

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

MASTERING DISCOVERABILITY FOR THE PERFORMING ARTS

YOUR GUIDE TO BUILDING YOUR ONLINE
PROFILE THROUGH STRUCTURED DATA AND
LINKED OPEN DATA DIRECTORIES

July 2021

Written by Inga Petri, Strategic Moves

Reviewed by Frédéric Julien, CAPACOA; Tammy Lee and
Caitlin Troughton, Culture Creates

MASTERING DISCOVERABILITY FOR THE PERFORMING ARTS

**YOUR GUIDE TO BUILDING YOUR ONLINE PROFILE
THROUGH STRUCTURED DATA AND LINKED OPEN DATA DIRECTORIES**

**Written by Inga Petri, Strategic Moves
Reviewed by Frédéric Julien, CAPACOA; Tammy Lee and Caitlin Troughton,
Culture Creates**

July 2021

Published under Creative Commons License BY-SA 4.0

Principal sources: Wikimedia Foundation (Wikidata, WikiProject: Performing Arts, Wikimedia Commons, Wikipedia), Schema.org, Google Search Central

With thanks to the team on CAPACOA's Linked Digital Futures Initiative for sharing their insights and expertise at LinkedDigitalFuture.ca



ACKNOWLEDGEMENT

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, Strategic Moves is located on the **Traditional Territories of the Kwanlin Dün First Nation and Ta'an Kwäch'än Council**, self-governing nations that negotiated modern treaties under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.

Contents

Contents	3
Introduction	4
What is the semantic web?	5
What is structured data?	5
What is linked open data?	5
What is discoverability?	6
Structured Data	6
Event Plugins for WordPress	7
JSON-LD Schema Markup Generators	7
Schema.org Markups	8
Online Directories for Performing Arts	11
Artsdata.ca	12
Wikidata - https://www.wikidata.org/	13
Getting started contributing to Wikidata	14
Performing arts descriptions are evolving	14
Properties for performing arts venues	15
Organization: Core statements	17
Person: musicians, actors, directors can all be listed in Wikidata	18
Works, Events	20
Wikimedia Commons - https://commons.wikimedia.org/	20
Wikipedia - https://en.wikipedia.org	21
VIAF - http://viaf.org/	21
ISNI - https://isni.org	22
Google: Search, Knowledge Panel, MyBusiness - https://www.google.com/business/	23

Introduction

The evolution of the Internet continues:

- **Web 1.0 (1st decade)** – Dial up connectivity enables access to the *Web of Documents*: Static websites connected by hyperlinks. Like printed brochures, websites were designed to be visually engaging while conveying information.
- **Web 2.0 (2nd decade)** – 3G networks emerge with increased data throughput capacity. The Internet becomes dynamic and interactive through content management systems (CMS) and social media platforms. Web users can access dynamic content, connect and interact with others through social networks, blogs, and web-based services.
- **Web 3.0 (3rd decade)** - *The Semantic Web* powers the *Web of Data*. It creates a way for search engines and other machines to discern the meaning of data/information. Powered by structured data standards, individual points of information are linked to create powerful knowledge. The Google Knowledge Graph is a key innovation that drives forward the evolution of the Internet.

Web users are increasingly interacting with your website content directly on Google, and other search engines, as well as through Siri, Alexa and other voice-based assistants. The years of merely searching for and visiting your website are in the past. Increasingly, search engine algorithms favour websites that provide machine-readable structured data that they can ‘understand’ and use to provide answers to users’ questions. Search engines also crawl open databases looking for data points that can be repackaged into answers delivered right on the results page, in a multitude of languages.

This graphic shows the four stages of maintaining a contemporary web presence from simply having a web domain and putting up web pages to participating in linked open data directories.

Being online	• Your website
Searching	• Search Engine Optimization (SEO) - Keywords
Answers	• Advanced SEO - Structured meta data standards
Discoverability	• Linked open data directories

Any arts and culture organization – and especially those in the performing and live arts sectors – can benefit from this profound shift by using *structured data* on their websites and providing enduring facts to linked open data directories.

This guide centres on the basic requirements of schema.org *structured data* as well as online directories that aggregate *linked open data* about people, places, experiences, events and more.

What is the semantic web?

While the early Internet operated as a *Web of Documents*, the semantic web operates as a *Web of Data*. *Semantic* simply refers to the *meaning of a word, text or phrase*. Semantic web markup is a globally agreed on system of assigning standardized meta-data tags to describe specific pieces of information. The semantic web, by definition, is comprised of machine-readable data that allows search engines to *understand* the information, relate it to other pieces of information, and provide answers. It enables computers to do more useful work by creating interoperability of data across different applications.

What is structured data?

In 2011 search engine companies founded schema.org. Its purpose is to develop standardized protocols and meta-data tags that would allow them to consistently and reliably *understand* the content of websites. The schema.org *structured meta-data standard* enables search engines to more easily and accurately index web pages in order to provide *answers* to web users' searches. Search engines display these so-called rich results on their search results page directly, circumventing the need to visit your website. In short, structured data is powering the semantic web of machine-readable data.

Google Events is one of the most important uses of structured data for the performing arts. Web users searching for events can obtain all relevant event information, including one click access to the related ticketing platform without ever visiting the presenting organization's website. This has profound impact on our understanding of the purpose and use of performing arts websites.

Once data is accurately structured, using supported formats (JSON-LD, Microdata or RDFa), it can also be linked and opened up to other users, beyond search engines.

What is linked open data?

Linking data is the process of interlinking machine-readable, structured data. The more linked data are online about places, people, events, and things, the more powerful the web of data becomes.

When linked data is also open data – that means it can be used and redistributed by others – it becomes *linked open data*. Ensuring data is not only linked, but also open boosts discoverability online. So called knowledge graphs are an effective way to organize this information in a database. The Google knowledge graph is perhaps the most used knowledge graph as it generates answers and search results to 90% of the world's searches. Artsdata.ca is a Canadian initiative to build a national knowledge graph for the arts. Doing so should empower the arts sector to use its own data for its own purposes as well.

What is discoverability?

Quite simply discoverability is the capacity of something to be found, stumbled upon or recommended. In our context, it means supplying structured website content and linked open data that machines can read, understand, process and deliver to the public through search engines and similar tools. The purpose of discoverability in the arts is to ensure audiences can find your organization, venues, events, and artist information with ease. In addition to using structured data on your website, ensuring up-to-date information is available in linked open data directories is key.

Structured Data

Search engines and other web crawlers seek to understand the content of your web pages. By including structured data for the content elements of your performing arts events, productions, performers, venues and arts organizations, search engines can better discern the meaning of your information. Structured data identifies and describes each individual element on a page. In the case of a page for a performing arts show, the structured data should at bare minimum define the type (even if it is simply a generic event), a name, a start time, a location, and price of the event. A more expanded use of structured data can also identify and describe the performer, the organizer, the venue and the link where tickets can be purchased. Using *sameas* links to other structured data which can be very powerful. Altogether the greater the detail in your structured data, the more specific searches will return your results to users.

In structured data, as in traditional SEO, the URL for an event (or any other entity) is like its unique ID. Each event must have its own URL and this URL must only feature one event. That way, this URL can be recognized by search engines as the authoritative web page where human-readable information and machine-readable structured data about that event – and only that event – can be found. It is not effective from a search engine’s perspective to crawl and index a listing, even a detailed listing, of all events on a single page with a buy button for each event. If you want your website to rank at the top of Google Event Finder’s “information” links (above secondary listings and resellers), create one web page per event and then attach structured data to that event’s URL. (A side note: For Google’s purposes, websites must include all the required properties (the details) for an object (the event) to be eligible for enhanced display as a rich result. It is worth ensuring the structured data elements Google requires are available regardless of the website builder used.)

There are three dominant formats for structuring your data:

- JSON-LD (JavaScript Object Notation for Linking Data) NOTE: Recommended format to generate structured data enabling the creation of rich snippets for display on Google
- Microdata
- RDFa (Resource Description Framework in Attributes)

There are structured data testing tools that help you see whether your structured data generates the desired results. [Google recommends](#) to test your structured data using the [Rich Results Test](#) during development, and the [Rich result status reports](#) after deployment, to monitor the health of your pages.

Event Plugins for WordPress

Event plugins are useful, because:

- a) They provide a consistent template that makes it easier for both humans and bots to browse your events; and,
- b) Some event plugins automatically generate some structured data.

Jai Djwa, a BC-based creative technologist and strategist, [tested a few WordPress event plugins](#) as part of [CAPACOA's Linked Digital Futures Initiative](#).

The best combination of plugins he found was:

- [Yoast for SEO](#)
- [SchemaPro](#)
- [Modern Events Calendar Lite](#).

He says he “configured the combination of plugins so that it had all the information that would be useful for the event without any errors. This combination of plugins also gave the most comprehensive schema.” Further, “Yoast is a powerful SEO tool that allows you to set keywords and cornerstone content for each page. Adding metadata through Yoast is quite powerful. Yoast doesn’t add Event schema but it does add general “WebPage” schema to Event pages. It will also add different “Article” schema as well as “Website.” As Yoast has an extremely high installation rate, chances are that any solution should work with Yoast.”

Schema Pro offers a wide variety of content schema in addition to events, such as Person and Local Business, which are useful for the arts.

JSON-LD Schema Markup Generators

For some website platforms or CMS systems there are no plug-ins yet and you might need to generate your own JSON-LD code to implement on your web pages. A simple Google search reveals a number of [schema markup generators](#). Simply select one that suites your needs and handles the specific object, e.g. events, or local business or person, well. Importantly, these generators simply map the content elements to schema properties and generate the JSON-LD code. Not all are as comprehensive as you might require to be fully effective.

Always test the code for completeness in the Google [Rich Results Test](#) tool during development.

Schema.org Markups

You can also go to the source directly: Schema.org has quite comprehensive listings for relevant, agreed on schema including code examples at the bottom of each page. Within schema.org there remain gaps in fully describing specific events. It is important to understand that schema.org continues to evolve and new elements are added. As such it is important for users of structured data to keep track of changes to structured data elements in schema.org. At present, here are direct links to the current status of schema for these types of events:

<https://schema.org/Event> and more specific types of events:

<https://schema.org/ChildrensEvent>

<https://schema.org/ComedyEvent>

<https://schema.org/DanceEvent>

<https://schema.org/Festival>

<https://schema.org/MusicEvent>

<https://schema.org/SocialEvent>

<https://schema.org/TheaterEvent>

There are comprehensive schema for persons and professions, places, organizations and creative works:

<https://schema.org/Person>

<https://schema.org/Organization>

<https://schema.org/Place>

<https://schema.org/CreativeWork>

Any website developer or owner can modify their content management system to generate the accurate schema as part of their advance search engine optimization efforts to generate rich snippets and become part of the answers Google provides to web users. The initial effort to create a new page template that uses individual fields for all content elements pays off quickly as the information structure can be reused time and again.

This example shows the schema.org example for a music event that combines the relevant properties from various schema into a single concert listing:

No Markup	Microdata	RDFa	JSON-LD	Structure
Structured representation of the JSON-LD example.				
@type		MusicEvent		
name		Shostakovich Leningrad		
workPerformed				
@type		CreativeWork		
name		Shostakovich Symphony No. 7 (Leningrad)		
sameAs		http://en.wikipedia.org/wiki/Symphony_No._7_(Shostakovich)		
workPerformed				
@type		CreativeWork		
name		Britten Four Sea Interludes and Passacaglia from Peter Grimes		
sameAs		http://en.wikipedia.org/wiki/Peter_Grimes		
startDate		2014-05-23T20:00		
performer				
@type		Person		
name		Jaap van Zweden		
image		http://example.org/examples/jvanzweden_s.jpg		
sameAs		http://www.jaapvanzweden.com/		
performer				
@type		MusicGroup		
name		Chicago Symphony Orchestra		
sameAs		http://en.wikipedia.org/wiki/Chicago_Symphony_Orchestra		
sameAs		http://cso.org/		
offers				
@type		Offer		
url		http://example.org/examples/ticket/12341234		
priceCurrency		USD		
price		40		
availability		https://schema.org/InStock		
location				
@type		MusicVenue		
name		Chicago Symphony Center		
address		220 S. Michigan Ave, Chicago, Illinois, USA		

This same information is here in the JSON-LD code view:

Example encoded as JSON-LD in a HTML script tag.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "MusicEvent",
  "location": {
    "@type": "MusicVenue",
    "name": "Chicago Symphony Center",
    "address": "220 S. Michigan Ave, Chicago, Illinois, USA"
  },
  "name": "Shostakovich Leningrad",
  "offers": {
    "@type": "Offer",
    "url": "/examples/ticket/12341234",
    "price": "40",
    "priceCurrency": "USD",
    "availability": "https://schema.org/InStock"
  },
  "performer": [
    {
      "@type": "MusicGroup",
      "name": "Chicago Symphony Orchestra",
      "sameAs": [
        "http://cso.org/",
        "http://en.wikipedia.org/wiki/Chicago_Symphony_Orchestra"
      ]
    },
    {
      "@type": "Person",
      "image": "/examples/jvanzweden_s.jpg",
      "name": "Jaap van Zweden",
      "sameAs": "http://www.jaapvanzweden.com/"
    }
  ],
  "startDate": "2014-05-23T20:00",
  "workPerformed": [
    {
      "@type": "CreativeWork",
      "name": "Britten Four Sea Interludes and Passacaglia from Peter Grimes",
      "sameAs": "http://en.wikipedia.org/wiki/Peter_Grimes"
    },
    {
      "@type": "CreativeWork",
      "name": "Shostakovich Symphony No. 7 (Leningrad)",
      "sameAs": "http://en.wikipedia.org/wiki/Symphony_No._7_(Shostakovich)"
    }
  ]
}
</script>
```

Online Directories for Performing Arts

Google and other search engines are building proprietary knowledge graphs from the data they scrape from websites and open databases on the internet. Their knowledge graphs lie at the heart of the search results they show users. In addition to crawling websites, search engines, like Google, use an array of open data sources they trust to aggregate more powerful information to respond to user searches with the best answer.

There are many online directories that seek to consolidate important information about the arts and culture sector in the digital world. The most important ones in the performing arts at the time of this writing are:

1. ArtsData.ca
2. Wikidata
3. Wikimedia Commons
4. Wikipedia
5. Virtual International Authority File (VIAF)
6. International Standard Name Identifier (ISNI)
7. Google MyBusiness

When original music is used in a performance, creating a record of that piece in the related music directories is useful to the composer and performers as well as the performance piece.

By having as complete a record as possible about performers, companies, presenters and venues, and recurring performing arts events, like festivals, the sector and its activities will become more discoverable: Search engines like Google draw on these open sources to display answers to web user searches. Google also includes information from these reputable sources and its Google MyBusiness tool in its knowledge panels.

One-off events are not well suited to be listed in Wikidata; rather it is an excellent directory for enduring facts, e.g. venues, organizations, recurring festivals and events.

A note on Wikipedia: Wikipedia operates as a crowdsourced encyclopedia. It's publishing policies make it more difficult to update listings about one's own organization or about oneself. However, Wikipedia uses information from Wikidata and Wikimedia Commons to help populate its listings.

Artsdata.ca

This [Canadian data initiative](#), led by Montreal's Culture Creates, aims to "empower the Canadian arts sector to actively promote a fairer and more equitable digital ecosystem. This initiative is building a linked open data knowledge graph of the arts that is open, accessible to all, and community-sourced." It seeks to develop a valuable resource by and for the arts sector using the schema.org standards.

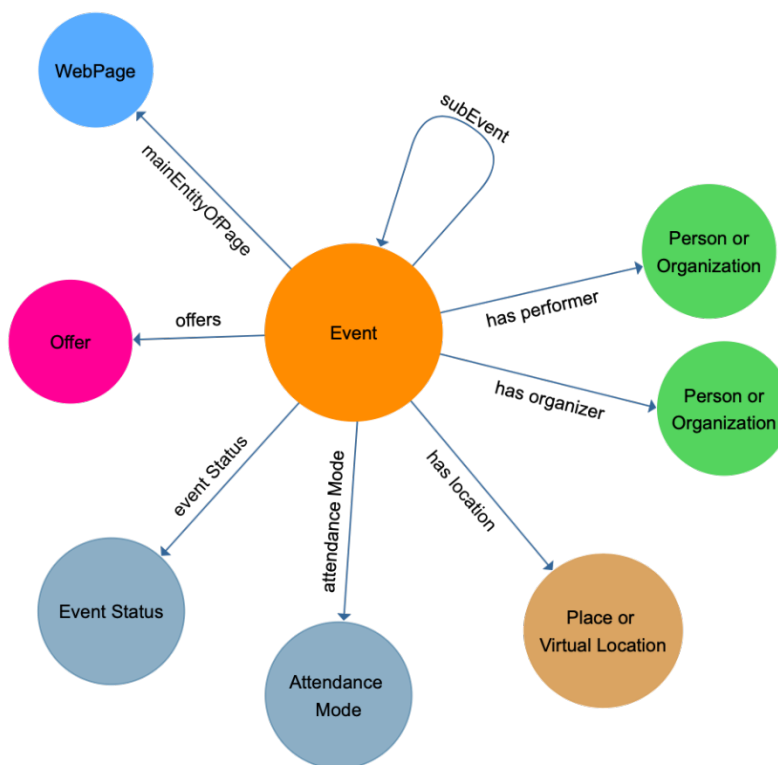
Artsdata.ca is actively growing its user base. The pre-requisite is that your website has structured its data appropriately, using schema.org mark up standards. Then artsdata.ca simply need to be informed to include your website in its ongoing web crawling and scraping cycle.

Its focus is on performing arts events at this stage of development. This graphic shows the main classes used in Artsdata.ca as of June 2021.

According to artsdata.ca:

"The classes and properties used in Artsdata represent a "thin" layer of data roughly specified by [Google Event Structured Data](#). The main difference is that Artsdata enforces links between entities within Artsdata and interlinks URIs outside of Artsdata including links to Wikidata and Linked Open Data sources. Artsdata also generates unique global identifiers (IRIs also called

URIs) for classes such as Event, Person, Place, and Organization." The full [data model is available here: https://culturecreates.github.io/artsdata-data-model/](https://culturecreates.github.io/artsdata-data-model/).



Any arts organization can use the Contact Us link on [Artsdata.ca](#) or you can send an email directly to support@culturecreates.com with subject line: [Artsdata.ca](#) participation.

Wikidata - <https://www.wikidata.org/>

Users	Any individual, search engines and other tools that use linked open data
Purpose	A free and open knowledge base that can be read and edited by both humans and machines. Wikidata acts as central storage for the structured data of its Wikimedia sister projects including Wikipedia, Wikivoyage, Wiktionary, Wikisource, and other, as well as many other services, including search engines like Google.
Are you or your organization, venue listed	Search at https://www.wikidata.org/wiki/Wikidata:Main_Page
How to get in?	Anyone can register for a free account and join this crowdsourcing platform as a contributor and editor.

Wikidata is the preferred knowledge base for search/answer algorithms and AI-powered tools such as personal virtual assistants because they need access to an unlimited supply of simple and highly structured information. Google relies on many open knowledge bases and content repositories, like the Wikimedia projects, to generate rich results and to populate knowledge cards. Wikimedia projects are by no means the only sources of information and content for Google. But they are accessible, easy and powerful platforms for anyone wishing to participate in them. Google:

- Displays a short summary from Wikipedia
- Pulls basic factual information from Wikidata
- Retrieves photos from Wikimedia Commons

Wikidata entries provide factual and verifiable facts in the form of **Items** and **Statements** (characteristics) related to people, organizations and things. It is multi-lingual and collects unique identifiers from numerous databases including those referenced below.

Wikidata is comprised of basic building blocks:

- Item or entity (anyone can create) that are assigned a unique ID
- Property (restricted by a collaborative process)
 - E.g. Nutcracker composer Tchaikovsky
- Value
 - Tchaikovsky (an item) is the value
 - Values can also be numbers: date, geo coordinates, link to an image in Wikimedia commons
- Statement: Item + property + value

This table shows the way different tools refer to these items and their plain language translation:

Knowledge Representation Framework	Referent Entity	Attribute/link	Value
Resource Description Framework (RDF)	Subject	Predicate	Object
Wikidata statement	Item	Property	Value
Plain language	Thing	Relationship	Thing

Getting started contributing to Wikidata

The best way to edit existing entries and add information or create new ones is to sign up for an account for free and begin to play with the database structure. Wikidata has a community portal and a getting started primer. https://www.wikidata.org/wiki/Wikidata:Community_portal

It is important that content can be verified to make sure it is correct and comes from a reliable source of information, such as a book, scientific publication, or newspaper article. A reference (or source) is used to point to specific sources that back up a claim in Wikidata. A reference can be a link to a URL or an item; for example, a book. Wikidata does not aim to answer the question of whether a statement is correct, but only whether the statement appears in a reference.

Under each statement, there is a space for reference. Providing reference urls along with date retrieved satisfies the requirement to have sources for facts presented. If you are unsure about the meaning of *property* or a *value*, click on it to open a new page and read the description.

Performing arts descriptions are evolving

There are two important Wikidata projects that are contributing to the discoverability of the performing arts. CAPACOA's Linked Digital Futures Initiative has become a catalyst and contributor to the Bern University of Applied Science's work:

https://www.wikidata.org/wiki/Wikidata:WikiProject_Performing_arts and

https://www.wikidata.org/wiki/Wikidata:WikiProject_Cultural_venues/Data_structure#Properties_for_performing_art_venues

While considerable work has been done to expand on the descriptions available in Wikidata related to the performing arts, these projects, like Wikidata itself, continue to evolve and develop new and more precise descriptions for all elements of the performing arts and performing arts events. It is best to check on your existing listings periodically to ensure all the latest available items are reflected.

Properties for performing arts venues

Note: when a venue is also an organizations two separate items must be created; you must choose which item uses the social media and web urls since they can only be used once. The following table presents how to describe performing arts venues as of July 31, 2021 when this information was last retrieved from: https://www.wikidata.org/wiki/Wikidata:WikiProject_Cultural_venues

General

Title	ID	Data type	Description
instance of	P31	Item	instance of : that class of which this subject is a particular example and member
name	P2561	Monolingual text	name , personal name and musical group name : name the subject is known by. If a more specific property is available, use that
named after	P138	Item	eponym and memorial society : entity or event that inspired the subject's name, or namesake (in at least one language). Qualifier "applies to name" (P5168) can be used to indicate which one
date of official opening	P1619	Point in time	opening ceremony and opening : date or point in time an event, museum, theater etc. officially opened
inception	P571	Point in time	date of establishment : date or point in time when the subject came into existence as defined
official website	P856	URL	official website and home page : URL of the official homepage of an item (current or former) [if the homepage changes, add an additional statement with preferred rank. Do not remove the former URL]
operator	P137	Item	operator : person, profession, or organization that operates the equipment, facility, or service
owned by	P127	Item	proprietor : owner of the subject
occupant	P466	Item	a person or organization occupying property
architect	P84	Item	architect and architectural firm : person or architectural firm responsible for designing this building
architectural style	P149	Item	architectural style : architectural style of a structure
heritage designation	P1435	Item	historic preservation and heritage designation : heritage designation of a cultural or natural site
has part	P527	Item	has part , consist of and meronymy : part of this subject; inverse property of "part of" (P361). See also "has parts of the class" (P2670).
maximum capacity	P1083	Quantity	seating capacity and individual seat : number of people allowed for a venue or vehicle
wheelchair accessibility	P2846	Item	wheelchair accessibility : describes wheelchair accessibility of location or event

Image

Title	ID	Data type	Description
image	P ₁₈	Commons media file	illustration and image : image of relevant illustration of the subject; if available, use more specific properties (sample: coat of arms image, locator map, flag image, signature image, logo image, collage image)
plan view image	P ₃₃₁₁	Commons media file	plan : image representing the plan of a building or place
image of interior	P ₅₇₇₅	Commons media file	image of the inside of an architectural structure, vehicle or other enclosed space
photosphere image	P ₄₆₄₀	Commons media file	spherical panorama : image with the field of view 360×180 degrees
nighttime view	P ₃₄₅₁	Commons media file	nighttime view : image of the subject at night, or at least in twilight
aerial view	P ₈₅₉₂	Commons media file	aerial view : image of the subject taken from the air
panoramic view	P ₄₂₉₁	Commons media file	panorama : panoramic view of the object

Location

Title	ID	Data type	Description
country	P ₁₇	Item	country : sovereign state of this item (not to be used for human beings)
located in the administrative territorial entity	P ₁₃₁	Item	administrative territorial entity : the item is located on the territory of the following administrative entity. Use P ₂₇₆ (location) for specifying locations that are non-administrative places and for items about events
coordinate location	P ₆₂₅	Geographic coordinates	geographic coordinate system : geocoordinates of the subject. For Earth, please note that only WGS84 coordinating system is supported at the moment
located on street	P ₆₆₉	Item	street : street, road, or square, where the item is located. To add the number, use Property:P ₆₇₀ "street number" as qualifier. Use property P ₆₃₇₅ if there is no item for the street
postal code	P ₂₈₁	String	postal code : identifier assigned by postal authorities for the subject area or building
street address	P ₆₃₇₅	Monolingual text	street address , address and street : full street address where subject is located. Include building number, city/locality, post code, but not country. Use also P ₆₆₉ if the street has its own separate item

Identification

Title	ID	Data type	Description
GeoNames ID	P ₁₅₆₆	External identifier	GeoNames : identifier in the GeoNames geographical database
MusicBrainz place ID	P ₁₀₀₄	External identifier	MusicBrainz : Identifier for a place in the MusicBrainz open music encyclopedia
ISNI	P ₂₁₃	External identifier	International Standard Name Identifier : International Standard Name Identifier for an identity. Format: 4 blocks of 4 digits separated by a space, first block is 0000
TripAdvisor ID	P ₃₁₃₄	External identifier	Tripadvisor : identifier of a place (region, hotel, restaurant, attraction), in TripAdvisor
Instagram location ID	P ₄₁₇₃	External identifier	Instagram : identifier for a location on Instagram

Arts Organization: Core statements

The Wikidata Project for Performing Arts continues to evolve and offer additional statements and items that readers can reference in the creation of their Wikidata entries

https://www.wikidata.org/wiki/Wikidata:WikiProject_Performing_arts

This example of the National Arts Centre as an organization is a good example of the details Wikidata can include: <https://www.wikidata.org/wiki/Q2945952>

Suggested Minimum Statements

Of note, drop down menus in Wikidata ensure that the data base integrity is maintained and typos are avoided.

Instance of	Charitable organization Performing Arts group -
Legal status	Not-for-profit organization
Field of work	Performing Arts Performance Music Workshops etc
Located in the administrative territorial entity	Note each item becomes hotlinked, when selecting existing items, ensure the correct entity is selected from the contextual drop down menu.
Coordinate location	Look up coordinates in Google Maps or similar and enter here

Street address	Provide complete physical address
Official website	Always fill this in
Business division	Reference a related activity, such as festivals or specific arts disciplines
Other items as relevant	

Identifiers

Facebook ID	Enter the IDs and handles for each of these and any other social media
Twitter ID	
Instagram user name	
VIMEO identifier	
Snapchat ID	
etc	

Person: musicians, actors, directors can all be listed in Wikidata

Be as comprehensive as you wish with a personal listing. Note, Wikidata discourages publishing precise birthdates of living persons

Statements

Click on the link to see a quite comprehensive example for a famous director, in this case a movie director: Steven Spielberg <https://www.wikidata.org/wiki/Q320588>

This table shows the items represented in that listing, upon retrieval in July 2021.

Instance of	Human
Sex or gender	
Country of citizenship	
Name in native language	
Given name	
Family name	
Date of birth	Do not disclose specific date unless already in the public domain
Place of Birth	
Father	
Mother	
Sibling	
Spouse	Several can be listed; Include qualifiers start time and end times
Child	Several can be listed, Include qualifiers for birth years unless specific dates are already in public domain

Number of children	
Languages spoken	
Occupation	Several can be referenced as applicable
Position held	Several can be listed Include qualifiers for point in time, replaces [person] and replaced by [person]
Member of	List industry associations
Educated at	List educational institutes, include qualifier for start and end time
Work location	
Work period (start)	
Ethnic group	
Religion	
List of works	Here a stage actor can list every play or production they acted in, a director can state all the works they directed and for who. The linking of these pieces of information helps establish a robust linked, open data system for the performing arts.
Filmography	Discography for musicians etc
Awards received	Include a qualifier for the year and well as the specific work
Nominated for	Include a qualifier for the year and well as the specific work
Official website	
Pronunciation audio	Ensure it is correct – stored in Wikimedia commons and referenced here
Has works in the collection	Museums, archives are referenced here
Copyright status as a creator	Allows to indicate that works are protected and where
Other items as relevant	

Identifiers

ISNI	
VIAF ID	
National libraries	Many national libraries will have listings for famous people
Directories	Many film databases exist in various countries that you can reference if they list you, your work
Wikipedia	Enter the IDs and handles for each of these and any other social media
Instagram user name	
VIMEO identifier	
Facebook ID	
Twitter ID	

Works, Events

Click on this link to see a Wikidata example for the properties related to a play
<https://www.wikidata.org/wiki/Q25379>

Take note, several Canadian collaborations are active in modelling data as well as consolidating several ways of describing works and productions. This work is ongoing as of July 2021 and is expected to continue for some time to come. Therefore, it is important to check back on any listings you create and ensure they are as complete as possible as new categories and more precise statement options are added.

Wikimedia Commons - <https://commons.wikimedia.org>

Users	Any individual, search engines and other tools that use linked open data
Purpose	A free and open repository of media files, images, videos and audio files in the public domain under a Creative Commons licence.
Are you or your organization listed?	Search at https://commons.wikimedia.org
How to get in?	Anyone can register for a free account and join this crowdsourcing platform as a contributor and editor.

All media assets uploaded to Wikimedia Commons must be in the public domain and not require royalties. Media assets that can be added in Wikimedia Commons with the appropriate attributions that you have the right to own include:

- Current professional head shots or promotional shots
- Award show/red carpet photos
- Behind-the-scenes images
- Logo for productions
- Pronunciation files for names

It is not allowable to upload rights-protected works or works others have created – unless they have granted permission – or images you have “found” on the internet.

Wikipedia - <https://en.wikipedia.org>

Users	Any individual, search engines and other tools that use linked open data.
Purpose	A free and open online encyclopedia operated by a not-for-profit foundation.
Are you or your organization listed?	Search at https://en.wikipedia.org
How to get in?	Anyone can register for a free account and join this crowdsourcing platform as a contributor and editor. Beware of Wikipedia's stringent publishing policy including unbiased, non-commercial, community publishing standards – do not get black listed because you updated your own organization's entry and went beyond the facts.
Five principles users adhere to	<ol style="list-style-type: none"> 1. It is an encyclopedia (not a soap box, advertising vehicle, directory) 2. Neutral point of view – verifiable, citations 3. Free content that anyone can use, edit and distribute 4. Editors to treat each other with respect and civility 5. No firm rules – but clear policies and guidelines

VIAF - <http://viaf.org/>

Users	Joint project of several national libraries and operated by the Online Computer Library Center (OCLC), users are libraries and library users
Purpose	To link international authority files to a single virtual authority where identical records are linked together
Unique ID	Contains authority records for names of persons, corporate bodies, geographical names and titles are created by LAC using Worldshare Record Manager. A standard number is assigned to aid in disambiguation; also added in Wikipedia biographical articles and incorporated in Wikidata
Where data comes from	Institutions from around the world, including national libraries like Library and Archives Canada.
Are you listed?	Search http://viaf.org/
How to get in?	VIAF is accessible by participating libraries, not by individuals or arts organizations. Contact: http://viaf.org/viaf/partnerpages/CAOONL.html

ISNI - <https://isni.org>

Users	Libraries, publishers, databases and rights management organizations
Purpose	Uniquely identifies people and organizations involved in creative activities, as well as public personas, stage names, record labels or publishing imprints
Unique ID	Each entry is assigned a unique identifier which can be used to disambiguate the same names reliably and thus speed up rights management, as well as dissemination of an linking digital and physical works
Where data comes from	ISNI is populated from many online data sources including VIAF as well as registration partners
Are you listed?	Search the database at https://isni.org/page/search-database/
How to get in?	To obtain an ISNI for a person or organization, you need to work through a Registration Partner such as ringgold (for organizations)
Access	Individuals cannot populate this data base. It is necessary to work through a Registration Partner, or to ensure listings in other online directories that are accessible to regular users.

Of note, VIAF harvests Wikidata information, and ISNI harvests VIAF data. When artists and arts organizations take the time to create complete Wikidata items for themselves, they will eventually be picked up by VIAF and ISNI, as well as Artsdata.ca. In short, Wikidata is becoming a much used authoritative open database that is trusted by these organizations and actively used to expand on their own capabilities.

Since neither VIAF or ISNI allow regular users to add or edit their data, the primary use is to look up your organization or work and add the ID, if any, to your Wikidata entry.

Google: Search, Knowledge Panel, MyBusiness -

<https://www.google.com/business/>

Google's proprietary Knowledge graph powers its answers and other search results in response to searches by web users. Much of the information displayed is drawn from linked, open data directories, as well as the organizations themselves. This information can be displayed in an answer box or in the knowledge panel on the right-hand side of the search results page.

If you have already populated information about you or your organization in Wikidata and in other knowledge bases, chances are Google already picked up this information and assembled it into a draft knowledge panel that you can claim. This process is simple:

1. Search for yourself or the organization you represent and find its knowledge panel.
2. Scroll to the bottom and click Claim this knowledge panel.
3. Review the displayed information about features granted after verification.
4. Sign in to one of the official sites or profiles to verify that you're an authorized representative of an entity on Google.

For more information, check: <https://support.google.com/knowledgepanel>

Verifying that you are the owner of your own Google MyBusiness, a free service, enables a series of important functionalities that come to bear on how Google displays information about your organization:

- Add photos
- Add offers, tickets to events
- Add updates or news
- Add events
- Direct messaging
- Reviews, and the ability to respond to reviews both positive and negative
- Add opening hours, and days closed
- Integrated your contact information and offer one click access to call or visit your website
- Integrated with Maps so it can provide directions to your address with one click.
- Access to user statistics
- Description of your organization (the Google default line cannot be deleted); this is an additional statement Google displays.

Here is an example of a comprehensive Google Knowledge Panel about the National Arts Centre:

google.com/search?q=national+arts+centre&rlz=1C1ZKTG_enCA911CA911&loq=national+arts+centre+&aqs=chrome..69i57j46i13j0i13j4i46i13i175i199j0i13i2.10345j0j48s...

About 1,080,000,000 results (0.81 seconds)

Showing results for **national arts centre**
Search instead for national arts centre

Ad · <https://www.ticketsales.com/> · +1 877-856-0806

National Arts Centre - Ottawa, ON

Buy Resale Tickets For National Arts Centre in Ottawa, ON. National Arts Centre Tickets On Sale Up To 15% Off. Buy Today Online Or By Phone. Large Ticket Selection.
Summer Sale: Up to 25% off 2021-2022 Events

View Event Schedule
Full Event Schedule Including Recent Event Onsales

Order Tickets Online
Concerts, Sports, Theater, Comedy - Grab Your Tickets Today!

Ottawa Events
Browse Upcoming Events In Ottawa, ON

Address & Information
53 Elgin St
Ottawa ON K1P 5W1

Ad · <https://www.secureboxoffice.com/> ·

National Arts Centre Tickets - Ottawa, Ontario

All Event Tickets On Sale. Buy Now. Ottawa, ON Ticket Resale. 100% Buyer Guarantee. Full Schedule. Secure Site. Digital Delivery. Unrivaled Service. 100% Buyer Guarantee. Instant Download Tickets. Live Agents Available. Email Delivery Tickets. Secure Checkout.
Notre Dame De Paris · Dear Evan Hansen · Hamilton · Joel Plaskett · Francis Cabrel

<https://nac-cna.ca> ·

National Arts Centre | Canada is our stage

June 30, 2021 update on live performances and events at the NAC. National Arts Centre.

Tickets & Events
We place cookies on your device to improve your browsing ...

Events Calendar
We place cookies on your device to improve your browsing ...

Career Opportunities
The employees of the National Arts

About the NAC
The National Arts Centre collaborates with artists and arts ...

CanadaPerforms
#CanadaPerforms was initially launched as a short-term relief ...

NAC English Theatre
In the past few years there has

<https://twitter.com/CanadasNAC>

National Arts Centre (@CanadasNAC) · Twitter

NACO Lunch Break!
Today, Kimball Sykes (NACO Principal Clarinet) and Jennifer Francis (piano) share three short pieces by composer Robert Schumann. Enjoy!
c.nac.ca/3eq8Sw6
Twitter · 11 hours ago

Join the team.
We're looking for a Front End Designer
We're hiring! If you have experience with front end design and development and work well with a continually evolving team committed to improving our online experiences, we encourage you to apply today!
Client.njoyn.com/CL4/ex...
Twitter · 11 hours ago

CAPSULE Feature
@kyrajeangreen's new piece "TOUCH" is a dance film that takes place in an imagined future, where for unmentioned reasons, humans have been living without physical touch for a very long time. -->
c.nac.ca/3wKY81F
Twitter · 13 hours ago

<https://www.facebook.com/CanadasNAC.CNAdCanada>

National Arts Centre / Centre national des Arts - Home ...

National Arts Centre / Centre national des Arts. 64711 likes · 884 talking about this · 1281 were here. Canada is our stage. Le Canada en scène.
★★★★★ Rating: 4.5 · 1,009 votes

<https://www.instagram.com/nac>


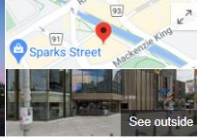
National Arts Centre (@nac.cna) · Instagram photos and videos

26.1k Followers, 4882 Following, 2605 Posts · See Instagram photos and videos from National Arts Centre (@nac.cna)

<https://ottawatourism.ca/see-and-do/national-arts-centre>

National Arts Centre | Ottawa Tourism

The National Arts Centre (NAC) in Ottawa collaborates with artists and arts organizations across

National Arts Centre

Website Directions Save Call

Performing arts theater in Ottawa, Ontario

The National Arts Centre is a performing arts organisation in Ottawa, Ontario, along the Rideau Canal. It is based in the eponymous National Arts Centre. [Wikipedia](#)

A 3-min walk from the Lord Elgin Hotel

Address: 1 Elgin St, Ottawa, ON K1P 5W1
✓ You visited 2 years ago

Departments: Ruddy Lounge
Phone: (613) 947-7000
Capacity: 3,670
Opened: June 2, 1969
Architect: Fred Lebensold
Architectural style: Brutalist architecture
Province: Ontario

⚠ Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

Events

Mon., Sep. 13 Ogre
7:00 p.m.

Wed., Sep. 15 Bande de bouffons
6:00 p.m.

[Send to your phone](#) [Send](#)

Reviews from the web

4.5/5 Facebook · 1,009 votes

From National Arts Centre

"Closed until further notice The health and safety of our visitors and staff is of paramount importance. Due to the unprecedented pandemic of the COVID-19 coronavirus, we are closed until further notice. For more details, visit our website. [Fermé...](#) [More](#)

Reviews [Write a review](#) [Add a photo](#)

912 Google reviews

"Fav place for a show or concert. no bad seats..easy parking professional staff"
★★★★★

"Very classy and most importantly, high quality performances."
★★★★★

"It's a nice romantic getaway for a coffee date on the couches by the window!"
★★★★★

[View all Google reviews](#)

Profiles

[Twitter](#) [Facebook](#)

People also search for [View 15+ more](#)

