

Perchance to Dream

Dance Ireland's First Conference

08-09 December 2016



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

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The Web for Dancers and Choreographers

by Mihaela Griveva



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DANCE = COMMUNICATION

Ask Yourself

Why do you do what you do?

What is your motivation ?

What is your message ?

Who is your market ?

Where does your target audience hang out online ?

Make Your Art Accessible

Make the complex simple

Employ feedback

Invite the audience to be part of the creative process

Add value for your audience

Promotional Channels

Social media accounts



E-mail marketing 

Video: YouTube / Vimeo



Website
Network



Social Media Tools

Design your own images

<https://getstencil.com/>

Videos, images and stories made in minutes

<https://spark.adobe.com/>

Schedule posts <https://buffer.com/>

Schedule posts <https://hootsuite.com/>

Why Website

The world is your stage
Maintaining a professional presence
Control over your branding
You have an instant portfolio

Free Web Hosting Sites

<https://wordpress.com/>

<https://www.weebly.com/>

<http://www.wix.com/>

<https://www.tumblr.com/>

Free Hosting / Paid Hosting

Free hosting

mihaelagriveva.wordpress.com

Paid hosting and domain name

www.mihaelagriveva.com

Paid Hosting Website

Wordpress platform

<https://wordpress.org/>

Squarespace platform

<https://www.squarespace.com/>

Domain Name and URL

Where to buy your hosting and domain name

<http://www.hostgator.com/>

Price starts at \$5.95/mo

Domain name starts at \$12.99/yr

How to Build Your Website

<http://www.wpbeginner.com/start-a-wordpress-blog/>

Content

About you (short statement / bio)
Portfolio (projects, photos, videos)
Your contact information
Blog
Resource page

Important

Mobile friendly

Connect social media profiles with your website

Keep it up to date

Use visual content

Resource page

Summary

Communicate effectively
Employ feedback
Engage with your audience
Add value

Thank you!

www.mihaelagriveva.com

www.dancingopportunities.com

Happy Holiday Season!

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