



NAVA Online Course Building Your Audience

Facilitator	Ad Hoc
Date	19 th February – 8 th April, 2018
Format	Online Course via Moodle
Time	Up to 3 hours/week
Course Outline	<p>Building Your Audience is an introduction to marketing, social media and developing your online presence. The course includes documenting your practice and creating content for your online networks to build your audience. The course requires an understanding of social media platforms and digital devices as a prerequisite.</p> <p>As part of the course you will receive guest lectures for key artists and industry leaders as well as feedback on your grant proposal from the facilitator.</p> <p>You are required to contribute to the weekly discussion forum and weekly tasks.</p>
Week 1	How do we engage with our audiences online? How do we present ourselves online? This week explores you, your audience, and different social media channels that are most suitable for you.
Week 2	This week is all about digital editing – using apps and devices to create and edit photo, video and audio content. We will also spend time researching our favourite artists and analysing their content.
Week 3	Understanding meme's and going 'viral', including understanding the fundamentals of search engine optimisation, hashtags, geo tagging and cross promotion.
Week 4	This week explores balance, and finding balance between personal and professional particularly in an online context. This week covers time management and what you are willing to share online.
Week 5	This week covers the basics for copyright and ownership of images online. As artists share their work online, it is important to understand your rights and permissions.
Week 6	Week 6 starts to think outside the box, through developing new and engaging ideas for building your audience, including competitions, partnerships and cross-promotions.
Week 7	This week focuses on building a practical plan for moving forward with your online audience and marketing, and developing methods and styles for content creation and delivery.
Assessment details	<p>There are three key assessment activities for this course.</p> <p>Week 2: Setting up social media accounts</p> <p>Week 4: Content creation and defining your image</p> <p>Week 7: Working smarter not harder into the future with a plan</p> <p>Online submission of the activities is required to successfully complete the course.</p>