



**Digital Culture
Network**



When
Soul
Meets
<body>

Why your organisation needs a
winning Content Strategy

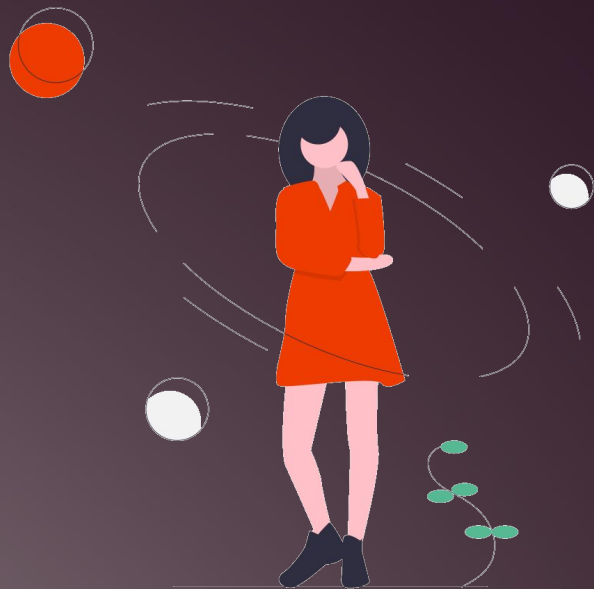


Our mission today is to help you:

- Recognise content as the soul of your business;
- Spark up a conversation in your company about content strategy;
- Get inspired by real-life examples of artists and companies who are thriving through the pandemic with a winning content strategy.
- Get the vote of your audience ...



Don't be a lost soul





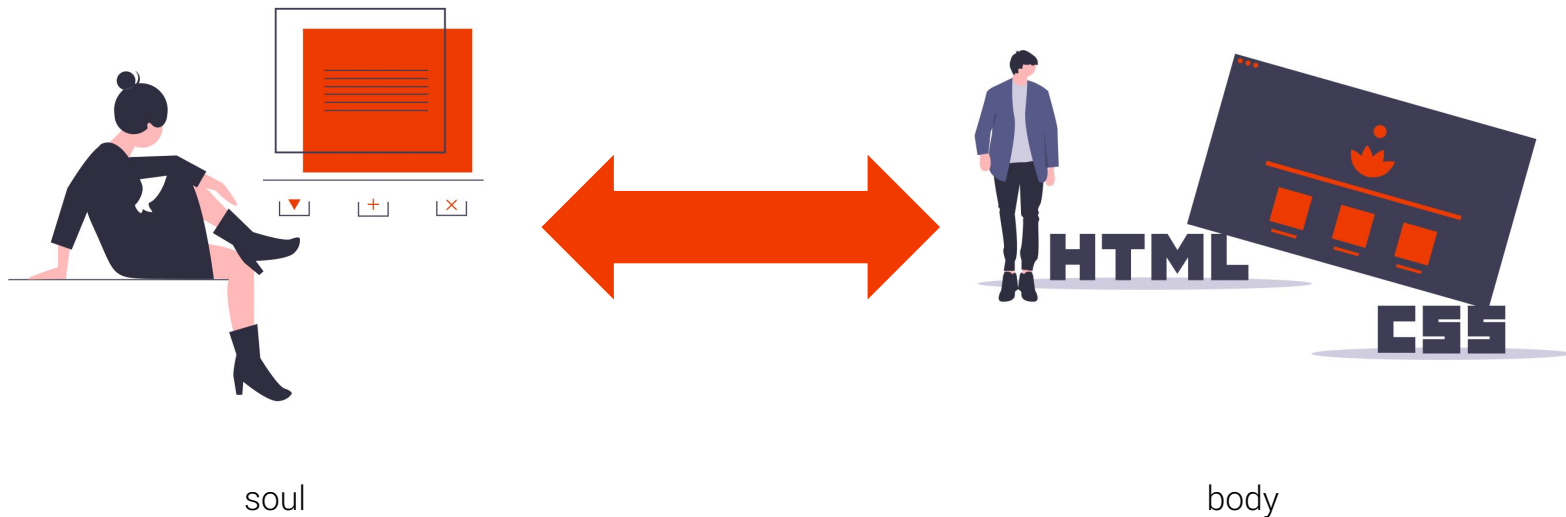
Online or offline, cultural activities help us define ourselves and shape our personality – so the online and offline experience must be seamless



Your content is your soul!



To establish a real connection with your admirers or customers, you'll need a content strategy. It's also vital that you become familiar with the multitude of online tools that can help you create and dive into these connections.



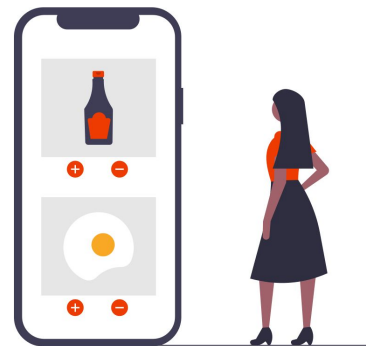
That's when SOUL meets `<body>`



Today's customers demand the same quality of interactions, both online and offline.



Offline

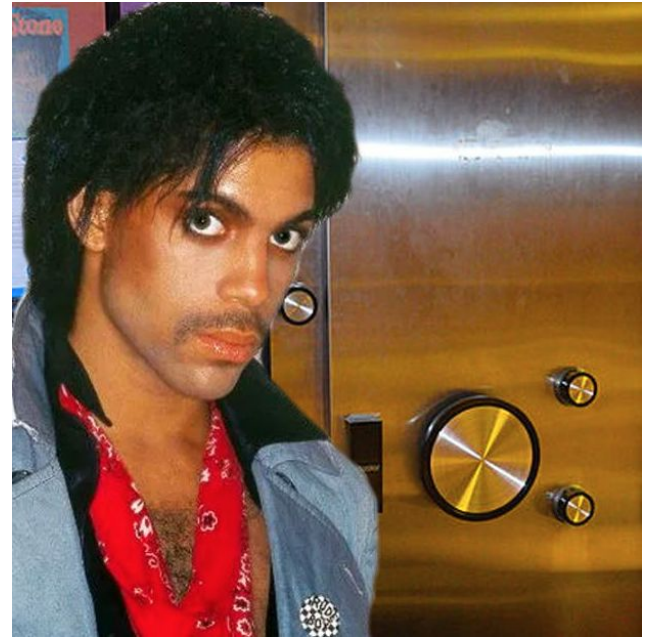


Online

How do I connect?

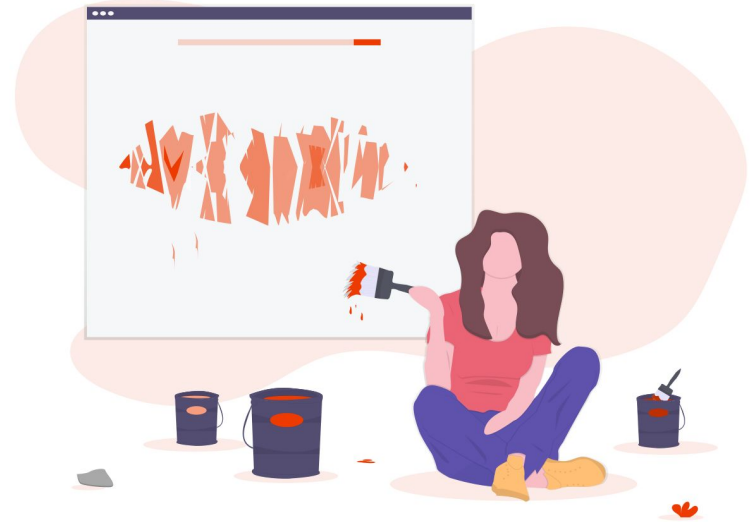
You connect by sharing

- The value of shared experiences (friends, family, art, culture, business)
- What if your favourite artists kept their gifts to themselves?
- The online reality: If you didn't share, it didn't happen

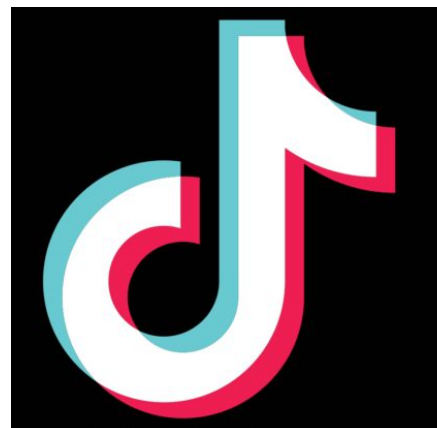


But wait... what do I have to share?

- What are the things you love the most about what you do?
- Who are the people behind/within the team? The human element
- Do you have little tricks and unique ways to work on your creations?
- Anything new or topical
- Your creative process?
- An inside track to your day to day operations



Sharing is caring!

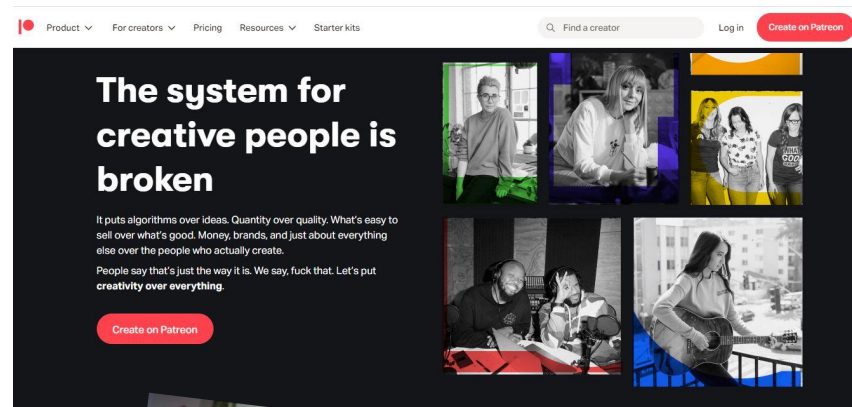


You are probably familiar with at least one of the logos above. What if I told you that these tools can actually increase your reach and help your content strategy to be even more effective?



Patreon

- Patreon is a membership business for creators, that allow you to establish a closer connection with your fans;
- The service allows fans to choose between different subscriptions plans and artists to offer different “rewards” to their “patrons”, available according to their subscriptions.





Patreon

Daniel Shiffman is a programmer, and works as an associate arts professor at the Interactive Telecommunications Program at NYU's Tisch School of the Arts.

He created The Code Train, a YouTube channel that teaches how coding can be fun. He uses his Patreon account to offer exclusive classes, signed copies of his books, email stickers and more.

DANIEL
SHIFFMAN
LEARNING CREATIVE CODING

BOOKS
VIDEOS
LEARNING
ABOUT

TWITTER
GITHUB
PATREON

Latest videos



Side Project Saturday! (Live From The Attic)

0:00 | Start 6:48 | Introduction 12:29 | Tom Scott Guest
Videos: <https://www.tomscott.com/guest/> 16:48
Downloading Caption Files With Youtube-dl: ...
WATCH ON YOUTUBE



MIS.Js: Object Detection With COCO-SSD

In this video, I cover object detection in mis.js with the COCO-SSD pre-trained model. Code: <https://thecodingtrain.com/learning/mis/1.3-object-detection.html> ...



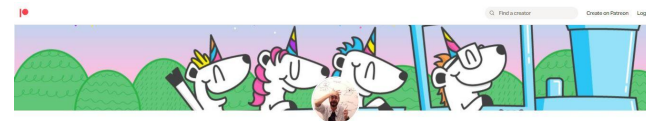
THE CODING TRAIN

Videos on how to code

GO TO SITE

LEARNING PROCESSING

Creative Coding for the Total Beginner



The Coding Train
is creating Creative Coding Video Tutorials

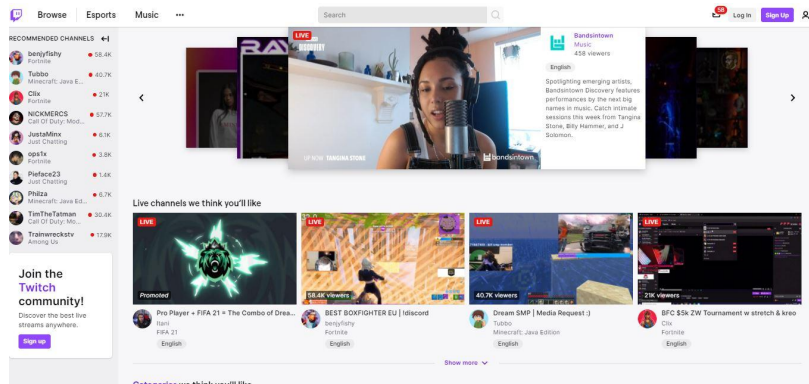
Select a membership level

Passengers	Conductors	Engineers
€5 PER MONTH (TAXES)	€9.50 PER MONTH (TAXES)	€19 PER MONTH (TAXES)
Join	Join	Join
Discount member only channel! Stickers, pin the mail!	Everything in the \$5 level plus laser etched custom keychain!	Everything in the \$5 level plus signed Coding Train merchandise!

Twitch



- Twitch is a live streaming service that allows creators to share their art with an engaged audience, via video transmissions.
- The platform's differential is the donation service, which allows fans and followers to contribute to artists. There's also a reward system in place to the creators, which includes not only fan donations, but fan connections, number of views and reach, among others.





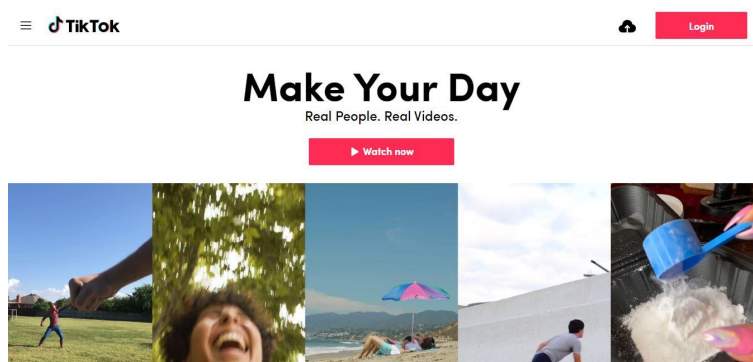
Twitch



- Megan is a creator that works on all crafts areas. She uses Twitch to share videos of crocheting, cross-stitching, knitting, paper crafting, painting, diamond dotting, cooking and sometimes even gaming.
- She offers her followers different subscription tiers and options that range from making a donation to help pay for her streaming, buy her merch, buy essential items so she can keep crafting (from a Wishlist on Amazon) and buy her a cup of coffee.



TikTok

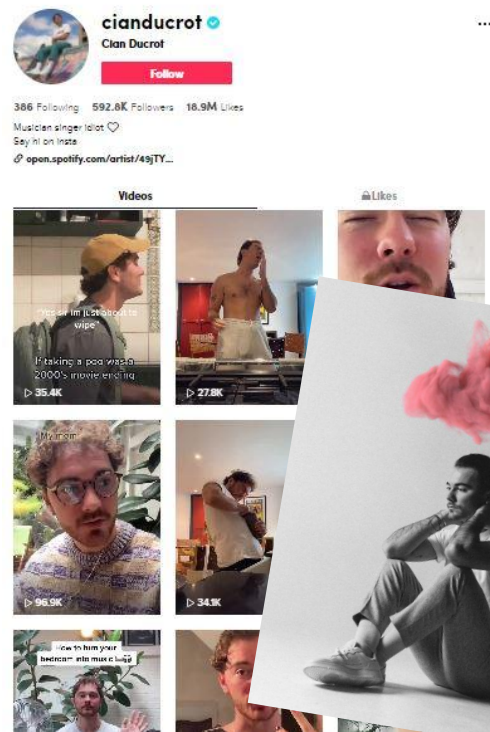


- TikTok is a social media platform that allows users to create and share short videos;
- Formerly known as musical.ly, users first used the app to lip-sync songs, but it quickly became a platform for people to share their views on culture, science, politics, religion, technology and much more.



TikTok

- Cork-born / London-based singer and songwriter Cian Ducrot started his TikTok account as a joke, sharing videos of a trip to LA before the pandemic and his journey sharing an apartment with two girls, during the lockdown in London.
- With the growth of his audience, he started to share his own music and details about his creative process, which lead to his first record deal with the label Darkroom/Interscope.





Case Study



Home

Why Choose Us

Where to Start

Services & Treatments

VHI

Our Clinics

Make an Appointment

General Practitioner

Distance shouldn't be an obstacle to learning about your fertility options. Whether you are in Galway, Dublin or nationwide, if you wish to begin planning for your first steps we are now offering video and phone options for new appointments. Learn more below.

Learn More

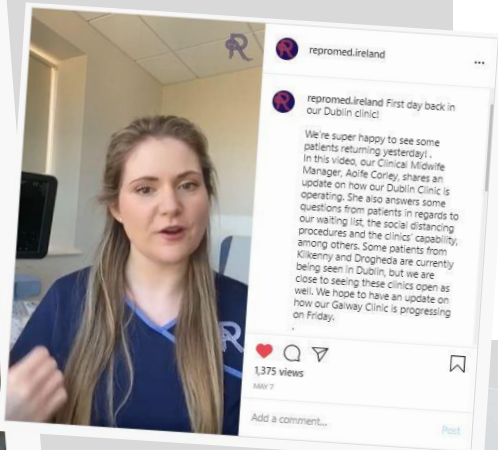
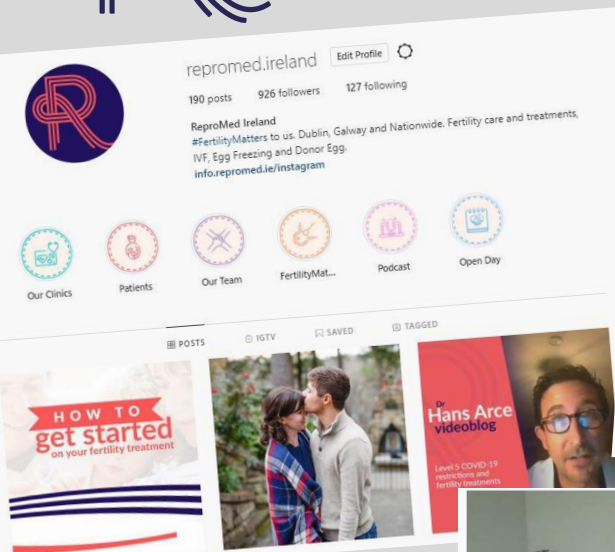


WATCH & LISTEN TO OUR PODCAST

Fertility Matters is Irelands newest Fertility Podcast .

CLINICAL PREGNANCY RATES 2019.

ReproMed Ireland are delighted to share some of the best success rates in Ireland right now.



Patient Resources

Fertility Information Events

Health Insurance

Ovulation Calculator

Patient Support Services

Advice & Info

[Blog](#)

Recent Articles

Galway Fertility Clinic rebrands to ReproMed Galway following €6.5m upgrade

Dr. Hans Arce videoblog: Level 5 COVID-19 restrictions and

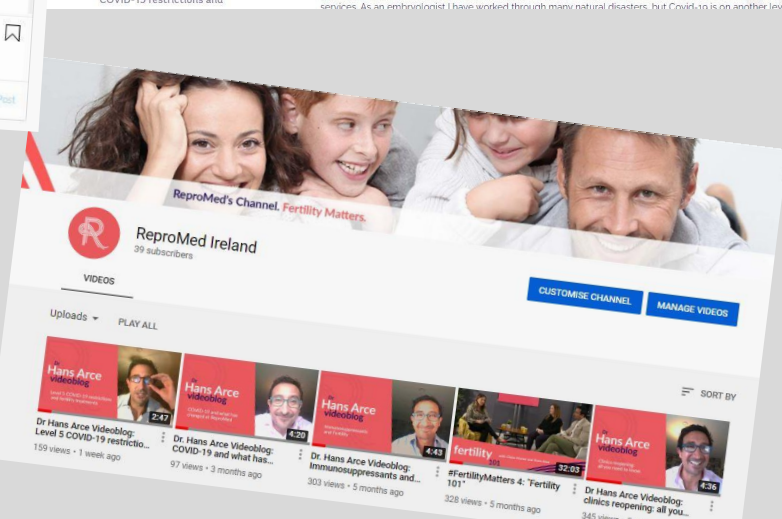
Embryos Frozen due to Covid-19

MARCH 20, 2020



In light of CV-19 Dr. Claire Moran discusses some of the questions we have received this week to reassure you that embryo freezing is safe and offers the same chance of success in the future as a fresh embryo transfer.

The impact of the coronavirus pandemic has posed huge challenges across the globe. This rapidly spreading virus has affected all our lives and in the past few days it has forced the lock-down of our fertility services. As an embryologist I have worked through many natural disasters, but Covid-19 is on another level.





REPROMED

Fertility Matters

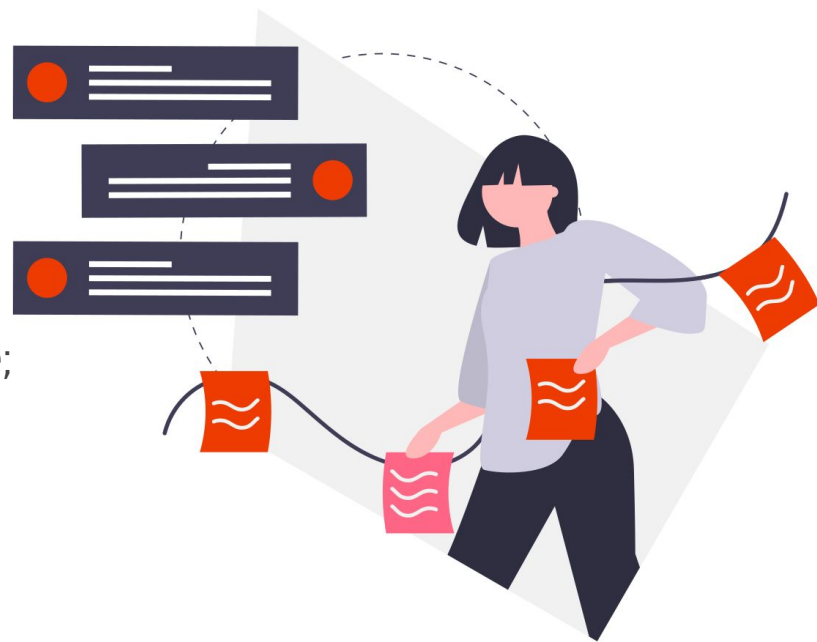


- Increase the number and frequency of social media posts;
- More content about fertility issues and the operation status on social and on the website;
- Videos, podcast, blog posts, website updates;
- Online consultations;
- Information over conversions;
- Real people talking to real people - HubSpot, Community Management;



Final Tips

- Find your soul!
- Organise your content to make it represent your brand;
- Connect your voice to your online presence;
- Make it unique!
- Try new tools, platforms, formats. Explore your possibilities;



Thank You