

# THE HIPAMS TOOLKIT

Community planning for sustainable  
development through intangible cultural heritage

Version 2

**HIPAMS / Heritage Sensitive Intellectual  
Property and Marketing Strategies**

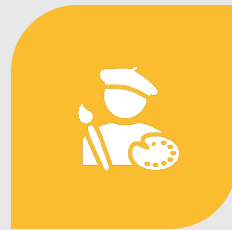
# What is in the toolkit?



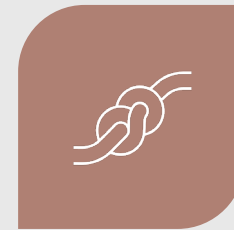
PART 1:  
INTRODUCTION



PART 2: SUSTAINABLE  
DEVELOPMENT  
THROUGH INTANGIBLE  
CULTURAL HERITAGE



PART 3: DEVELOPING  
HIPAMS – AN INDIAN  
CASE STUDY



PART 4: RESOURCES



PART 5: HERITAGE-  
SENSITIVE  
STORYTELLING





## Part 5

# HERITAGE-SENSITIVE DIGITAL STORYTELLING

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## The importance of heritage-sensitive digital storytelling for traditional artists

- ICH promotion is often carried out by well-meaning organizations and authorities who diffuse promotional messages based on their understanding of the heritage bearer communities.
- If artists are featured in traditional media such as newspapers and magazines, they may not always control what is said about them. Advertising in traditional print media is expensive.
- Traditional artists are therefore often the objects, rather than the protagonists, of their own promotion. Using social media can empower traditional artists to engage with audiences and consumers directly and in a cost-effective manner.
- This is possible if artists have access to internet and mobile phones or other devices with photo and video capacity.

# About these slides

This section of the HIPAMS toolkit provides some ideas for a 3-part capacity building programme, training artists in effective digital storytelling through social media.

- The target of this part of the HIPAMS toolkit includes artists, their collective organizations, and the NGOs and authorities supporting bearer communities in the safeguarding and promotion of their cultural heritage.
- The toolkit only focuses on heritage-sensitive digital storytelling skills. It targets artists who already know how to create a profile on Facebook, Instagram and other social media platforms, have access to smartphones and Internet, and are able to take pictures and make short videos.
- Prior capacity building in these areas may be required so all participants can benefit from this training

# The training is based on the HIPAMS framework

HIPAMS stands for *Heritage-sensitive Intellectual Property And Marketing Strategies*.

It is based on the principle that promotion should be heritage-sensitive, or respectful of one's cultural roots.

We see cultural heritage as the common roots made of values, aesthetics, artistic practices and know-how that have been passed down through the generations, and to which each artists in the community contributes.

HIPAMS encourage artists to use appropriate promotional and legal strategies to so that they can safeguard their cultural heritage while benefiting economically from selling associated products and services.



Chau Mask by Dharmendra Sutradhar.  
Photo: Diego Rinallo 2019

# Training goals

This training aims to help artists improve their use of social media to promote themselves as an artist and their cultural heritage ('roots').

Through this training, traditional artists will:

- Reflect on their 'artist persona' – related to but distinct from who they are – and be able to use this metaphor to establish their online presence;
- Learn how to create effective stories, resonating with their audiences and clients;
- Review their online presence and improve on it;
- Be able to benefit from 'user-generated content' and mitigate the risks from online communication;
- Know how to create a routine for ongoing social media, with appropriately frequent posts.





# Training Structure

## **Chapter 1**

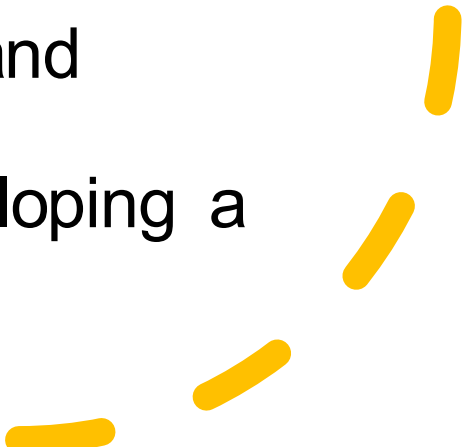
Developing your artist persona and statement

## **Chapter 2**

Communicating and promoting your artist persona

## **Chapter 3**

Managing your online reputation and relationships with your audience, understanding copyright and developing a routine







# Chapter 1

**DEVELOPING  
YOUR ARTIST PERSONA AND STATEMENT**

# Exercise 1.

## Introduce yourself

Please take a moment to introduce yourself: your name, where you are from, what is your traditional art form, and what you hope to learn from this training.

You may have already taken training in social media. Please share which social media you are using, what you like about social media, and what your difficulties with social media are.



# The artist persona

- Every artist (singer, actor/actress, painter, dancer, craft person) has a public image, or persona. It consists of what the general public and the fans know about the artist.
- Artists often try of their best to cultivate a favourable image in the eyes of the public. This public image – the artist persona – often includes some elements of their character and personal life.
- The artist persona is like a beautiful mask that artists wear in public, when they interact with their audiences, when they are interviewed by the media, and when they post on social media.

Chau mask made by Janmenjay Sutradhar from Charida, Purulia. Photo: Banglanatak.com, 2020



# The artist persona: Three layers



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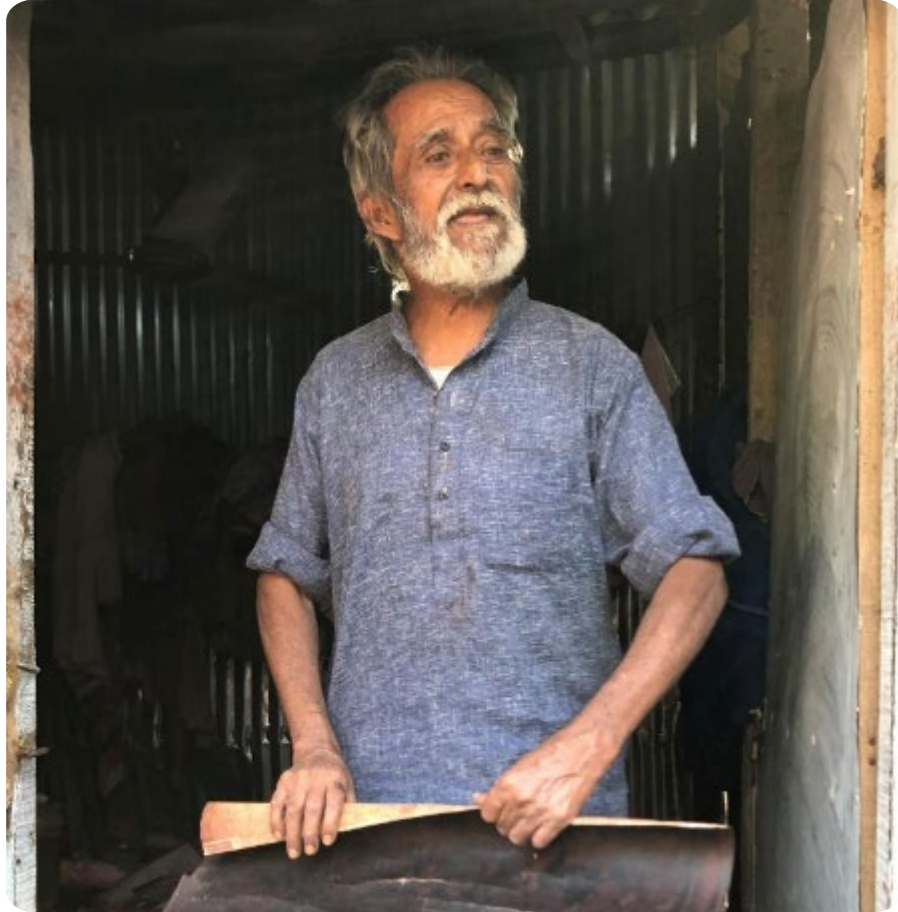
The artist

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The character

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The private self



Master artist and Guru Dukhushyam Chitrakar showing one of his scrolls, Naya village.  
Photo: Harriet Deacon 2018

# The artist

- This layer of the persona is about artistic skills and know-how (and how they were obtained) best works of art/performances so far realized, and recognitions obtained.
- For example, for a painter, it includes how they started to paint, who were their masters or inspirations, what are their favourite subjects and ways to practice the tradition, what clients like in their work, which awards (if any) they obtained, in what galleries their work has been exhibited, etc.
- All artists in a given community share the same roots, but each interpret the common tradition, skills, and practices in specific way, contributing to the evolution of the tradition and to the creation of new know-how and aesthetic codes which will be passed down to the next generation.

# Exercise 2. Who are you as an artist?



Veteran Chau dancer Anil Mahato from Purulia.  
Photo: banglanatak dot com, 2016

- Activity in pairs or in small groups. Reflect on who you are as an artist. Use the following questions as a guide.
- What's your artistic story? What led you to become an artist? How did you learn, who were your masters and the people who inspired you? What was easy and what was difficult to learn? Are you training yourself other people? If so, do you enjoy transmitting the tradition to the next generation?
- Of the different skills necessary to practice your art form, what are you really good at? What is specific/unique in you in your way to practice your tradition?
- Consider your paintings, dances, performances, songs, products, etc. Which do you enjoy making the most? Which the least? And your clients/audiences, which do they appreciate the most?
- What do you consider your best successes so far?
- What are your ambitions for the future as an artist?




Swarna Chitrakar performing with her COVID-19 scroll.  
Photo: Banglanatak.com 2020

# The character

This layer of the artist persona reflects elements of your public image that go beyond artistic skills, including attitudes, looks, values, lifestyle, etc. Selected aspects of your (non-artistic) biography can be included here.

Personal qualities often have a positive impact on the previous layer, or can generate a response in the audience.

For example, an artist can be a mother of three, and when her first son is born, she might start composing songs or paint about motherhood. Another artist might have been an orphan, and this early life challenge might have given her a strong will that has helped her become a better artist. An artist might care a lot about the environment, and this is why he uses only natural colours in his works. Another artist has a good sense of humour, and this is why he likes funny songs that make his audience laugh.



## Exercise 3. Who are you as a character?

Activities in pairs or in small groups.

Reflect on what aspects of your personal biography and personality you would like to be part of your public image and feel comfortable sharing with your audience.

- What elements of your personality contribute to make you a good artist?
- Are there elements of your personal history that influenced you as an artist, for example the songs you like to sing, the dance you like to dance, the paintings you like to paint?
- What major personal challenges did you face, and how did they influence your approach to art or specific works of art?



# The private self

Not all aspects of one's personality or biography need to be shared with the audience. This is not about keeping secrets, but maintaining privacy. The audience does not need to know everything.

Some artists are private and do not like to share much about their biography and personality with clients and audiences. This is perfectly fine.

Reflect on what you feel comfortable to share and what not, particularly in the case of social media, where pictures and other content can stay online forever.



by [dear\\_theophilus](https://openclipart.org/detail/122125/locks)

<https://openclipart.org/detail/122125/locks>

# Think about your public/private self

- Are there elements of your personality or biography you'd rather not share with your clients/audiences and rather keep private?
- There is no need to share this in the training, but reflect on it for yourself as an artist.
- Remember that political opinions and controversial topics can polarize audiences and generate negative reactions. Some people will like and respect you more if you express controversial opinions, others will not.
- Be aware of this and decide what works best for you.



## Exercise 4. Identify three words to describe yourself

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The previous exercises helped you reflect on who you are. It is now time to identify three words that best express who you are and what you have to offer to the world.

These three words should refer to both your personal and artistic you, which need to coexist in harmony in your public persona.

Please write down all the words that pop into your mind, read them again, and reduce the list to three.

One way to select these three words is to ask yourself: will these characteristics, if appropriately communicated, help me promote my art better to my audiences and customers?

When you have identified your three words, share them with the group, taking turns.

When other participants share their words, offer kind and constructive comments to them.

# Exercise 5. Pictures that convey who you are

Some people don't like how they look in pictures, but – particularly on social media – audiences will engage more if you have a high quality picture of yourself representing your artist persona (based on the three words exercise).

Even if they are static, pictures can tell powerful stories about who you are and what you have to contribute to the world.

This is our first visual storytelling exercise. In all of your posts, in the future, you should reflect on how the pictures or videos you post reinforce your public image.



Parvati Baul performing at Bharat Bhavan  
Bhopal India, 2017. Photo: Suyash Dwivedi

# Taking good pictures

How to look good in pictures, <https://www.wikihow.life/Look-Good-in-Pictures>

10 Easy tips and tricks for looking better in photographs, <https://petapixel.com/2013/05/21/10-easy-tips-and-tricks-for-looking-better-in-photographs/>

How to take a good selfie, <https://www.cheatsheet.com/gear-style/how-to-take-a-good-selfie-model-worthy-tips.html/>

How to take good pictures with your mobile device, <https://blog.hubspot.com/marketing/good-pictures-phone-tips>

How to look good in professional head shots, <http://www.adambronkhorst.com/blog/how-to-look-good-in-staff-head-shots-photos>

Take the perfect artist profile photo, <https://bluethumb.com.au/blog/how-to-take-better-profile-pictures/>

The art of the musician portrait, <https://digital-photography-school.com/the-art-of-the-musician-portrait/>

5 tips for portraits of musicians, <https://digital-photography-school.com/portraits-musicians-tips/>

Young Baul artist Tapan Kumar Das (Sadhu Das Baul).

Photo: banglanatak dot com, 2019.

<https://www.baulfakiri.com/artist/tapan-kumar-das-sadhu/>



# Your artist statement



Young Patachitra artist Soniya Chitrakar with her work.  
Photo: banglanatak dot com, 2020  
<https://www.bengalpatachitra.com/artist/soniya-chitrakar/>

This is your statement of purpose as an artist.

It should reflect your roots – but also what is unique to you in your interpretation of the tradition.

It builds on the ideas in the three-word artist persona you identified before, but where your persona could be your own private principles, the artist statement is more public.

The artist statement should be short, about three sentences or so, describing what you do and why you do it in a way that improves your audience's comprehension and appreciation of your work.

It should not just reflect who you are, but also what you – as an artist – can do for your clients and audiences. Writing this down helps to understand what your audience might like in your work.

# Resources on writing an artist statement

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## Artist Statement

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In my art, I like to capture the beauty in mundane objects & places. Different mediums allow me to express different ideas.

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*How to write an artist statement,*

<https://thecreativeindependent.com/guides/how-to-write-an-artist-statement/>

*How to write an artist statement,*

<https://www.agora-gallery.com/advice/blog/2016/07/23/how-to-write-artist-statement/>

*How to write an artist statement,*

<https://www.format.com/magazine/resources/art/how-to-write-artist-statement>

*Four tips for writing a good artist statement,*

<https://www.artsy.net/article/artsy-editorial-4-tips-writing-good-artist-statement>

*All you need to know to write your artist statement,*

<https://www.pixpa.com/blog/how-to-write-an-artist-statement>

# Exercise 6.

## Write your artist statement

If you are a visual artist, gather together your work (or pictures of your work) in a physical or virtual space and look at it.

What are the similarities? How does the work relate to the tradition?

If you are a performer, again, think at what your different performances, or your specific way of performing them, have in common and how they relate to the tradition.

Think also to the emotions and reactions you want to generate in your audience through your art.

Then, write down a list of adjectives describing your work.

After you have a list of words, pick those most useful to describe:

- **What** you do (medium, media, subjects, tradition)
- **Why** you do it (what drives/excites you)
- **How** you do it (creative process, your unique way to reinterpret the tradition)



Why?  
How?  
What?



# Exercise 6. Write your artist statement (part 2)

Weave together the what, why and how of your art into a 2 or 3-sentence long, artist statement.

Think about your works/performances, and assess if what you have written truly reflects you work.

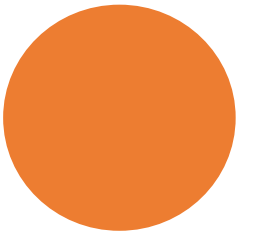
Next, work in pairs, and try to describe your art to another person (you can also practice with friends, family members, other artists later on).

You can keep on improving your artist statement, until you are satisfied with it.

Why?

How?

What?



## Exercise 7. Make a short video with your artist statement

Use your written artist statement as a basis.

Rehearse with friends or relatives and adapt what you say to the video format.

Think of how you want to be dressed, where you want to make the video, and any special objects or works of art to be around you, so that the visual aspects reinforce what you say.

The video should be short (3 minutes max, better 2 minutes) and made in a format that can be posted on Facebook or other social media.





1. Make a picture describing you in three words

2. Revise your artist statement

3. Make a video with your artist statement

Revise your social media account(s), and include in them your picture, video, and written artist statement.



**Further  
work**



# Chapter 2

**COMMUNICATING AND PROMOTING  
YOUR ARTIST PERSONA**

# Goals

In Chapter 1 of this training, you reflected on your artist persona and statement.

This was a preliminary first step, to get started with heritage-sensitive storytelling.

Building on what we did so far, we will now:

- Learn about different social media platforms, to be able to use them most effectively
- Review your social media presence and improve on it
- Learn how to create effective digital stories, resonating with your audiences



# Social media: where to be present?



There are many social media platforms.

Facebook, Instagram, and YouTube are some of the most widely used, but there are many others: TikTok, Pinterest, Twitter, DeviantArt, LinkedIn...

Each has specific characteristics and opportunities, and attract different audiences.

Consider which social media the people you want to reach are active on, whether they are clients, fellow artists, or the general population.



# Facebook

It allows both personal profiles and pages. For your artist persona, you should consider a page.

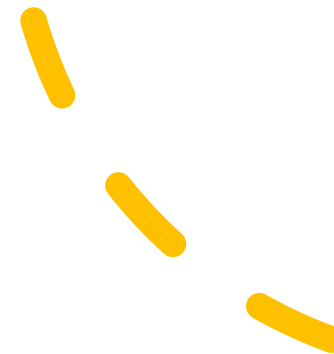
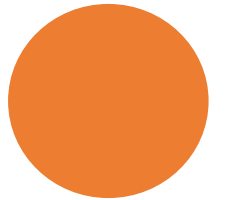
Focus is on visual content – never post without a picture or video.

Easy link to other social media channels

Allows you to create photo albums of your art/performances and to caption photos and videos with important details

But:

- You need to post frequently (ideally, once a day) and interact with all comments and likes, and reply frequently to messages. This takes time.
- Low quality pictures/content can damage your reputation.



# Instagram

Very useful for visual artists.

Allows you to upload pictures and short videos (3" to 15").

With the right hashtags, you can be found.

You can benefit from user-generated content (if users tag you or use the right #)

Permits you to show 'the making of' artworks, not only the finished works.

Posts can be easily shared on Facebook.

Telephone friendly. Filters can make pics interesting.

But:

- You need to post frequently (multiple times a week) and interact daily. It requires the ability to make visually interesting pictures.
- User-generated content can be of poor quality





# Youtube

Video-based. Good for performers, but plenty of opportunities for visual artists as well (events, 'the making of', etc.).

You can organize videos in libraries and themed playlists.

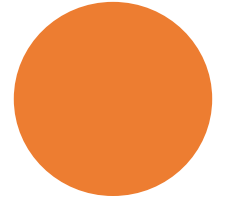
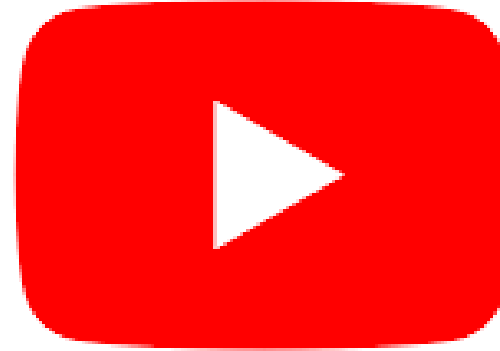
Videos can be easily shared on Facebook.

No need for frequent posting.

But:

- Video Editing skills are necessary to turn footage into high-quality videos.
- Distracting advertising
- Favors short videos (3-5' duration). For longer videos, most viewers will not go to the end.

<https://www.youtube.com/watch?v=RSzvR8Z6A5A>



# Patreon

Patreon is an online membership platform that helps artists and creators to get paid by their followers, who need to subscribe to the artist's channel by paying a fixed monthly amount.

Through Patreon, subscribers support artists directly for their work and receive in exchange exclusive content (artwork, photographs, backstage videos, online tutorials, etc.).

Artists can offer subscribers different support levels (for example, \$1, \$3, or \$5 per months). Those who pay more will receive better rewards.

Thanks to Patreon, artists can receive a monthly payment from their supporters. The platform deducts a fee (5% or more).

However:

- Artists need to be prepared to consistently produce valuable online content every month;
- Patreon works best if the artist is present on other social media platforms and uses the free online content shared there to lure some followers to sign up for paid content.
- Some audience members might not want to provide credit card information to the platform or engage themselves for extended periods of time.



Overview

Posts

Community

["Hey, everyone. I started a Patreon page for my my poetry. Sign up and get exclusive access to pre release, live writing, and video of me explaining the symbolism in my poem. http://ift.tt/2vNmDjf #poetry #poetrycommunity #poems #poetsofinstagram #poets #p" by Kim Siever, CC PDM 1.0](#)

# Exercise 1. Find inspiring social media pages/ profiles

1. Decide whether you want to focus on FB, IG, or YouTube.
2. Look for artists who have interesting pages or profiles on your chosen social media platform. Choose ones similar to your art form (e.g., a dancer will look for dancer/dance group pages; a painter will look for painter pages).
3. What are the most typical kinds of posts?
4. Which posts generate the most audience engagement (e.g., number of likes, number of comments): Which posts generate the least?
5. Find good examples of posts that you feel you could replicate in your own social media accounts.
6. At the end of the time allowed for this exercise, report to the group: tell the story of the artist and the content s/he publishes, and show to the group one post that you liked the most.

# Exercise 2. Review your social media presence

On which social media are you present? Take the time to review your profile(s) and ask yourself these questions for each of your profiles.

1. Does your profile as a whole reflect your artist statement? Which content is coherent the most with your artist persona, and which is not coherent/contradict with the image as an artist you want to project to your clients and audiences?
2. Think of the three layers of the artist persona (the artist, the character, the private self). What content in your profile reflects you as an artist? As a character? Are there aspects of your private self that you wouldn't feel comfortable sharing with your clients/audiences?



Well-known Baul artist Girish Mondal.

Photo: Banglanatak dot com, 2018

<https://www.baulfakiri.com/artist/girish-mondal/>

# Exercise 2. Review your social media presence

As an outcome of this training, you might want to change your current profile(s) or create a new one.

Reflect on which platforms you want to be present, knowing that each will require an investment of time on your part.



Senior artist Khaibar Fakir. Photo: banglanatak dot com, 2018

<https://www.baulfakiri.com/artist/khaibar-fakir/>

# Storytelling



Macher biye (wedding of fish)

Artist: Alekh Chitrakar

Photo: banglanatak dot com, 2018

Stories are a good way to promote yourself and let your audience discover the artists behind your works of art and performances.

Well-told stories can create an emotional link with the audience. Can help educate the audience about your art form and the way you contribute to it.

You can tell stories about many different things:

- Your art form
- You as an artist and as a person/character
- Your sources of influence, your guru, your family, your community
- Individual works of arts/performances
- Your work routine, your instruments, your training
- Your clients/fans
- Things that happen to you: participation to festivals or trade fairs, travels, meetings with other artists, personal facts (unless you want to keep them private)
- Your support of social causes (choose carefully, because not everyone supports the same causes)

# Principles of storytelling 1: Multiple forms

Stories can take multiple forms:

- Texts (words);
- Pictures;
- Videos.

Social media favour visual content (pictures and short videos) but a short accompanying text or caption can help the audience understand what the author intends to communicate. Always caption your pictures and videos!

- Include description of what the picture/video is, highlighting the elements you want the audience to focus on and additional details to fully understand it.
- Respect Intellectual Property Rights. Name the people who are in the picture/video, and the author of the picture. Make sure you have the right to share any artwork depicted in the picture.



Chau Jhumur Utsav, Purulia. Photo: banglanatak dot com, 2017  
<https://www.puruliachau.com/>



## Principles of storytelling 2: Different (social) media, different parts of the story

An approach called 'transmedia storytelling' suggests that each media has specific characteristics that lend themselves to tell elements of a story more or less effectively. For example:

- Instagram only allows for short videos, whereas Youtube permits much longer videos to tell the same story with more details.
- When talking to somebody, you can adapt your story based on their interest.
- Narrative labels and packaging can provide specific information about products, but can link to a website or personal Facebook page where interested clients will find more information about other products and you as an artist.

You can decide to put the same content on all platforms where you are active, but you should consider the possibility to adapt content to the specific media/platform you are using.

Patachitra artist Mamoni Chitrakar performing with her scroll.  
Photo: [banglanatak.com](http://banglanatak.com), 2017  
<https://www.bengalpatachitra.com/gallery/#lg=1&slide=5>





Team of Jagannath Chaudhury performing Chau dance.

Photo: banglanatak dot com, 2017

<https://www.puruliachau.com/gallery/#lg=1&slide=7>

## Principles of storytelling 3: All stories are part of a larger story

Your artist statement should help you in the design of the stories that you want to share with each social media post.

When designing any post (video, pictures, text), ask yourself: it is coherent with the image of me as an artist that I want to project?

Posts can refer to different elements of your artist persona:

- The Artist
- The Character
- But generally NOT elements of your private self (anything you want to keep private)

## Principles of storytelling 4: Stories should be adapted to the audience

When creating stories for promotional reasons, you should highlight different elements based on who your audience is.

For example, if you are a performer, you can think of different stories for audiences who don't know your dance genre (to educate them on the basics) and for those who are already very competent (additional facts, more details, etc.).

You can think of stories for locals or foreigners, for festival organizers or the general public, for fans or for those who don't know you yet.



Baul Fakiri Utsav, Purba Bardhaman.

Photo: [banglanatak dot com](http://banglanatak.com), 2019

# Exercise 3

## – What's your story?

### Steps

1. Initial ideas
2. Make the story interesting
3. Write down your story

### What you'll need to prepare

An explanation of your story (1 page), and

- A series of pictures/short videos with an accompanying text (as separate posts for FB or Instagram) or
- One or more YouTube videos (2-3 minutes long), or a storyboard with your planned video.

**Think of a story you want to tell in a powerful and resonant manner. Here are some examples.**

- **My Story.** Choose this type of story if you want to tell the world about yourself and your personal story as an artist.
- **Our story.** Choose this type of story if you want to tell the world about your family, your artistic genre or the community of artists you are part of.
- **The story of a specific work of art/performance.** Choose this type of story if you want to talk about a specific work of art, dance, song, performance at a festival, etc. Focus on the cultural roots and sources of inspiration, but also on what you brought to it at the personal level.
- **Stories of results.** What is the impact you want to make on your audience? What achievements have already been obtained?

**Write down some quick notes about your story.**



# Step 1 – What is your initial idea?

**Think of fairy tales. There's always drama, challenges, great characters and protagonists. Use these elements to make your own story interesting.**

Reflect on how you can integrate some of these elements in your story.

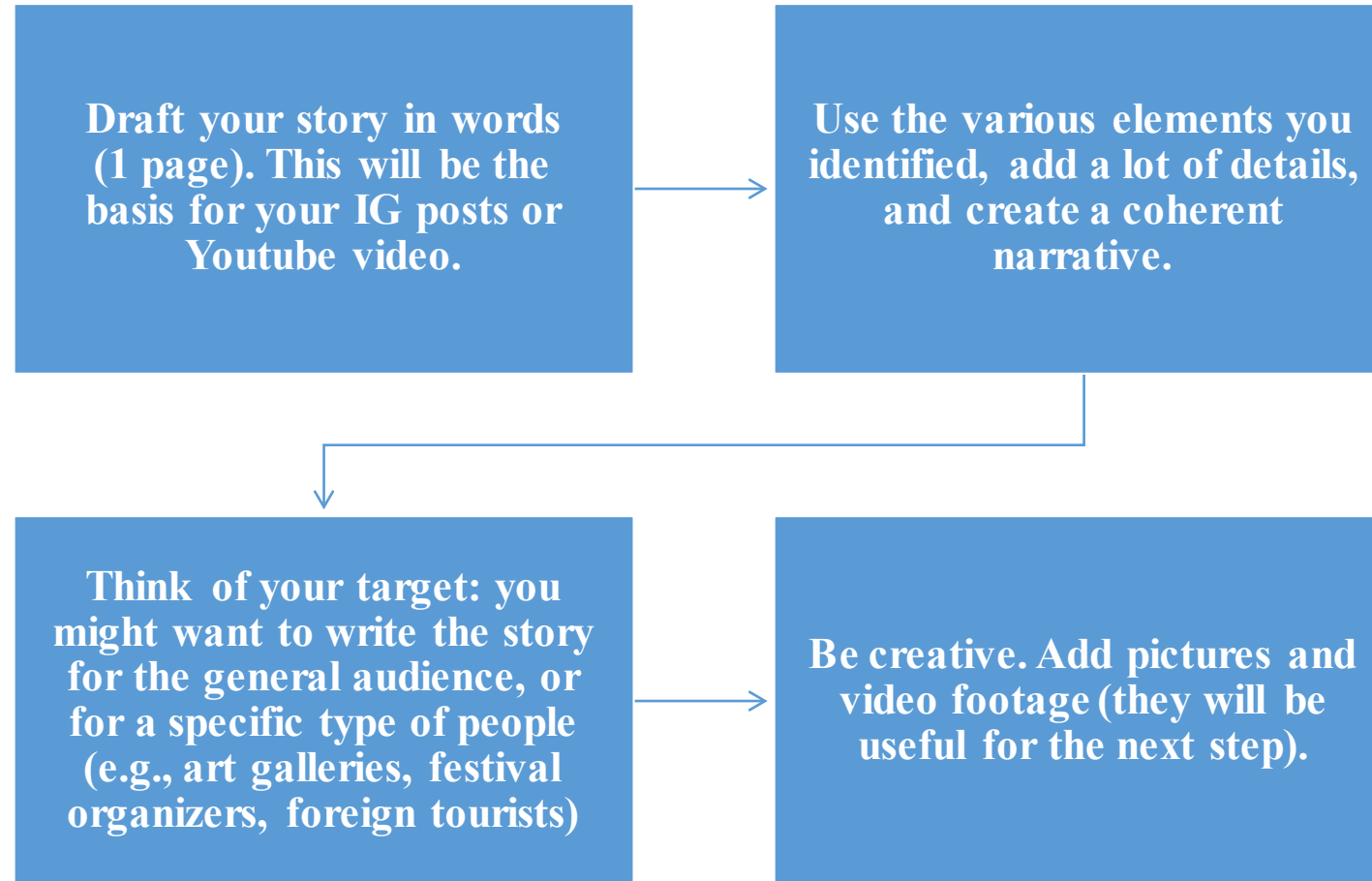
- Who's the protagonist? You, as an artist, is an obvious choice, but you can tell the stories from other perspective (a client, somebody who is inspired by your art, important artists who have inspired you, etc.).
- Who are the helpers, who are the opponents? Every hero/heroine is helped by somebody and there are always villains who make their life interesting.
- What is the ultimate goal of the story's protagonist? What are the challenges that need to be overcome?
- Once upon a time... what is the beginning of the story? Where does it take place? And what is the happy ending, if any? (but tragic ending make for good stories too).
- What is the moral of the story? What is the key lesson learned?

**Write down some quick notes about your story.**



## **Step 2 – Make the story interesting**

# Step 3 – Write down your story



# Making IG/FB posts

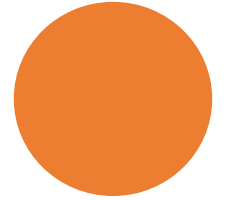
Plan a few posts, like chapters in your story. Decide how many you need to tell your story.

Select the visual material (pictures, short videos) for each post. It can be material you already made in the past, or created for the occasion.

Write the accompanying text (short!) and select the right hashtags.

Before putting your posts online, show the posts to somebody (other course participants, friends) and ask their feedback. Change your posts accordingly.

Put them online. Check if there are reactions (likes, etc.). If there are comments, respond to them.



# Making YouTube videos

Creating good quality videos is more complex than creating pictures. Get help if you need it, or stick to photos.

Design how your video will look. If you want to tell a long video story, think of divide it up into shorter (2-3' max) stories – like episodes.

A useful tool to visualize your script is a storyboard, that will help you visualize your script.

Before starting, think of:

- People and props that need to appear in the video
- When these people and props will appear
- The setting/backdrops
- The order of sequences (or collections of different scenes)





# Storyboards

A storyboard is a series of images showing the planned sequence of scenes in a film. You can use templates or even post-its.

Use pictures or drawings to identify each scene in your planned sequence.

You don't need to be able to draw to create storyboards. You can create excellent storyboards with stick figures and basic sketches.

Add scripts (what people will say) and additional notes (location, settings, background music, camera angle, etc.).

Ask for feedback on your storyboard from other course participants or friends, before making the video.

Title:	Date:	Name:
Scene: Shot:	Scene: Shot:	Scene: Shot:
Audio:	Audio:	Audio:
-----	-----	-----
-----	-----	-----
-----	-----	-----
Scene: Shot:	Scene: Shot:	Scene: Shot:
Audio:	Audio:	Audio:
-----	-----	-----
-----	-----	-----
-----	-----	-----

# Resources on storyboards



Storyboard templates, [https://creately.com/diagram-community/examples/t/storyboard?utm\\_source=storyboard&utm\\_medium=blog&utm\\_campaign=diagusage](https://creately.com/diagram-community/examples/t/storyboard?utm_source=storyboard&utm_medium=blog&utm_campaign=diagusage)

How to make a storyboard, <https://www.studiobinder.com/blog/how-to-make-storyboard/>

How to write a (marketing) video script, <https://blog.hubspot.com/marketing/how-to-write-a-video-script-ht>

Video storyboarding 101, <https://idearocketanimation.com/19868-video-storyboard-template/>

Storyboard templates, <https://boords.com/storyboard-template>

# Further work

1. Decide how you want to change your social media presence, based on what you learned so far. For example:
  - Create a separate FB or IG page, separate from your personal account;
  - Consider creating an artist profile on a platform where you are not currently;
  - Integrate what you learned in your new social media posts.
2. Keep on looking for and following inspiring pages. They will give you many ideas for your posts.
3. Work on your story and prepare:
  - A summary (1 page) of your story and your FB or IG posts, or your storyboard and, if possible, a YouTube video.



# Chapter 3

**MANAGING YOUR ONLINE REPUTATION AND RELATIONSHIPS  
WITH YOUR AUDIENCE, UNDERSTANDING COPYRIGHT,  
AND DEVELOPING A ROUTINE**

# Goals

In this final part of our training on heritage-sensitive promotion through social media storytelling, you will learn how to:

- Manage your reputation on social media
- Understand how copyright law is relevant to your social media posts
- Benefit from user-generated content
- Manage your relationships with your online audiences
- Give a continuity to your social media presence

# Your reputation on social media

People search online for information about products, services, events, and artists and performers.

Such information can be generated by artists themselves or by other people.

The ideal situation is when you are easy to find online, and the information online is generally positive and contributes to your image as an artist.

If you are not easily found or the online information is negative (for example, bad reviews of your work; low-quality videos of performances; inaccurate information), your reputation can be at stake.

It is important to monitor information available online about you and your work regularly. This can be important for promotional reasons.



# Online content about you: two sources



## **You**

Your social media profile(s)

A web page or site



## **Others (user-generated content)**

Clients/audiences

Distributors (art galleries, craft shops)

Media/journalists

Festival/event organizers

Cultural institutions, Museums

Academic Researchers

Film makers

...

# The content you create and post online

- It is the 'official' source of information about you: the only one that you can control entirely.
- You can put as little or as much about you, your biography, and your work online, as you want.
- Little by little, you can create an extended online repository of your work/performances and other information about you. This will contribute to your reputation as an artist.
- You can update your profile(s) with new content every time there is something new to communicate.
- Your online content should allow potential customers and other relevant audiences to contact you quickly (if this is what you desire), for example by including your telephone number or email.
- Be sure to be easy to find. Your account names should be the same or very similar across social media platforms.
- Register the account name(s) you'd like to use on the different social media platforms (Facebook, Instagram, Twitter, YouTube, etc.) and Internet domain names as soon as you can, even if you don't plan to use them immediately. If you don't do it, somebody might be quicker than you.
- If this happens, consider a creative name. **If for example, @sarahsmith is already taken, @sarahsmiththepoetess or @thebengalpoetess might instead be available.**



# Don't post public content that could damage your reputation as an artist



["Danger de mort"](#) by [zigazou76](#) is licensed under [CC BY 2.0](#)

We sometimes post content that is not intended for the general public: for example, posts for friends and family, funny pictures taken during festivities, profiles on dating sites or hobby-related websites, etc.

This kind of content can be easily found online. If you do not want your clients, audiences and potential patrons to see it, keep it private.

This can be done in several ways:

- Learn the privacy settings of the websites or social media where you post content. Be sure to know who can access your content and how to restrict access to unintended audiences.
- Use separate profiles/accounts/names for content that is not related to your public profile as an artist.
- Delete profiles or damaging content that can be tracked back to you.

# Content generated by other people online can affect your reputation

- Most online or social media coverage of artists and their work is produced by third parties. Third parties can be professionals (for example, festival organizers, journalists, art galleries, academic researchers, video makers) or individuals who post for personal reasons (for example, festival goers or clients).
- This is generally called 'user-generated content', 'audience-generated content', 'consumer-generated content', or 'online word-of-mouth'. It can be written (for example, a review of your work), visual (a picture of a painting), or multimedia (a video of a performances).
- User-generated content can be positive, neutral, or negative. It can boost or damage an artist's reputation. External reviews of your work are generally considered more credible than the content you share on your own. However, artists have little control over what is posted by third-parties.
- It can be challenging to control third-party content using your intellectual property rights: for example, when a picture of your original work in which you have copyright is posted on Instagram, it is possible that someone else could make money from it without paying you.



"Google" by Cesar Solorzano is licensed under CC BY-NC-ND 2.0

# Exercise 1.

## Google yourself

Many people use Google to find information about people and products/services, also in the case of artists and their work. Even if you are not aware of it, people might have already googled you.

Go to [www.google.com](http://www.google.com) and type your first and last name together with quotation marks (example: "Diana Spencer"). See what information comes up. If you are known by a nickname or art name, use them as well.

If you want to explore further, add modifiers such as the city where you live or other relevant information.

Most people do not go beyond the first page of google results, but if you want to learn more you can look at later pages.

Repeat the exercise on Facebook, Instagram, Youtube, and/or other relevant social media.

Examine what you find: is it generated by you or by third parties?

Do you like what you see? Does it give an accurate view of you as artist? Is there information that you'd prefer not be online? Is there content reporting your works or performances of which you were not aware?

# Enhancing your online presence

If you are hard to find online because there are many people with the same first/last name or your name is hard for your audience to remember, consider using a creative social media name (for example, @thebaulpoetess or @sumanpatachitra).

If there is not enough about you or what you find online does not give a complete overview of you as an artist or your work, try and post more content about yourself (for example, your biography; your artist statement; pictures or videos of your work). In general, lack of information about artists is not interpreted positively.

If in the past you posted online content that you'd rather not be online, try to delete it.

Check the privacy settings of your social media, to be sure to know exactly who can and cannot see what you post.

Use every interaction with clients and audience to communicate your official social media account and encourage them to publish content about you, particularly if you anticipate that it will be favourable, for example, from clients who are enthusiastic about your work.



["Social Media Mix 3D Icons - Mix #2"](#) by [Visual Content](#)  
is licensed under [CC BY 2.0](#)

# Establish a reputation management plan

Monitor your online presence regularly

- Google yourself once a month

Consider creating a google alert with your name

- Go to [www.google.com/alerts](http://www.google.com/alerts)
- Enter your name (or social media name). Google Alerts will display results previews
- Select "Show options" and choose how often you'd like to receive alerts (as it happens, once a day, once a week, etc.)
- Choose a source for your alerts (in most cases, it is better to use the default 'automatic')
- Choose language (if you are not sure, select 'all languages') a region (you can select 'all regions' as well).
- Choose an email address to which Google will send your alerts (it is not possible to use this service without an email address).
- Select "Create alert".
- You can use this service to also monitor other artists or your art form.



**Create a Google Alert**

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Deliver to:

Google will not sell or share your email address.

"Google Alert 1" by [mike912mueller](#)  
is licensed under [CC BY-NC 2.0](#)

Feed your online presence with positive content

# Copyright

Copyright is an intellectual property right that is relevant to an artists' creative work. It applies to social media posts including photographs of paintings, videos and written posts.

It is important to think about copyright when developing your social media strategy as it can help you to think about what permissions you want to give to third parties to reproduce your work on their social media accounts. It is also important to be careful not to infringe copyright belonging to others in your social media strategy.

Who owns the copyright?

- The person who creates the work is normally the first owner: the artist who paints the painting; or the songwriter who writes the words for a song.
- In most countries, copyright lasts until 50 years or more after the death of the artist (check here for your country: [https://en.wikipedia.org/wiki/List\\_of\\_countries%27\\_copyright\\_lengths](https://en.wikipedia.org/wiki/List_of_countries%27_copyright_lengths))

What rights does copyright give to the owner?

- Copyright gives the owner the right to say to others whether they can copy their work and post images and videos on social media.



A veteran Odisha Pattachitra artist with his work in his house cum studio.

Photo: [banglanatak dot com](http://banglanatak.com), 2018

Image from: <http://hipamsindia.org/community/raghurajpur-pattachitra/>

# Copyright exercise

Who owns the copyright in the following examples?

1. an original artistic work created by an artist last week **(artist owns the copyright)**
2. an original artistic work created by the artist's great-grandfather who died 80 years ago **(not covered by copyright any more, over 60 years after death of artist means that it can be freely copied)**
3. an original artistic work in traditional style created by the artist last week **(copyright in the artwork owned by the artist because style is not protected under copyright)**
4. A social media post with a photograph taken last week by a visitor to the artist's workshop showing the artist holding an original artistic work created by the artist last month **(copyright in the text and the photograph owned by the photographer but they need permission from the artist to circulate it because the artist owns copyright in the artistic work)**

Remember that third parties should not copy your original works without permission in their social media posts; equally, you should not copy original works created by other artists without permission in your social media posts.

It is also important to be aware that stopping others from copying your work on social media can be practically difficult to enforce. Copyright can however be helpful in encouraging third parties to name you when circulating images of your work – thus helping to enhance your reputation.



["Creative Commons"](#) by [Skley](#) is licensed under [CC BY-ND 2.0](#)

More information about Creative Commons licenses here: <https://creativecommons.org/>

## Consider encouraging users to share your online content

Social media allow the sharing of online content. For example, public posts on Instagram can be easily shared as stories and links to Youtube videos, on Twitter or Facebook.

These features can help artists to improve their reputation. Your posts will reach the contacts of the followers who share them. For example, if one client who has 1,000 Instagram followers shares a picture of your work, this will reach 1,000 new contacts.

You have copyright in your original social media content, but you can, and should, grant your social media audiences the right to share it.

A simple means to do this is through Creative Commons licenses, which also allow you to set conditions on sharing. For example conditions can include:

- The requirement that you are attributed as the content creator;
- That you do not allow adaptations of your work to be shared;
- That you do not allow commercial uses of your work.





["The museum photograph"](#) by [kevin dooley](#) is licensed under [CC BY 2.0](#)

## Encouraging users to create online content about you and your work

Users often post content about artists and their works and performances.

For example, a client posts a picture of a painting that she has bought from you. She should not have done this without your permission because you own the copyright in the painting. However, it can be difficult for you to enforce your rights. So there is often a trade-off between promotion of you as an artist, and protection of your copyright.

To benefit from user-generated content about you and your work, you should try and ensure that:

- The user identifies you as the artist;
- The user tags you to your social media account(s).

This way you can use the circulation of user generated content about you and your work to further promote you and your work.

# The power of online sharing: An artist's song goes viral

- Swarna Chitrakar, an experienced artist from West Bengal, India, who is already known for her expertise in painting on traditional themes as well as social issues, developed a 7-frame Patachitra and a song on COVID-19 to raise awareness about the health crisis and precautionary measures that should be taken. Swarna has represented the virus as a bright red monster in her scroll painting.
- With the help of her daughter, she made a video of the Patachitra narration and sent it to her contacts via WhatsApp. Her contacts shared it on platforms like Facebook and Instagram and reached over a million people. It was also included on YouTube.
- The scroll was also featured widely in the media, being covered in the Telegraph India and the Times of India.
- It was also included on the UNESCO website about responses to COVID-19 globally.
- Swarna's reputation as artist benefited tremendously from the visibility of her work.

Watch Swarna Chitrakar's video here:

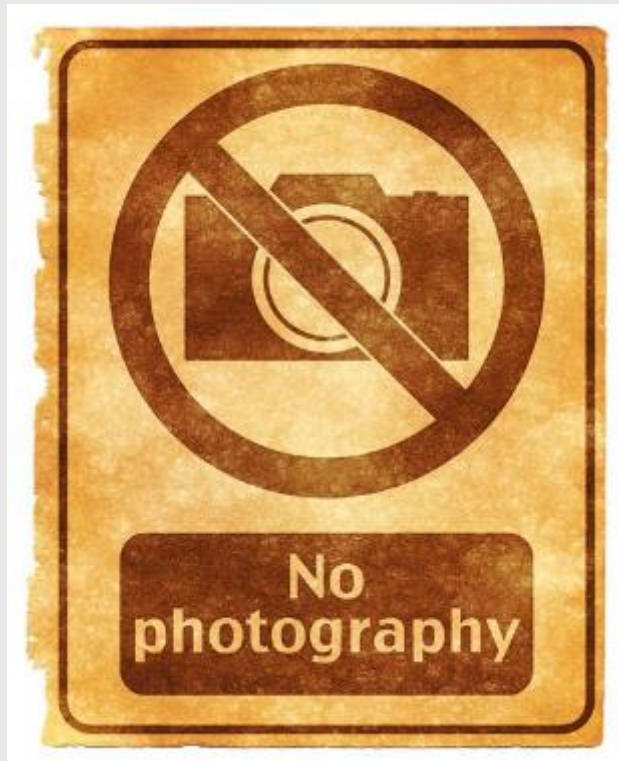
<https://www.youtube.com/watch?v=IJZvJY6J4BY&t=13s>

Swarna Chitrakar performing with her COVID-19 scroll.

Photo: Banglanatak.com 2020



# User-generated content: Setting limits and guidelines



["No Photography Grunge Sign"](#) by [Free Grunge Textures](#) - [www.freestock.ca](http://www.freestock.ca) is licensed under [CC BY 2.0](#)

User-generated content can contribute to promoting you as an artist, but in some cases it can damage your reputation. It is therefore important that you decide what kind of user-generated behavior you'd like to encourage, and what should be avoided.

During interaction with audiences you can make clear:

- If it is ok or not to take pictures or record videos with smartphones;
- What kind of pictures or videos it is ok to take (e.g., no close-ups of artistic work)
- If you would like to review content to formally authorize it (which is not always possible);
- That it is ok to post on social media, but only if they tag you and/or clearly identify you as the author, artist, or performer;
- That you do not allow commercial uses of your work, unless you are duly compensated.

All these details might be difficult to mention during a face-to-face interaction. Consider using printed material or signs.

Sometimes, limits and guidelines can be decided by representative organisations, which can communicate them on behalf of member artists, for example through ethical codes.

# How to protect your artwork images from being copied online



["Watermark Test 1"](#) by [rafael-castillo](#), licensed under [CC BY 2.0](#)

Note the watermark 'Miggslives\* Photography' on the top right corner of the picture.

Despite the benefit arising from user-generated content, the sharing of your content online is not exempt from problems. For example:

- Your online audience might share your artwork images without quoting you as the artist.
- Somebody could reproduce your artwork in a t-shirt for personal or commercial use.

Here are some strategies to protect your artwork images:

- Consider signing your work.
- Use small and/or low-resolution images (72 to 96 dpi) that are quick to upload, look good online, but print poorly. You can ask viewers to contact you if they want high-resolution versions of the image.
- Consider using portions of images, rather than the full work. If you show videos of you at work, make sure that viewers will not be able to replicate your techniques.
- Consider adding a watermark to the pictures of your artwork, with a copyright notice © or Creative Commons licence.
- Make it easy to contact you (telephone number, email, or other).

To implement some of these suggestions, you might need to learn how to use image-manipulation software or apps.

# How to keep your social media safer



["Cyber Security - Cyber Crime"](#) by [perspec\\_photo88](#) is licensed under [CC BY-SA 2.0](#)

The use of social media exposes everybody to digital security risks.

Strategy to keep your social media safer include the following.

- Use strong passwords (at least 16 characters, using a mix of upper- and lower-case letters, symbols, and numbers).
- Do not use the same password for all your social media accounts. Do not use personal data such as your address or birthday, as these can be easily found online.
- If you have many social media accounts, consider using a password manager software or app.
- Keep your personal social media and email accounts separate from the professional ones you use as artist.
- Always use your phone locked with a pass code and keep its operating system updated.

Resources to keep you safe online include the following:

- Artist at Risk's Connection [Safety Guide for Artists](#)
- Consumer Reports' [Security Planner](#).
- PEN America's [Online Harrassment Field Manual](#) and
- Make it easy to contact you (telephone number, email, or other).

To implement some of these suggestions, you might need to learn how to use image-manipulation software or apps.

# Reputation restoration: What to do if others post content that damages your reputation

## Keep your cool

- This has happened to many people and will happen again in the future. It is not the end of the world.
- You can get annoyed, angry, scared, and feel hurt. All these are normal reactions. Allow yourself some time to process them.
- Ask family and friends to support you in dealing with the problem.

## Assess the damage to your reputation and possible reputation restoration strategies.

- If the damage is minimal, consider doing nothing. Impulsive reactions may only increase negative attention online.
- In the case of negative reviews on your work, there is often not much that you can do. Art criticism is part of freedom of speech, whether coming from reputed critics or members of the general public. Sometimes, negative feedback can help you to improve.
- In case of false information and deliberate attempts to damage your reputation, you can consider contacting the author or the platforms hosting the damaging content, explaining your reasons, and asking to remove/revise it. This is not always possible, but many platforms have specific guidelines preventing, for example, hate speech, racist or sexist comments, etc. In more serious cases, you can consider seeking legal advice.
- When it is not possible to get rid of negative content, it is sometimes possible to 'push back' that content in google searches beyond the first pages by generating new (and positive) content.

# Don't give away secret knowledge on social media



["shh"](#) by [greevy101](#) is licensed under [CC BY 2.0](#)

As part of digital storytelling strategies, artists can share their traditional knowledge and personal know-how for promotional reasons.

For example, artists can show videos of themselves painting a scroll using their heritage skills. This can be a good example of promotional digital storytelling.

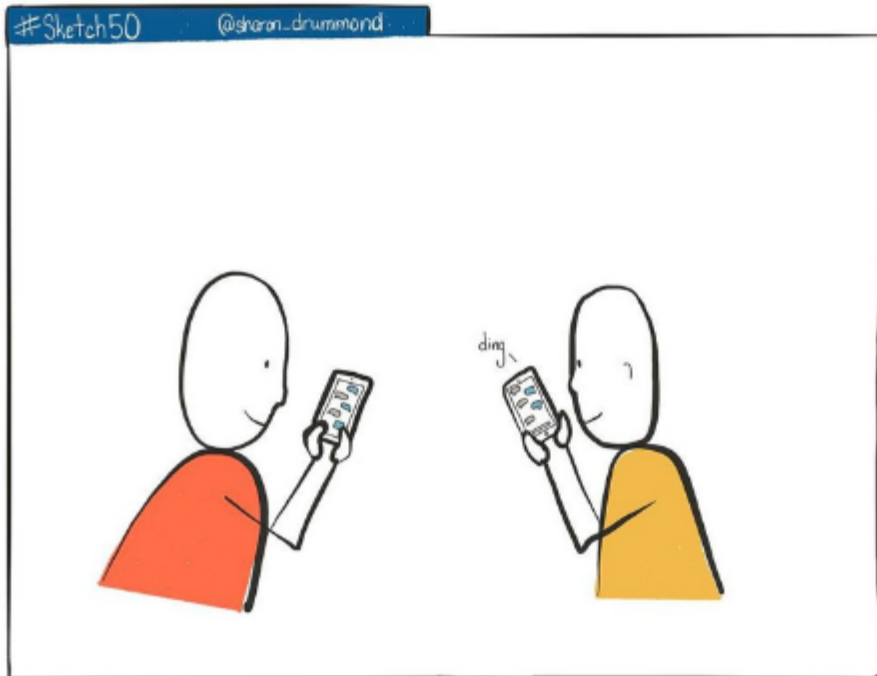
By looking at posts of this kind, audiences can learn the heritage skill style and could make similar works of art.

From a legal perspective, once this happens there is no remedy. This knowledge is in the public domain.

When creating online content for social media, make sure that you do not give away secret information that you do not want to share with the general public.

This also extends to information you share during face-to-face interactions, festivals, promotional events and trade fairs. With smartphones, people can easily take pictures of your work and record what you say and how you work. Remain vigilant and avoid showing and telling things that you do not want to share. Clearly specify what third parties can and cannot do with the content they generate.

# Conversations, not monologues!



"Day 5 of #Sketch50 @sketch\_50 Two People Talking" by Sharon Drummond is licensed under [CC BY-NC-SA 2.0](https://creativecommons.org/licenses/by-nc-sa/2.0/)

- Unlike traditional advertising on television or newspapers, where senders share their messages and audiences have no immediate way to respond, social media audiences can and do reply. This is known as 'audience engagement'.
- Engagement is desirable: by engaging in conversations with your social media audiences, you can remain relevant to them, have opportunities to further share your message, and learn about your audiences' opinions.
- Simple ways to measure the level of engagement are:
  - Likes and shares. Most social media platforms give users the possibility to like and/or share content they like to their friends and contacts. Some of your posts might pass unnoticed, while others might be liked and even shared by many of your followers. By learning about what works and what does not, over time you will be able to design better online content.
  - Comments. Most social media platforms give users the possibility to make comments. You can like and respond to comments.
  - Increase in followers/contacts. It is a good idea to keep an eye on the number of new followers that you gain every month, week or even day. The larger your audience, the better.



# Increasing audience engagement



["Purposeful Social Media Engagement"](#) by [Kris Olin](#)  
is licensed under [CC BY-NC-SA 2.0](#)

Videos tend to generate more engagement. Original videos require more time to design and produce, but they result in better online responses (shares, likes, comments).

Pictures are much easier to make, and tend to generate good levels of engagement on social media.

Plain text results in more limited engagement, however it is recommended to include some accompanying text also when posting pictures and videos (example: this is a video from last night performance, made by the festival organizers and reposted with permission).

Creative strategies can also be used to engage the audience directly: for example by starting conversations, asking questions or suggesting to comment.

- For example, when posting a picture of your work, you can ask «do you like it?»
- You can comment on the facts of the day and ask your audiences' opinions. For example, what do you think of the use of traditional dances in the latest Bollywood movie?

# Increasing the number of followers



"Automotive Social Media Marketing" by [socialautomotive](#) is licensed under [CC BY 2.0](#)

- In the real world
  - When you interact with people, particularly during festivals, fairs, and events, ask them to follow you on your social media.
  - If you want to stay in touch, ask them their social media contacts and follow them. Often, but not always, people will reciprocate and follow you back.
  - Include your social media contacts on packaging, business cards, brochures, flyers, posters, and other promotional material.
- Online
  - Spend time on social media to find people who might be interested in your art form, such as fellow artists, cultural institutions, local groups, etc. Make comments and interact with them.
  - Follow people and organizations whose content you admire or find interesting. Like their content, and write comments. Often this is a good way to be followed back.

# Sharing others' online content



["Sharing Is Caring - Fotosöndag"](#) by [Niklas Wikström](#) is licensed under [CC BY-NC 2.0](#)

- If you see online user-generated content that you like, consider sharing it. This might be about you and your work, or it can be relevant in other ways to support your image as artist.
- Remember that such posts are not your intellectual property: ask permission and tag back the author, unless the author clearly states that everybody has the permission to share their content.
- For example:
  - If a client posts pictures of one of your works and tags you, you can think of sharing such posts on your social media. The same if there's a page about you on a festival organizer's webpage or blog.
  - If an online newspaper reports on the state of the art world today, you can share the article and accompany the post with your own comments.
  - If fellow artists complain about an injustice, you can share their content to show your support.
- Sharing others' content is also a practical way to interact with them, increase your online visibility, and form partnerships. If you share their content, they may be more likely to share yours in the future.



Share good quality content that is relevant and useful to your audience to attract new followers and to retain existing followers.

Create and share original content and reshare insightful content to position yourself as a must-follow social account.

"recognition in 10 ways to grow your social media followers The competition to gain followers on social has never been fiercer as the majority of brands adopt social media as a fundamental part of their digital strategy. With social metrics used increasingly" by eric.delcroix is licensed under [CC BY-NC-SA 2.0](https://creativecommons.org/licenses/by-nc-sa/2.0/)

# Your social media plan: Being on social media requires time and work

If you post once per month or less, you will not benefit much from your social media presence. It is still a good idea to maintain one or more social media accounts as promotional windows to be easily found (lack of information might be seen with suspicion).

Experts suggest posting at least a couple of times per week. If you want to benefit from social media storytelling, you need to invest time and effort.

An investment of time is necessary to:

- Design and create high-quality engaging social media posts;
- React to your audiences' comments and direct messages;
- Network online, by finding other users to follow, commenting on others' posts, interacting with other social media users, finding inspiration examples for your own posts, monitor what fellow artists are doing, etc.

Be consistent. Posting a lot for a few weeks and then neglecting your social media accounts for months will not do any good. It is better to build momentum by systematically allocating a few hours of your time every week.

# Make a social media plan

A weekly, monthly, or even annual social media plan will help you to establish a constant social media presence and avoid neglecting your profile(s) when you are too busy with work and family.

A social media plan will help you to decide what and when to post.

What to post:

- Pictures, videos, plain-text updates, and links to websites;
- Original content requires time and creative effort, but it can be coherent with your digital storytelling strategy and help to show aspects of your work and artist persona. This content is your intellectual property
- Third-party content that you reshare is not your intellectual property and can only be shared with permission. It requires less time and creative effort but can still contribute to projecting a favorable image and animating your social media profile when you do not have time to create original content.

When to post:

- Depending on social media algorithms and online audience behaviors, there are different times of the day and days of the week where posts are said to receive more exposure and engagement.
- Online, you'll find information about these ever-changing 'best times'. Some social media platforms, such as Instagram, will also tell you when your followers are most active.

# Weekly social media plan template

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
<b>Original content</b>							
Picture							
Video							
Plain-text							
Links with comments							
<b>Re-shares from websites or other social media users</b>							
Pictures							
Video							
Plain-text							

# Weekly social media plan example

(Instagram, visual artist, goal: showing the work behind a new painting)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
10am, video of me working on a new painting. 2'.	10am Video of me, explaining the heritage technique I'm using. 1'30		9pm. Share Youtube video with additional background on the heritage skill used		11am. Picture of previous work. Comment on how my style evolved respect to the past.	11.am. Share picture of previous work, created by a client.
		5.30pm. Picture showing advancement of work. Comment on how many hours I've been working on it, and on how long it will take to be completed		6pm. Picture of completed work.	3pm. Share online news article about future exhibition I was invited to attend.	4pm. Share a post about a fellow artist whom I admire, explaining the influence they had on me.

# Exercise: Establish next week's social media plan

1. Define the target number of posts per week/frequency of posts
  - For example: once a day Monday to Friday, twice a day during the weekend. Total:  $1 \times 5 + 2 \times 2 = 9$  posts.
  - While it is important to set targets, particularly for original content, the sharing of user-generated content is more difficult to plan. You might just see something online that you like and decide to share based on the impulse of the moment.
  - If you decided that you only have time to create 5 original posts, you might actively search online for content for another additional 4 posts to reach the weekly target of 9 posts. This can include sharing other artists' posts from your community.
2. Design and create the supporting text, pictures and videos for your original content.
  - In some cases, you can create and post at the same time (for example, in the case of text-based content), but well-made pictures and videos of high-quality and coherent with your storytelling strategy typically require more time to prepare.
  - You can develop ideas for content that you will create later. For example, you can decide to do a post for your birthday on Friday but decide during the week what exactly you will post.
  - When designing content, ask yourself what goals you want to achieve (for example, promoting the sales of a specific work of art, or just interact with your audience to remind them of you and so contribute to maintain your reputation).
  - In most cases, you can «recycle» pictures and videos and other material that you created in the past.
  - Be sure that everything that you post is coherent with your artist persona.
3. Identify types of third-party content that you'd like to share
  - For example, links from news media, posts by clients featuring your work, youtube videos highlighting aspects of your cultural heritage, etc.
4. Allocate original content and third-party content to specific days and times, using the weekly social media plan template.



# Monthly and annual social media plans



"Business Calendar & Schedule" by [photostev.e10](#) is licensed under [CC BY 2.0](#)

You can plan your social media posts week by week, but it is useful to consider the broader picture to have time to prepare for special moments of the year where it makes sense to produce high-quality original content.

Look at the calendar and mark important occasions for online posts:

- The dates of special events, festivals, trade fairs, ceremonies, and other special occasions. These events offer rich opportunities for online storytelling. You can consider making posts before your participation (to inform that you'll be there), during the event (your own performance, highlights from the event, meetings with other artists, etc.), and after the event (journey back home, retrospective considerations).
- Moments of the year which have special meaning for you (birthday, anniversary of the day you obtained a diploma or other important recognition), for your local community (e.g., a local festival), for your artist community, or for your online audiences.
- Festivities (new year's eve, religious celebrations, civil celebrations).

# Working with influencers

## Influencers: who are they, why are they important?

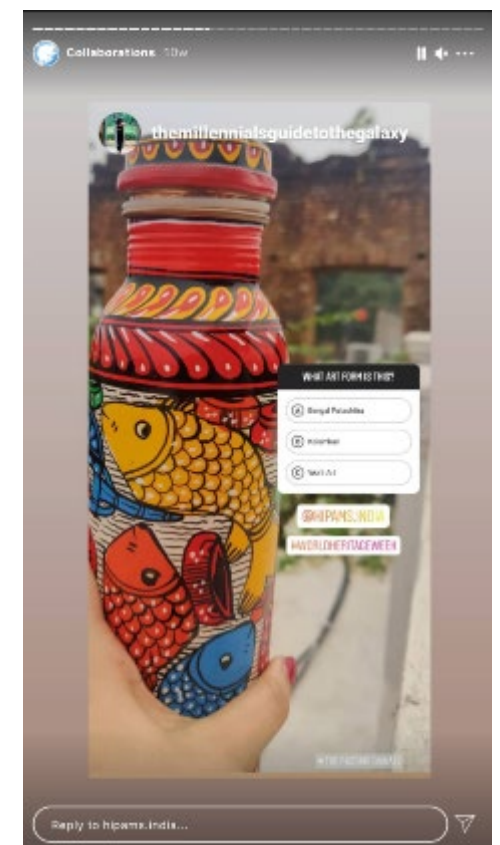
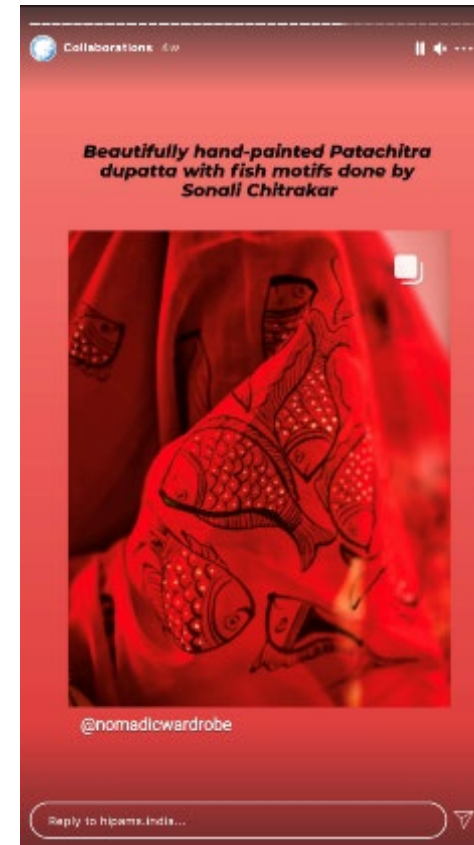
Social Influence Marketing is based on the influence people have on other people. There are several types of influencer (who) and several reasons (why) they can be fundamental.



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- People who have many online followers/contacts are called influencers.
- They can work with artists and promote their work, typically for a fee or other forms of compensation (for example, in exchange for one of your works).
- What to consider when selecting the right influencer for your work.
  - Study their profiles (content, engagement, audience) and understand if: 1. their image is compatible with yours; 2. a post of your work can be coherent with their online personality and areas of expertise.
  - Develop ideas for content that is not too obviously promotional or commercial.
  - Be realistic: some macro-influencers (those with >1 million followers) might be out of reach, micro-influencers (with less than 5,000 followers) might be a better fit for you.
  - The greater the number of your own followers, the easier it will be to enter collaborations with influencers (exchange of favours, mutual visibility).



Examples of Instagram stories made by influencers @themillennialsguidetothegalaxy, @sreenanda.ganguli and @upaharbiswas and @nomadicwardrobe to promote Bengal Patachitra artists. See the full stories on the @hipamsindia IG account at <https://www.instagram.com/stories/highlights/18169911634027839/>.

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