Frieze Academy

How to... Build a Social Strategy in Arts & Culture

12 July 2019
Carousel Marylebone, London
Book your ticket at frieze.com/academy
Learn how to stay relevant on social media, find your visual voice, and keep audiences engaged

What I will learn
· How to create a mission and goal on social media, from cultural storytelling to sharing art with the world
· How to create and deliver your organisation’s social strategy, on a limited budget – and explore which platforms and formats to use – with a specific focus on the explosion of video
· How to stay relevant on social media, find your visual voice, and keep audiences engaged

How will I learn
Through a mixture of case studies, Q&A, artist insights and interactive workshops with inspiring industry professionals, from across the arts, social media platforms and publications.

Who should attend
If you want to develop a dynamic approach towards engaging audiences across the Arts on social media – with a particular focus on delving into video – from creating a strategy across platforms to building your visual voice and juggling engagement and conversion, this workshop is for you.

The workshop has been created with the whole spectrum of the creative industries in mind; from art to fashion, interiors, cultural experiences, graphic design, architecture, photography and beyond.

Spaces are limited for this workshop.
Schedule

11am  Introduction
Ahmad Swaid, Head of Social, Dazed Media

11.15am  Building a Social (Video) Strategy: Influencing Audiences Through Public Storytelling
45min Arts Case Study + 15 min Q&A
Creating your mission and goal across social media – from dynamic storytelling to engaging new audiences – and planning and creating social content: tapping into the explosion of video across social media.
Chris Michaels, Director of Digital, Communications & Technology, The National Gallery

12.15pm  Digital Incarnation: Building a New Community
45min Spotlight + 15 mins Q&A
The much-welcomed relaunch of The Face comes at a time when audiences consume through multiple platforms, channels and devices: cue a digital incarnation of sorts. Where should organisations begin in terms of building a community and integrating diversified content across social media that creates value across the community - and how can you create inspiring content without a budget?
Alexander Aplerku, Community Editor, The Face Magazine

1.15pm  Lunch

2.15pm  How has Social Media Revolutionised the Art World?
45min in conversation + 15 min Q&A
Has social media opened up the art world to a democratisation of sorts? With platforms such as Twitter and Instagram enabling more accessibility to the arts, are voices beyond the elite helping to level hierarchies, or are they diluting expert opinion? Exploring the new, digital, art critic and how they are changing the shape of the art world.
Ed Fornieles, Artist

3.15pm  Building your Visual Voice
1 hour: presentation + open discussion forum
Visual branding and visual voice – how do you cultivate visual tone of voice through your brand and tell a brand story across social channels?
Trish Thomas, Head of Digital Engagement, Southbank Centre

4.15pm  Close of Day
Speakers

Alexander Aplerku
Community Editor, The Face Magazine

Ed Fornieles
Artist

Chris Michaels
Director of Digital, Communications & Technology, The National Gallery

Ahmad Swaid
Head of Social, Dazed Media

Trish Thomas
Head of Digital Engagement, Southbank Centre

Cover image