

FABRIC

DIGITAL CONTENT PACK

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WHY CREATE DIGITAL CONTENT?

- **Displaying the full breadth of FABRIC's programme**, from coffee mornings with our local community to international showcases.
- **Documenting your artistic practice** and add to your social media, website, or archive.
- **Shedding light on processes**, experiences, stories, and unique approaches to dance – not just focusing on outcomes.

MAKING IT WORK FOR YOU.

Our hope is for your digital content to feel like an extension of your creativity as well as being **an enjoyable and valuable use of your time.**

It's up to you to decide what kind of content you feel comfortable making. We're here to help you make it happen.

The more relaxed and authentic the content feels, the more likely it is to resonate with online audiences.

CONTENT IDEAS.

Some ideas you might like to try:

Sharing a reading list / playlist / “what I’m into at the moment” list

Recording a 1-2-1 “in conversation” style podcast episode with a collaborator / producer / project participant etc.

Writing up a blog / letter exchange / interview

Sharing 3 images to get a glimpse into your practice or project

Instagram takeover - following you around for the day

OR if you have some other ideas, get in touch with the marketing and communications team.

PREVIOUS EXAMPLES.

A Cuppa With...

A relaxed conversation between an artist and a producer sharing thoughts around their work and the dance sector.

[Watch previous conversations here](#)

Dance Insights Online 2020

Inspire

Writings/books, films, games, people etc. selected by artists as key inspiration for their project/practice.

Watch or Read

Podcast style chat or a written interview with the artist and a guest(s) of their choice.

Listen

Sharing a playlist. Or think outside the box: Shane Shambhu made an radio style show chatting about life in the arts while he cooked.

[Discover Dance Insights here](#)

PREVIOUS EXAMPLES CONTINUED.

CROWD international residency exchange

This international residency exchange project provided plenty of opportunity for content creation with artists, who worked in pairs.

In 2023, the artists we hosted documented their residencies through videos and images which you can find on our website.

[Explore FABRIC's 2023 CROWD artists' content](#)

[Browse the blog archive on CROWD's website](#)

Instagram takeovers

You can find examples of previous artist Instagram takeovers in our "TAKEOVERS" highlight on our Instagram profile, [@fabric.dance](#)

TIMELINE GUIDANCE.

To give you an idea into how much time content creation will take, we've created some approximate timelines for various content types including your time commitment (e.g. planning / writing / recording session) and our time commitment (e.g. writing a brief / uploading to website / video editing).



***1 day = 7 hours** to reflect our working day. Delivery timelines will be agreed based on communications team and artist capacities.

**ANY
QUESTIONS?
GET IN TOUCH.**



If you would like to talk through anything in this pack, feel free to start the conversation with the marketing and communications team via email: marketing@fabric.dance

This inbox is monitored by the marketing and communications team everyday during office hours (Monday to Friday, 9am till 6pm).