# COLLABORATORY

FOR WOMEN INNOVATORS

FALL 2020 WORKSHOP SERIES:

Digital Strategies Simplified— for Startups & Entrepreneurs

This workshop structure is designed to adapt to participant's specific needs and interests. Each workshop consists of a preparatory survey, custom resource document, 2-hour introductory session, online community discussion platform, and a follow-up session to address questions related to participants goals and experience.

Workshops will be hands-on and participatory, so come ready to make real progress on your goals!

Don Undeen (UF Computer Science, 2003) is the Founding Manager of the Maker Hub at Georgetown University, and Adjunct Professor of creative technology courses in Georgetown's Communications, Culture, and Technology graduate program. Prior to his work at Georgetown, Don was the Founder and Senior Manager of the Media Lab at the Metropolitan Museum of Art, an incubator for experiments at the intersection of art, technology, and the museum experience. A lifelong lover of creative technology and the communities that practice it, Don has consulted with businesses, non-profits, museums, governments, and religious institutions around the world, helping complex organizations develop spaces for innovation.
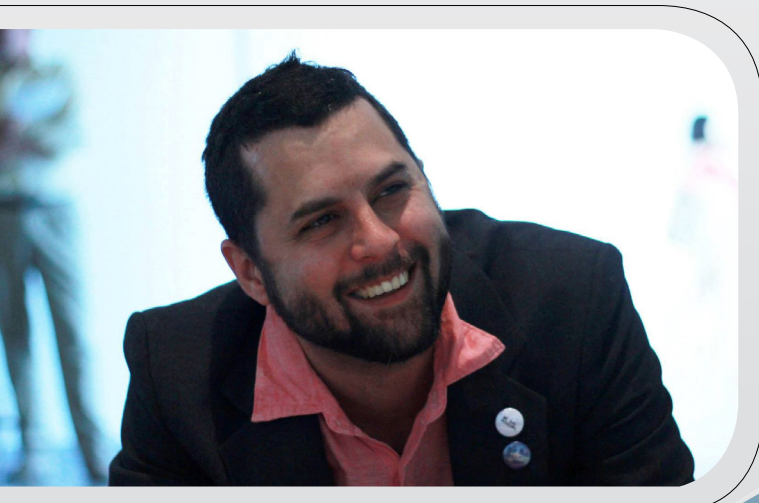
Workshop Schedule

Setting Up Your Website

Aug 17th 6-8pm &
Aug 31st 6-7pm

Basic Graphic Design

Sept 14th 6-8pm &
Sept 28th 6-7pm

Your Social Media Presence

Oct 14th 6-8pm &
Oct 28th 6-7pm

Planning Your Online Strategy

Nov 9th 6-8pm &
Nov 16th 6-7pm

Selling Online

Dec 7th 6-8pm &
Dec 14th 6-7pm

Workshops

Setting Up Your Website—*bit.ly/collabdigit1*

As you begin to establish your business, brand, and message, you need a plan for getting online that doesn't bog you down in complexity or expense, while allowing you to react quickly to change. This workshop will help you wade through your options, and pick a path that meets your immediate needs while preparing you for future growth. Topics to be covered include:

- "How to get online, looking good, without paying a developer"
- Understanding domain names, servers, hosting, etc
- Picking and using "website builder" software
- Plugins and widgets
- Understanding accessibility
- Analytics
- Search engine optimization

Basic Graphic Design for Your Website—
bit.ly/collabdigit2

Professional graphic designers earn their pay, but there's a lot that YOU can learn to do on your own before you need to hire one. This workshop will cover simple techniques for taking your website to the next level. Topics to be covered include:

- Picking and using fonts
- Color palette selection
- Editing Images to work on the web
- How to talk to a graphic designer, once you're ready

Your Social Media Presence—
bit.ly/collabdigit3

Your web presence is more than your website; it also includes how you reach your audience wherever they are online. Facebook, Twitter, Instagram, TikTok — each platform has its own communities, standards, and culture. This workshop will help you develop and deliver content appropriate for your brand and your audience. Topics to be covered include:

- Picking Platforms
- Content creation for your platform and audience
- Tools to make it easier
- Growing your audience
- Analytics

Planning Your Online Strategy—
bit.ly/collabdigit4

Developing and implementing a plan for your online presence is not a one-time process, but involves applying a start-up mentality to your decisions as you move from audience research to ideation, rapid development, testing, analysis, and iteration. This workshop will help you turn your long-term goals into "next steps" that get you moving forward even as you fine-tune your strategy. Topics to be covered include:

- Defining your brand
- Finding your audience
- Setting goals
- Evaluating test cases
- Shortening your iteration cycle
- Online MVPs (minimum viable products) — How to figure out what to do "now."

Selling Online—*bit.ly/collabdigit5*

Whether you are selling a product, offering subscriptions for a service, or launching a crowdfunding campaign, collecting funds online involves a lot of details that you want to get right. This workshop will provide an overview of the options available, how to evaluate what's right for you, and pitfalls to beware of. Topics to be covered include:

- Options for accepting funds online, eg:
  - »Online shops
  - »Patreon, gofundme, and other donation systems
  - »Subscription services
  - »Kickstarter
- How to pick a solution
- Legal and financial issues to be aware of

REGISTER NOW—Space is limited!

**$25 per Workshop
(includes both sessions)**

**CRITERIA: Female or
female-identify with
concrete project goals**

Find us on the web!

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