



# HIVE MIND

#POWEREDBYSHUNPIKE

## Buzz: Engaging the community

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### Key Takeaways

**Collaborate, collaborate, collaborate.** While it might seem counterintuitive, collaboration can actually help each member of a group generate more buzz than working alone. For example, when speakers Greg Kucera & Sam Davidson created the first gallery guide, each participating gallery expanded its reach by up to sevenfold just by sharing information.

**If something is missing, start it up.** You do not have to be an expert to have something to offer. If there is a need in your community, you can find support online and in real life. Use tools like Meetup and Facebook to create an audience. If you are tapping into a real need, you'll find help easily, and organizations such as Shunpike exist precisely to help beginners.

**Words are powerful.** The language you use to describe what you do can lead to either confusion or excitement. Provocative, polarizing, and ambiguous language can attract a lot of attention, but it is wise to test new language with a small group of trusted truth-tellers before releasing it out into the world.

**Your brand can be bigger than you.** As artists, we put a lot of ourselves into our work. However, it is useful to have a vessel for collaborations that are bigger than you personally. As one Hive member advised: "Don't be so full of yourself that you overshadow your work."

**Don't put yourself in a box.** If you have many interests and many gifts, let people know! If you do it all, you do it all! Let people know that you can be called on for more than just one narrow piece of work. In Seattle, you are in fact more valuable if you are multidimensional.

### Notes

At this gathering, there were actors, theater artists, visual artists, writers, dancers, musicians, and a metalsmith. In the pre-event survey, attendees reported that generating discussions (online or off) was the best indicator of buzz, followed closely by increased audience size. Overwhelmingly, the biggest stated challenge was articulating what your art is about and translating it to the masses. Lack of marketing budget was also a major factor. Most attendees reported that they rely primarily on social media to spread the word about their work.

