

## **DEVELOPING YOUR ONLINE OUTREACH**

### **RECOMMENDATIONS by Action for Children's Arts**

[www.childrensarts.org.uk](http://www.childrensarts.org.uk)

1. Artists deserve to be properly remunerated for work created online.
2. Make a consideration for digital poverty when planning your online content delivery – for example, develop a physical creative pack to accompany it. If you have extra budget, consider using it to purchase technical equipment that can be hired out.
3. Both live and online work should be accompanied by accessibility packs which assist audience members in navigating the physical environment. It allows audiences to prepare themselves for the art before they participate.
4. Consider what distinguishes filmed performance from other content that can be watched on a screen. It is not possible for small companies to compete with Netflix, the BBC etc. so what can you offer that is different?
5. Take advantage of working online as an opportunity to connect and collaborate with colleagues and audiences across the UK/worldwide.
6. Make sure every budget and project plan includes time and money for integrating accessibility.
7. Take advantage of the technology created by Google and Microsoft to improve access.
8. Easy ways to make your website more accessible include having a dedicated accessibility page, and making each page 'easy-read'.