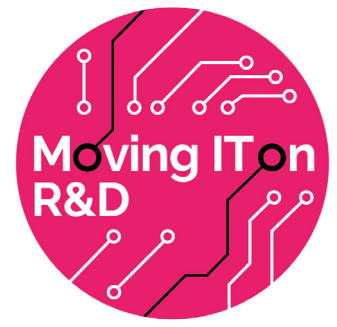




Moving IT On

Case Study



Jumped Up Theatre

Young People-Led Creative Digital Campaigns



About us

Jumped Up Theatre is a small, place-based organisation in Peterborough, committed to creating positive social change through successful and relevant programming, activity built around the needs of participants and supporting artists to reach new audiences. A new strand of work that developed during lockdown was creating creative digital campaigns with young people.

R&D objectives

Fierce Talent & Right Here Right Now were co-created campaigns with young people which experimented with digital as a platform for creativity and for communication. The impact on the work has been significant, on the young people and artists' involved, our profile and local partner's understanding of the value of young people's creativity. We want to reflect on this practice and on the new contexts for young people/digital, before taking this work forward.

The process

- Support sessions from Digital Champions, on social media and the purpose of our website, created a foundation of thinking and guidance.
- Artist Paula Varjack was then commissioned to work with our youth sounding board to explore the dynamics and possibilities of different digital platforms, and built a draft framework for future projects.
- We consulted with "campaign" experts - from social change (Peterborough Citizens) to PR experts.
- We then focused some staff time on our past projects (using tools and insights from other strands), and drafted best practice processes for future projects for both digital creation and communication.

What worked well/what was the impact

- We feel more confident on building our next creative campaign – from being experimental and strategic on what platforms to use, to working with a campaign partner to defining digital KPIs and processes.
- We have been able to create a framework for our creative digital campaigns, moving us on from the reactive nature of our previous (lockdown) projects.
- Talking about digital was an equitable platform to work with our Youth Sounding Board – they really led the conversations, including rebranding themselves as Jumped Up Associates.

Challenges

- Our enquiry was quite broad-ranging, and in order to allow the the learning to cross-fertilise and be embedded, we had to slow down the pace of the process.
- Timescales of making digital work is complex – it goes out fast, but the making of it is slow and needs time for refinement and experimentation.

3 tips to share with others

1. Bring in the experts. Just as when making a performance piece we would bring in a large range of specialisms, digital processes and platforms also become richer and have more impact, when we draw on a network of skills and knowledge.
2. There is no perfect platform. Get over it. Each digital platform has its own strengths and weaknesses – lean into that, and use it to create multi-layer engagement, from multi-screening to different material on different social media platforms.
3. The younger generation are digital, but also still exploring and testing everything, from blogs on Tumblr to TikTok hacks. Build fluidity (and access) into your digital projects.

