**RANDOM USEFUL STUFF**

tips and bits on marketing, digital and communications.

**Top Websites for Resources and Toolkits**

Culturehive.co.uk - AMAculturehive is the collective intelligence hub for resources on culture leadership, marketing, audience development, fundraising, management and more.

blog.hubspot.com – Hubspot is a marketing software tool (paid), but their blog has lots of useful resources.

Digitalculturenetwork.org.uk - The Digital Culture Network provides practical, on the ground help to the arts and culture sector. Their focus is around digital skills and leadership development.

**What are the top social media trends for 2023?**

* Short-form video is still the king – short portrait film
* YouTube is alive and kicking – don’t underestimate it as a search engine and its age range
* Social commerce will continue to rise – people’s confidence in buying through socials continues growing.
* Build communities over gaining followers.

**Two bullet social media strategy**

1. Share and talk about what interests you, others will find it interesting
2. Don’t feed the trolls

**How to create content and healthy socials**

* Think of the themes of your work – coast, glass, community – whatever it is create a list and try to create posts that match this weekly, or when you can.
* Take it out from your page and share on community pages, interest groups
* Comment, like and share others, build and share your community.

**Marketing Bits**

* If you have an event – List it on <https://www.visitportsmouth.co.uk/information/submit-event> it’s FREE!!
* Talk to each other today, how do your communities connect, how you can you share and collaborate.
* Business cards/post cards – multiple uses cheaper to print.
* Canva – free templates for designing posters, posts, anything and everything that needs designing.

**We are adding to our sector support page all the time so do have a look portsmouthcreates.co.uk/sector-support .**