**AUDIENCES WORKSHOP**

**UNDERSTANDING & BUILDING ONLINE AUDIENCES**

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**NOTES & LINKS FROM THE DAY**

Thank you for coming along to the 'Understanding and growing your audiences online' workshop. It was great to see so many colleagues from across the sector. Here are some notes and links from the session. We hope you find them useful.

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**CONSIDERATIONS**

Things to think about when you think about growing your audience online

**WHO MIGHT CARE?**

- What are the trends and opportunities?
- How would you appeal to key influencers/advocates?
- Who might this appeal to beyond an arts/culture audience?

**WHO ARE THE AUDIENCE?**

- What would they be interested in?
- How might we get content to them?
- How will we make it engaging?
- What further networks might this appeal to?

**IDENTIFYING PLATFORMS**

- What is it you want to achieve?
- How can platforms work for you?
- What mix of distribution options might work?
- How does your proposed approach tie to your brand?
- What are your best assets and how can you use them?
CASE STUDIES & EXAMPLES

*Gilbert White’s House - Natural History Of Selbourne Video*
https://www.facebook.com/GilbertWhiteAndTheOatesCollections/videos/vb.131704650178938/2202967106386005/?type=2&theater
Produced by The Space. This Chris Packham-led video was based on archive imagery and scans of old manuscripts. Nice example of editorialising and formatting collection assets to make ‘portable’ and more engaging.

*Tromolo Productions Music Is Torture*
http://www.tromoloproductions.com/MusicIsTorture
Joe’s example of a company who understood from audience insight that they had a potential gig audience (rather than a theatre audience) and then to created and pushed content accordingly.

*Creative Black Country 100 Masters*
Creative Black Country’s project celebrating local contemporary craftspeople.
https://www.thospace.org/artwork/creative-black-countrys-100-masters
Caroline Jariwala’s video has had over 9million views on Facebook -
https://www.facebook.com/pg/OneHundredMasters/videos/?ref=page_internal

TRENDING SITES
Share your content with:
- Buzzfeed
- Unilad
- Upworthy

@spacearts
facebook.com/thospacearts
instagram.com/thospacearts
CASE STUDIES & EXAMPLES

Cheek By Jowl: A Winter’s Tale
http://www.cheekbyjowl.com/the_winter’s_tale.php#about
Cheek by Jowl worked with El Pais, Telerama, Barbican and BBC iplayer as distribution partners.

Corey Baker’s Antarctica: The First Dance
https://www.thespace.org/artwork/first-dance-antarctica
Choreographer Corey Baker’s filmed work was commissioned by The Space and Channel4’s Random Acts, and distributed online and at a series of screenings designed to raise awareness of climate change. Buzzfeed and Greenpeace were among the distribution partners.

*Candoco Dance Company: Unspoken Spoken
http://www.candoco.co.uk/the-work/candoco/unspoken-spoken
Supported by The Space, Candoco made a 19 minute dance film, and created a series of short films about the dancers to build online interest. We watch a clip of Alice’s story.

Rosie Kay Dance: 5 Soldiers
http://www.bbc.co.uk/programmes/articles/3SNK6zTQJjGHHkQXVHMNbqN/5-soldiers-the-body-is-the-frontline
Links to the full performance captured as a live stream, and subsequently distributed via BBC Arts platform, to the supporting videos which Katee talked about, and some more information on the project.

Royal British Legion - Passchendaele 100 360 Videos
(https://www.britishlegion.org.uk/remembrance/ww1-centenary/passchendaele-100/passchendaele-in-360/)
Joe says: I produced these but were highly successful at using collection material (archive imagery/video/audio from Imperial War Museum, Getty etc) and re-purposing into new material that engages an audience in a different way.
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CASE STUDIES & EXAMPLES

Circus Arts Scotland
https://www.facebook.com/pg/circusartsscotland/videos/?ref=page_internal
Roo talked about the videos they created, supported by the Space, to raise the profile of Circus Arts Scotland and their performers.
Films Roo talked about and available on the Facebook page:
Handstand Cocktail Masterclass
The Flying Scotsman
Big Weans

Great examples of content that audiences love

Gary Lee’s tweet
https://twitter.com/whoisgarylee/status/952180630137155585?lang=en
Gary Lee’s first ever tweet went viral - really interesting example of what captures the world’s imagination


the_oa on Instagram
A great example of Instagram used brilliantly. This is one continuous piece of content, made specifically for the existing audiences. It started between series 1 and 2, and includes clues to series 2 to keep those existing fans hooked.

Alexandra Palace - Television's Hidden Home 360 Tour
(http://blog.alexandrapalace.com/television-s-hidden-home)

Organisation using growing accessibility of 360 tech to make use of two huge assets - their ‘inaccessible’ spaces and research base of fascinating stories. Partnering with BBC Taster for reach/support - clever ‘Lo-Fi’ way of engaging audience in creative way

USEFUL STUFF

The Space website – information on future events, news and updates on commissions, as well as a resource on online learning materials. Sign up to The Space newsletter for regular updates.
http://www.thespace.org

www.thespace.org @thespacearts
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LIVE STREAMING & RIGHTS

Live streaming for the arts

An introduction to digital rights
https://www.thespace.org/resource/introduction-digital-rights-0

ALSO CHECK OUT

Marketeer Seth Godin on YouTube
https://www.youtube.com/results?search_query=seth+godin
Excellent keynotes on e-marketing / permission marketing. And more by Seth at https://www.sethgodin.com

Audience Agency
Audience finder -
https://www.theaudienceagency.org/audience-finder

Patreon www.patreon.com
Patreon is a crowdfunding platform where the public fund people, rather than specific projects. It’s geared towards anyone who creates: art, music, writing, etc. Interesting article on how the Royal Institution is using Patreon to create social content
https://www.patreon.com/TheRoyalInstitution

ONLINE AUDIENCES WORKSHOP
A useful diagram when considering a livestream
Thanks to Magnus from meerkatfilms.co.uk.