

ARTS
COUNCIL
greater lansing

Dear Arts Council of Greater Lansing,

This year on Street Teams, we were graced with the opportunity to work with you as our non-profit partner. Since our initial meeting, we've worked hard to produce content for the Arts Council to help increase membership, make clear what the Arts Council does in the community, and more. We will forever be grateful for the opportunity we had to work with you and we hope you enjoy the content that we have produced. Thank you!

Team Riveter

It all started with the **Creative Brief.**

DEC. 2019

Creative Brief for the Arts Council of Greater Lansing

TEAM RIVETER

Objectives: To help the Arts Council have a more concise, strategic message.

Message: To strengthen, support, and promote artists in the tri-county area.

Strengthen: to strengthen artists' connections, confidence, and sense of community.

Support: artists need support and easily accessible resources.

Promote: promote artists through exhibitions, displays, and social media posts.

Purpose: To keep art alive in the community and give community members a reason to get involved with the Arts Council

Audience: Artists, members, and those who appreciate the arts.

Competition:

- Lansing Art Gallery and Education Center
- Wharton Center
- MICA
- REACH Arts Studio
- Broad Art Museum
- Broad Art Lab
- Arts Education Program at MSU
- Michigan Council for Arts and Cultural Affairs
- Freelance artists with and without representation
- Lansing Central School District Art Programs
- The Fledge
- The MSU Museum
- CommArts MSU
- Lansing-based art and music lessons
- Lansing Symphony Orchestra
- Michigan Historical Museum
- The Mayor's Arts and Culture Commission.

Considerations: Only three full-time employees
Only in the tri-county area.

Deliverables:

- A social media calendar with produced content/content tips to promote the artists and the Arts Council.
- B-roll package for future videos and social media posts which will be aimed at promoting the artists and the Arts Council.
- Create strategy for social media accounts to strengthen reach and engagement. This plan includes:
 - Aesthetics for Instagram
 - Content suggestions to increase interactivity on Twitter
- Communication audit to support the artists at each event, and to promote the events themselves.

Next we conducted a Communications Audit.
Here's what we found:

Most communication is directed to current members.

Not much communication to recruit new members.

Not clear to passive viewers what the Arts Council does.

Membership availability not easily apparent.

More aesthetic needed for social media posts to draw in viewers.

Then we began **Creating Content.**
This is what we made:

Social Media Calendar

Content Examples and Templates

Event Posters

Video Concept Idea

B-Roll Filming Instructions


Social Media Tips

Content Examples

GET TO KNOW




OUR ARTISTS



**Create. Connect.
Collaborate.**

Become an Arts Council member today & express your creative side.



**Music, art, food,
and friends are
our specialty.**



Please join us at Arts Night Out in Old Town this Friday!

Membership Monday!

We value our members — become one today!



Content Examples

Arts Council of Greater Lansing
Yesterday at 8:55am · 🌐

Arts Night Out is back, folks! The last few months have been crazy, haven't they? We can't wait to hear how you survived quarantine!

Music, art, food, and friends are our specialty.

Please join us at Arts Night Out in Old Town this Friday!

John Doe and 100 Others · 5 Comments

Like Comment Share

Arts Council of Greater Lansing
Yesterday at 8:55am · 🌐

"Every child is an artist, the problem is staying an artist when you grow up" - Pablo Picasso
We want to help you keep your creativity flowing — become part of our community today.
#artmatters

Create. Connect. Collaborate.

Become an Arts Council member today & express your creative side.

John Doe and 75 Others · 3 Comments

artscouncilgl • Following
East Lansing

Liked by janedoe123 and 60 others

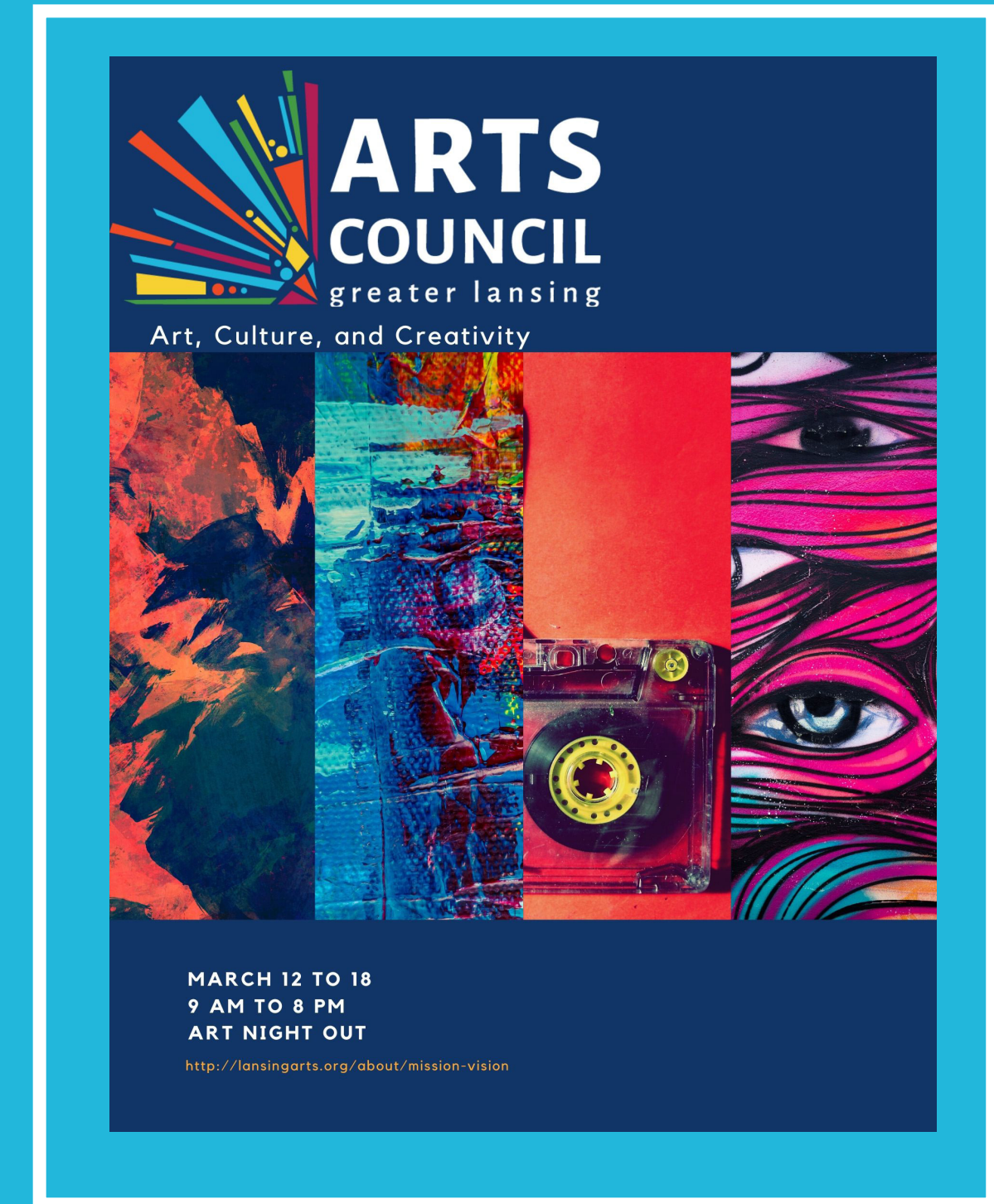
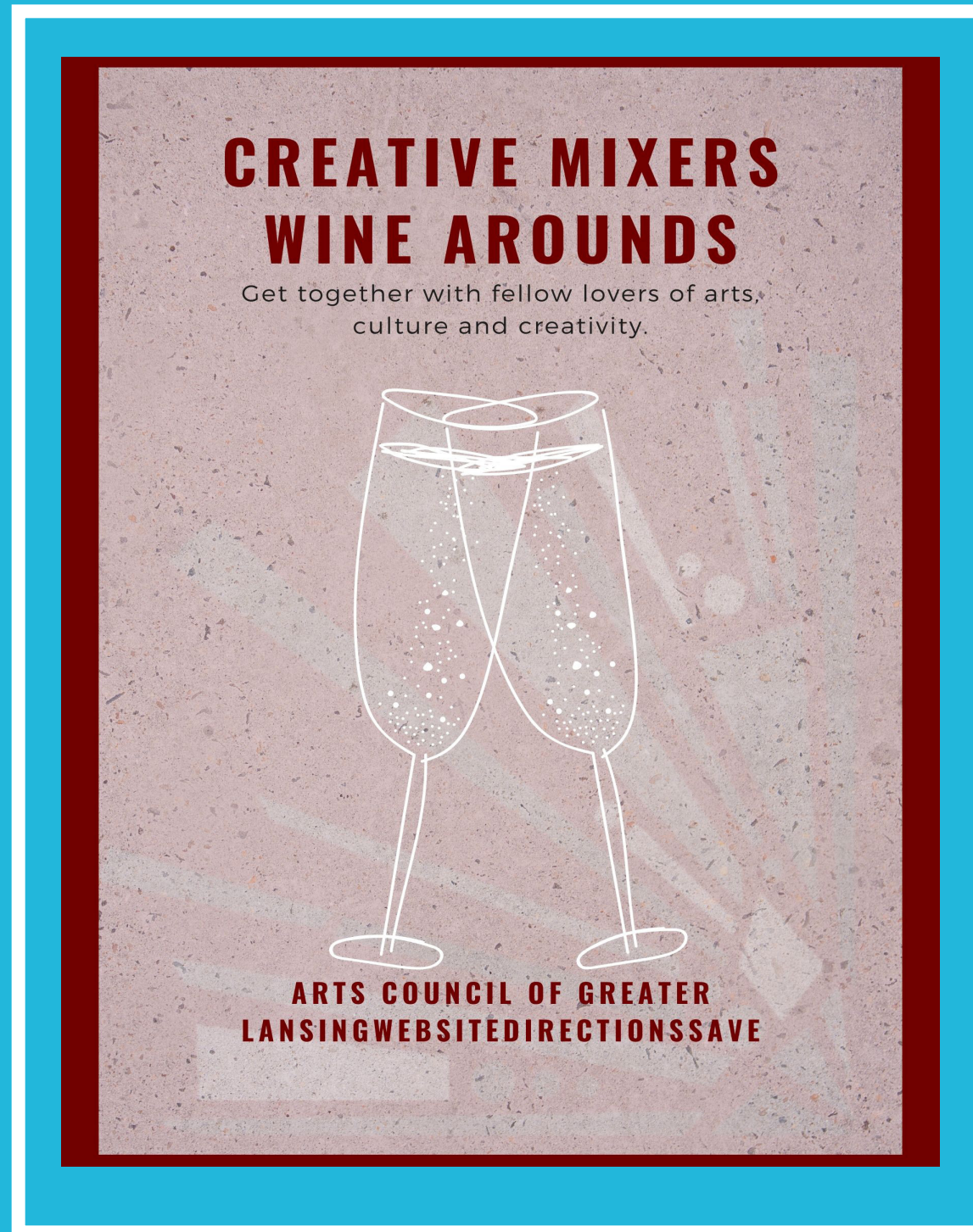
artscouncilgl Artist appreciation! @ashley456 you are so talented and we are so honored to create, connect and collaborate with you. Visit her page to see her extraordinary pieces! #artmatters #lovelansing

View all 2 comments






















johndoe456 My girlfriend and I LOVE her work! Can't wait to see what you guys have planned..

5 MINS

Event Posters



Social Media Calendar

May 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Opportunities  TBH  9:00AM/4:30PM	2  Live  Live
3 Artist   9:00AM/4:30PM	4 Opportunities  TBH  9:00AM/4:30PM	5	6 Artist  TBH  9:00AM/4:30PM	7	8 Community  TBH – (Story)  9:00AM/4:30PM	9  Live  Live
10 Opportunities  TBH  9:00AM/3:00PM	11 Community  TBH – (Story)  9:00AM/4:30PM	12	13 Opportunities  TBH  9:00AM/4:30PM	14	15 Artist  TBH  9:00AM/4:30PM	16  Live  Live
17 Community  TBH – (Story)  9:00AM/3:00PM	18 Artist  TBH  9:00AM/4:30PM	19	20 Community  TBH  9:00AM/4:30PM	21	22 Opportunities  TBH – (Story)  9:00AM/4:30PM	23  Live  Live
24 Artist  TBH  9:00AM/3:00PM	25 Community  TBH – (Story)  9:00AM/4:30PM	26	27 Opportunities  TBH – (Story)  9:00AM/4:30PM	28	29 Artist  TBH  9:00AM/4:30PM	30  Live  Live

Social Media Categories

Artist

- The process of their art, Ex. If it is a painting; how do they decide what they want to paint, share a time lapse of the artist painting, following the final product.
- Share the impact their art has on their community.
- Why they decided to join the Arts Council.
- Tips of the day - “how to draw a simple drawing.”

Social Media Categories

Community

- Featuring local Children's art, ex. A child may mimic an artist's art so they can get featured on their social media.
- Events, informing their followers about their events through a flyer post.
- Get to know Arts Council, "Meet _____, works in our _____ department."
- Successful Arts Council stories, such as event outcomes.

Social Media Categories

Opportunities

- Membership Monday. Why to become part of the Arts Council.
- Volunteering, sharing potential opportunities with the Arts Council or at their events.
- Event Sponsoring, seeing potential collaborations with local businesses.

Social Media Tips

Facebook



- Facebook should be used to create events and post pictures/videos.
- FB stories should be used to record live events.
- Ask questions that followers can respond to, comment on, or share.
- Tag others and ask your followers to tag a friend.
- Ask others to “like” and follow your FB page.

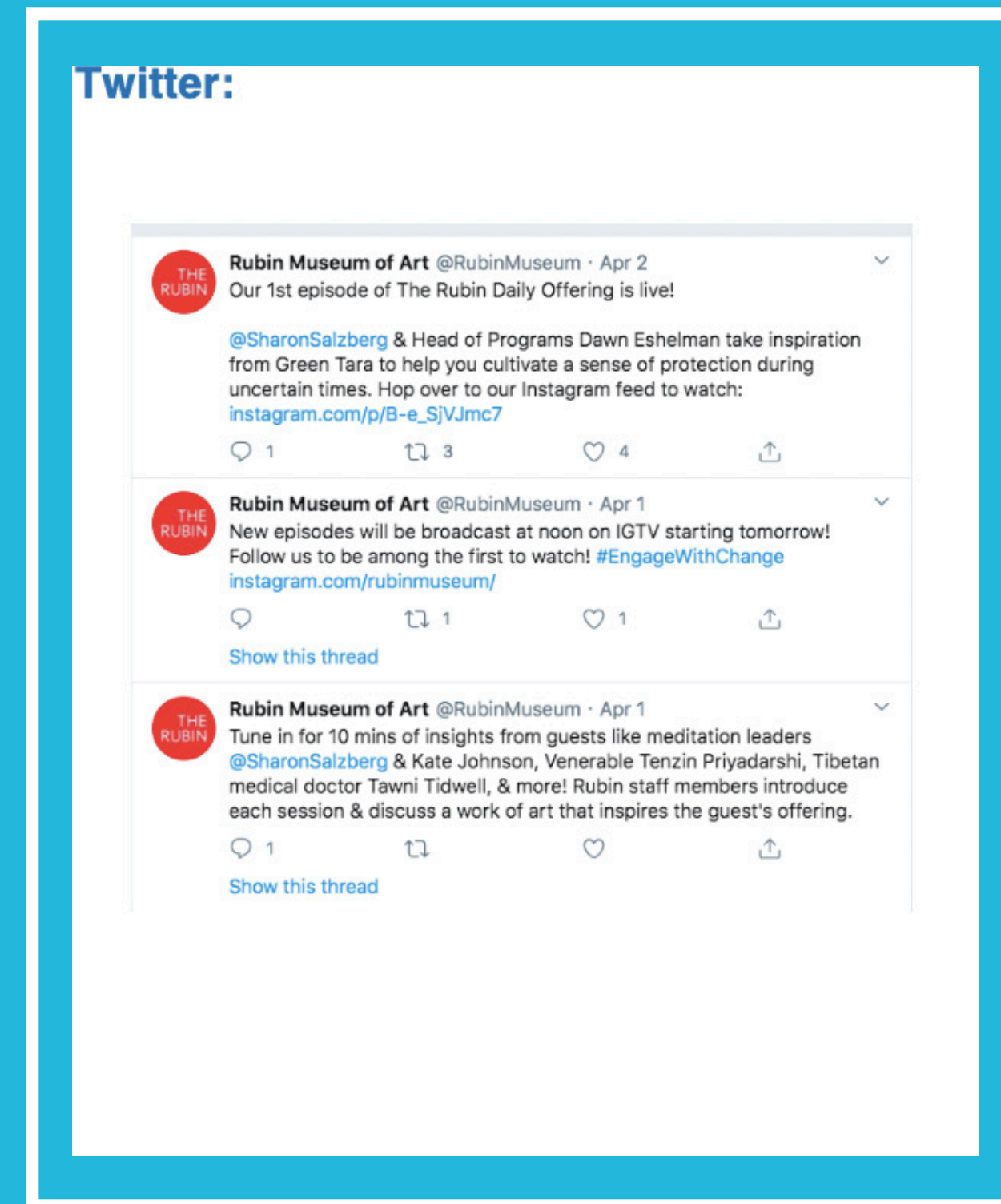
Social Media Tips Instagram



- Instagram posts should be used for event flyers, contests and local art.
- IG stories should be used to record live videos of events and ask questions that viewers can respond to.

Social Media Tips

Twitter



- This is a great example of tweets that promote something, are straight to the point, has links to another social media platform and tags someone who is connected to the post.
- Twitter is a “short and sweet” platform. Always get straight to the point.
- Tweet at least once a day.

Social Media Lives, Times, and Keynotes

- Times on the calendar were determined by the research based on online audience interaction per day.
- Online research suggests for non-profits to post on Facebook for the most interaction during those times.
- The “Lives” are scheduled on the days that there will be events happening. It is suggested that there can also be live videos that share information on future events.
- During the “Lives,” allow for audience interaction such as questions.
- Always interact with viewers and your audience. Respond to their questions and comments. Say thank you!

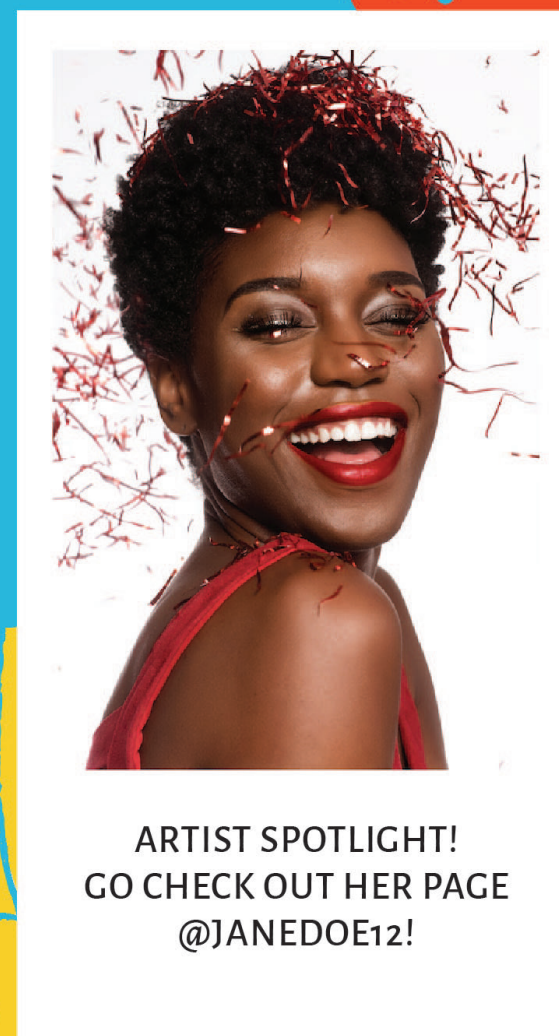
Social Media Lives, Times, and Keynotes

- Save the “Lives” for those that could not tune in live, this will allow them to go back and see what they missed.
- FB/IG story idea: “Artist of the Week,” potentially letting artists take over the Arts Council’s story and tagging their profile.
- Use hashtags: #ArtInLansing, #ACGL, #FindArtFriday (Potential caption: “If you’re out for a walk and see art you enjoy, stop and snap a photo. Use our hashtag and tag @artscouncilgl. We want to see what inspires you!”)
- Tag other businesses, the city, and artists in your posts. Ask them to share, repost and support.
- Call-to-action: “Follow the link in our bio to…” OR “Visit our website to register for…”

Social Media Lives, Times, and Keynotes

- Stay relevant: COVID-19 stay home order is the perfect time for people to get creative. Have a social media contest. Ex. “It doesn’t matter if it’s your profession or just a hobby. Post your art and tag @artscouncilgl”
- Don’t follow every single person that follows you. Follow the people who’s content you want to see on your timeline.

Instagram Story Examples



**REMINDER:
ARTS NIGHT OUT
THIS FRIDAY,
MAY 1ST @ 5PM.**

**1208 TURNER ST.
LANSING, MI 48906**



CLICK THE LINK IN BIO TO
LEARN MORE

Video Concept Idea

From Fridge to Frame

A video concept that draws on the creativity that children have. Fridge to frame videos will connect artsy children with artsy adults. The children will draw, paint, play, or do something with their art, and the professional adult artist will recreate the art piece that the child has done. This will show children that if they keep developing their art, they too will be as professional as the adult painter, drawer, or musical.

Video Shot Sheet

TIME	SUBJECT	SHOT TYPE	LIGHTING
1:30 PM	Arts Council Building	Still wide	Natural
1:45 PM	Sidewalk of Arts Council	Still pan	Natural
2:00 PM	Food options around Arts Council	Still pan	Natural
2:15 PM	Mural #1	Still wide + Tilt	Natural
2:30 PM	Mural #2	Still wide + Tilt	Natural
2:45 PM	Mural #3	Still wide + Tilt	Natural
3:00 PM	Miscellaneous art in Greater Lansing	Handheld	Natural
3:15 PM	Miscellaneous art in Greater Lansing	Handheld	Natural
3:30 PM	Miscellaneous shots of the city	Handheld	Natural
3:45 PM	Interview with Arts Council employee	Still eye level	Light Kit
4:00 PM	Interview with Arts Council - Dawn and Meghan	Still eye level	Light Kit
4:15 PM	Miscellaneous Arts Council workshops	Handheld/Still (Alternating)	Light Kit
4:30 PM	Miscellaneous Arts Council workshops	Handheld/Still (Alternating)	Light Kit
4:45 PM	Miscellaneous Arts Council workshops	Handheld/Still (Alternating)	Light Kit
5:00 PM	Miscellaneous Arts Council workshops	Handheld/Still (Alternating)	Light Kit
5:15 PM	Miscellaneous Arts Council workshops	Handheld/Still (Alternating)	Light Kit
5:30 PM	Timelapse of Old Town	Drone Birds Eye View	Natural
5:45 PM	Overview of Old Town	Static Wide Angle	Natural



That's all Folks!

Thank You!