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Now going to be looking at very practical application of tech.  
if you have any questions please do feel free to ask, I'll make sure I stop regularly to make sure that everyone's still with me. After a while this technology becomes second nature, so it's easy for me to go too fast.

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[bit.ly/HNspeech](http://bit.ly/HNspeech)

OK so 'convergence' is the latest buzzword. people are being more closely connected to more people every day.  
'global village' is the term, or 'hyper local'

- online spaces are reducing the gaps between information and knowledge, between people and politicians, and between one another. And that's changing the way we communicate.

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- now - looking at how tech can break down barriers between the day-to-day workings arts companies and our audiences.

-Specifically social media,

- revolutionise the way - access and understand art/artistic process. 70% of uk has access.

Firstly I'm going to look at a few misconceptions about social media and tech...

NEXT SLIDE

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- fear - Nothing you can't learn, understand because..

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My background = arts

How have I learnt?

Build websites, run tech projects, fund a space on UK social media stage

If you've got google, nothing you don't know

Learn. Embrace fear,

Because the secret is,

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there's just us. All of us. Learning as we go.  
tools are all so new, and there's always something else on the horizon,  
only way to learn how to use them is to use them yourself,  
become your own expert,  
connect to people who know more  
Know that everyone makes mistakes  
This is just communication, through a different medium.  
It's just talking. As you'd talk, laugh, and converse IRL  
We're social folk, arts  
don't view it as a different language, engage with it using your own.

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I know that you need money to grow art. But this does not mean that everything in art should be measured against the money it cultivates.

value of social media can't be measured/ old, analogue-world ideas

way we access our entertainment is changing – p2p, iplayer – more

changing the way we expect to be able to access our world.

next slide

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Second quote -Pull not push

'bums on seats' no longer relevant – it's not about the push – consumers

sustainable communities

don't see the process as a top down one that ends in your audience, you need to think about opening up your whole process.

So many people vying for attention

Hearts not minds

Show them how your art grows, communicate, listen., give people a reason to pull your content

what will engaging with social media bring to your art?

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Complete the picture: Backstage tour – office and rehearsal/process  
Break down the barriers: misconception art is only for or about one type of person- disenfranchised and disengaged  
Collaborate: connections to people/groups,  
questions, instant audience-survey.  
see into other people's worlds in the same way they can access yours. country/world wide  
It can help get your art 'out there': Most Social media=active  
two way conversation– participate. + personal nature of social media directly opposes the marketing we've become numb to  
stand out, and engage active people  
and finally  
Understand: Inhabiting these worlds helps you as artists to understand them. You cannot make art about the world, without having lived in it.  
QUESTIONS

So where to begin?  
physical kit, and social media tools  
3 types content you produce

- Front Facing
- Real-time
- Audio/video/images

cross pollinate

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Front facing: main landing page /collate /trad marketing, event and co. information. Important this is Active, and interactive - that's the blog.  
Wordpress and Blogger are popular easy, widgets, RSS Feed  
Quite possible to build a whole website in Wordpress – mine  
Posterous  
QUESTIONS

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only CURRENTLY  
most social media links up with twitter - autotweet–  
simple, short easy - a kind of feed.  
Twitter is your main tool with regards to immediacy, Twitter for Arts Organisations, on bit.ly/HNspeech  
little more challenging when new to Twitter is cultivating your presence and community, don't use it push front facing communication – keep talking+listening  
BE nice say hello to your new followers or people you have followed, thank people for retweets and recommendations.

- Be funny – humour, for me, is what holds Twitter together. It's the perfect outlet for that one-liner you thought of on the bus or the daily ridiculous-but-true things that happen to you and the people around you.
- Listen – Twitter is not about you, it is about the people you follow, and the people who follow you. Social media- you see? If you're sensible about who you follow your timeline should be full of interesting, weird and wonderful things other people have to say. Listen to them.

Decide on a Tone

- Interact with people – ask questions, reply to them, add to the discussion.

Inform – link to useful and interesting information, useful software, articles and news items that you come across.

- Tweet! - tweet reasonably regularly, otherwise people might not see your updates (it's a busy timeline out there)
- Credit, link and promote others- use the @ to link in Twitter users that you think will be interested in a tweet.

Retweet and always credit people for the funny, interesting and relevant things they've said that you want to share.

- Don't spam - it is fine to promote your projects and work, but don't spam, one link to a picture, a blog entry etc. is fine, but make it genuine, exciting and relevant -otherwise people will turn off and un-follow .
- Be human - not always obvious but very important, being a "real" person, rather than tweeting from an organisation, or promotion point of view is probably the most important trait of any successful Twitter user. If you are a company of many, it's nice to preface a tweet with the initials of the tweeter, and elsewhere (on a blog or website) have more info about the different members of the team.
- Have fun. Since joining Twitter I have laughed more, learnt more, and heard some amazing stories, I now find that it's where I get my breaking news, recommendations, and a strange kind of micro-entertainment. Yes I have made some very useful contacts, but more importantly I have met some wonderful people, people who I may never have met otherwise. So get out there! Enjoy.

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Facebook statuses don't replicate info – let people discover - digital footprint  
TwitPic / Twitvid –visual face to real time - doesn't have to be art. – behind the scenes feel  
12 Seconds video version of Twitter- snap shots, vox pops, or general process.  
Ustream. play readings, live reactions, a tour tours, etc. Three musts:

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## QUESTIONS

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Flickr and Youtube allow you to share images and videos respectively; it lets you 'tag' media, easily found, easily shared.

Audioboo instant podcasting – geo tag, picture, and immediately host a piece of audio. auto-tweeted, itunes updated when short on time, less overwhelming way of interviewing people.

geo-tagging

NEXT SLIDE

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discuss ning

- good for closed down projects
- learning processes
- rarely sustainable

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Assuming you have a computer and an internet connection. >> Basic kit.

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Best way for you to learn is through seeing - here are some examples of companies opening up their process

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hoipolloi

- opening up ongoing process

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video diaries.

Ask - best features of it?

open, easy, relaxed, excited, the moment captured, \*remembered\*

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video trailers

Ask - best features of that

simple, reach, taste for it, keeping identity of work going, audience reaction

large scale companies are also opening up their processes in conjunction \*with\* product - in a more polished way.

The National Theatre - Live streaming

Also their big wall project

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may seem out of reach of small companies, but you could use a dedicated blog in the same way, or work or collaborate with open source tools like debate graph >> next

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talk about how anyone can use these tools > also a lot of tech companies out there willing to collaborate, as you can see you can follow processes visually, add images, audio and text. It's not pretty, but it's your content that's important

Briefly Creative Commons/open source.

As well as day to day process, and promoting final products, there are also ways of opening, \*amplifying\* up the process behind specific projects

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Explain who TWP are - how I worked with them

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explain City Adventure, talk about my role in it.

>> before hand included a digital task.

>>images they took- used

>>writing was then formed into a piece of work we recorded  
people wanted to see it recorded, used. Enabled remote participation

the biggest part I had was amplifying the \*experience\*

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talk about turning points -

video,  
tweets,  
images,  
geotags,  
audioboos.

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Where do you find the time?  
Recognise this is a good use of your time-  
cultivating the habit – remembering the tools  
Set aside some time each day.  
put info in physical material you send out  
Fighting for attention of a gen used to being own protagonists – accessing controlling their own worlds  
open up, engage, ask questions, open process, offer involvement, ownership-  
connect to communities,  
active participants vs passive audience  
If you are truly exciting, your community will be self sustaining  
If you can connect in this way – not just bum on a seat- heart. hearts come back.  
Don't just join in now,  
next slide

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look to the future.  
Is open-source, wiki developed work the next step in collaboration?

Is streaming a new testing-ground for new performance work?  
What is the potential for using these tools to find new talent, to reach out?  
How can the digital world work in art? Is the digital world art?  
Find the new stories, ask the big questions. We're heading to a new universe of narrative and being, the arts need to  
be there.  
Social media is a conversation, not a piece of equipment. Be exited, embrace your fear, jump in. There's almost  
always a back button.  
>>next slide

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Questions?

-cloud computing?

Split into groups and discuss most useful tools, how you think you could and will use them.

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