

All Festivals Cancelled: ☹️

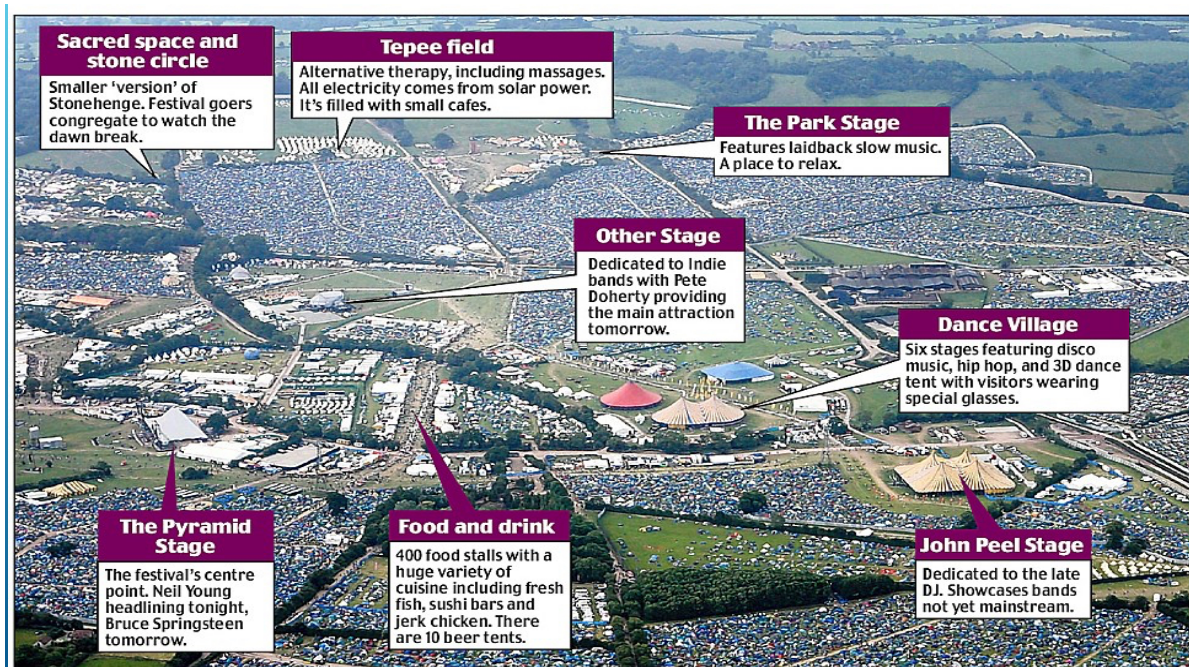
With all festivals cancelled this summer, we were sad. So we wanted to set you a summer activity about how you might go about creating a digital festival that happens online and that takes place on social media platforms.

Note: DMCT students might also like our video game design challenge in the Activity Hub

So, let's get started. Read the social media guide and then...

Look at the image below:

This is Glastonbury Arts festival. It takes place every couple of years, and is the biggest festival in Britain. For 7 days at the Summer Solstice, 150,000 people descend on a small village near Glastonbury Tor, to create Britain's biggest party. What has this got to do with Social Media?



Notice how many different stages and performance areas there are. Well, in the same way that you would not programme the same band to appear on every single stage at a festival, so you wouldn't put the same piece

of content on every single social media platform. Each platform has a DIFFERENT audience. Each platform has a DIFFERENT demographic. The users of each platform have preferences in the way that they like being communicated with. So, one of the aims of your festival is to show that you understand what content works on each platform that you choose to use. The important thing about a Festival is that it is always a celebration of something. Often it is some big idea. (Glastonbury Festival celebrates music and arts, alternative lifestyles and green initiatives.)

Secondly, a festival doesn't go on ALL year. It happens at a specific time for a specific reason. The same principle holds true in Social Media. There is a temptation to think that you should ALWAYS be on Social Media. That it is a never-ending story, a live blogging of life itself. Well, it can be like that, but it leads to poor content decisions. Far better to think about the times of the year when you will be able to devote MORE time to social media. Perhaps once or twice a year, you might devote more effort to your creative social media.

It is a good idea to think about when other people in your industry might also be doing the same thing. For example, if your festival is to do with fashion, then you might stage it during London Fashion Week. The reason for this is that you will find people much more engaged at this time. Use the right industry hashtags and you will certainly be part of the conversation.

The 'Sydarthur Festival' is an interesting example of a celebration and an act of curation. By choosing to celebrate the lives of revolutionary thinkers through-out the ages, the festival creates new meanings through the choices. If you to follow the festival on a day by day basis and listened to the music, you would have learnt something. I want to get the same feeling of having learnt something from following the content you make or curate. The Sydarthur festival is accentric and absolutely unique, think about your unique perspective. (www.sydarthurfestival.com)

You will need to decide what your festival is celebrating. It will need to be something that you know something about, or are willing to research in some depth. It could be something that you want to get into.

Once you have decided your subject, you will need to decide which platforms you will use. You will need at least 3. You will need to make them look good, and also have some kind of unified branding. You will need to think about what hashtags you want to use. Will you create your own? Or will you stick

with the ones that others use in your industry? You will have to decide what time of year you will run. What media will you use?

Have a look at some work done previously.

Korean Seoul – A celebration of Korean Culture

<https://cabanusjohn.wixsite.com/seoulshallnetwork>

<https://www.instagram.com/seoul.shall.network/>

https://www.youtube.com/channel/UC5no-ewZpV38VZ_-iRazQlg

Cook and Muk – A Way of Relaxing

https://www.youtube.com/channel/UC5no-ewZpV38VZ_-iRazQlg

Better Me in 23. – A Festival of Tiny Changes

Website: <https://papaxdope.wixsite.com/fitxnat>

Facebook: <https://www.facebook.com/fitxnat>

Instagram: <https://www.instagram.com/fitxnat/>

**So design us a festival and tell us
all about it: email:**

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**We'll get back to you with some of
our thoughts.**
