

Report

SDUK ONLINE

Jemma Gross, 15 February 2015

What Do we want our online presence to be?

The SDUK Website

The website should be an online hub of activity for members and non members.

Needs consist of three areas

1. Public Facing

Accessed by public most likely other members of industry, government bodies, policy makers.

This section needs to be able to convince people of the need for SDUK. To engage policy makers.

Should have:

- Guests blogs from sexy members to get public attention
Guest blogs from sexy supporters to help get and maintain public attention
Provide statistics, charts, diagrams, all information from our findings and reports - lots of accessible data.
Quotes with clout from our supporters.
most importantly our front page needs to be succinct and brilliantly written ie. the aims and ideas of SDUK in a sentence, a paragraph, a page. **WHAT IS OUR CORE STORY? Proposed workshop on this to be led by Russ Hope to create this.**

Who's who in SDUK - who to contact about what.

2. Member Directory: An off shoot as part of the Public Facing is members profiles.

Accessible to members and non-members alike most likely accessed by industry.

Profile pictures, areas of work, bio, where able to work etc.

3. Members only private section.

For members with paid subscriptions.

Accessed via login

Pages with:

- Members benefits - succinct bullet pointed list of what membership gives you and reminder that subscriptions are tax deductible.

Jobs page- in ideal world to have all job adverts for directors to come in and through SDUK website. To be the first resource for venues, companies and producers to want to advertise, search for directors.

Industry news, guest blog page - like an online magazine with information on latest legislations, industry news, etc

Message board: a way for members to contact and chat with each other. However this would need to have guidelines such as can't be used to promote shows to stop inboxes being filled up.

An Online forum: to post topics, ideas, questions, start debate and threads possibly with the ability to remain anonymous if want to. However will need to be moderated.

Ask the Experts page: members from within SDUK offer their service to be

contacted about certain areas that have knowledge of. Members to be contacted and asked if they would like to participate in this -so all 'experts' have given their permission to be contacted and how they would like to be contacted.

Offers page (like Groupon!)- specific offers for free tickets to shows or discounted tickets, discount on services by photographers or designers etc all offers vetted before placed on site. Possibility of accepting industry advertising on this page at later stage to allow website to generate income.

Opportunities page: anything that doesn't fall under paid job so may be awards to apply for , offers of festivals etc. Needs guidelines and caveats.

A good guide is to look at is the Young Vic Theatre's Genesis Director's Network which is currently going through a face lift so a discussion with Sue Emmas and Kirsten Adam who over see it to find out what they have changed and why. Also to look at speak more with ALD www.ald.org.uk

Social Media.

Discussion focused on website primarily but to need to assess what we want our twitter and facebook presence to also do for our members. What do want people to feel/do/know from our postings?

Tags:

website, functionality, twitter, facebook, Website, public facing, Facebook, accessibilty, SDUK, Twitter