

The Digital Identities in *Interesting Spaces* project

Rethinking digital literacy for creative practitioners

Taster Session:

Create a unique Digital Identity to get noticed on the web

This session will help you articulate your values, goals and ideas for an online audience using popular social media websites. Through a series of mind-mapping activities and group discussion you will create a unique voice for publishing information on the Internet to achieve meaningful outcomes through online conversations. Your facilitators will also help you identify a social media website that suits your requirements and your resources.

Suitable for: Beginners and existing users of social media

Format: 2-hour round-table session

Suitable for: 5 – 15 participants

Requirements: Projector and wifi access

Price: £300

Outcomes:

- Define clear objectives for going online and using social media
- Create a profile statement to introduce yourself using the right keywords
- Express your goals, achievements and ideas for your audience online
- Understand the differences between popular social media websites
- Select an online platform that suits your unique professional goals

“I found (the workshop) a constructive, informative, and above all a very human experience...” (Praise for a Digital Identity workshop)

About the trainers:

Dr. Abhay Adhikari

Abhay develops digital engagement strategies for the arts, culture and education sectors. He has worked on a range of global web-based projects with private, public and voluntary sector organisations including BBC World Service Trust, British Council and Zubaan. He also has a research background in education/ICT. Abhay has a keen interest in critical reflection on the Web and the notion of Digital Identities. In 2010 he managed 11 Social Media Surgeries in York that were funded by the City of York council and organised a similar event in New Delhi, India. In 2011 he helped set up the 'Thoughts Become Things' enterprise activity that involved over 600 secondary school students from North Yorkshire. He also lectures on themes such as creative audiences and enterprise development, and works with schools on a number of initiatives. He recently spoke at TEDxYork in July 2011.

Joanna Ridout

Joanna Ridout has over 24 years experience in the arts, including senior company and venue management, marketing and fundraising. She is an experienced facilitator and trainer, designing and delivering bespoke workshops, facilitating staff/board awaydays, a regular trainer with the Independent Theatre Council (ITC, since 2002) and an ILM-qualified Action Learning Facilitator. Joanna has been freelance since 2003 and enjoys working with creative organisations in planning, building partnerships, fundraising and people management. She has been a Samaritans listener and trainer (local, national & international) for over 20 years. Joanna has worked with Oily Cart, Farnham Maltings, Blind Summit, New International Encounter, Unicorn Theatre, The National Skills Academy (Creative & Cultural), UK Trade & Investment and Arts Council, England. Board memberships have included 5 years with ITC (two as Vice-Chair), Music in Detention, Proteus Theatre Company and Business in the Arts South.