



OPENVOICES

NURTURING ARTISTS
BUILDING COMMUNITY

Digital Space
Best-Practice
Checklist

What you
NEED to know

Aim for digital events that are $\frac{1}{2}$ **the time** a live event would be

Video > Photos, Photos > Copy only

70/30 guideline - deliver the content people want 70% of the time, and earn the **right to ask** 30% of the time

Make it flexible - instead of one 60-minute event/video, break it up into three 20-minute events/videos

Make it available for **longer** (if you have rights to do so)

What others say about your art is **13 times more important** than what you say about it.

Is it **personal**?
Is it **timely**?
Is it **relevant**?

Best Practices for Email

- **Subject lines** from 25 to 50 characters
- Make sure to use **preheader text** (40-100 words) - some people will only look at the subject line and preheader
- **Less is more** - body copy should be 30-125 words
- Assume people will read this email on their phone - **mobile-first design**
- **Use buttons** for calls to action - buy now - sign up today - learn more - CTAs should be 2-5 words