



## General Project Guidelines

### **SMMART (Social Media Marketing for Artists) aims to:**

- Test new models of training and working with artists in a hands-on environment to improve their social media skills and online presence.
- Provide Saskatchewan artists with an opportunity to create professional-quality digital content.
- Give artists the tools they need to turn digital content into the various products that will help them increase their online presence, gain new audiences and engage with both collaborators and consumers in new ways.
- Provide an online digital marketing course where successful applicants will gain key information about marketing strategies, personal branding, social media and more.
- Give artists the competency to develop, implement and measure their own marketing strategies.
- Track the marketing campaigns of each successful applicant during and after the digital marketing course.

### **What artists will get from SMMART:**

- SMMART 8-week digital social media marketing training program.
- Professional-quality digital content of their respective artwork/performance.
- Professionally edited interview footage, as well as the raw interview footage. The raw footage is intended to give the artists more freedom in posting small clips of their interviews or content on their social channels.
- The competency to develop, implement and track their own social media campaigns.
- Networking opportunities with artists and industry professionals.
- Promotion on the Creative City Centre's website and possible inclusion in future artist showcases through the Creative City Centre's social media channels.
- **The value of this content and training is estimated at \$2500. Cost to you: FREE!**

**To be eligible, you must:**

- Be at least 18 years of age.
- Be a Saskatchewan-based music, visual or performance artist (spoken word, dance, theatre, comedy, etc).
- Be available to create digital content with the Creative City Centre between August 2021 and October 2021.
- Be able to travel to Regina to film digital content if you are a music or performance artist (gas and hotel per diem will be available for out of town artists).\*\*
- Commit to completing the 8-week online training course with Strategy Lab. This is a 2.5 hour per week, one night per week, time commitment.
- The course will run for 8 weeks, between October/November 2021 and January/February 2022, depending on our start dates. We will take time off during the holiday season.
- Have access to a computer and internet (high-speed internet is recommended).
- Be willing to commit 1-2 hours per week to your social media marketing campaigns. This does not include the time spent in class.
- Have the desire and need to increase your online presence.
- Have your own original content to use in the application process (photos of artwork, recorded songs, poetry, comedy, theatre or dance works).

**Application deadline: 11:59 pm on June 18, 2021**

**\*Covid-19: In this uncertain time, we want all artists to be assured we will be keeping up to date on the latest guidelines and restrictions regarding Covid-19 so we can maintain everyone's safety during the video or photography sessions. Everything else, such as the training and networking components, will be happening online as part of these efforts to limit in-person contact and do our part to help keep people safe.**

**\*\*If there is an accessibility issue with travelling to Regina, we can figure things out on a case by case basis.**

**Note:**

**These are general program guidelines for SMMART. Please ensure you also read the sector-specific guidelines for MUSIC, PERFORMANCE or VISUAL ARTS.**

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