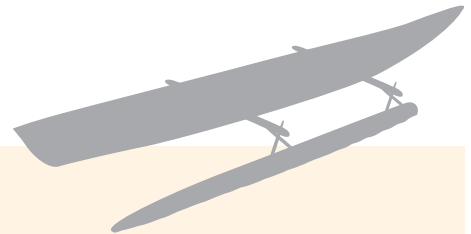


# Te pōkai i ngā hononga: **Ngā nohopae matihiko**

## Navigate circles of connectivity: **Digital landscapes**



Ua sau le va'a na tiu, tau mai i le va'a na tau ae o lo'o mamau  
pea lago o le va'a na fao afolau.

There are three canoes. The first is out with those fishing in the deep waters, the second is in the shallow lagoon with those waiting to receive the fish, and the third lies on the beach praying for the seafarers' success and safe passage home.



### **Ngā pae matihiko mā ngā ringa toi | Digital landscapes for artists and arts practitioners**

Creating your digital footprint and web presence influences how your audience engages with you. This includes your social media presence, your website and any websites on which you are featured or listed.



### **Ngā pae pāhopori | Social media platforms**

Social media can be a tool for marketing your art form globally. Ask other artists and arts practitioners what platforms they use and tips they can share with you. Regardless of the social media platform you choose, be consistent with the regularity of your posts, whether it is daily, weekly or monthly. Start with one platform to get it right and then add more platforms.

## Creating content

Ideas for posting as an artist or arts practitioner.

Something you viewed at an art event.	Share when you first knew you wanted to be an artist/arts practitioner.	Share a timeline of your art form.	Share a technique that changed your style.	Share your first break in your career.	Survey your audience for possible content ideas.
Interview your mentor.	Interview a contemporary artist or arts practitioner.	Create a poll to get feedback from your audience on an issue.	Share some dos and don'ts for emerging artists.	Answer questions asked by your audience.	Discuss mistakes and add solutions.
Share your process of creating.	Post a "Day in my life".	Post a tutorial.	Share community art projects in your area.	Share what you do to inspire yourself when you are unable to create.	Run a competition to name a piece of your art form.

## Digital Boost

Digital Boost is a Ministry of Business, Innovation & Employment (MBIE) initiative that offers a free self-directed online learning platform to help you grow your business using the digital world.

Sign up to Digital Boost to help you grow your business using the digital world.

[Digital Boost | Ministry of Business, Innovation & Employment](#)

The Digital Boost online learning topics and resources include:

- **Create a website**

Creating a website will allow you to promote and market your art form. Before you start, check out the websites of other artists and arts practitioners to get a feel for what appeals to you and discuss any tips they can share.

- **Create a digital storefront**

Learn how to create a digital storefront or improve one you already have on Digital Boost. Topics include eCommerce, search engine optimisation and content creation.

- **Digital tools**

Discover the digital communication, collaboration, design and booking tools behind some of the world's most successful businesses.

- **Digital marketing**

Learn how to leverage social media, email marketing and Google to attract new customers and retain existing ones.

- **The basics of branding**

Digital Boost includes a suite of free online digital tools to boost your online presence or business including videos on how to give your brand a unique look and feel.

- **Checkable**

Checkable is a free tool and one-stop shop on Digital Boost to help you run your website and your business. It can support your online presence in many ways.

- **Future technologies**

Get familiar with the technologies currently shaping the business world, and ones soon to make an impact. View a selection of videos for an introduction to the technologies currently shaping the business world and technologies soon to make an impact. Find out what they are and how they work on Digital Boost.

- **Virtual showroom**

Explore the Digital Boost virtual showroom and how it could work to showcase your art form.

- **Augmented reality, virtual reality and mixed reality**

Learn more about Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

View videos to find out if they could add value to promoting your art form, on Digital Boost.

Business.govt.nz also offers tips for building your online presence.

[Building your website or online store | Ministry of Business, Innovation & Employment](#)



## Rapu āwhina | Seek advice

Digital landscapes are a rapidly changing area.

There are many small and large companies that will help you at a cost. If you choose to seek help, make sure you are clear about your expectations and what you want to achieve with their help.

Talk to other artists about how they use digital landscapes to support and grow their career.

Listen to podcasts from artists in Aotearoa to learn from their experiences.



## He aha kei tua | What's next?

Develop your own next steps and collaborate with others to continue to grow your career. Consider what is on top for you, and who you can go to for support in the following areas:

- **Social media**
- **Web presence**
- **Future technologies**