

# Online Presence Guide

How to get yourself and your work out there



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## Introductory note

This Online Presence Guide is part of a toolkit developed for the project Impact, Innovative Partnership for Artistic and Cultural Transition, co-financed by Erasmus+. The overall aim of the project is to design simple tools and methods for artists and cultural agents focusing on transforming digital, environmental, socio-economic and democratic challenges into resolvable situations.

The Online Presence Guide is part of the toolkit for the [Digital Transition](#), and focuses on the use of digital and online tools to make artists and artistic projects more visible online and to develop a social media strategy in a creative way. Online visibility is important, since the cultural sector is changing fast and sometimes it is challenging for artists to put themselves out there and keep their projects visible. Ideally, a communication professional should be in charge of this task, but we know that budgets in the arts and culture sector are generally insufficient. So usually the individual artist ends up being responsible for their social media strategy.

This Guide is both for those who already have some previous experience with social media and digital



skills, and for those who are starting to explore their online presence. It introduces some basic concepts such as How to communicate with your public? Where to present yourself? Which platforms are the most appropriate for the message you want to get through? But it also offers practical tools to get started and make you, artist or worker in the cultural sector, more visible in the cultural sector in your country and beyond.

The Online Presence Guide has four main sections: Communication: what is it and why is it so important; Social Media; Creating Content and Gaining visibility online You can download the whole as one PDF, or download the different modules separately. Enjoy!



## Part 1 - Communication: what is it and why is it so important?

### 1.1. Why is communicating important, also in culture?

In this Guide, we understand communication as the creation of a dialogue with your (known or imagined) audience. This means that communicating and disseminating content are not the same thing. It is important to understand this difference to plan your actions online.

When we disseminate something, we want this content to reach the largest number of people, without necessarily creating a dialogue about it. In any case, we need to be prepared to answer questions or doubts that can appear. One example is the announcement of events such as a show, a performance, an exhibition, a training event, or any other activity related to the artistic and cultural field. In these cases, it is recommended to invest in ads ([see on page 51](#)).

On the other hand, communicating with your audience requires the creation of engagement with the public, an ongoing conversation, a relationship. For example, we communicate with our public when we share our creative processes, the role models and inspiration of our work or project, when we introdu-

ce the people involved in it, etc. The construction of this dialogue takes time and so it is very important to know your audience and build up the message in the best possible way. Knowing your target public will help you to think about content related to your work that they are potentially interested in.

In the case of social media, this dialogue means the amount and quality of the interactions a post receives. Social media engagement measures the public shares, likes and comments for an online brand's social media efforts. Sharing, liking and commenting is the way the audience engages with the content they see on your post. So, it is important to spend a bit of your time actually reading the comments and messages, answering them, and interacting with your audience.

In both cases (dissemination and communication), it is important to know what you want to say, to whom and through which media. Each social media has its own 'codes' ([see on page 16](#)) and affordances such as the question box or polls. It is important to know them to choose the most suitable for your public.

## **1.2. How to communicate an idea, a project, a product, an event**

If you have a campaign or a new project that you want to shout out and you need help, it is worth looking around for your field's institutions, organisations,

associations, cultural and art centres or even the city hall. Most of them have good online and offline reach, not to mention their relevance and reputation in the field. You can ask for the following things: to include you in their newsletter and/or post on their social media. If your message/campaign is strong enough and convinces them, they can support your project with more/regular posts, newsletters, maybe even mention you in their press releases or in their announcements.

Reach out to these organisations personally, via phone or email. You have to be prompt, brief, relevant and specific. Have all details ready in your mind (or in a notebook), point out why their organisation is relevant, what you have in common. Attach or link something that explains your project. Also offer something in return: you could post about their projects? You could include their logo on a Facebook cover or a flyer? Use your imagination!

**Some examples:**

- **You organise a musicians' meetup** – reach out for collective rights societies, management associations, musicians' associations, event promoters' associations, music venues, etc.
- **You do a survey connected to painters** – reach out for national cultural funds, galleries, painters' union, art collectives, etc.
- **You do a presentation on a study about how hard it is to get art films funded** – reach out to film funds, film schools, cinema union, performing arts organisations, collective right societies, creative collectives, etc.

### *1.2.1. Cross-promotion*

Cross-promotion is a brilliant way to reach new target groups or just enlarge your existing audience. In this case you need to be very exact. Your message has to be simple and short. You need to have a number of followers that you can offer to someone who also has a number of followers. You put together what both of you have that equals profitable reach for both of you. This partnership is less formal than the previous one, you are not reaching out for cultural organisations or formal institutions, you will dig into the underground, into the base of culture. Reach out for artists, NGOs, collectives, venues, galleries, small exhibition spaces, clubs, maybe even hipster cafés too. Anything that would suit your message and fits your job. Cross-promotion can be various and all cases are unique, but here are some good instances to start with.

### Some examples:

- **You want more streams on Spotify?**

Get another famous singer and do a “featuring” song. Almost all pop stars do it, and both will enjoy each other’s fanbase and listeners. You can do the same on small scale with most kinds of artists.

- **You want to organise an art event with more attendees?**

Think out of the pure genres. For a literary event ask a musician to come and play, and of course, share your event. You want to introduce a painter or an exhibition, so you invite street artists or project a relevant movie after the opening.

- **You raise awareness for a cause or a social issue?**

Ask relevant, hopefully famous artists to tell you their thoughts on the question and use their words. They are reliable and have followers, they can look nice in front of the public by supporting your cause. Win-win, right?



### 1.2.2. *Partnering up with media*

This is the hardest of all. You need a really good story/cause for this to break through the stimulus-threshold of journalists and editors. Or have the money for it.

Start in person and talk to the journalist/editor directly, tell them why it is important, try to get the attention for the story/message. The best way is a phone call or personal email. Usually this is a continuous partnership for one occasion, a series of events or a certain timeframe. It can be a partnership for a long period of time or for one season, depending on the opportunities and options that it opens up.

Always offer something in return. Depending on the media and your project you can offer things like you'll put the logo onto the flyers, posters, online visuals, Facebook event cover, logo printed ticket, or even complimentary tickets for them. It can even be exclusive content, like an exclusive interview with one of the professionals or artists, premiere the videos you shoot, etc. What you offer needs to be valuable for the media.

### 1.2.3 How to get more press and media coverage

There is new information buzzing around us so loudly we hardly can follow the world. The same happens to journalists. Plus, they receive hundreds of emails a day. Here are some basic ideas on how to get their attention:

#### How to write a good press release

**Root:** Try to summarise what you want to say in one short, simple sentence and use it as the base of your release/publication/communiqué. It has to be 'naked', but further on, when you write the release, you'll expand this base. The shorter the better. Your root sentence is your core message.

**Build:** The whole release has to be subordinated to your root sentence AKA your core message. All the facts, all the information that you want to get through to the public has to serve the root-sentence. Then start to **colour** it: everyday examples, simple emotions, unexpected questions-answers will be your colours on this picture, and the picture is your story. Keep in mind: **simple is better**. Do not attempt to say everything, say only things that serve the root sentence.

**Be short:** One page (average A4) is the ideal length, maximum. *Tip:* most journalists will just copy-paste your press release, so write it the way you want to read it in their news outlet.

**Lead and title:** These are the last things that you usually write. Read your text and try to summarise it for the lead. Be catchy but don't be clickbait. Ideal length of the lead: 150-200 characters with spaces.

**Attachment:** Send the press release as a Word doc. This is the most common format and can be opened on all devices.

### 1.3. Marketing: getting yourself out there

Talking about communication and strategies to reach a certain audience with the aim to get them interested in your product, is to talk about marketing. Marketing does not deal only with tactics used by big corporations to increase their sales on Christmas or Valentine's Day. Marketing is public relations and positioning. It is also about the audience, thinking about the best way to make these people get to know what you made for them and how it could be useful to them - this could be a product, a project, a brand, a show, an album, a coaching session, an exhibition, a training event... anything!

Marketing means thinking of tools that help with an effective approach to the public, in a way that maximises the time, the energy and the resources available to you for this aim. One key aspect in marketing is communication, which establishes connections, and makes it possible to create a relationship with your potential 'buyers'.

You can plan communication; it is like creating a road-map. So, we have to know the routes, the possibilities, the best vehicles - the most efficient, the most powerful. We have to know where to go, where our public is and how to reach them.

Today this means communicating online: the audience is not only used to the internet but now bases its

habits and consumption on it. Smartphones are used for searching information, establishing relations, knowing more about the world and of course buying products, services, culture and entertainment.

## 1.4 Stay in the loop

Keep yourself updated about communication strategies! Everything changes very fast, so follow the updates, inform yourself, subscribe to influencers' profiles.

The person responsible for the communication of an artistic project or cultural space has to be up to date about the digital world and how social media works, since everything changes very fastly. One recent example is the changes on Instagram, which now focuses its content on videos rather than on photos, in an attempt to compete with TikTok.

One way to keep yourself updated is to follow accounts of people that work in the field and can explain the trends and changes in digital spaces and tools. Moreover, it is important to observe what other professionals in your field are doing on social media. Save the contents that interest you and analyze what you like about it: the format, the language, the duration. Try to use it in your own content in your own way. We can always learn something from others.

- YouTube: [www.blog.youtube](http://www.blog.youtube)
- Instagram: [business.instagram.com](http://business.instagram.com)
- TikTok: [www.tiktok.com/business](http://www.tiktok.com/business)
- Twitter: [www.business.twitter.com](http://www.business.twitter.com)
- Facebook: [www.facebook.com/formedia/blog](http://www.facebook.com/formedia/blog)

**And, of course, the Culture section on Wired:**

- [www.wired.com/category/culture](http://www.wired.com/category/culture)

## Part 2 - Social Media

### 2.1. So many platforms: what to use when?

- **Facebook:** property of Meta, is the largest social network in the world. It is interesting for anyone who is interested in selling products online. You can do this with the Messenger messaging app, which can be customised.

- Tools and affordances:** profile and cover image, bio, feed, stories, watch, groups, live, facebook dating, watch party and store.

- Ideal for:** networking with a broad audience, targeted adds

- **Twitter:** it is like a cocktail party with political news, entertainment facts and memes. Posts are currently limited to 280 characters per post, which leads many users to create 'threads', series of posts that belong together. It's a very dynamic tool and it is key to understanding the daily debate on the internet, for example to 'trending topics' through the hashtags listed in the menu on the left. You can share links, photos, gifs and videos.

- Tools and affordances:** profile and cover image, bio, feed, custom feed with lists tools, thread and qr code generator.

- Ideal for:** projects or artists that have an important social or political dimension, who want to get a conversation going on certain topics

- **Pinterest:** visually, this social network looks like a photo album. It is an image-based platform, used by many people to display life hacks, creative ideas or crafts. In your profile, you have the possibility to create several themed albums. If other people search for this topic or something similar, you will find yourself and they will find you.

- Tools:** profile image, bio, feed, board, group boards, chat, notifications and pincodes.

- Ideal for:** visual artists/projects, graphic design

- **YouTube:** it is one of the first social media platforms, before these were even called like that. Currently a Google product, its main focus is on the sharing of video. You may have heard of the content producers there, the famous youtubers. In the pandemic, one of the most used YouTube tools was live broadcasting.

- Tools:** profile image, cover image, profile description, possibility of creating dedicated channels, full editing studio, feed, call to action, playlist, live, subscriptions and library.

- Ideal for:** performing arts, providers of training or coaching

- **Instagram:** a Meta-owned tool, is one of the most popular platforms among Generation X. Instagram has mainly focused on visual material. If you are a photographer or videomaker, you probably have an Instagram account already. You can be your product in an image, by creating video clips for example. The tool 'Stories', short videos played in a loop, is often used by instagrammers to create a 'making of' of their work or activity.



- Tools:** profile image, bio, feed, stories, reels, igtv, live, highlights and store.
  - Ideal for:** photographers, videomakers, performing arts, fashion
- **Tiktok:** Instagram's biggest competitor in video production. It focuses on short videos, and has many editing features.
    - Tools:** profile photo, bio, broadcast, edition studio, chat and link to Whatsapp.
    - Ideal for:** young artists, performing arts
- **WhatsApp:** at first, this platform looked like just a messaging app. Over time, other uses were created. Nowadays it is owned by Meta (same company that owns Facebook), and you can show photos and videos on your profile just like in Instagram stories. You can also transfer money to a friend. The big advantage is the feeling of proximity. If you provide a service, you will join the business version. It's free.
    - Tools:** profile photo, bio, status, broadcast list, live location, chat, calls, payments and qr code generator.
    - Tools Whatsapp business:** profile photo, bio, status, broadcast list, live location, chat, calls, payments, catalogue, qr code generator, template messages and labels to organise your contacts.
- **Spotify:** for podcasting (to be continued)
    - Ideal for:** musicians, audio artists, radio

## Learn more

- **Algorithm:** A machine works to a programmed logic, with social networks it is similar. The name of this gear, we can say, is algorithm. It perceives your interaction on social media, such as likes and comments, and delivers interesting contents for you. How recent the content is, also influences the algorithm. Social networks are rapidly changing the way they work. You can keep track of changes by reading specialist sites like Neil Patel.
- **Feed vs Stories:** On Instagram and Facebook, there are two important tools called *feed* and *stories*. The information posted in *feed* is permanent. This “wall” shows the main features of your business. Make sure to have your content ready. The goal is to reach a new audience. There, you will publish longer text and one-minute videos. In *stories* the content disappears after 24 hours. In stories you can create content such as ‘*behind the scenes*’ or *making-ofs* to keep the attention of your audience. Bring news, share your routine, write short texts and use stickers, polls, etc.
- **Hashtag:** There are billions of pieces of content on social media. To facilitate the delivery of content to those who are really interested in it, one of the tools social media use is the hashtag. It is a myth that a large number of *hashtags* results in more followers. Only use keywords that relate to your profile. #becareful
- **Sources:**
  - **Book** - Instagram for Business, author: Júlia Munhoz
  - **Text** - How Instagram's algorithm works, author: Josh Constine

## 2.2. Building an audience on social media

### 2.2.1. First steps

In 2021, it is estimated there were around 3 billion social media users in the globe, just under half of the world's population. Despite the success of social media, it is necessary to think about the strategies to build an audience. Communicating with your audience is more than having a profile on Instagram, Facebook, Spotify or LinkedIn.

Therefore, the first step is identifying the group of people that you want to talk to on your channels. If you don't have an account on any social media yet, you should begin by answering the questions below:

- Are you going to talk about one topic, like local bands, or several subjects, like alternative theatre, music and cine?
- What are your several and specific goals? For example: I am a visual artist and I would like to share my artwork. I also would like to present other painters.
- What tone or voice should I use? For example: How do you feel better talking to your target audience? Do you prefer informal language or formal? And your target audience, do they use slang or serious tone? Forget the old idea that being a professional is being serious. Your communication on social media has to make sense to you.

If you already have an account, you probably answered the first step questions in the past. So, you could jump to the second step. However, we suggest reviewing the first step at any time. These points could help to generate insights that you don't figure out at the beginning of your journey in social media.

If you have a business account, some social media, such as Instagram and Facebook, provide data about the behaviour of your followers. On Instagram, you can convert a personal profile into a business account in a few minutes. First, go to the section “Settings”. Afterward, in the left menu, click on the option “Switch to Professional Account.”

The next step is to access the data that is generally provided after three months of the creation of a business profile. You can find this information in the “Insights” tab in the Instagram app. There, they are data about:

- Age range
- Gender
- Top locations: cities and countries
- Follower growth: follows and unfollows, for example
- Most active time

Other social media have similar analytics tools. You can learn about it in the below links:

- Facebook: [www.facebook.com/business/insights/tools/audience-insights](https://www.facebook.com/business/insights/tools/audience-insights)
- Twitter: [analytics.twitter.com](https://analytics.twitter.com)
- Tik Tok: [www.tiktok.com/creators/creator-portal](https://www.tiktok.com/creators/creator-portal)

If you are interested in advanced content, you will pay for premium tools, such [MLabs](#), [Hootsuite](#) and [Buffer](#). These platforms make it possible for you to manage accounts for different social medias in one place. It also allows you to schedule posts in apps that don't have this function. It is also possible to generate custom reports.

### 2.2.2. Sharing Content

Let's start creating content for sharing in a week. To make it easier, we will imagine a character. A young singer called Ana decides to announce the date of her next live concert, introduce her idols and share the process of composing a new song. We can separate these aims into three chunks:

**a) Announce a live concert** - this content can be displayed in many visual and textual ways, for example:

- A poster with the concert's place, date and time (1)
- A short video to invite the audience to the concert (2)
- Both of the above (1+2)

**b) Idols' portraits**

- A photo of her favourite singer or guitar player /

inspirational role model (3)

→ Some lyrics of her favourite artist (4)

**c) The process of composing a new song**

→ Parts of the song, for example the chorus, as a teaser (5)

→ A short 'making of' video playing the drum for this song (6)

→ Pictures of herself in a recording studio (7)

In this example, we converted topics (live concert, idols, composing a new song) into content. These ideas can be shared over several posts during a week. You need to make a decision about the frequency you will post with. If you have little time to create photos and texts, the best choice is to publish less. In our example, Ana decided to publish one post per day, from Monday to Sunday. The following table is helping Ana to organise this content in a posting calendar.

Look at our first draft below:

CONTENT	
	<b>MONDAY</b> Concert/Poster (1)
<b>TUESDAY</b> Idols/Photo (3)	<b>WEDNESDAY</b> New song/Teaser fragment (5)
<b>THURSDAY</b> Idols/Lyrics (4)	<b>FRIDAY</b> New song/Selfie (7)
<b>SATURDAY</b> Concert/Short video (2)	<b>SUNDAY</b> New song/Drum playing (6)

source: own elaboration

We forgot to tell, but Anna, our protagonist, chose Instagram to work on her personal brand. She thinks Instagram is interesting because you can put info there more frequently, whereas Facebook is more for posts such as 'new release coming out', not so much for posts where you are recording a new song for example.



Taking into account this opinion, we draft our social media calendar better, thinking about formats:

CONTENT  
FORMAT

## TUESDAY

Idols/Photo (3)  
Photo with text:  
"Bob Marley, the best singer and songwriter of all times. I listen to get inspired and to calm myself. Do you like him too?"

## THURSDAY

Idols/Lyrics (4)  
Image: coloured square with a sentence of the song

## SATURDAY

Concert/Short video (2)  
Lots of short videos of different moments in the concert

## MONDAY

Concert/Poster (1)  
Photo with text:  
"Next Saturday!"

## WEDNESDAY

New song/Teaser fragment (5)  
Short video singing on her bed

## FRIDAY

New song/Selfie (7)  
Photo with text:  
"In the studio!"

## SUNDAY

New song/Drum playing (6)  
Photo in the recording studio

source: own elaboration

According to the social media that you will use, you could select the tool that you use to share videos. For example, Instagram has Reels, for diary routine's clips, IGTV, to record long videos, and Live, to do talks or share a live concert.

TikTok doesn't use these formats. There, the greatest advantage are the advanced editing tools. You can reply to comments with a new video, for example. Take some time to experiment and make innovative videos with the apps!

**Last tip:** after putting the posting calendar into practice, monitor your audience, analyse week by week what worked best and what you need to change.

### 2.2.3. Tools to create content

If you aren't a specialist in Photoshop or other software to edit photos, don't worry. There are many easier tools to use. Next, we made a list to help create creative content and organize your profile.

- **Canva and Piktochart:** recommended to resize images, create logos and flyers. They have preset to many social media sites, like Facebook and Instagram. Link: [www.canva.com](http://www.canva.com) and [www.piktochart.com](http://www.piktochart.com)
- **Pixlr:** this is also an app to do design materials. However, the software has powerful tools for editing photos. Link: [www.pixlr.com](http://www.pixlr.com)
- **Infogram:** if you need to share data about research, you can organize the information through an infographic. For people who are not specialized in this area, infogram can solve the problem. Link: [www.infogram.com](http://www.infogram.com)

- **VSCO:** this app can be used to edit photos too. But, it is more famous for a video montages. Link: [www.vSCO.CO](http://www.vSCO.CO)
- **Free image banks:** On your social media profile, you can mix images that you've taken and images that were created by other people. If you don't have the money to buy professional photos, the best solution is free image banks such as Wikimedia Commons, Pixabay and Pexels. Attention, there are several types of photo licenses, check what is requested when the Creative Commons seal appears, for example. Link: [commons.wikimedia.org](http://commons.wikimedia.org), [www.pixabay.com](http://www.pixabay.com) and [www.pexels.com](http://www.pexels.com)
- **Linktree:** your followers may feel confused when they search for old content on your profile. One way to provide a better experience is to organize your material using Linktree. There, you can highlight the posts that have had the most audience or are a synthesis of your artwork. Link: [www.linktr.ee](http://www.linktr.ee)

If you want more tools for creating content, check [50+ Digital Tools for Artists](#)

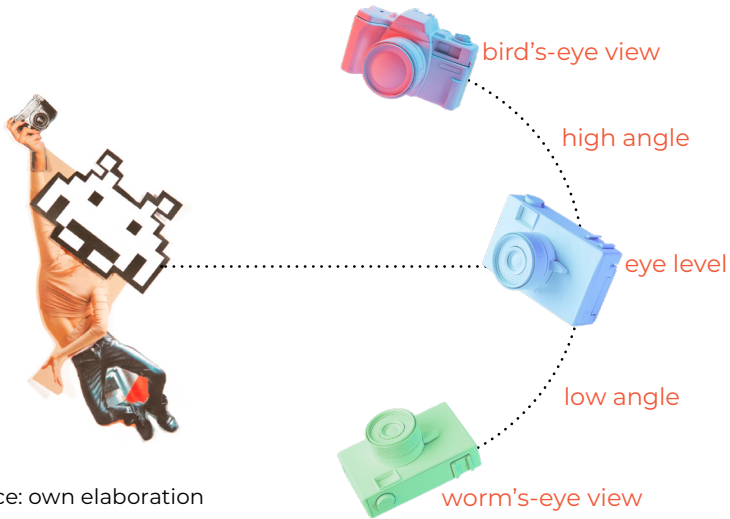
## Part 3 - Creating content

In this part of our Guide we will talk about how to create content for different goals, the different formats and how to use them better according to your needs: [photo](#), [video](#), [audio](#) or [text](#).

If you want to get started creating content right away, check out these [50+ Digital Tools for Artists](#).

### 3.1. Photo

- **Frame:** limits of the image - what is in the image and what is outside?
- **Shot:** basic unit of audiovisual language, expressed through the framing:
  - Long or wide shots are descriptive: shows the location, the landscape, the context (extreme long/wide shot, long/wide shot)
  - Full shots: shows the subject from head to toes, the subject in its context
  - Medium shots are functional: focus on the action and gestures of the subject
  - Medium close-ups and close-ups are expressive: focus on the words, thoughts and emotions of the subject
- **Angles:** neutral shot (eye level), high angle, bird's eye view, top angle, low angle, worm's eye view:



source: own elaboration

Have a look at this video for the different film shots:  
[www.youtu.be/4316BUEVYkE](http://www.youtu.be/4316BUEVYkE)

And this blog:

[www.studiobinder.com/blog/ultimate-guide-to-camera-shots](http://www.studiobinder.com/blog/ultimate-guide-to-camera-shots)

### 3.2. Text

Although visuals are becoming more and more popular on social media, text still plays an important role in communication. To spark the audience's interest in reading it, it's important to choose a good tit-

le using the keywords of the content you've written. This makes it easier for search engines like Google.

- **Let's start with the basics:** your username, nickname or profile name. This is the personal 'brand' that people will remember. Choose an easy nickname, be clear. If people have difficulty searching for your username, they could feel lost and never come back.

- **The second step:** the bio. It's a summary of you and what you stand for as an artist. This is a brief text in the description box of your profile/account/channel. Again, don't leave questions about who you are. For example: I am a visual artist interested in Romani culture. After your presentation, insert the phrase that results in the movement. In marketing, we call it "call to action". Another example: Find out more about my paintings in this following link: [www.example.com](http://www.example.com).

- **The third and final step:** your posts, what you write in general, on your feed, timeline, stories, accompanying your pictures, etc. A golden rule is to use short sentences. That way, it will be easier for the reader to understand and for you not to lose focus. If you have a question about the way to write the word, don't be embarrassed, look it up in an online dictionary or ask a friend. Define the keywords of your content. This will make it easier for internet search engines to make your content or profile come up. It seeks to increase the number of people your by text, on websites or social media. If you already know the keyword

for that content, try repeating it throughout the post. You don't want to look like someone who is boring. But be careful: keywords related to sexual content in order to attract attention will be penalised.

Learn more about SEO (Search Engine Optimization): Google SEO Starter Guide: [developers.google.com/search/docs/beginner/seo-starter-guide](https://developers.google.com/search/docs/beginner/seo-starter-guide)

### 3.3. Video

Depending on the type of event, action or story at your hands, you can use [edited video](#), [live streaming](#) or [Facebook / TikTok / Instagram Stories](#).

#### 3.3.1. Edited video

As step 0 you should be looking at whether an edited video is a good match for your story, event, or action. Edited videos could cover a wide range of stories, however a long conference, or an event, that requires an urgent reaction, a time-costly edited video may not be the best solution.

But if that's not the case, first of all, check where your video will be published. It is most likely to be uploaded on Facebook, YouTube or Instagram. The ideal duration of the videos changes over time, so be updated about this.

- **Resolution & Aspect Ratio**

As a general rule of thumb, we recommend FullHD



(1920×1080p square pixels) resolution with 25 frames per second with no letterbox, H.264 compression.

You can go for 4K, but be aware that due to its higher resolution, your video may require a longer buffer time, which you may end up losing viewers.

When it comes to the aspect ratio, all 3 platforms support 16:9, although for Facebook & Instagram (not for IGTV) you may prefer using 1:1 ratio, square videos for a better viewing experience.

You can make a square version of your video in your video editing software, but as a shortcut, you can use.

### • **Planning**

People tend to put the least effort in this category, although a well-prepared script can save you days of editing.

You do not need to over-plan each bit of a relatively simple video, yet you may use a grid or a doc to at least plan ahead of the following:

- The main aim or message of the video
- Blocks / Scenes
- Shooting locations
- Scripts for each speaker (at least in bullet points)
- Date of shooting and date of publishing

When it comes to planning, the structure is your key. Remember to use an attention grabber (hook) in the first few seconds of the video to catch the attention of your audience, of course within moral and ethical standards.

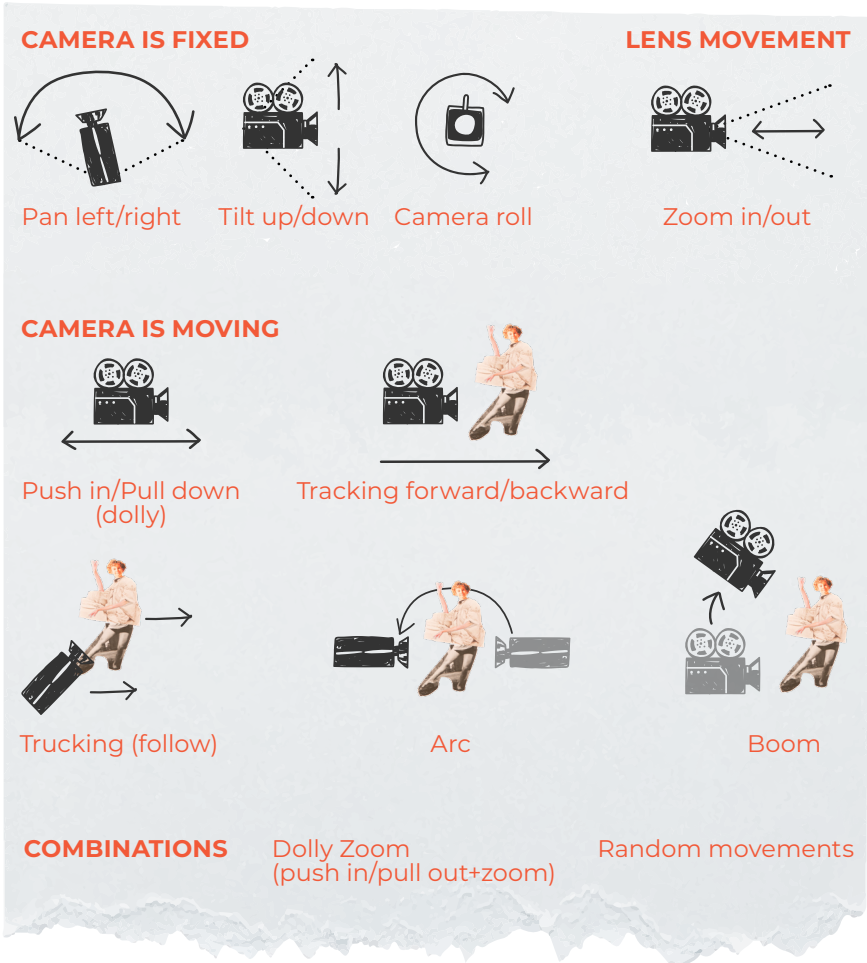
You may want to use a provocative question, jump cuts or animated texts. Remember that the vast majority of videos begin to play muted on Facebook and Instagram.

### • Shooting

Of course, a high-end mirrorless or DSLR Camera on a gimbal would be ideal, but with a few tricks, you may be good to go with your smartphone, too.

As basic rules of thumb:

- Use B-rolls. B-rolls are short clips that you edit over your main sequence (A-roll). For instance: you shoot an interview about cats. Your A-roll will be the recorded interview with a speaker, and your B-roll will be random cats playing in the garden. B-rolls help you edit the A-roll and contribute to a better viewer experience.
- Use lavalier clip microphones and connect it to your smartphone to record audio. Mics are cheap, you already have your phone, so you are ready to have clear audio.
- Shooting an interview? Use 2 cameras or phones, and of course the microphone, as mentioned above. 2 different camera angles allows you to edit smoother without hard cuts.
- Shooting a lot of speaking content? Plan ahead and shoot lots of B-rolls and use narration whenever you can. Narrations help your speakers a lot, remember most of them are not professional actors.
- Use camera movements to make your shots more interesting:



source: own elaboration

To see how all these camera movements work out in a movie, see: Studiobinder's 'The Ultimate Guide' to camera movements: <https://youtu.be/liyBo-qLDem>

## • Editing

When it comes to editing, use a computer, not your smartphone. There are [many softwares you can choose](#) from at various price levels, such as Davinci video editor, iMovie, Adobe Premiere Pro, Final Cut Pro, etc. What is important to remember is to give yourself enough time for editing and bear in mind (the language of) your audience when it comes to subtitling.

## Creative Tips

An enjoyable video consists of various simple, but creative elements.

- Use transitions to shift to a new shot or scene. There are plenty of free transition templates available.
- Use graphics and title animations to shake up your content, there are plenty of free templates to download for each video software of your choice.
- When it comes to shooting B-rolls, do not shoot static B-rolls. Play with the focus, play with the movement and backgrounds to create more engagement.
- Use time lapse to put emphasis on time passing by.

### 3.3.2. Live Streaming

Generally, it is a good option for long conferences and talks. When not necessarily the emotions or the engagement are in focus, but the content itself, you

are better off with live streaming. Similarly, when you have simply no time to edit videos, for instance, viral content is at hand or simply some breaking news has happened which needs to be shared on the spot.

There are many reasons why organisations live stream events. Sometimes, the purpose is to increase brand awareness. Other times, it is meant to create a paid experience. Live streaming gives you the possibility to generate revenue and maximise profits with virtual tickets. Live streaming an event can help you continue to connect with your audience even when they can't be there in person.

### • **Plan Ahead**

Facebook, YouTube and Twitch are the most common platforms to stream your content to. Live streaming by its nature is a content-oriented type of engagement, meaning that there is likely to be much more emphasis on the audio, than in the video. Since live-streaming requires some preparation, it is a good idea to identify your goals and intentions from the start.

Think through the following questions:

- How many speakers will be there?
- How will they be heard clearly?
- How long will the stream likely last?
- How many cameras and how many teammates do you need?

- What sort of event will you live stream?
- What is the purpose of live streaming that event?
- What do you hope to achieve?
- Will you monetize the event?
- What is your budget?

### • **Set Up Broadcasting Equipment**

Using a professional-grade camera and microphone will yield a high-quality live event stream. Once you've chosen the live streaming solution that meets your needs, it is time to consider what sort of recording equipment to invest in.

#### AUDIO

External microphones could be useful at podcasts and events with 2-3 speakers, however, on a conference, larger event or events with many speakers, we recommend getting the audio from the external mixer, where all microphone audio is connected.

In order to connect the external mixer to your laptop, you will need to invest in an external audio card that makes the sound digestible to your PC's broadcasting software. Make sure that you connect the external mixer with your capture card via 2 XLR cables or 2 symmetric jack cables, otherwise you may end up with choppy, low-quality audio.

## VIDEO

A smartphone may be good enough for some scenarios, such as podcasts or smaller-scale events, however, for a more professional stream, we recommend taking the time to research a few different options before making a decision. If it's in your budget, we strongly recommend investing in a fully-featured live streaming camera to ensure a professional-grade streaming experience.

A more cost-friendly budget is to buy a capture card and connect your DSLR via HDMI.

## INTERNET

If there is high-speed cable-internet on the spot waiting for you, you are in luck, but keep in mind that this is not the case most of the time. Most likely you will need to bring your own internet connection either via a 3G/4G router or via cable. This way you can make sure that the existing internet connection on the spot will not interfere with your own internet, as many guests will be connected to it, and it will likely not be able to hold up your stream.

### → Choose Your Encoder / Broadcasting Software

Whether you're using an external camera or a webcam, you'll need to use a video encoder to convert RAW video files to streamable digital video files. You can use either hardware or software streaming encoders. There are several options available for either type.

If you are totally new to live streaming we recommend [OBS Studio](#). It is a free, open-source software encoder that is fairly easy to navigate. More advanced alternatives typically cost between \$500 and \$1000. Some hardware encoders range beyond \$3000.

It is important to choose an encoder that is compatible with your chosen online video platform so that you don't run into any issues when configuring your settings. If your online video platform uses RTMP ingest, pretty much any RTMP encoder will do the trick.

How you configure your encoder will affect the quality of your live stream. You can check out this [encoder setup guide](#) for more information on how to successfully connect and configure your encoder.

### → [Input Your Sources](#)

Once you've got your encoder setup, it is time to input your source. Source inputs are different for every encoder and online video platform, but this is important for every stream.

At this stage, you must connect your camera, microphone, and any other sources to your encoder or switcher so that they can be incorporated into the stream. You can check out [this dedicated guide](#) to multiple source input.



Animations, especially title animations and topic/section animations may also be a great tool to create a more colourful and informative live stream.

### → Create A Live Channel

Next, it is time to create a live channel on your online video platform. This process is a little different on each platform but usually follows the same pattern.

1. Log into your Account on the platform
2. Select “Live Stream” option
3. Give your live stream a name, and set your details
4. Copy the given stream key to your encoder device

### → Test Runts

Check the spot in advance whenever you can. Visit the room/scene you will be streaming at the day before and do a test run. Test runs are very important because once you're live, you have an audience so it's more difficult to quickly troubleshoot and fix mistakes.

It is also a good idea to test your setup so that you can identify any weak links so you know where you need to have backup options on hand.

You should run through your entire stream. Presenters can use this opportunity to practise their parts.

This trial run should take place at the same time of the day as your stream so that you have a good idea of what the sound and lighting will be like.

We also recommend testing your internet speed to make sure that it is sufficient. The upload speed should be about double what you need for your stream. A quick way to test your speed on the spot is [www.speedtest.net](http://www.speedtest.net). Also make sure to test the actual streaming in order to avoid any security or firewall protocol issues.

#### → Prepare Your Audience

In order to ensure that you have an audience for your stream, you should promote your stream in advance. Create promotional teasers, stories, or countdowns on your social media. Reach out to your email list, and ask recipients to either RSVP or buy a virtual ticket. You could also run ads on social media, send press releases to get coverage, and advertise in any other way that you reach your target audience.

It is also a good practice to create a 5-minute countdown before your stream. This can be a pre-edited video that you simply use as a video source in your broadcasting software. This may help to minimise disruptions by participants arriving late and also to build some audience in advance.

### 3.3.3. Facebook / Instagram Stories

When it comes to stories our keywords are quick and low effort. Stories are a perfect content match for quick, on-the-spot inspired reactions for instance for a new song from your favourite band or due to their low-effort nature, they are also a great tool for quick, time-sensitive storytelling.

Stories are Facebook and Instagram specific tools. They are 15 seconds long maximum and their preferred aspect ratio is 9:16 with FullHD, 1080 x 1920 square pixels resolution. You can record Instagram stories with your phone or with a professional camera too, just bear in mind the ratio and resolution above.

- **Technical background:**

Stories require probably the least technical background as they are generally created on smartphones with built-in features, however, the key of stories is engagement.

At both edited videos and live streams, the engagement with the audience is very limited. Stories on the other hand, especially on Instagram have various built-in tools to engage with your audience on the go. For instance:

- You can ask questions
- Create polls and quizzes
- Make a countdown for an event or live stream for instance

- Tag locations and partners
- And of course, well-matched GIFs can also work their magic

We highly recommend making great use of such tools as they maximize engagement. Moreover, if your stories have audio, it is recommended to put subtitles since many people don't put the sound on. In this way, they can follow what you are saying.

If you already know how to use Stories' tools, you can use your creativity:

- [www.youtube.com/watch?v=rC7cudNbpoE](https://www.youtube.com/watch?v=rC7cudNbpoE)
- [www.youtube.com/watch?v=oZeeM9MRpZI](https://www.youtube.com/watch?v=oZeeM9MRpZI)
- [www.youtube.com/watch?v=vwPEBY\\_iqNw](https://www.youtube.com/watch?v=vwPEBY_iqNw)
- [www.youtube.com/watch?v=3yjyL84uF4E](https://www.youtube.com/watch?v=3yjyL84uF4E)

Finally, if you want to make more professional videos, you can test more advanced apps: <https://www.youtube.com/watch?v=VF71pyq9Iqo>

### **3.4. Podcasting:**

Podcasts have become popular with the general public and have shown very positive results for artists, brands and influencers in terms of engagement. A podcast is like an online radio show, but it is much more than that. The podcast was created in 2004 exclusively for iTunes, i.e. for Apple devices. But it was only from 2018 onwards,

with the popularisation of audio streaming tools, especially [Spotify](#) and Deezer, that it reached new audiences and captivated new listeners. And the success was so explosive that it made Spotify invest, in less than a year, more than half a billion dollars in new acquisitions with the aim of enriching the user experience with podcasts.

And the market responded. Records in the number of listeners and new podcasts being released. 2019 was a milestone, a real boom. And then, with the Covid-19 pandemic and health restrictions imposed around the world, with more people looking to escape from the routine, this audience consolidated once and for all, establishing a point of no return.

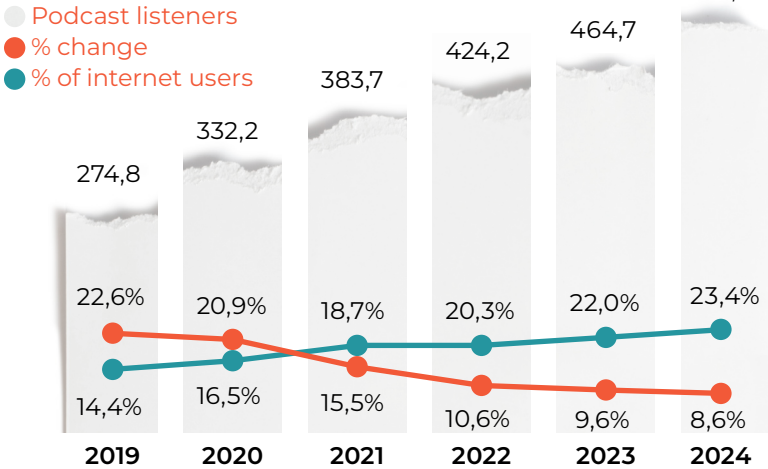
- **Presence in the listener's routine**

Like Facebook and YouTube, those who need to connect to their audience extend their work to podcasting: it is low-cost, enables genuine interaction with those who listen, and allows them to do other tasks while listening to your show.

With podcasts it is now possible to consume content while doing household chores, while driving or cycling, and even while showering and getting ready to go out. As it seems, the podcast will continue to grow and break records for years to come.

## PODCAST LISTENERS WORLDWIDE, 2019-2024

millions, % change, and % of interest users



source: eMarketer (2021)

### • Do it yourself

There are, of course, many ways to produce and record your podcast. You can choose to go to a studio and get your podcast ready, edited and published. You can invest in equipment and have your own home studio. And you can record with your cell phone, edit on your device or computer and take care of the publication yourself. And if you're just starting out and don't want to invest much in this process, DIY is the most recommended. Recording from your cell phone is very easy. And modern devices allow for short edits, which is sufficient. For publishing you can use Spotify's free platform: Anchor. It's easy.

## Top Tips: How to communicate on your podcast

- **Tell a good story.** As long as there have been campfires, humans have gathered around them to tell stories that help to make sense of the world and their place within it. Storytelling forges connections among people, and between people and ideas. Good stories are never forgotten.
- **Be entertaining.** Audio is personal – people often ‘plug in’ to podcasts and the voices are speaking directly to them, so you want to keep their attention.
- **Include many voices,** especially those we don’t normally get to hear in original languages e.g. the participants in a project; the recipients of a programme or intervention; the normally ‘invisible stakeholders’ whose views are rarely captured.
- **Find people who can speak about the value / importance of your work:** what makes it interesting; what contribution does it make; how does it add value etc.
- **Market your podcasts.** It’s a noisy world out there so you need to draw attention to your content – both amongst your existing audiences and those who don’t (yet) know you but who might be interested in the topics under discussion. The combined GAGE/CommsConsult team created and packaged great visual products to promote each episode through other digital platforms e.g. Twitter.
- **Amplify your stories** by actively encouraging others in your networks (and all the people interviewed in your podcasts) to spread the word.

Among the most common formats used for podcasts are:

Interview | Debate | Monolog | Storytelling | Journalistic

Choose yours and get started! Learn more: [www.researchtoaction.org/2021/12/a-world-in-your-ear-the-power-of-podcasts](http://www.researchtoaction.org/2021/12/a-world-in-your-ear-the-power-of-podcasts)

- **Step by Step - Publishing Your Podcast on Anchor**

(Source: Reverbera Method – the plan to have your podcast published and your brand prominent in the market)

Taking advantage of the fact that Anchor is a completely free platform, we have made a step-by-step guide for you to publish your podcast there. If you opt for a paid platform, you will likely have thoughtful support to help you through this process.

- 1. The first thing you need to do is create an account.** The name you use in your account will appear as the podcast author's name on streaming platforms. Each account entitles you to one program. If you want to have more than one podcast published there, you will need to create two or more separate accounts. If possible, create a unique email address for your podcast, this can be helpful if you need to claim authorship.



**2. After creating an account, you need to register your podcast information.** To do this, simply go to “Settings”, in the upper right corner of the screen, and fill in the name, description and art of the podcast. All this data will show up on streaming platforms. When uploading your artwork, Anchor will ask you if you can include the platform's logo on your podcast, which can help if you don't have a logo.

**3. Once you've created your podcast, it's time to upload the first episode.** To do this, you will click on “New Episode”, in the upper right corner of the screen.

**4. As indicated in the image, you click on “Click to upload or drag files here” to indicate the file location on your computer.** If you prefer, you can drag the file there with the mouse. When the file loads, you click "Save episode".

**5. On the next screen, you'll fill in the data for that specific episode (name and description).** If you want, it is possible to schedule the publication for the future. On this screen, you can also upload exclusive art for the episode, along the same lines as the main art for the show. Then, just choose if you want to publish on time, schedule or save the draft.

**P.S.: Don't worry if your podcast takes a while to appear on streaming platforms.** It will likely appear earlier on Spotify, but other platforms such as Google Podcasts can take up to 24 hours to post your episode.

- **Registering your podcast on streaming platforms:**

When you create your podcast on Anchor, it will ask you if you want to publish it manually ("I'll do this myself") or if you want the platform to publish your program ("Publish my podcast").

- **Automatic enrollment:**

If you don't want to manually register your podcast on streaming platforms (Spotify, Apple Podcasts, Google Podcasts, etc), don't worry. Anchor automatically distributes to the following platforms: Spotify, Apple Podcasts, Breaker, Castbox, Google Podcasts, Overcast, Pocket Casts, RadioPublic.

If you choose this option, it's important to claim your podcast once it's on the platforms. In other words, you will inform them that the program belongs to you and not to Anchor. In this way, you can have access to the most detailed audience statistics. Usually, apps send codes to the email registered with Anchor to confirm that you really are the owner of that podcast.

- **To claim authorship of your podcast on Spotify, you need to take the following steps:**

- Log in to Spotify with your podcast email (the same as registered in Anchor)
- Go to [www.podcasters.spotify.com](http://www.podcasters.spotify.com)
- Open the side menu by clicking the three dots icon in the upper left corner
- Click on Add or Claim Podcast
- Click on Get Started
- Paste the podcast's RSS link
- You will receive a verification email on the RSS address. Copy the 8-digit code from the email and paste it into the submission form
- Add podcast information like category, language and country

That's it! After registering your podcast on the platforms, just wait until it appears on each one of them. Some may take up to five business days, so don't panic if the programme doesn't appear right away.

## Part 4 - Gaining visibility online

### 4.1. Ads: why, how and when to use

Let's talk about advertising! While advertising has been eschewed by many artists and cultural workers, it definitely helps engaging more and more people with your work.

It is obvious that everyday content production will give consistency to your online brand. The daily posts keep the ball rolling in your social media and show the public you have something to deliver, you have something to say.

**But at times it will be necessary to go beyond, to reach more people, positioning your content in a more effective way. This is the moment to start campaigns and pay for ads.**

Launches, openings, inaugurations and special appearances are some examples of moments when the artist can reach all their audience and - why not - new publics. In those moments, a good option is to rely on paid advertisements on the internet, which is more effective especially for those who have less mainstream media presence. Digital ads allow for an audience segmentation, which helps us to spend less money and reaching

exactly who matters.

This results in an increasing number of famous brands and artists who embark on this universe of digital advertising.

**Attention: If your cultural organization has social impact as well, you can use Youtube social impact or google grant to create free ads on internet.**

*Tip:* If your organization has social impact as well, you can use Youtube social impact or Google Ad Grants to create free ads on the internet.

#### 4.1.1. How to announce: step by step

##### • Facebook/Instagram

Announcing on Facebook/Instagram was already simpler. This does not mean it is not anymore. With a few clicks, it is possible to put a sponsored video or link online. But if you want to take this more seriously it is possible to go beyond. The platform of account and ads management of Facebook is a universe of possibilities. There are a lot of resources available on the tool. Thus, we selected an introductory video that will give you the dimension and the path to begin in this new universe.



→ Facebook Ads Tutorial 2022 - How to Create Facebook Ads For Beginners (Complete Guide)  
Jordan Platten  
[www.youtube.com/watch?v=liZl0bCyDPQ](https://www.youtube.com/watch?v=liZl0bCyDPQ)

- **Google/YouTube**

With the Google tools it is not different - apart from the fact the people have even less knowledge about ad platforms and possibilities. But it is not complicated and with a bit of dedication and study, it is possible to manage your own account according to your wishes and needs. Thus, we listed two more tutorials that can be very useful to whom searches grow and online presence.



→ [Google Adwords Tutorial with Step by Step Walkthrough](https://www.youtube.com/watch?v=aqzR2Ki2Ka4)  
Travis Marziani  
[www.youtube.com/watch?v=aqzR2Ki2Ka4](https://www.youtube.com/watch?v=aqzR2Ki2Ka4)



→ [Youtube Ads Tutorial 2022 - How to Run Youtube Ads \(Youtube Advertising\)](https://www.youtube.com/watch?v=EMa57EJ9IYY&t=329s)  
Jordan Platten  
[www.youtube.com/watch?v=EMa57EJ9IYY&t=329s](https://www.youtube.com/watch?v=EMa57EJ9IYY&t=329s)

- **TikTok**

TikTok is maybe the tool that has created most buzz recently. There is a lot to discover, there is a lot to explore. In 2021, the platform surpassed the mark of 1 billion users all around the world, which is enough to keep alert about this social media.



→ How to Run TikTok Ads 2022 - TikTok Advertising Tutorial (TikTok for Business)  
Jordan Platten  
[www.youtube.com/watch?v=SpnjA2b-sdI](https://www.youtube.com/watch?v=SpnjA2b-sdI)

## 4.2. Constructing networking

Beyond communicating daily with your public, strengthening ties with your audience and making campaigns to promote launches and access new niche markets, social media enhance another process which is primordial to the professional in any field: networking, that is, creating a contact network and an approach with its members.

The trivialization that the term “networking” underwent in the last years does not affect or change its relevance in any way. Remember: out of sight, out of mind. You need to dedicate time, talent, and resources to networking. Be present in strategic spaces and make yourself visible in venues or online sites that are relevant to your field, in order to open the right doors.

Networking is not an act of self-interest as some people think. It is necessary to create a network of contacts to enable you to construct bridges and, why not, friendships with figures you admire and know they

have a lot to teach you and help you to grow.

Networking is an exchange and not an unidirectional relationship. Everybody wants to be close to inspiring people. We also have to think that we can be inspiring to other people. This can change our behaviour: if we think maybe someone has expectations about us, we will think better about the way we show ourselves to the world.

Apart from networking with people from the same field as us, approaching professionals from other fields is also an enriching creative exercise. There is always something to learn. There is always something to teach. The exchange is constant and can be surprising.

You can practise networking when you think strategically about what you are posting on our social media. When you show your work, your art, the launches and projects you take part in, or the event you are planning, you are actually opening the doors to people who follow you, and reminding them that you are there when they think of a joint project or need to suggest someone for a job.



- To help you in the practice of good networking, here are some **tips & tricks**:

- **Approach and interact** personally and online.
- **Keep your social media always updated.** Post content that is relevant to your public and can hold their attention.
- **Be authentic.**
- **Be kind.** Helping other people is always necessary and possible.
- Do not hide yourself waiting for recognition to come spontaneously. **Be present**, go around the spaces, make friends.
- **Show you are open to exchange**, interested, available, open to exchange.
- **Talk more about ideas** and less about people.
- Listen **to what your followers/fans** have to say.
- Do not be lazy or reculant about **commercial events**.
- Have in mind it is not about quantity, but about **quality**. This is what matters in relationships.
- **Attend spaces that stimulate the sharing of ideas.** Think about leaders in educational institutions, or in politics, for instance.
- **Post regularly.** Nothing worse than an empty timeline.

Remember nothing is worthwhile if it seems forced or false. You should always act with authenticity and truth, talk about what really seems interesting to you. Your online presence only makes sense when it becomes something organic, something that springs from your own work, mindset and interests.

