**ONFife Digital Communications**

**Update 25 March 2020**

**Channels:**

onfife.com, Twitter, Instagram and massive number of Facebook pages

The Marketing & Comms team is co-ordinating a strategic, joined-up approach to our digital communications and engagement in recognition that it may need to cover a lengthy period.  The team has remote access to all channels and has set up an internal working group via Workplace.   Loads of great content ideas are already flooding in. (see a flavour of these at the end)

All service and venue teams have been asked to halt posting on social media just for the moment – not to stop our great ideas or nice individual tone of voices but to ensure a considered, timed, audience-focused approach that does not have everyone posting at the same time with different content and then gaps without, and to avoid great content getting lost in the ‘noise’ of information currently being posted from many sources.

**w/c 23 March**

With schools off this week and the ‘lockdown’ just started, our communities will be feeling overwhelmed and having to adjust.  There is a huge amount of digital content flying about – especially to parents and carers.  ONFife is not needed to supply new content at this point but can help with signposting and highlighting community support pages.  For this week we are focusing on providing some of the library activity – RGB digital and Book Blethers and Bookbugs online – and communicating with our customers that we are here to support and will be in touch but they can contact and speak with us digitally. (see current schedule on page 2)

During this week we will be developing a social media content plan – looking across our services and what we can offer.  We will also be working with Studio LR regarding tone and approach and considering branding to be used.

ONFife Theatres Facebook page (@onfife) will be changed to an overall ONFife page - this will be signposting to our other pages for segmented content.

A status update and content plans for the following week will be sent to ET by 3pm on Friday 27th.

**w/c 30 March**

The social media content plan will start, with monitoring of what is successful or not, across different platforms and aimed at different audiences but all under the ONFife banner.

This will be undertaken by staff across the organisation but under one strategic overview.

**w/c 6 April**

We will focus on our website and what we can further offer and develop through the site.

**Content Plan for 25 – 27 March**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DATE** | **OnFife Facebook Page** | **On Fife Libraries Page (and LibraYAY kids channel which is already getting a great response)** | **DCLG/ KG and SAM pages** | **Individual Theatre Pages – Adam Smith/ Rothes/ Carnegie/ Lochgelly** |
| **Wed 25 Mar** | 3pm – Mark Kingswood live stream (coming to Carnegie Hall in Oct 2020) | 2pm Book Blether  3.30pm Kids Den |  | 3pm – Mark Kingswood live stream (coming to Carnegie Hall in Oct 2020) |
| **Thu 26 Mar** | 9am - Sign post to other pages for What’s ON today | RDB digital ads and advice  2pm Book Blether  1pm – Kids Book Slot - David Walliams and Badger  3pm – Kids’ Dens and Code Clubs | 11am - Post an Introductory message that we will be posting regularly in coming weeks – ask what community would like? Suggestions such as:  **Art Interests posts** – artworks in the gallery with history/story about the piece - images of archive items with history behind the object.  **Local history** – Old photographs with information about where/date/ stories associated with the time (eg - Cupar photographic collection – Andrea Macmillan) | 3pm - Post an Introductory message that we will be posting regularly in coming weeks – ask what community would like? Look out for regular Friday Theatre slot starting tomorrow.. |
| **Fri 27 Mar** | 9am - Sign post to Libraries/ Museums and Theatres pages for What’s ON today | RDB digital ads and advice  2pm Book Blether  1pm – Book Slot with SBT and our own in house Bookbug sessions, authors reading their own stories and Virtual Book Groups eventually  3pm – Kids’ Dens and Code Clubs |  | **Rapture Theatre** - The start of series of **short films** (approx 3 mins) where performers who have appeared with Rapture previously will perform speeches from previous Rapture shows and other classic plays, tell short stories or deliver musical routines . |

**Content Ideas – Social Media Ambassador Team**

**Social Media content Ideas:**  Themes of support, inform, entertain

* **Support Messages** - ‘We are here for you and our communities’ How can we help? What would you like to see across our digital channels?
* **Entertainment for children staying at home** – online Storytime/ sharing exercise and physical education posts/ sing-alongs with kids shows that have been cancelled postponed/ arts and crafts (projects that people can share on social with progress) / learn a new language (five words a day etc)
* **Entertainment for adults staying at home** – free books and magazine resources/ Online book clubs/ sharing skills videos – knitting/ crochet/ sewing/ crafts/ snippets of theatre (re rapture)/ Exercise for adults – eg Tai Chi (origami crown or bracelet video by Carolyn Swindells)
* **Art Interests posts**– artworks in the gallery with history/story about the piece - images of archive items with history behind the object.
* **Local history** – Old photographs with information about where/date/ stories associated with the time (eg - Cupar photographic collection – Andrea Macmillan)
* **Caring for others resource help** – eg those living with dementia – where you can find out more while outside help limited.
* **Tips for families staying at home togethe**r – home working/ home schooling – how to make it work!.
* **Online Tutorials** - on how to encourage older relatives to get online to stay connected
* Practical help – how to make the most of our online resources (eg what to do if your library card has expired)
* **A 'live' life drawing session**-with the chance to participate in a live feed session and then upload your work. (If and when we get back in to the workplace, perhaps a still-life arranged in the Colourists' gallery space could provide a fun, interactive experience..... a gallery of customers' paintings could be posted - getting local art clubs involved, could be worth doing a wee bit of community outreach with some groups even if we're not open.
* **Get to know the community** - Maybe encourage some folk to share stories about their lives.
* **Virtual museum tours** -eg [https://www.jimmycarterlibrary.gov/museum/virtual\_tour](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.jimmycarterlibrary.gov%2Fmuseum%2Fvirtual_tour&data=02%7C01%7C%7C4e68f1d5113e4a1cc18108d7d0c95a98%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637207435535235054&sdata=dn7hev%2BJcwRAs8jL201E%2BvpMf9ytIYEQ5Hzr%2FLgEWck%3D&reserved=0) .... perhaps we could do a scavenger hunt ..... using [onfife.com](https://nam12.safelinks.protection.outlook.com/?url=http%3A%2F%2Fonfife.com%2F&data=02%7C01%7C%7C4e68f1d5113e4a1cc18108d7d0c95a98%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637207435535245051&sdata=id80%2B73pjxzyl%2BJpjsysLdD9SCeRXqSeQmTnbQIlT%2BU%3D&reserved=0)'s own wee tour [http://www.pikodesign.com/tour/kmag/](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fl.workplace.com%2Fl.php%3Fu%3Dhttp%253A%252F%252Fwww.pikodesign.com%252Ftour%252Fkmag%252F%26h%3DAT3AvYT4G6HxTGKAaIRV-FuMWQL1H2dAMArCFlSHFO2CEQWzyaMM7yWVsPt7wsSMAq2EBMz0n6ifwrpCKX2Ib6BMZvbZnVtR2bkrhgSmHb2oT7PU0FmzZhp2cgIVuqXzIeftA4uHcnMFoGYu-JElPdkbQVRtPXLS&data=02%7C01%7C%7C4e68f1d5113e4a1cc18108d7d0c95a98%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637207435535245051&sdata=JQHe1goJafGPOsDfcDEG60%2BuX25WkAPIXkoNbK1ehTg%3D&reserved=0)
* **Photography competition** - where people have to take pictures without any people in them since they're still allowed out on walks alone (eg. flowers etc.)  Suggested by [**Mhairi Laing**](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwork-36374053.workplace.com%2Fprofile.php%3Fid%3D100048727370595%26comment_id%3DY29tbWVudDo4MjU1Mjg5ODQ2MjEzMDlfODI1NjA1NDAxMjgwMzM0&data=02%7C01%7C%7C4e68f1d5113e4a1cc18108d7d0c95a98%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637207435535255043&sdata=1%2FmumXIso13ov%2BbO7eVCslIkI6%2FGIytBzLQvrBB9DuY%3D&reserved=0) whose dad is the Park Manager at Lochore Meadows and says that whoever is judged to be a winner can have a tour of the park on a golf buggy once all this is over.
* **Weekly short story/poetry competition**- We could see if any of Fife's famous authors would read out the winning entries.
* **Flash fiction**inspired by objects arts works in our collections - (Yvonne team)
* **Online book/art/history/film quizzes** We could have numerous rounds and post questions on survey monkey..there could be a deadline for each round and we can have a leader board and share the answers after each round....its not my original idea :) I just did a film quiz with the DCA via facebook and survey moneky and it was pretty good (Susan Ness)
* **The Big Book Brain Quiz for P6** is the highlight of the school year for so many children...wondering if any of those resources could be used online to help keep children entertained and reading during these times.

**ONFife.com and onfife facebook signposting to our other pages for different types offers (so as not overwhelmed our customers with potentially irrelevant content to them)**

**Libraries - Childrens**

* Sharing info inc Story Time with authors & Bookbug & SBT sessions
* Own Staff Creative challenge – weekly drawing/writing/poetry on a theme

Story Time with authors & Bookbug

Book Slot for older age Group (authors / virtual book group and other activities)

Kids Dens ( Lego / Code Club / Crafts / Eco Crafts)

**Libraries - Adults**

* Promote the online services we currently have to encourage sign up, ie eBooks, RB Digital, and feature what they have to offer
* Share links to wellbeing opportunities ie mindfulness / yoga etc
* Online Book Blethers
* Make book recommendations

**Libraries – Venues**

* Community support and signposting

**Theatres**

* Sharing links to live streams from performances ie Puppet Shows, Met Opera, Rapture Mini Bites etc
* Clips from up and coming shows in the Autumn (e.g. Mark Kingswood)
* Emails direct to customers when they would have been attending

**Museums & Galleries**

* Exploring new ways to engage with the public, with great examples across the globe
* Using images of collections to share stories that we hold- and gather other people's stories and to engage young people in helping us interpret the art collections for new displays when we reopen.
* Exploring the idea of a community engagement project which will record Fife's experience of our current situation for a potential co -curated event in the future.
* Eorking with external partners to devise a new shape for the exhibition programme. In particular we are looking at the risks and opportunities around the Jack Vettriano exhibition.

**Archives & Local History**

* Sharing our stories – getting to know your community
* Sharing our collections – already working well online so will be continuing e.g Cupar project

**Creative Development**

Support for Film

* Have set up the 'Fife Screen Network' Facebook group which will help to support and inform those working in film exhibition in Fife, along with representatives from Film Hub Scotland and Film Hub Scotland. This online network was planned to start in the Summer but set up early in order to support community cinemas, independent cinemas and mixed arts venues navigate the next few months.

Support for Creatives

* We are looking to lunch a new Facebook group for artists and other creatives from Fife that would allow people to continue to collaborate, showcase their work, get new ideas and stay motivated and inspired throughout the current situation.  It would mainly be for creative professionals, but anyone who is looking for creative ideas and inspiration would be welcome to join. It will also allow us to showcase the work that is currently within our community spaces and link up with all those currently signed up to our CreateinFife Instagram account  - now at 459 followers.