

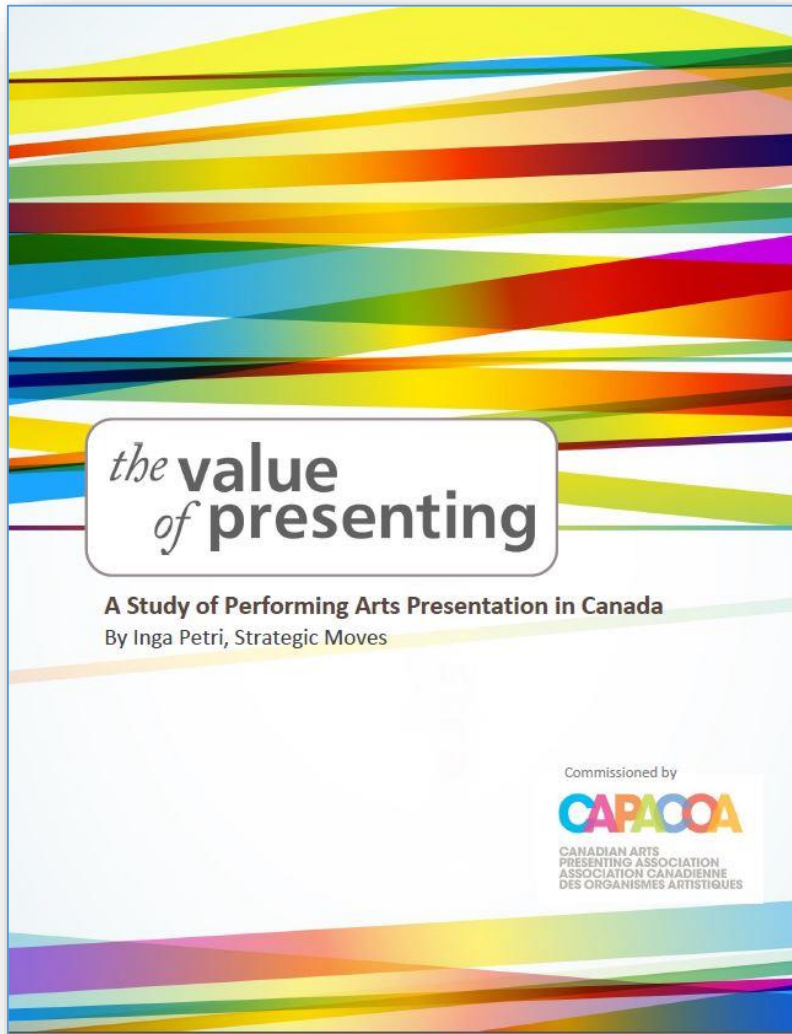


Digital Innovation in Action

Inga Petri
Whitehorse, Yukon & Ottawa, Ontario
May 26, 2018
SPARC Symposium



Staking a claim



DIGITIZING THE PERFORMING ARTS An Assessment of Opportunities, Issues and Challenges

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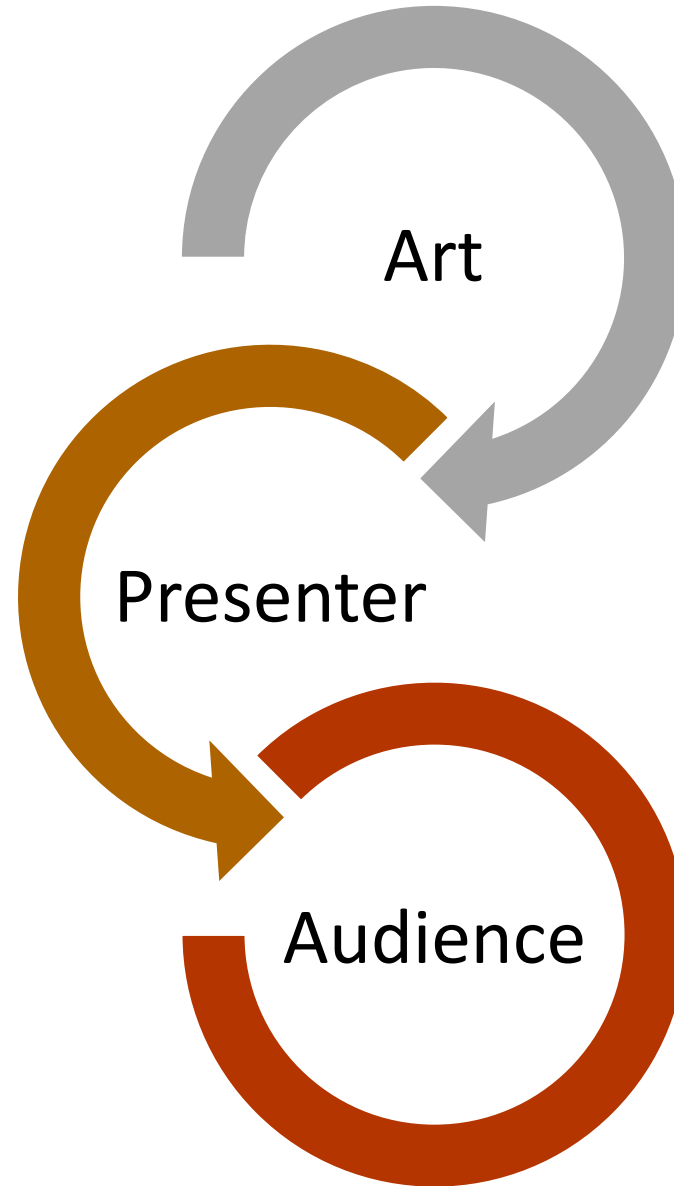
April 2017

Workshop Agenda: Deepen and apply digital concepts

1. Making it better today
2. Making it better tomorrow
3. Vision of a shared digital space



**Our work is
deceptively
simple**



Making Today Better



Instruction

Write down the things that

- **Aren't working well yet**
- **You want to improve**
- **You want to talk about more**

These are your action items

Some you may be able to fix within the next two hours



Task 1: Improve your relationship with Google

Step 1: On your mobile, open web browser

Step 2: Go to Google

Step 3: Type your organization's name in the search box

Question:

Do you exist?

Is the information you see...

- Accurate?
- Important?
- Useful to a web user?

TIP: SCROLL DOWN

**Do you control / influence
presentation of your site
on other websites?**



Task 1: Improve your relationship with Google

Step 4: Go back to Google search box

**Step 5: Type in the category your organization is a part of,
e.g. theatre Whitehorse, art gallery, music, music show,
performing arts, museum**

Question:

- How well are you positioned?
- How are web users encouraged to explore you further?



Improve First Impression

Search Engine Optimization
on your website

Search Marketing
on Google

Improve your
title tags and
other meta
data

Understand
where text
Google shows
resides on
your site

**TELL YOUR
STORY**

Establish your
Google
Account (does
not require a
Gmail address)

Claim My
Business

**TELL YOUR
STORY**

Brief Demonstration

SEO

- Wix

SEM

- Google My Business

Look for

- cohesive messaging (across platforms)
- leverage (reviews, events, pull marketing)



Search engine optimization still useful

- **URL**
 - Use words not acronyms
- **URL page names**
 - Each service / product / experience on its own page
 - Use relevant keywords
- **Title tags**
 - Appears on browser tab
 - Search engine uses them as the header in its search listings
 - Facebook does, too
- **Code your content**
- **Image Alt tags**
 - Use the “image ALT” text for keyword-rich descriptive text
- **Description meta tag**
 - This is a real summary sentence for a specific page
 - Search engines, and other sites, can use them in result displays
- **Keywords meta tag**
 - When a search engine cannot read your content, they may evaluate your keywords meta tag



Task 2: Improve your relationship with Facebook

Step 1: On your mobile, open Facebook

Step 2: Type the full url for your website in your status update window

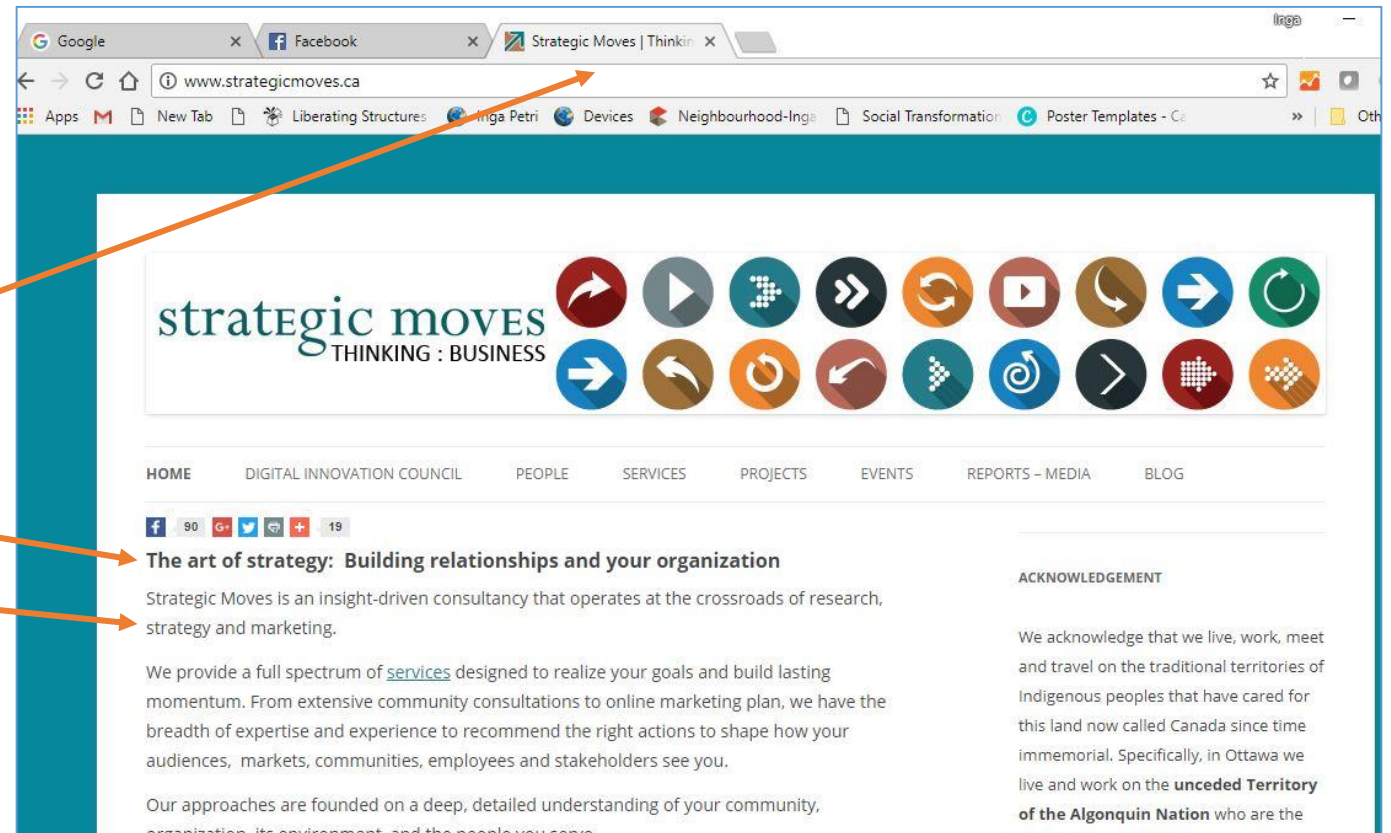
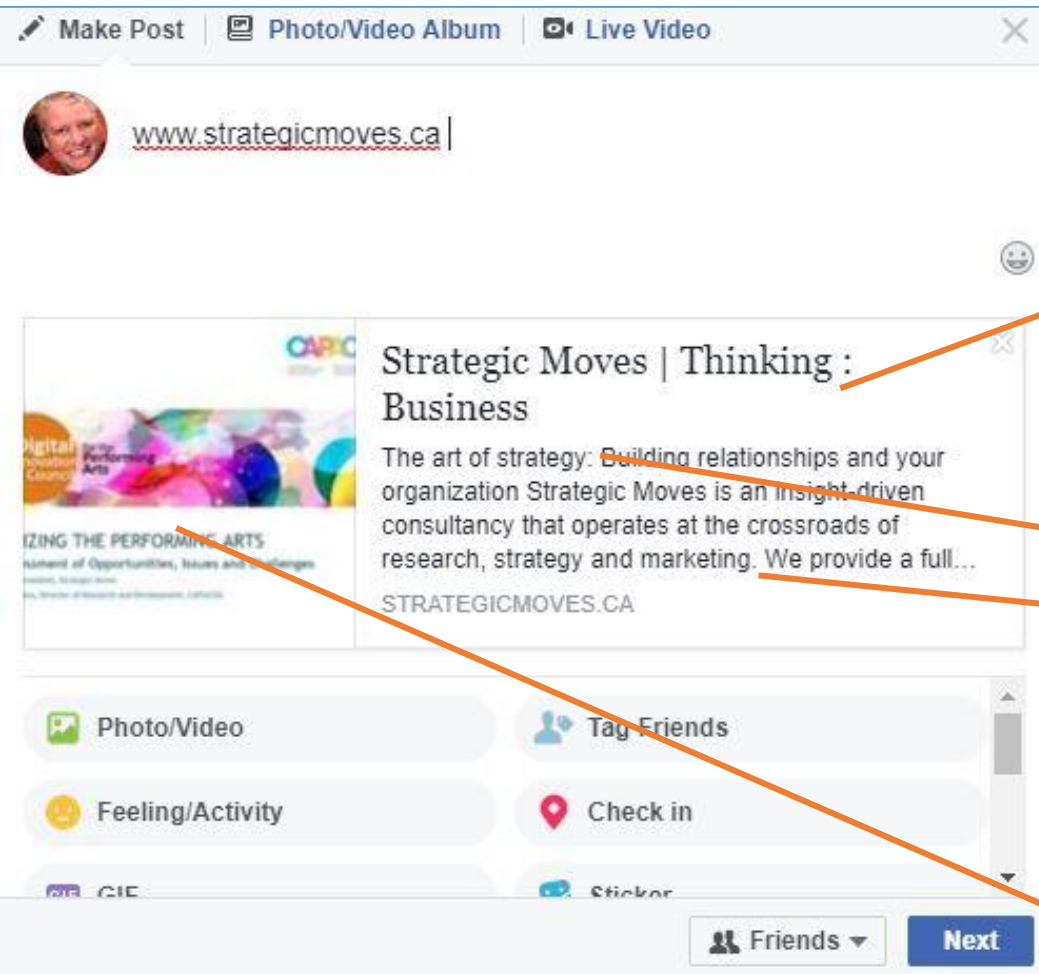
Step 3: Add space with space bar and wait for preview to appear

Step 4: POST it to your page (you can delete it in a moment)

Question: Is the information you see...

- The same or different compared to Google?
- Accurate?
- Important?
- Useful to a web user?





Task 3: Improve the relationship with Facebook

Take notes of things to fix

Step 1: Click on ABOUT, review content for accuracy and compare to your website for cohesiveness

Step2: Click on Events ... what is coming up?

Step 3: Do you tie in to TripAdvisor reviews, YouTube channel, similar? Have reviews been enabled on Facebook?



Think Mobile First

- **Most online traffic is mobile**
- **Apps are mobile**
- **Mobile apps show a subset of functionality and content of Facebook desktop**
- **Focus on salient content and how you design your content**



Task 4: Improve the relationship with TripAdvisor

Step 1: Go to Tripadvisor

Step 2: Search for your own organization

Question:

Do you exist?

Is the information you see...

- Correct?
- What is missing to make it useful to a web user?
- Do you have good images, opening hours, clear positioning, etc?
- Do you respond to reviews?



Task 4: Improve the relationship with TripAdvisor

How do cultural tourism activities feature on “things to do”?

Your Digital Footprint

Google
My Business
Semantic web mark up
Knowledge graph (linked data)
Answer boxes

Website

Facebook

Instagram

Youtube

Twitter

TripAdvisor

Yelp

Email
marketing

Market
places

???

???

???



Getting Ready for Tomorrow

And I mean the day after today



Are you on the web or in it?

ON the web

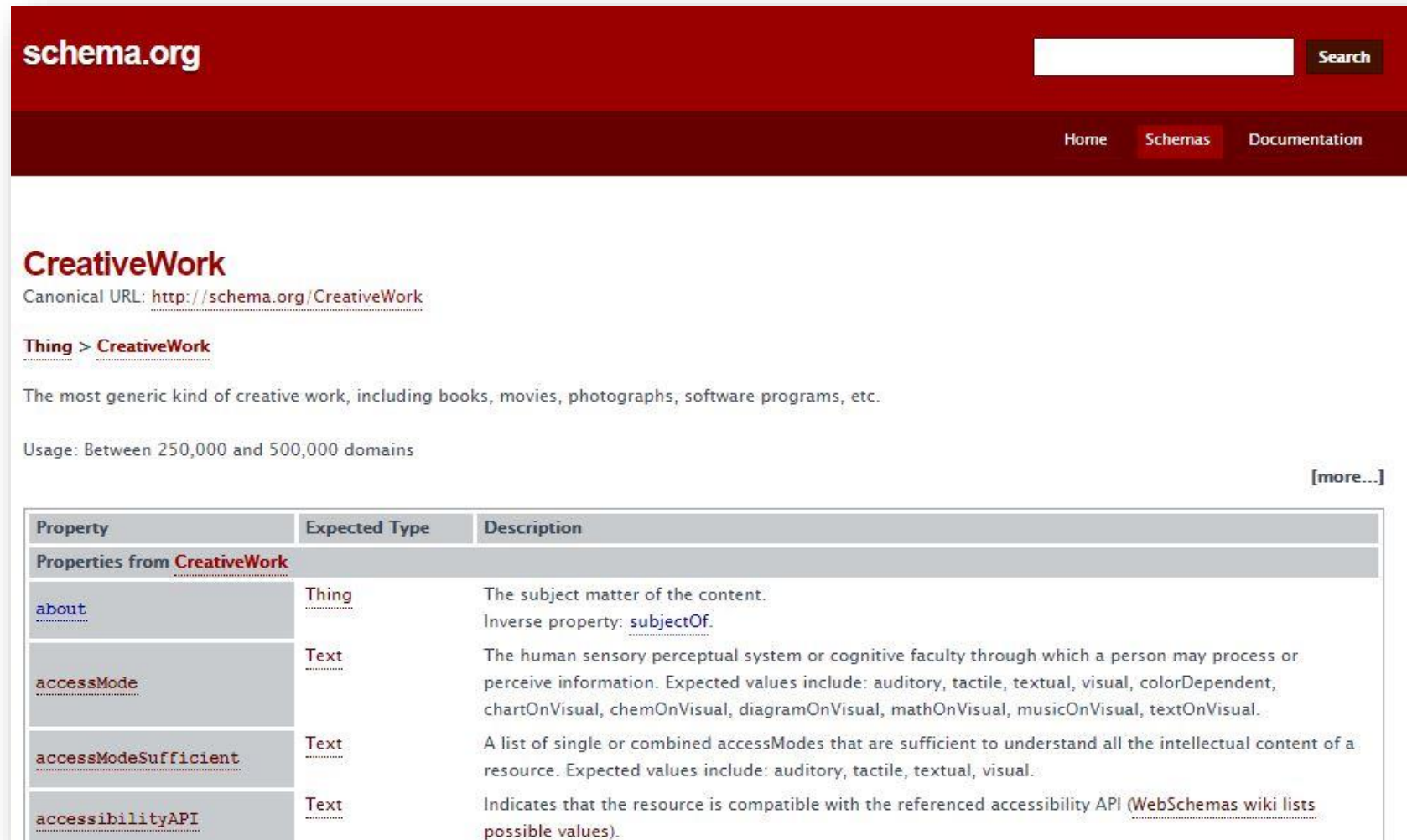
- Web site
- Drive traffic to site
- Social media
- Closed system
- Traditional SEO

IN the web

- Open database of information
- Common metadata standard
- Structured data
- Open, linked data
- Discoverability



Schema.org – Search engine project



The screenshot shows the schema.org website interface. At the top is a dark red header with the 'schema.org' logo on the left, a search bar in the center, and navigation links 'Home', 'Schemas', and 'Documentation' on the right. The 'Schemas' link is highlighted. Below the header, the 'CreativeWork' schema is featured. It includes the title 'CreativeWork', its canonical URL 'http://schema.org/CreativeWork', and a breadcrumb trail 'Thing > CreativeWork'. A descriptive paragraph states it is the most generic kind of creative work, including books, movies, photographs, and software programs. Usage statistics indicate it is used between 250,000 and 500,000 domains. A table lists properties of the CreativeWork schema, including 'about', 'accessMode', 'accessModeSufficient', and 'accessibilityAPI', each with its expected type and a brief description. A '[more...]' link is located to the right of the usage statistics.

schema.org **Search**

[Home](#) [Schemas](#) [Documentation](#)

CreativeWork

Canonical URL: <http://schema.org/CreativeWork>

[Thing](#) > [CreativeWork](#)

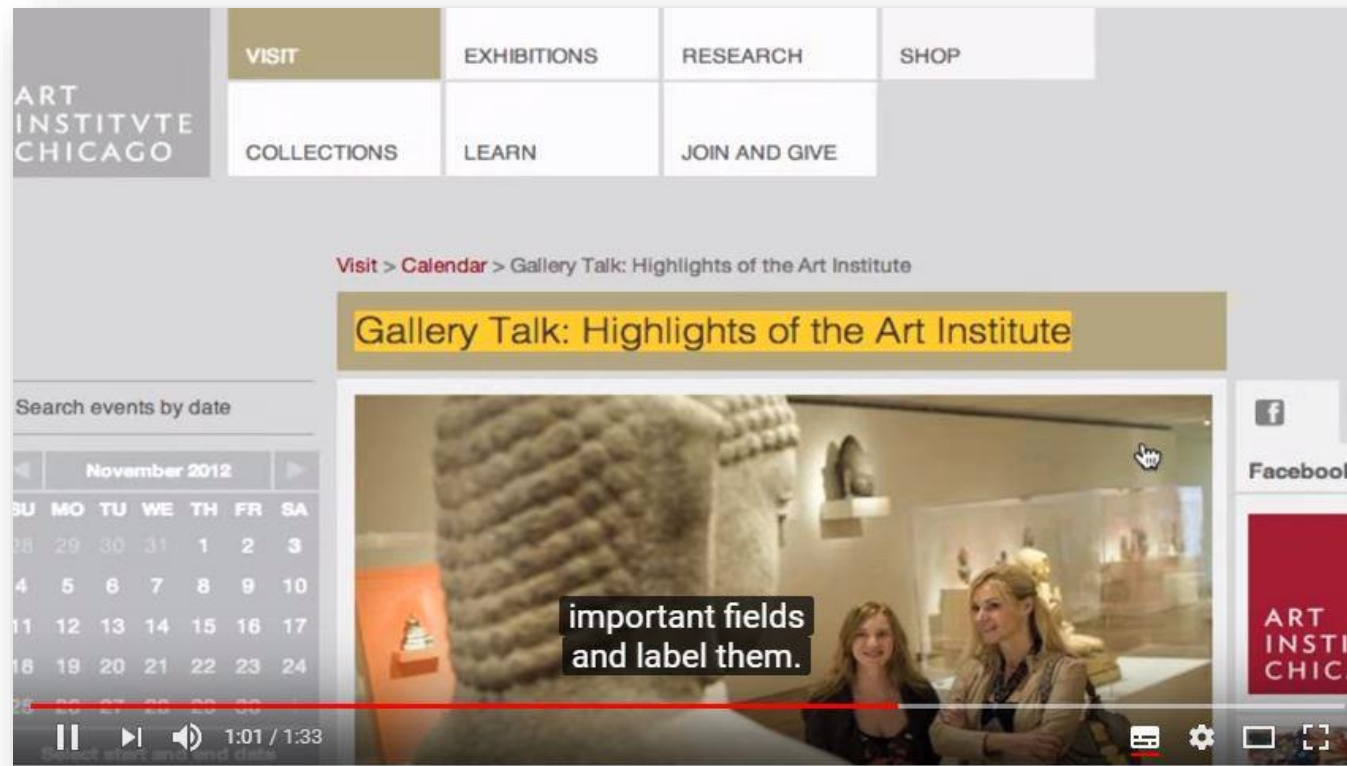
The most generic kind of creative work, including books, movies, photographs, software programs, etc.

Usage: Between 250,000 and 500,000 domains [\[more...\]](#)

| Property | Expected Type | Description |
|--------------------------------------|-----------------------|--|
| Properties from CreativeWork | | |
| about | Thing | The subject matter of the content. Inverse property: subjectOf . |
| accessMode | Text | The human sensory perceptual system or cognitive faculty through which a person may process or perceive information. Expected values include: auditory, tactile, textual, visual, colorDependent, chartOnVisual, chemOnVisual, diagramOnVisual, mathOnVisual, musicOnVisual, textOnVisual. |
| accessModeSufficient | Text | A list of single or combined accessModes that are sufficient to understand all the intellectual content of a resource. Expected values include: auditory, tactile, textual, visual. |
| accessibilityAPI | Text | Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values). |

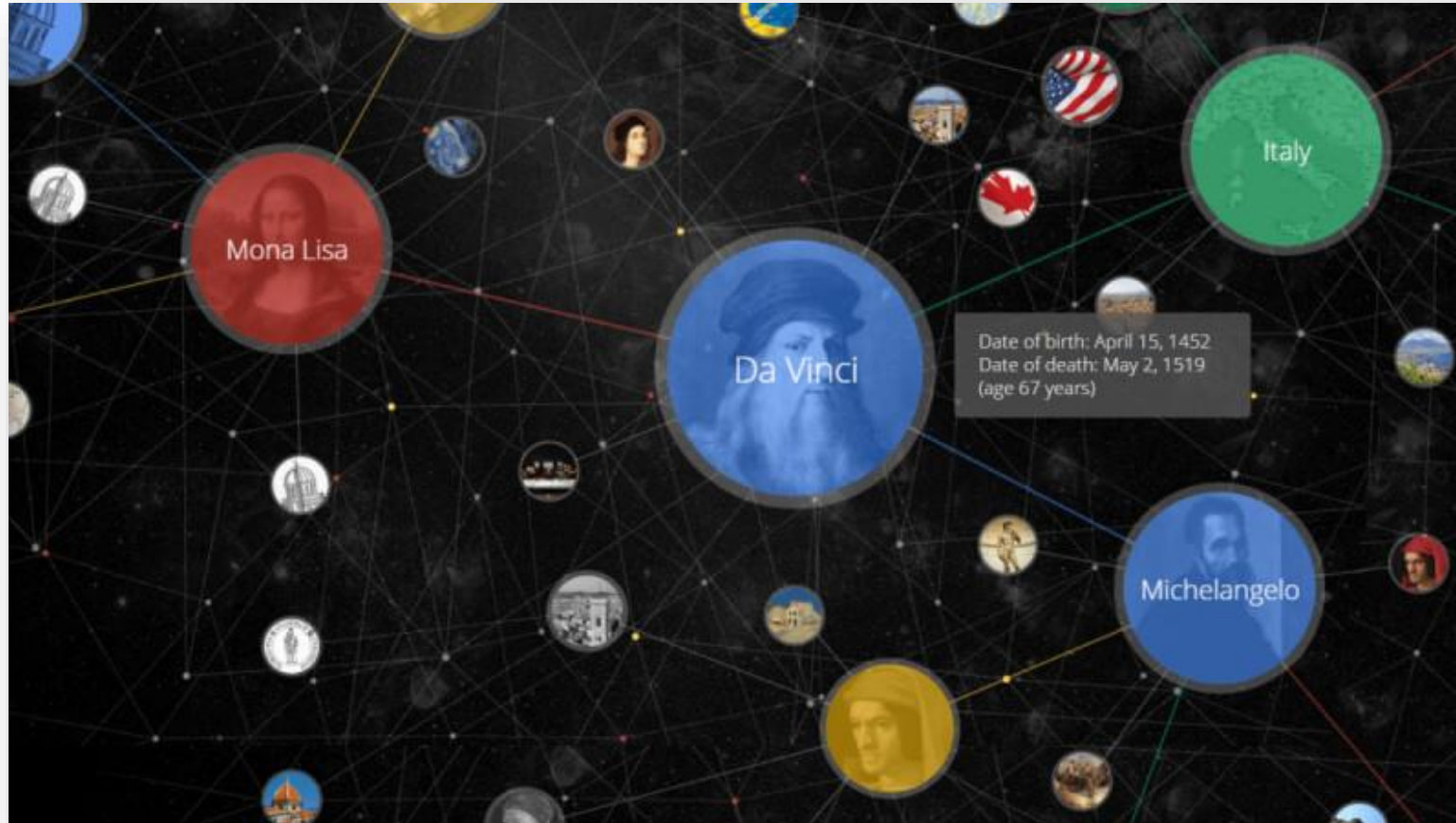
<http://schema.org/>

Using Google Data Highlighter: Structured data



<https://youtu.be/WrEJds3QeTw>

Google Knowledge Graph = Linked Data



**answers to questions
you didn't know you
had = discoverability**

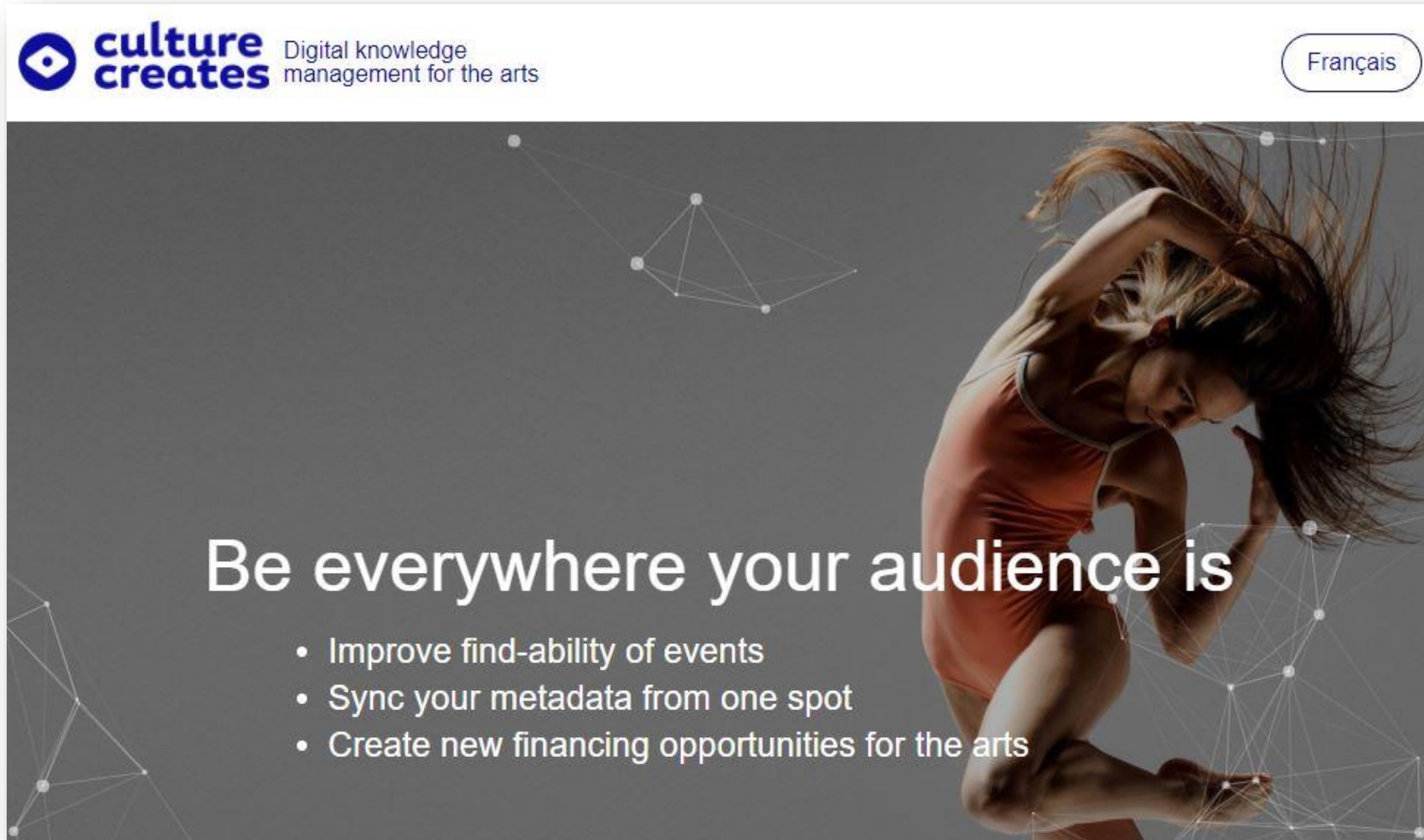
<https://www.google.com/intl/es419/insidesearch/features/search/knowledge.html>

Data about data = meta data

- Semantic = Meaning of a word, phrase, text
- Semantic web = machine-readable data
- Meta data standards for tags (e.g schema.org)
- Supporting standards like ISNI (International Standard Name Identifier, ISO-certified)
<http://www.isni.org/>



New partner in arts and culture

A banner for Culture Creates featuring a woman in a red leotard performing a backflip against a dark background with a white geometric network pattern. The banner includes the Culture Creates logo, a language selector for French, and a list of benefits.

culture creates Digital knowledge management for the arts

Français

Be everywhere your audience is

- Improve find-ability of events
- Sync your metadata from one spot
- Create new financing opportunities for the arts

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

Data expert

The screenshot shows a web browser displaying the website <https://joseeplamondon.com/>. The browser's address bar shows the URL and a "Secure" lock icon. The website has a dark theme with a green accent color.

Navigation Menu:

- LIBERTARIAN LIBRARIAN IN FREEDOM
- MY SERVICES
- MEMORY - CULTURAL POLICY OF QUEBEC

Left Sidebar:

- serendipity**
- Mutations - Models, Uses and Digital Content
- CATEGORIES**
- Make the digital Quebec
- Innovation
- Mutant media
- My bazaar of the Net
- Without limits
- Information Sciences
- Transition
- Web evolution

Main Content Area:

- Article 1:** "STRUCTURED DATA, OPEN AND LINKED DATA: IS IT THE SAME THING?" under the category "INFORMATION SCIENCES". The article features a book cover and a smartphone.
- Article 2:** "THREE COMMON ISSUES FOR CULTURAL METADATA" under the category "INFORMATION SCIENCES". The article features a stylized line drawing of a face.
- Article 3:** "DISCOVERABILITY: WHEN SCREENS ARE NO LONGER NEEDED" under the category "MAKE THE DIGITAL QUEBEC". The article features images of smart speakers and a smartphone.

Bottom Section:

- INNOVATION:** "LINKED DATA AND ARTIFICIAL INTELLIGENCE" by JOSÉE PLAMONDON, dated MARCH 9, 2018. The article includes a quote: "I would not have thought of it." and a "Tweeter" button.
- RECENT TICKETS:** A list of recent tickets including "Linked data and artificial intelligence", "Structured data, open and linked data: is it the same thing?", and "Three common issues for cultural metadata".

Right Sidebar:

- Tweets from @joplar:** A list of tweets, including one from Josée Plamondon retweeted by LIQUID NEWS... and another from SeanStanleigh.

<https://joseeplamondon.com/>

Visions of shared digital space



Internet has radical consequences

- Cost structures
- Marketing
- Distribution
- Presenters are a distribution platform – learn how to move that into the digital realm and make it better



Digital Technologies tend to disrupt 'bricks-and-mortar' industrial production / creative chains in unanticipated ways



Two major projects for arts sector I'm championing

1. **To develop and own a digital distribution platform for the performing arts in Canada**
 - Dramatically expand access to and engagement with our stories, our experiences, our aspirations through the arts
 - Canadian opportunity
 - To indigenize digital spaces, build shared space for all stories, benefit artists and creators on their own terms
2. **Expand Artsalive.ca to an arts community digital interface for all manner of arts education content**
 - De-centralized contribution mechanisms, quality standards and dissemination standards, on a subscription basis.
 - Subscribers can contribute and use content (borrow electricity grid system concept for solar energy).





Let's stay in touch

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