CULTURE DAYS

In our April 21, 2020 webinar, *Breaking Attendance Barriers: Why People with Interest Do Not Visit,* our presenters asked the online audience of arts and culture workers, artists, and creatives "what are you doing to remain top of mind right now while people are at home?"

Here's what was shared:

What are you doing to remain top of mind right now while people are at home?

- Developing and hosting virtual events, tours, workshops, etc.
- Creating virtual exhibitions
- Calling and/or connecting with Members
- Increasing social media efforts
- Creating new resources for families, kids, etc.
- Collaborating with local arts centers to host online performance opportunities
- Filming tutorials and lessons for followers
- Holding online script readings
- Offering Members-only performances and opportunities
- Sharing weekly DIY challenges and at home activities
- Hosting virtual sing-alongs
- Interviewing artists and past collaborators for blog stories and new content
- Hosting craft videos for children
- Introducing Staff and Team members with weekly "Staff Picks" (books, films, playlists, recipes, etc.)
- Getting more active with National event/theme days

Using new platforms:

- Experimenting with Facebook and Instagram Live
- Creating a YouTube channel
- Finally trying TikTok