

Circus Factory - Digital Policy Statement 2021

This Digital Policy Statement has been informed by the completion of digital planning documentation; as a means of succinctly outlining how Circus Factory can be best supported by digital usage.

Digital, a definition: For the purpose of this work, 'Digital' is defined as encompassing any form of internet-based content, presented or made using digital technology and/or communication, initiated by either Circus Factory or the Circus Factory audience.

Our Mission.

Circus Factory is working to elevate Ireland's Circus Arts to ambitious new heights, through innovation and creativity; together to inspiring growth and creativity they inspire human creativity through circus and play.

Our Vision of Digital Usage in 2021 and Beyond.

- **Creativity** - we will establish digital content that expands the reach of digital engagement and demonstrates the value and benefit of the Circus Arts.
- **Culture** - we will develop an approach where digital is an integral part of audience engagement and experimentation with new digital approaches is to be encouraged.
- **Resources** - we will develop staff competence in digital marketing and grow digital infrastructure to allow for the wide reach of content.

Our Principles.

Five principles will guide our future approach to digital working:

- **Audience Centered** - Use digital channels to understand current and

potential audiences better, engage them in conversations and incorporate their feedback in future digital marketing.

- **Innovative** - Be innovative in the use of digital marketing, experimenting where possible.
- **Sustainable** - All digital marketing planning will identify the expected benefits to the audience and the organisation resources required.
- **Collaborative** - Adopt a collaborative approach to work, partnering with similar cultural organisations and sharing content from across the Circus Arts to contribute to the sector.
- **Accessible** - Ensure digital initiatives and offers are designed and delivered in a way that allows the widest possible audience to access them.

We will know we have been successful when:

- We are a key resource for the **professional development** of circus artists in the South West region.
- We have created a high quality and inclusive **education and community** circus programme for the South West.
- We have built a visible **brand and identity**, strengthening and growing **audiences** and **participation** in circus and have developed meaningful **partnerships** both in the South West and nationally.