



# SMMART

## Social Media Marketing for Artists

### **Performance Artist Guidelines**

We are accepting 10 Saskatchewan artists who practice performance-based art (dance, theatre, spoken word, comedy, etc.) with a goal of 50% Indigenous representation. Individuals, duos and teams are all welcome to apply. Performance artists will receive two video recordings of two original pieces (or work from public domain if a theatre artist). We will also record interview footage. The performance videos and interview footage will be filmed at the Creative City Centre in Regina, unless alternative locations in Regina are required (e.g. dance studio).

**Application deadline is June 18, 2021.**

### **Application Guidelines for Performance Artists:**

- Applications are open to Saskatchewan-based solo artists, duos or teams.
- Applications are open to emerging artists as well as established artists.
- Artists must submit two performed works (at least one work needs to be original), either via a link to a recording or a downloadable file.
- In the application form, we ask for your current social media numbers. Please give us accurate social media information. Your application will not be judged on the number of followers or subscribers you have. We are asking for these numbers to form baseline data for this project and will also be recording the number of followers or likes you have at the end of the project.
- If you do not have “artist” social media pages, please give us your personal social media page information.

- All applications will be adjudicated by a jury comprised of representatives from the partnering organizations.
- You will be adjudicated based solely on the information and attachments that you provide in the SMMART application form.
- A jury will be held in early July and selected artists will be notified as soon as possible thereafter.

**Project Guidelines for Performance Artists:**

- Successful applicants will be contacted to arrange the content creation component of this program, which includes photos, videos and interview footage.
- Artists must be able to travel to Regina for their video recording session at the Creative City Centre. \*
- Artists travelling from out of town will be provided with an honorarium to cover your travel costs, including mileage and accommodations where applicable.
- Performance artists will be filmed performing two original (or public domain) works at the Creative City Centre.
- Artists will record a short interview at the Creative City Centre.
- Artists will receive edited digital copies of their performance and interview footage.
- Artists will participate in an 8-week social media marketing training program, taught by social media marketing experts from Strategy Lab.
- The course will be offered through Zoom with the other selected performance artists. The Zoom sessions will take place on a TBD night of the week from 7pm-9:30pm.
- Participants **must attend the live Zoom sessions** to complete the program. This will give participants the opportunity to ask questions and to engage with fellow artists, the instructors and guest speakers.
- During the training program, artists will begin to develop a social media campaign using the digital content made during the SMMART video shoots.

- Artists will learn to track their campaign to evaluate and adjust it as required. We will also be tracking the campaigns to help us determine if we need to adjust the course curriculum or not!

**Summary of What You Get:**

- 8-week online course on social media marketing strategy (2.5-hour class per week)
- 2 performance videos
- Promotional photos
- Interview footage
- All for FREE (valued at \$2500)

**\*Please be advised the filming will take place on the 3rd floor of the Creative City Centre, up two flights of stairs. If this is an accessibility issue, another filming venue will be arranged.**

**SMMART is funded through the support of the Canada Council for the Arts' Digital Strategy Fund and Creative Saskatchewan. Our partners include SaskMusic and Sâkêwêwak Artists Collective.**