NYSCA PRESENTS:
Arts Online: COVID Communications and Beyond

May 2020
Arts Online: COVID Communications and Beyond

1. Elements of a strong digital presence
2. Updating your website
3. Optimizing your Email
4. Enhancing your Social Media
5. Key Takeaways
What we’re seeing in the arts and culture field right now...
A strong digital presence, especially now, must include the following:

1. Valuable information
2. A consistent visual look and voice
3. Audience engagement
4. Multiple digital touchpoints
Element #1: Valuable Information
Element #2: A consistent visual look and voice
#DidYouKnow? You can explore the Albright-Knox's works by keyword, artist's name, artist's nationality, artwork type, date created & more. You can also download high-res images of works in the public domain. albrightknox.org/collection [Albert Bierstadt's "Laramie Peak," 1870]

Congratulations to our friends at @TheMartinHouse for this great story in @washingtonpost! #WNYCulturalConnections

The Washington Post Highlights Martin House
Phillip Kennicott, The Washington Post's art and architecture critic, has a story today about the Martin House – the beauty of its design, the efforts t... @buffalotalking.com

Element #3: Audience engagement
Element #4: Multiple digital touchpoints
Do

Acknowledge the current situation where appropriate

Don’t

Consistently emphasize the global pandemic. Provide solutions!
2. Updating Your Website

- Have open/close status information
- Have resources directly on homepage or dedicated landing page
- Enable email sign-ups for when you reopen & social icons
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Although the buildings are temporarily closed, our sculpture garden is open for you to enjoy.

DONATE TO SUPPORT THE MUSEUM DURING OUR TEMPORARY CLOSURE

Experience Art, Nature and History at NCMA
We are closed due to COVID-19
COVID-19 Response

Quick Links
Click on the links below or continue scrolling to learn a bit more!

Clay Virtual Adult Programs
Clay Virtual Youth Programs
Expo Gallery & Shop
Support CAC
2. Optimizing your email for consistency

- Layout and structure

- Subject lines

- Send frequency
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Fri, May 15, 10:03 AM (6 days ago)

NCMA Recommends is sent every Friday!
A Note from Our Curator

Last August we unveiled the newly refreshed European Art Galleries, a major undertaking that involved the total reinstallation of nearly 150 works of art, including works on paper and decorative arts. Promoted by Eugene and Margaret McDermott's desire to translate the impact of Impressionism and modern masterpieces, the reinstallation gave us a rare opportunity to rethink the collection and present it in fresh, new ways.

Remarkable, we repositioned the paintings with more than 40 new works of art, the majority of which came into the Museum through the generosity of local collectors in 2018. Enriched over the years by gifts of artwork and acquisition funds, the European collection is today truly a reflection of our community and its spirit.

As the city's museum, the DMA continues to grow in collection, pieces by piece, with the hope of inspiring all those who walk through our doors, whether in person or virtually.

Dr. Nicole M. mills
The Barbara Thomas Lemmon Senior Curator of European Art

A Note from Our Education Director

Two exhibitions were scheduled to open at the DMA on March 12. For a Destination of Use and We Are ARTISTS: The Steward Art Program. One exhibition examines how the home has inspired contemporary art. The other celebrates the empowerment individuals find through art, even their ability to secure housing.

We Are ARTISTS, now available to view online, is the first exhibition hosted by the DMA at Home by Steward Art Program participants. The DMA has a long-standing partnership with the Steward Art Program, a community outreach plan for individuals experiencing housing insecurity and homelessness. Through art classes and visits to the Museum, the program provides participants with opportunities for creative and personal growth, as well as healing and support.

We invite you to explore this presentation of art from the community and learn more about The Steward through our virtual gallery.

Cara Moore
The Allen and Kelli Quonnette Center for Creative Connections Education Director

A Note from Our Education Director

As a former art teacher, I know how powerful experiencing and creating art can be. Art can transport you across the world, build your appreciation of different cultures, and change your perspective. As the Dallas Museum of Art, our aim is to bring art to life. Our staff members connect with our community and perform many jobs, but we all share a common goal of connecting our community with art. Whether you are seeking healing, an inspiration, or a simple moment, we hope the ideas behind our meaningful connections through art will bring you closer together.

Cara Moore
The Allen and Kelli Quonnette Center for Creative Connections Education Director
YOUR WEEKLY DOSE OF POSITIVITY

Let's face it, we could all use a little more positivity these days. Here's our pick for this week:

Via TimeOut New York:

The creation of a new mobile drinking company (Take and Make!) revolutionized the urban drinking scene. It's not 420 under circumstances they never could have imagined. But unlike taprooms, this one also offers toys, the creation of golden retrievers. See the microbrewery effect.

Buddy and Dinky—2-year-old and 1-year-old, respectively—are great customers we've brought back for weekends, picnics or gallery in Buffalo and because there are always a lot of dogs at our beer garden. We first met these two down at the local park, where the dogs were션. They really love to come down for our beer garden.

Read the rest of the story here!

Looking for ways to do good from home? Click here to speak up for a list of volunteer and donation opportunities.

UPCOMING VIRTUAL PROGRAMS

Maintenance Conditioning Workshop

Lynea Sandall, Creator of INSPARIE Fitness

This workout uses a paradigm to empower your workouts and train your mind in your daily life. Class is full for specifics. Conditioning to Counter your Quarantine Couch Time™️ to react the unique paradigm of our lives during our "normal" lives. The paradigm is an investment designed to be a 5 minutes to the schedule, you may face in life.

Thu, May 14, 6:30-7:15 pm EST

For more info and to register, click here.
Congratulations!

You're nominated for a Webby! Actually, you're nominated for a Webbys for the Best Community in the entire internet. And you deserve it. You're the most powerful and active community of people. You come together to celebrate yourselves and signal-boost others in the #BlackExcellence365 tag, and showed up strong during the National Voter Registration Day to make sure your voices were heard in the U.S. mid-term elections.

In between the serious stuff, you have some serious fun. People on Tumblr make Memeapocalypse trends on Tumblr every single year, go batshit wild with their sites, and the BTS fans make sure BTS is the No. 1 trending band on our Top K-Pop lists every single week.

The last day to vote is April 18, so there's still time to head on over, tap a few buttons, and ensure your seventh Best Community win. It only takes a minute.

Happy voting!

SAVE THE DATE
Green Nation - São Paulo
The WCPF is honored to partner with the Green Nation Sustainability Conference in Brazil. This event, the largest of its kind in South America, attracts over 100,000 attendees. WCPF is providing content for film screenings on endangered biodiversity in Brazil and participating in panel discussions during the week.
March 25-April 1
Green Nation Sustainability Conference
São Paulo, Brazil
Education Outreach Programs

April 3 - Temple University
Philadelphia, PA
April 8 - University of Southern California (USC)
Los Angeles, CA
For more information, contact: info@dwhit.org

A Place for Penguins
Produced and Directed by Tom Pyne
North America Premiere 2013 WCPF
Synopsis:
Arctic is a continent famous for its wildlife. But there is one resident that is often overlooked and many do not realize even exists – the African penguin. Years of overfishing have meant the African penguin species plummeted to frighteningly low numbers.
Watch trailer: https://vimeo.com/21616440

WILDLIFE PHOTOGRAPHY & FILM TRIP
Peruvian Amazon
Spend 8 days, 7 nights at a private Amazon Eco Lodge for great wildlife viewing, photography and fishing. Tree-top canopy walks, misadventures trekking, snorkeling with river dolphins and visit indigenous communities. Dates: July 11-18 (standard trip) and December 5-12, 2010. All inclusive except international airlines. For more information contact: info@dwhit.org

Make a Donation Today
Join our community in helping collect food for the hungry and providing clothes to the homeless. We ask that you consider making a donation, of any amount, to support great causes. Here’s how. You can make a difference.

$10
Provide a family meal

$25
Provide a family member with new clothes

$50-$250
Feed a family for a week

Donate Today

Thank you for helping us enrich the lives of those in our community.

No act of kindness, no matter how small, is ever wasted.
4. Enhancing Your Social Media

Your social media presence should focus on cultivating a community. This is achieved by:

1. Having a distinct POV
2. Consistency
3. Varying content
4. Remaining relevant
We're all dealing with a large amount of change and uncertainty. To support our community during this challenging time, we've put together a care package of art and practices to help foster peace of mind wherever you are. #EngageWithChange #ArtCanHelp

Rubin Care Package—Art and Practices for Navigating Our... rubinmuseum.org
Over the next few days, we’ll be sharing moments from Bill T. Jones’ #PAADeepBlueSea, which would have had its world premiere at the Armory tonight. Listen to a clip of Jones reading from #MobyDick, which partially inspired the work: bit.ly/2Vs6Dhn
ONE NIGHT ONLY
WE ARE ONE PUBLIC
JUNE 1
A VIRTUAL EVENT TO SUPPORT THE PUBLIC THEATER

publictheatery • Follow
New York, New York

publictheatery • We Are One Public. Today. Tomorrow. Always. As we work to move forward together, we’ll be virtually gathering on June 1 to hear songs and stories from some of your favorite artists. We will be streaming this for free on our Facebook, YouTube, and website, but your support before and during this event will ensure that we can continue to create theater for all. Oh, and @jessetyler is hosting, @iamkennyleon is directing, and @tedspelting will be our Musical Director.
#WeAreOnePublic

1w

dtmoldovan • 3

534 likes
MAY 1

Add a comment...
rochester_fringe • Follow

Garth Fagan Dance

rochester_fringe

Happy

#WorldTheatreDay! Show some love to an arts organization, company, performer, or theatre that is important to you and shout them out in the comments. 💕👇️📸:
@djschiffhauer.photography

34 likes
MARCH 27
Add a comment...
5. Key Takeaways
• **Make updates about your status** clearly visible at the **top of your website**

• **Link to resources and digital programs** for your audiences **directly on homepage** or **create a dedicated landing page**

• **Share the information about these programs and resources** **across email and social media** consistently

• **Share what you already have, what is unique, or what is trending** — **images, videos, content from followers and your staff**
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