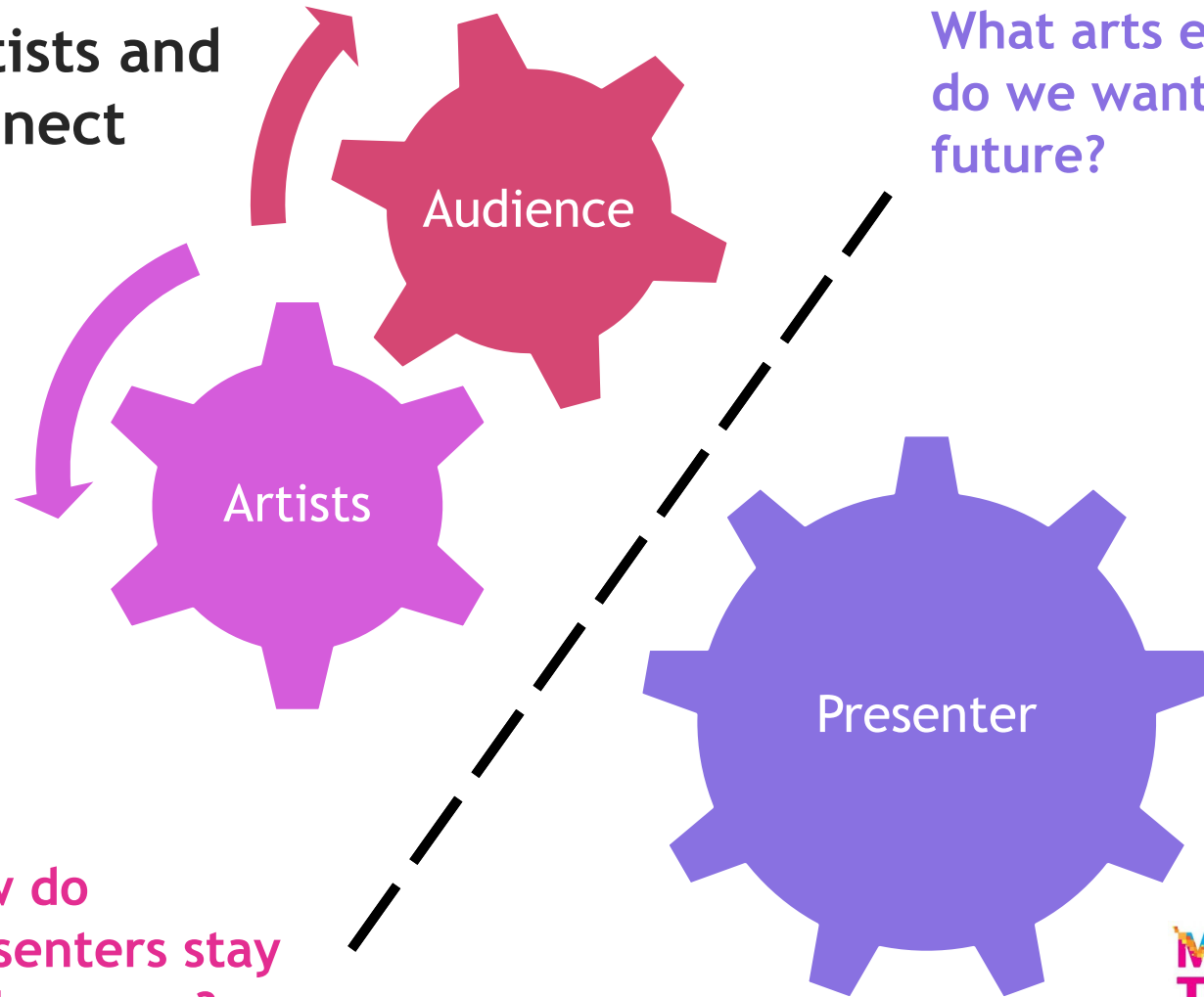
Poll

COVID-19 induced worries

Live arts presenters
connect artists and
audiences in physical
spaces



In digital world artists and audiences can connect directly via digital services.

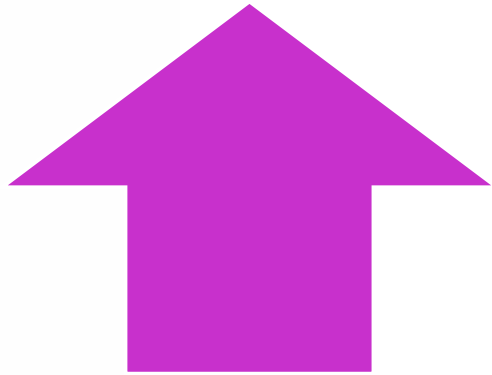


What arts eco-system do we want / need in future?

How do presenters stay in the game?



Analog and digital platforms



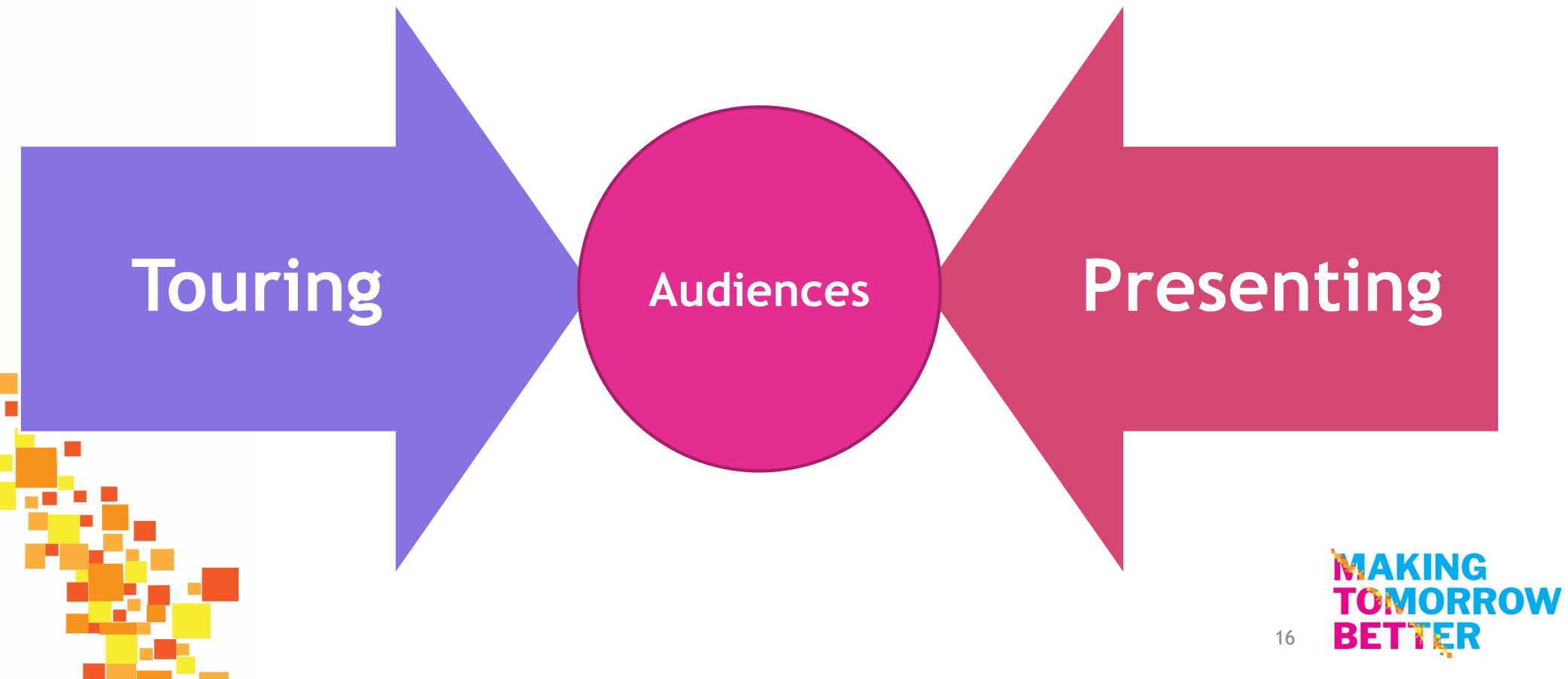
Presenters are the platform for live arts experiences



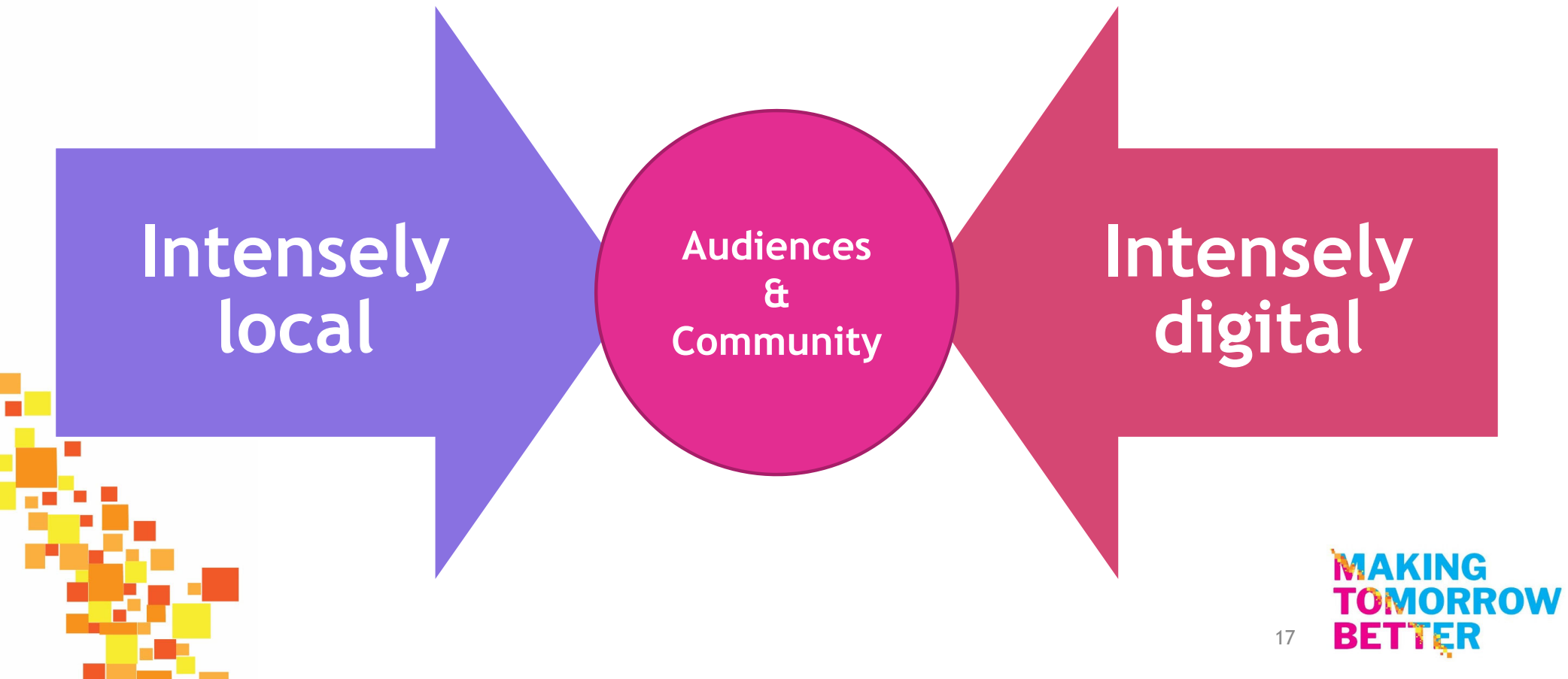
Facebook, Youtube, others have emerged as the platform for digitized performing arts experiences



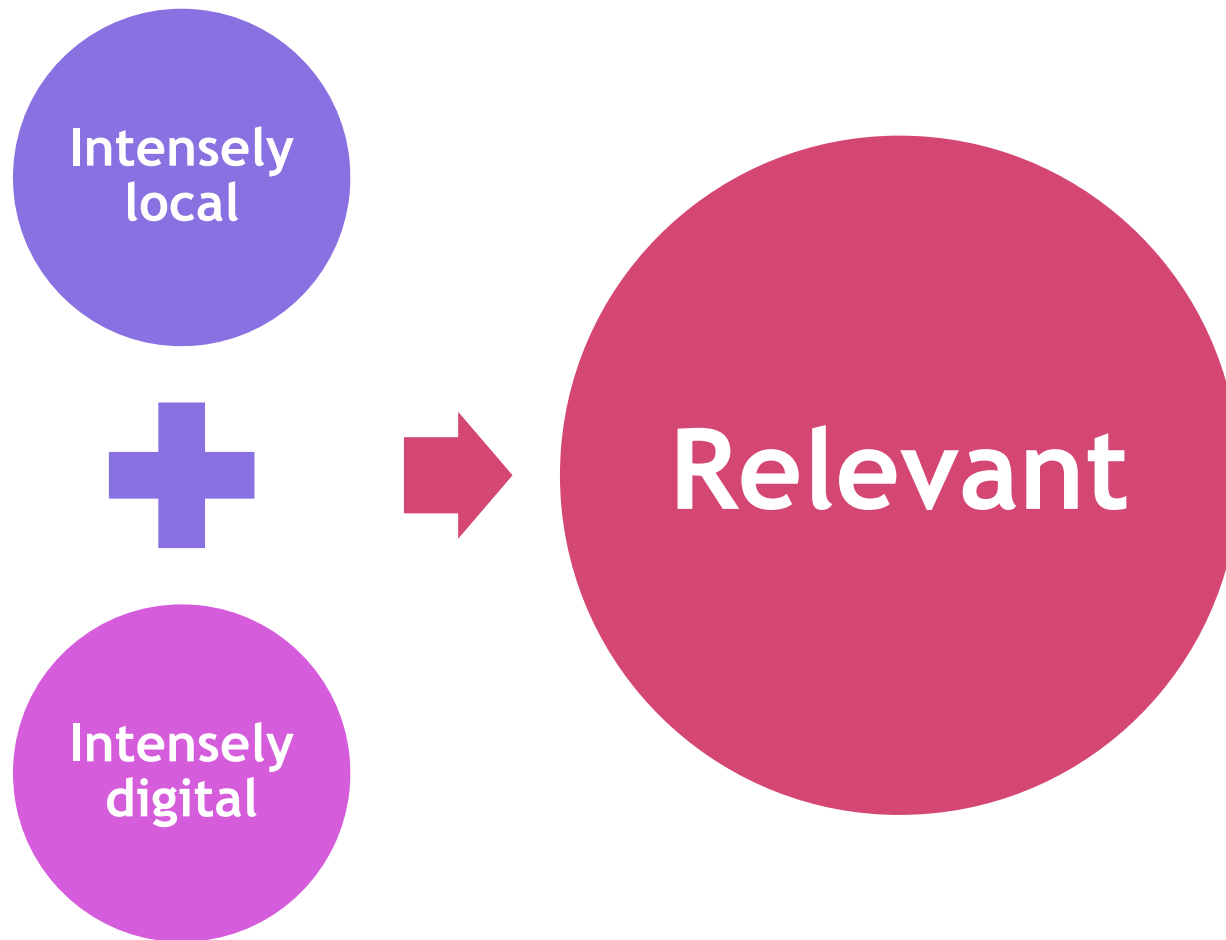
What audiences usually experience



What is happening in our communities now




How can live arts presenters be relevant?



Poll

Communications so far



- 
- You handled the initial crisis of cancelling/postponing events and closing to the public
 - You're sorting through human (staff, artists, stage crews) and financial impacts, business continuity plans
 - What is the relationship you can have / want to have with your community now?

A photograph of two hikers on a mountain trail. The hiker in the foreground is wearing a red backpack and a yellow jacket, using a trekking pole. The hiker in the background is wearing an orange backpack. They are walking on a rocky path with patches of snow and autumn-colored shrubs. The background shows more mountain peaks under a cloudy sky.

Breathe ...

We are all under extraordinary strain

Take the best care of yourself, your team, your family.

Protect your mental health, too.

Don't rush ... we'll be here for a while.



Create a sense of steady reliability

- Combat uncertainty
- Be reliable and communicate reliably
- This moment obviously isn't about sales; it is about protecting your audiences' health, community wellness and refunds
- The next moment will be about staying connected



How can you be a good neighbour at this time of self-isolation, lock down, quarantine?

How can you help your community cope?

Put your ideas in the chat box - We'll share them back with you and collect them for posting, too.

Poll

Who is working on Digital in your organization?



Here are Italy's official top five balcony chart hits



Neighbours in Italy have been joining nightly singalongs to brighten up quarantine. Photo: Tiziana Fabi/AFP

If you want to know the names of the Italian songs being blasted from windows or balconies near you this week, wonder no more - a list of the country's favourite balcony hits has just been released.

Italy

Radio stations coordinated playing national anthem and Italians sang along from balconies, windows and roofs.

6 pm flash mobs / singalongs, in order to be in community across physical distance.

<https://www.thelocal.it/20200317/here-are-italys-official-top-five-balcony-chart-hits>



Inspired by Italians

- Can you create deeply social moments while we're physically apart?
- Is there something similar that might work in your community or neighbourhood?
- A moving theatre piece on the street - with artists physically apart - that people can watch from their front doors, lawns, windows?

Put your ideas in the chat box - We'll share them back with you and collect them for posting, too.



Remember the benefits of your work, not just its feature (physical live event)

Benefits to Individuals

- Entertainment, fun
- Stimulation (intellect, emotion, spirit)
- Learn / experience something new
- Exposure to different cultures
- Social capital
- Health and well-being



Benefits to Community

- Energy and vitality
- Quality of life
- Creative communities
- Understanding between cultures
- Pride and belonging
- Community safety



Benefits to Society

- Volunteering
- Civic engagement
- Better education outcomes
- Social cohesion
- Economic development

From *The Value of Presenting: A Study of Arts Presentation in Canada* (2013, Strategic Moves/CAPACOA)
http://www.capacoa.ca/valueofpresentingdoc/ValueofPresenting_Final.pdf

If you approach your communications from the perspective of *fun, experiencing something new* and *health and well-being* what types of content come to mind?

Put your ideas in the chat box - We'll share them back with you and collect them for posting, too.



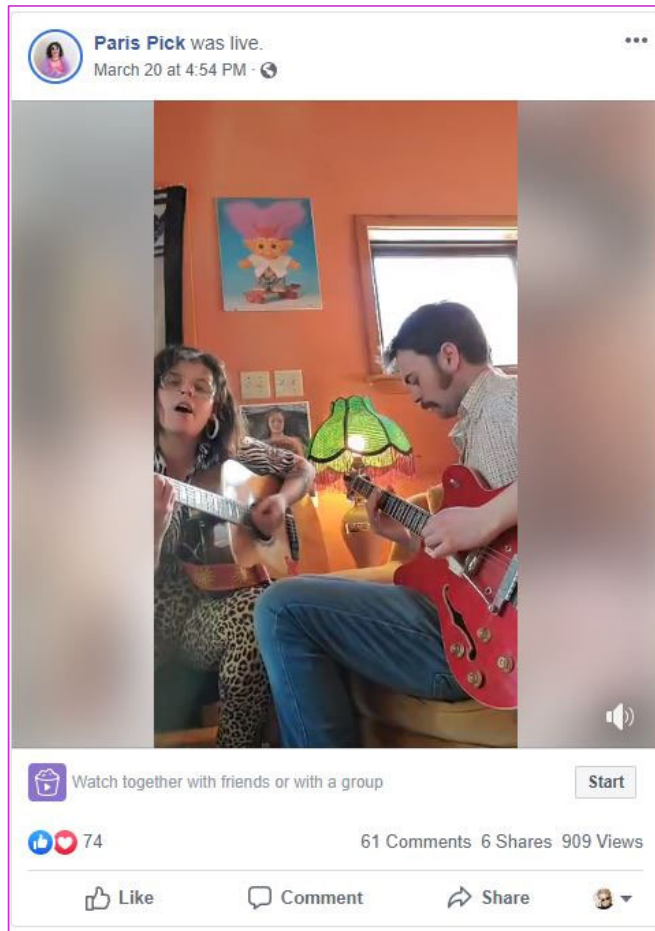
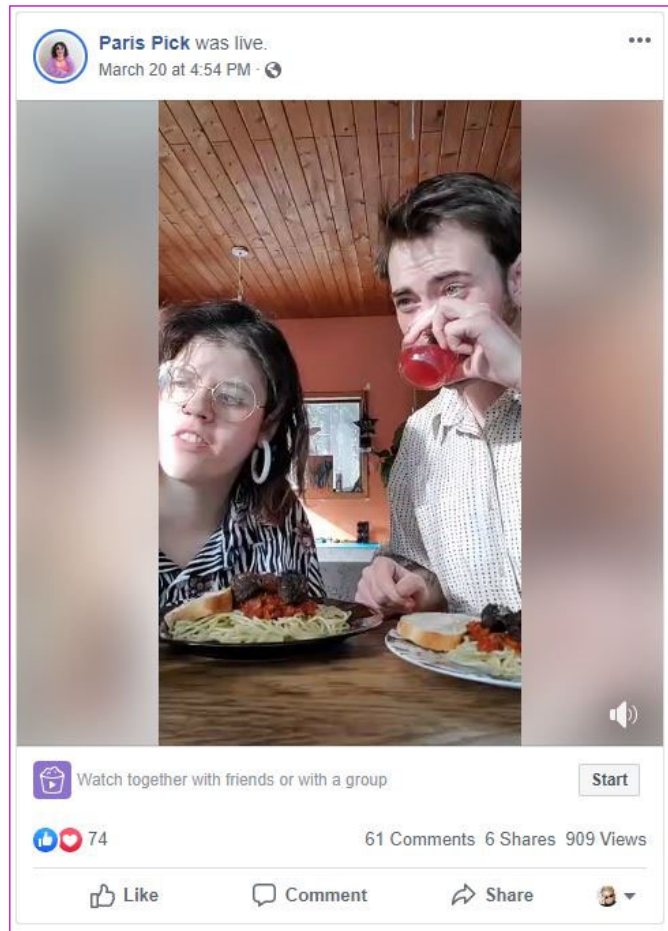
Curating digital content with a twist

- If you present comedy normally, release a “joke of the day” at 10 am each morning.
- If you present Shakespeare normally, release a short podcast/video discussing - irreverently perhaps - “Shakespearean death scenes” at midnight every night.
- The “good news service” - sharing acts of kindness and generosity in your local community



Online concerts and shows

- Musicians - the most digital of the performing artists - are going online to give concerts, often free but some with a tip jar.
- Presenters can figure out reasonable digital set ups and create online events (NAC - Facebook partnership) and invite artists to participate remotely.
- What about play readings, masterclasses and conversations? (Nakaitheatre.com)



Musicians doing it for themselves

How can you help elevate the experience, alleviate technical hiccups

<https://www.facebook.com/parispickandthepricks/>

The screenshot shows the Facebook page for the National Arts Centre / Centre national des Arts. The page features a live video of William Prince performing, with 37,090 views. The video player shows a progress bar at 1:02:50. Below the video, there is a post from William Prince stating "William Prince was live. 14 hrs · 🌐". The post includes the text "TUNE IN...William Prince live from home! #CanadaPerforms" and a link to "http://williamprincemusic.com/tip-jar". The page also shows a "Page Transparency" section indicating the page was created on November 6, 2009. On the right, there is a "Pages Liked by This Page" section listing HellInBack, Les Grands Ballets C..., and Irish Mythen Music. The bottom of the page shows a comment from "Garnie Ross" and a chat window with 16 participants.

**\$100,000
Facebook Canada
partnership in short-
term**

**Apply to NAC for \$1,000
for 45 to 60 minutes**

**Is there a local partner
who is doing really well
you can approach to foot
part of the bill to pay
performers?**



What about simply connecting person-to-person

- Facilitate human library swaps through skype or zoom meetings
- Give a series of facility tours (technical backstage, greenroom, dressing room, film projection, lighting rack, sound board) on Facebook Live and take questions from participants
- Host “The Art of Conversation” or “Conversing through art” salons with small groups via zoom meeting, skype, similar multi-screen video tools



Digital tips

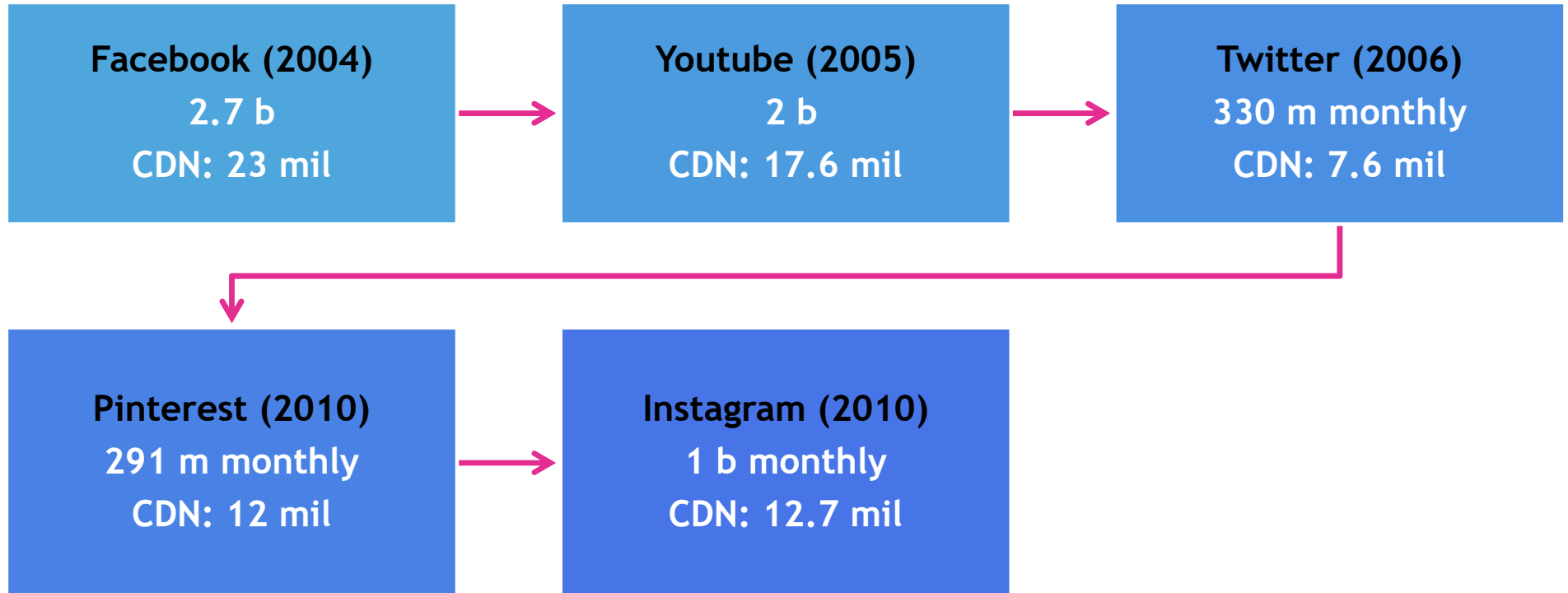
1. Use social media scheduling tools, e.g. Hootsuite, Buffer
2. Whether you repost other people's existing Youtube videos or create your own fresh content, make sure you have a single repository for all of them
3. Apply traditional Search engine optimization
4. Use structured data to enhance discoverability



Major digital shifts to remember

- Mobile devices / small screens
- Video rules (even if it isn't HD right now)
- Voice-based virtual assistants (Siri, Alexa, Google Assistant)
- Structured data powers the semantic web
- Google provides answers
- Being seen as authoritative, trusted content provider is critical

Social media networks have tremendous reach



<https://www.algonquincollege.com/ac-social-media/youtube-stats/>

<https://www.statista.com/statistics/282364/number-of-facebook-users-in-canada/>

Different social networks do different things

▪ Facebook - Who you are

- Friends
- Timeline, like, comment, photos, video
- Games, events, groups, birthday notifications
- Business pages, marketplaces

▪ YouTube - Broadcast yourself

- Subscribers
- Channels
- Video

Twitch.tv

- Video gamers
- Expanding to music

▪ Twitter - What you are doing

- Microblogging, text
- Hashtag #
- News and links
- Followers

▪ Instagram - Selfie Nation

- Selfies, photos
- Hashtag #\
- #nofilter





Social Media Management Tool


- Schedule your tweets, Instagrams, Facebook, LinkedIn posts in advance
- You can manage your accounts in one window using these tools or you can do so in each medium as you prefer
- Watch your engagement measures over time to help you refine your content and how you pitch it, i.e. headlines, the personality
- Facebook: watch similar pages on your business page to learn from them

You are a ...

- Photographer and **photo editor**
- Video director, star and **video editor**
- Writer and **editor**

Hone your skills.



- 
- **Make sure your content can be found**
 - Create a dedicated page with links on your website
 - Create a Youtube Channel where you collect videos you like and push them out to your local audience
 - **Use search engine optimization tactics**
 - Keyword rich
 - Write for people and for search engines, Facebook

Traditional SEO so the machine understands better

- Web domain
 - Use words not acronyms or numbers
- URL page names - keyword rich
 - Each service / product / experience own page
- Title tags
 - Appears on browser tab
 - Search engine uses them as the header in search listings
 - Facebook does, too
- Description meta tag
 - This is a real summary sentence for a specific page
 - Search engines, and other sites, can use them in result displays
- Image Alt tags (keyword rich)
 - Use the “image ALT” text for keyword-rich descriptive text



Traditional SEO

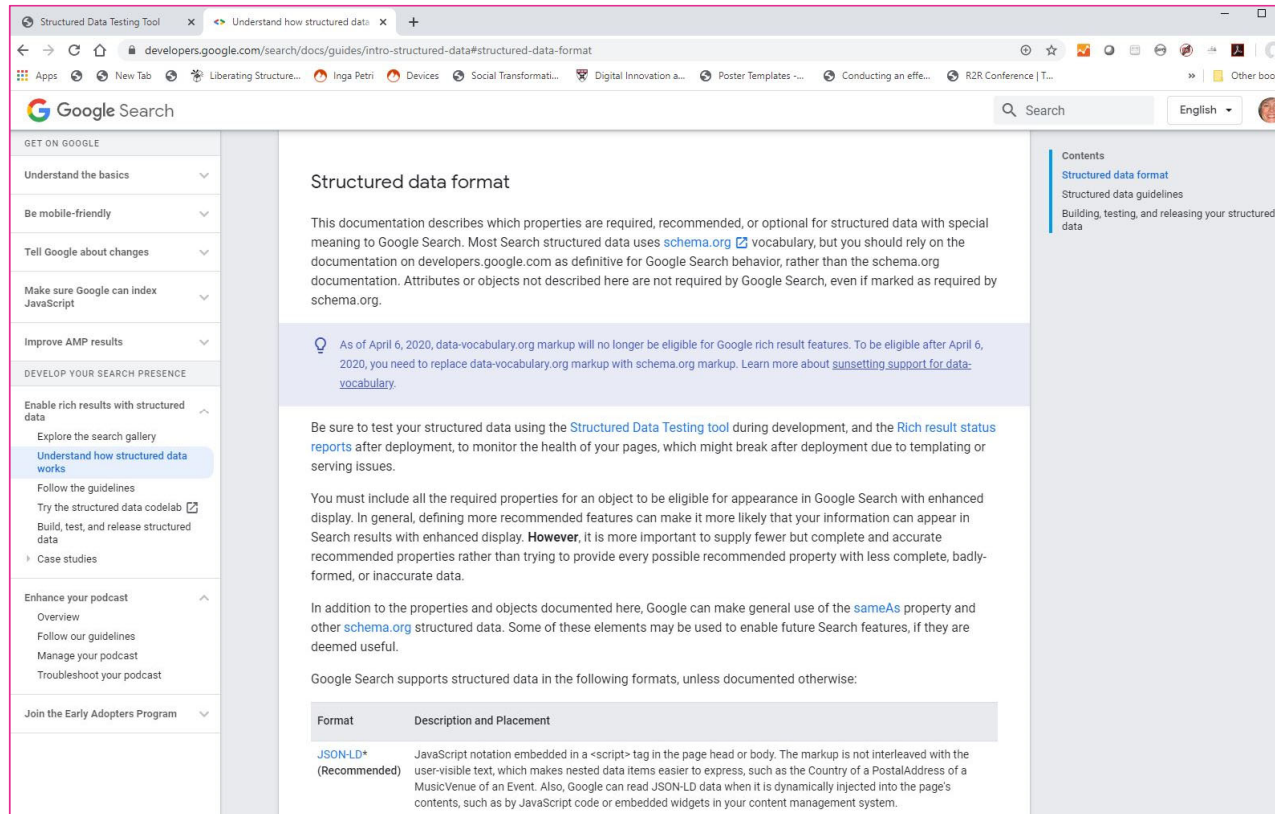
- Fast load times (no high res images, no autoplay videos)
- SSL (secure socket layer)
- Sitemap.xml
- Robot.txt
- Link to other websites, encourage trusted sites to link to yours



<https://seositecheckup.com/seo-audit>

<https://seositecheckup.com/seo-audit/digitalartsnation.ca>

Structured data



Structured Data Testing Tool x Understand how structured data x +

developers.google.com/search/docs/guides/intro-structured-data#structured-data-format

Google Search

GET ON GOOGLE

- Understand the basics
- Be mobile-friendly
- Tell Google about changes
- Make sure Google can index JavaScript
- Improve AMP results

DEVELOP YOUR SEARCH PRESENCE

- Enable rich results with structured data
 - Explore the search gallery
 - Understand how structured data works
 - Follow the guidelines
 - Try the structured data code lab
 - Build, test, and release structured data
 - Case studies
- Enhance your podcast
 - Overview
 - Follow our guidelines
 - Manage your podcast
 - Troubleshoot your podcast
- Join the Early Adopters Program

Structured data format

This documentation describes which properties are required, recommended, or optional for structured data with special meaning to Google Search. Most Search structured data uses schema.org vocabulary, but you should rely on the documentation on developers.google.com as definitive for Google Search behavior, rather than the schema.org documentation. Attributes or objects not described here are not required by Google Search, even if marked as required by schema.org.

As of April 6, 2020, data-vocabulary.org markup will no longer be eligible for Google rich result features. To be eligible after April 6, 2020, you need to replace data-vocabulary.org markup with schema.org markup. Learn more about [sunsetting support for data-vocabulary.org](#).

Be sure to test your structured data using the [Structured Data Testing tool](#) during development, and the [Rich result status reports](#) after deployment, to monitor the health of your pages, which might break after deployment due to templating or serving issues.

You must include all the required properties for an object to be eligible for appearance in Google Search with enhanced display. In general, defining more recommended features can make it more likely that your information can appear in Search results with enhanced display. **However**, it is more important to supply fewer but complete and accurate recommended properties rather than trying to provide every possible recommended property with less complete, badly-formed, or inaccurate data.

In addition to the properties and objects documented here, Google can make general use of the [sameAs](#) property and other [schema.org](#) structured data. Some of these elements may be used to enable future Search features, if they are deemed useful.

Google Search supports structured data in the following formats, unless documented otherwise:

Format	Description and Placement
JSON-LD* (Recommended)	JavaScript notation embedded in a <script> tag in the page head or body. The markup is not interleaved with the user-visible text, which makes nested data items easier to express, such as the Country of a PostalAddress of a MusicVenue of an Event. Also, Google can read JSON-LD data when it is dynamically injected into the page's contents, such as by JavaScript code or embedded widgets in your content management system.

Contents

- Structured data format
- Structured data guidelines
- Building, testing, and releasing your structured data

<https://developers.google.com/search/docs/guides/intro-structured-data#structured-data-format>



Why structure your data

- Machine understands the meaning of data
- Discoverability: Answer boxes, Knowledge panels, Events box, Carousel
- Schema.org is still young and evolving all the time
- Use meta tags defined by schema.org to tag the data about your file

<https://developers.google.com/search/docs/guides/search-gallery>

<https://developers.google.com/search/docs/guides/podcast-guidelines>



Next week's series of webinars

Rethinking Presenting and Touring in the age of COVID-19 and beyond

or

Digitizing the Performing Arts: Can we build and operate an arts-sector owned digital platform?

4 day series culminates in building an action plan
Webinar information and registration on
DigitalArtsNation.ca

Are you interested in a follow on session on digital communications tactics this week?

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LET'S STAY IN TOUCH

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