**Arts through it All
Digital Best Practices**

The following provides an overview of various strategies and tactics arts organizations can deploy on their websites and social media channels to continue to engage audiences during institutional closures and during the new post-COVID-19 normal, including ways to effectively utilize the Arts through it All campaign. These ideas can be used for most institutions and adjusted according to their missions, platforms, and audiences.

GENERAL GUIDELINES
- It is most important to prioritize **quality** and **consistency** over quantity. Consider creating a regular schedule of content so your audiences know what to expect and when.
- Don't be afraid to create and share content that is outside the norm for your institution. Audiences are not necessarily looking for 1:1 translations of traditional institutional programming to the digital realm; there's a desire for unique, engaging content specific to the online context that audiences may not otherwise have the opportunity to experience.
- More artists than ever are seeking opportunities to both create art that responds to the global situation as well as find ways to promote their work digitally. As a cultural institution, it is important to provide that platform for artists, and especially for those who may come from communities not well represented in the arts.
- Listen to your audiences. Adjust the schedule/timing/frequency of posts based on engagement levels (e.g. you may find more people tune into an IG Live on Thursday evenings than on Monday afternoons). Calibrate your content to your constituents' needs and interests; you may also consider posting a call for responses to gauge what kinds of content your audiences are interested in seeing from you.
- Strike a tone that balances acknowledgement of the current situation without being too hard-hitting. Keep in mind that your audiences are constantly being bombarded by COVID-related news and may be turning to your channels for a distraction, so it's okay to invite levity and play, and to not be focused on the seriousness of the situation 100% of the time.

FUNDRAISING VIA ONLINE AND SOCIAL MEDIA PLATFORMS
When crafting fundraising-related web or social media posts, keep the following under consideration:
- Any call for donations or monetary support should be accompanied by an acknowledgment that many individuals are currently facing difficult economic circumstances and may not be able to give. In addition, acknowledge that those who can afford to give are having their generosity pulled in many different directions.
- Similarly to the above, try not to bombard your audiences with calls for donations, so as to avoid overloading them with financial requests in an already difficult time. Try to limit fundraising-focused posts to no more than once every other week.
- Use the social media templates provided in the Arts through it All toolkit to create posts that support fundraising efforts and maintain consistency in messaging. If possible, incorporate

different rights-managed images from your own organization to personalize the graphic and keep your posts fresh.

- To strengthen any appeals for support, weave in language that upholds the value of supporting the arts and highlights the positive impacts of the arts and your organization specifically on your community and your constituents' lives (see the **Communications Guidelines** and **FAQs** for examples). You can direct audiences to artsthroughitall.org for a list of simple and effective ways that they can help support Colorado arts and artists during this time.

PROMINENT HASHTAGS

Using select, relevant hashtags on your posts will help generate visibility for your content and expand its reach. In addition to the **#ArtsthroughitAll** hashtag, which you may want to use on many if not all of your posts, the following are being widely used in the cultural sphere:

- #CulturefromHome; #ArtfromHome
- #[Organization Name]atHome
- #MomentofZen
- #ArtCanHelp

For Museums:
- #MuseumfromHome
- #MuseumMomentofZen
- #MuseSocial
- #WhyILoveMuseums

CONTENT DEVELOPMENT AND IDEAS

Your digital content will largely be determined by your brand identity, the resources at your disposal, and your awareness of your audiences and their particular tastes and preferences. Regardless, it is important to craft a dynamic roster of content and programs that engages constituents on multiple levels. This may include:

- Virtual exhibitions/tours
- Livestreams (IG Live, Facebook Live, YouTube Live, Zoom)
    o Performances
    o Panels/Q&As
    o Classes and workshops
    o Readings/storytime
    o Self-care activities
- Artists takeovers/digital residencies
- Art-making prompts and activities
- Film screenings
- Community-created content (gathered and reshared from a call to action)
    o Virtual challenges/prompts (e.g. #BetweenArtAndQuarantine)
    o Favorite pictures/experiences/moments from your organization
    o Original pieces of art, music, performance or writing
- Trivia
- Curated playlists
- Podcasts
- Community resources (sharing local resources for artists and cultural institutions, including artsthroughitall.org, as well as resources on the national level such as those compiled by Creative Capital and National Endowment for the Arts)