



What is Canvas?

Canvas is an Arts Council-funded initiative aimed at helping arts organisations engage with audiences on digital platforms. It is operated by Brave Bison

Canvas produces and curates content across YouTube, Facebook and Twitter, supporting and promoting artists, events, performances and exhibitions across the UK. In addition we manage a network of arts organisations, providing training, insights, and encouraging collaboration among arts organisations to help them extend the reach of their digital channels.

How does Canvas promote the partners in the network?

We promote network partners on Canvas through a combination of original video production, video repurposing, curating playlists and liking and sharing content on all our channels.

We have an in-house production team based in our offices in London, which regularly produces short features, and we have relationships with regional filmmakers and production companies giving us coverage across England.

We also encourage members of the network to cross-promote each other's content through the network portal, where members of the network can access training resources and insights and plan content and promotional collaborations..

How does the training work?

Brave Bison runs fortnightly webinars covering best practice in online video, from metadata to channel artwork. We invite guest speakers to cover specialist areas like content strategy, commissioning guidelines, VR production, as well as case studies from individual arts channels to share their experiences and insights.

What analytics and insights can I access?

All Canvas members are given access to the GURU reporting platform, which combines data from across YouTube and Facebook, allowing partners to analyse the performance of their own channels and monitor the performance of similar channels and competitors. We also provide monthly report on trends we identify within the network and the sector.

On the network hub, we provide links to trends and insights from other organisations like the Space, BBC Academy, Arts Marketing Agency, and the Audience Agency.

Are there any fees involved?

Joining the Canvas network is free. In return we ask members of the network to agree to cross-promote content from Canvas and / or other members of the network. We also ask for

access to each YouTube channel's CMS so we can analyse data, identify trends and provide monthly reports back to the the Arts Council on the digital capacity of the sector.

Will I retain control of my channel if I join Canvas?

All members of Canvas retain full editorial control of any YouTube channels and will continue to manage their channels as normal. In some cases, we will also provide channel management services, but only where this is specifically agreed in advance. If this is of interest, then please let us know.

You retain all the rights to content you produce for your channel. Promotion of your content on Canvas is no different to a YouTube viewer adding your videos to a playlist, or sharing it on social platforms. Any associated video views, shares comments, subscribers and likes will be recorded against your channel.

If we collaborate on an original video that we produce for Canvas, then we will upload it to our channels first. Where copyright permits, we will make the rushes available for you to re-edit for your own channel or, in some cases, upload the same video to your own channel. The same applies when we have requested your permission to repurpose material from your archive, or re-edit material you have recently produced.

Can you help us with branded content?

Brave Bison has long-established relationships with leading digital agencies, and regularly receives briefs from brands and advertisers who want to create content. Brave Bison is keen to develop commercial opportunities within the arts sector around branded content, either by helping organisations respond to specific commercial opportunities that come their way, or by approaching organisations on behalf of brands and advertisers.

Any brand association is both commercially and culturally sensitive for any arts institution. Decisions about branded content opportunities remain fully under your control, and would be covered by a specific contract separate to the main Canvas agreement.

Can anyone join Canvas?

Our focus is on organisations in England that are funded by Arts Council England, however we are open to other organisations both in the UK and beyond.

How do I join?

If you're interested in being part of the Canvas Network, simply go back to the landing page and fill in the form.