Social Media: How to Be Everywhere All the Time Webinar with Brad Stephenson

Thank you for joining Creative Capital Professional Development Program's webinar regarding social media for artists. As part of your preparation for the webinar, we would like you to spend some time considering your social media goals.

Career Goals

For your career goals, consider some concrete examples of what you are seeking to achieve with your artistic career over the course of a specific period of time (6 months, 2 years, etc. – make it short, i.e. "Internet time").

- Your goal should be quantifiable by amount and date.
- The goal should be written in a declarative sentence.
- Goals should stretch you but not make you laugh out loud.

Examples:

- I want to increase my mailing list to 400 people by the end of May.
- I want to sell 100 tickets for my show in October.

Write down three goals:
1.

Suggestions:

2.

Suggestions:

3.

Over the course of the webinar, we will discuss the concrete ways in which social media can be used to achieve goals. The "suggestions" space can be used for note taking during the webinar.

Your Social Media Profile

One of the things that social media can be useful for is creating a narrative or online persona. Instead of being used solely for promoting your work or events, think about a long term strategy of using the tools to better define you, your work and your goals. Below is an exercise that can be used to help you define your online persona and expand your thoughts on the audience you want to reach.

A. Write a single sentence that describes how you want people on the web to know you. Begin with "I want to be...." or "I am....".

Examples:
- I am an interventionist artist working on urban issues like social, environmental and food justice who is interested in international projects and I have a research-based practice that I am willing to share.
- I am a fun family guy with expertise in indie documentary filmmaking, the commons, aging, and a serious amateur interest in social media.

B. Write a short list that describes who you want to reach on the web. Limit yourself to three or four groups. Be as specific as possible.

Examples:
- ie:
  a. social practice artists around the world

   b. issue based artists
   c. environmental & other scientists
   d. international curators
- ie:
  - a. Indie Documentary Filmmakers
  - b. People interested in "the commons", particularly patent reformers, water, land, environment activists and copylefties
  - c. Aging community, particularly those interested in culture change
  - d. People in NY (because I moved away in 2002)

C. Write a short list that describes what you want to learn from other people on the web. Limit yourself to three or four things. Be as specific as possible.

Examples:

- ie:
  - a. global arts & sustainability projects and opportunities
  - b. environmental reports and scientific research on environment
  - c. urban issues & social justice reports
  - d. new media arts
- ie:
  - a. Indie documentary filmmaking
  - b. Commons
  - c. Culture change in aging
  - d. Social Media and technology