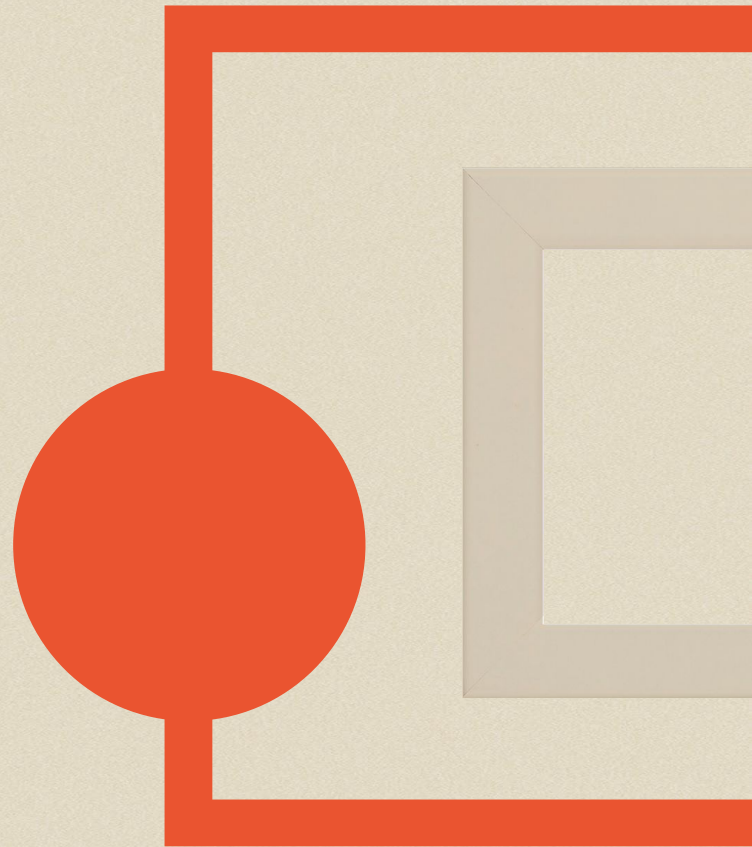
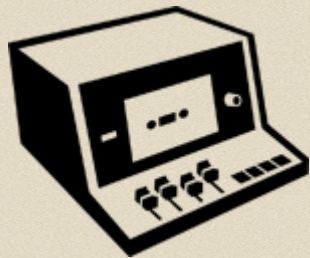


# **Stay** **See** **Share**

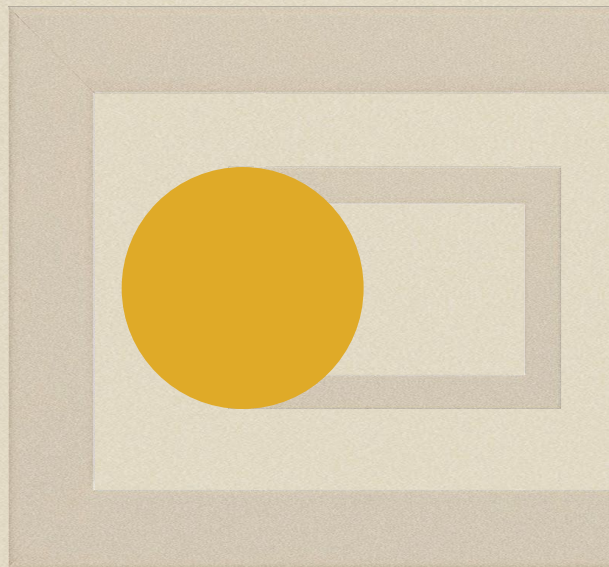
Digital media support for  
Creative Scotland's Stay See  
Share programme participants  
by Inner Ear





# INTRODUCTION

**Inner Ear:** production company and consultancy.





# Inner Ear's Core Services



## Broadcast

Inner Ear makes and produces live and as live video programmes about cultural activities, often live streamed online.



## Content

Documentaries, features, interviews, video and podcast content creation, radio and TV production and content management.



## Advice

Vision, strategy, content planning, audience engagement; bespoke workshops, courses and one-to-one advice.

# Inner Ear's Media Brands



## Radio Magnetic

Inner Ear was founded in 2000 and launched its underground, alternative music internet radio station in March 2001.



## Walking Heads

Launched in 2010; a series of streetwise interactive audio walking tours exploring the stories of people, places and spaces.



## TRADtv

From 2015, Inner Ear's web TV channel presents contemporary traditional Scottish, Gaelic and Celtic music and culture.





**01**

## **INSPIRATION**

Introduction, ideas and examples.



**02**

## **STRATEGY**

How will you do it?  
Key points to keep in mind.

**03**

## **PROCESS**

Our approach: Gather,  
Document, Share.

**04**

## **DISCUSSION**

Your ideas, suggestions and questions.

# How will Stay See Share work?

1

## Plan

Consider what you want to learn, plan what you will do and how you will do it.

2

## Experience

Attend the online event, get as much out of it as possible and arrange follow up meetings.

3

## Gather

Collect all the information, conduct research, compile lists.

4

## Document

Record your experiences in text, audio, video and image then edit, refine, create.

5

## Share

Tell your story to your networks the way that works best for you.

# Stimulus Questions



## **1. What inspires me about this activity?**

When experiencing the activity, listen and look out for which elements of it inspire and excite you. Make a note of all that do.

## **2. How will I use what I learn in my work?**

All learning is useful but of the new things you learn through attending the events, which of them will you use in your practice?

## **3. How will I share my experience inclusively?**

What is most accessible way for you to share your experience, learnings and new ideas with your colleagues and wider networks?

# How to avoid becoming overwhelmed

Filter out the noise, focus on what matters most, do what works for you: **refine, reduce, resolve.**

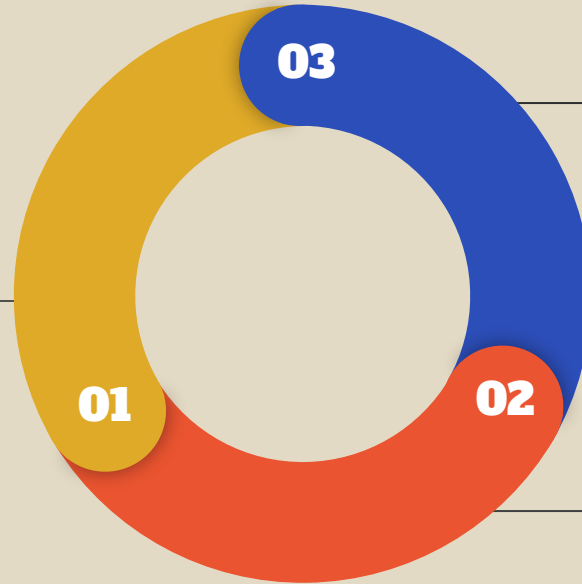




# Strategic Framework

## Relevance

What you take from the experience and decide to share should be relevant to your work and of interest to your network



## Simplification

Make sense of the information you have gathered. Make sure you understand it and your audience does too. Remove obstacles; edit, reduce, refine.

## Personalisation

The output and medium should reflect your practice, artform and/or discipline.

# Structure

## Document

Record, edit produce.


## Gather

Research, arrange, organise

## Share

Tell, present, disseminate



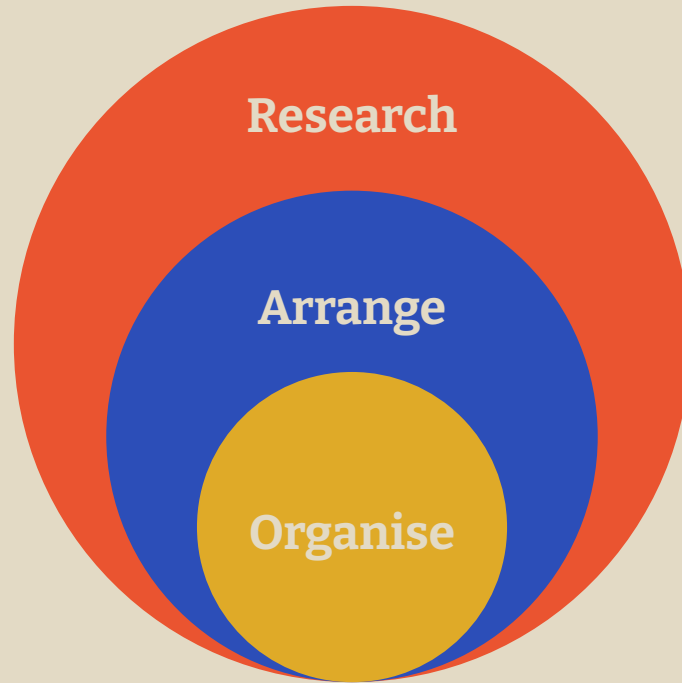


Tell us about the projects you are  
researching. What is the experience?  
How will you document it?  
What will you share?

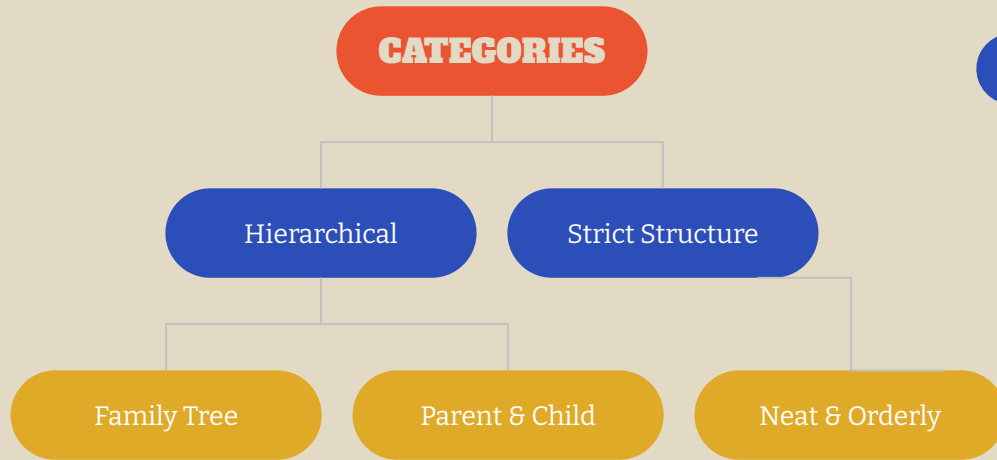
**#StaySeeShare**



# Gathering Process



# Tips



**#taxonomy**

Search for information and people to connect with by using branded event and topical **#hashtags** like **#stayseeshare** and **#digitalstorytelling**.

**#hashtagtips**



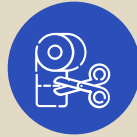


# Documentation Process



## Record

Written notes and  
transcriptions  
Audio diaries, podcast  
interviews  
Video interviews, live  
and on demand



## Edit

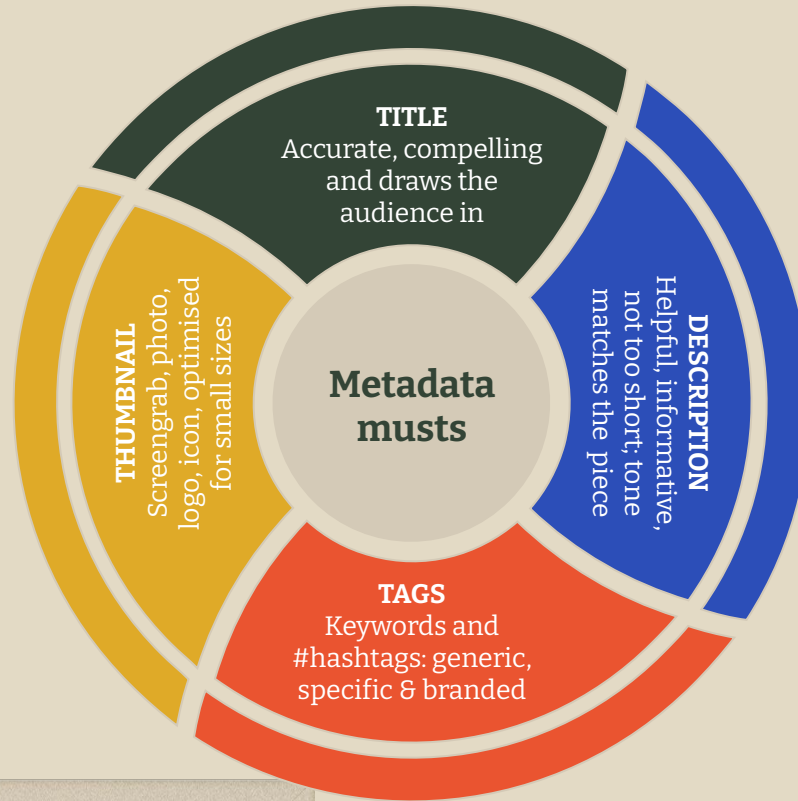
Delete all you don't  
need and select the  
best bits to make the  
blog, podcast, video,  
slideshow, artwork,  
poster, zine, etc.



## Produce

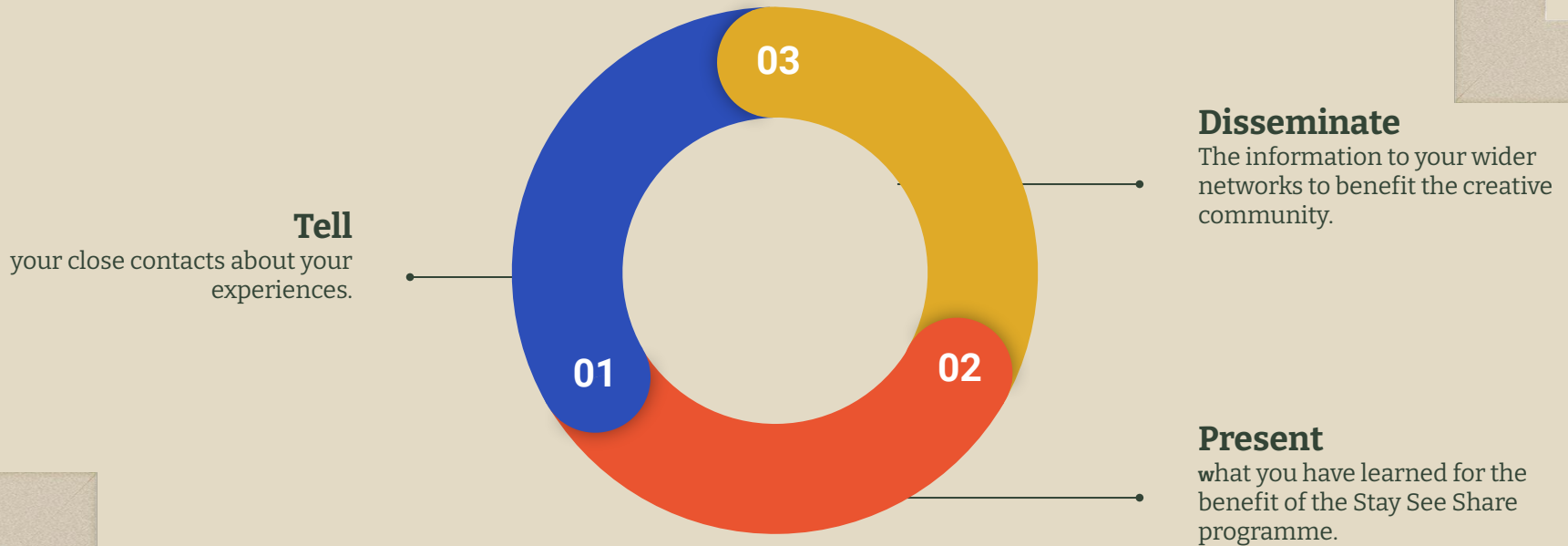
Create media products  
that present what you  
have learned..  
Make them, test them  
on people, revise and  
improve.

# Tips



**#contentmanagement**

# Sharing Process



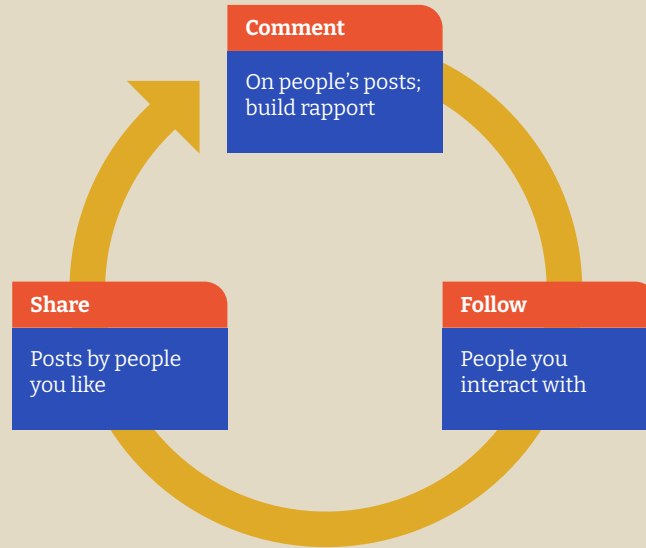


# Tips



**#ruleofthirds**

# Tips



**#socialmediaengagement**

When using **#hashtags** we think  
there are three main types:  
**#generic**, **#specific** and **#branded**.  
Try to use all three in context.

**#hashtagtips**



# Permission & Copyright



## Agreements

Seek permission before recording anyone and/or using any material you do not own. It is fine to embed media from social platforms though.



## Rights

Assume everything has copyright unless it has been explicitly labelled with a licence like creative commons. Check usage restrictions on content.



## Licenses

You may need to apply for licenses for the use of protected works, e.g. PRS For Music and PPL in music. It is fine to share social content.

# Thanks

Keep in touch • [innerear.co.uk](https://innerear.co.uk)

**Dougal Perman**

[dougal@innerear.co.uk](mailto:dougal@innerear.co.uk)

**Anny Deery**

[anny@innerear.co.uk](mailto:anny@innerear.co.uk)

Content copyright © 2021 Inner Ear Ltd.

Photos used are from Unsplash

[unsplash.com/collections/smi49DiPoDI/stay-see-share](https://unsplash.com/collections/smi49DiPoDI/stay-see-share)

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, infographics & images by Freepik and illustrations by Storyset

