

Frieze Academy

How to...

Build a Social Strategy
in Arts & Culture



12 July 2019

Carousel Marylebone, London

Book your ticket at [frieze.com/academy](https://www.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

A visitor pokes her op-art smartphone into the window of Yayoi Kusama's *Infinity Mirrored Room—Love Forever* (2017).
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