GLOBAL ARTIVISM COMMUNICATIONS STRATEGY
(Hypothetical Communications Director Framework)

Objective

Position Global Artivism as the leading global movement demonstrating how artists and culture create social, climate, and systems change while increasing participation, visibility, partnerships, and movement engagement.

Communication Challenge

Global Artivism has a strong community, powerful convenings, and global representation. However, many audiences may still perceive events, artists, and campaigns as separate activities rather than as part of a larger movement for cultural and social transformation.

Strategic Goal

Shift audience perception from:

"We support artists."

to

"Artists are essential architects of social and climate change."

Narrative Pillars

1. Artists as Change Makers
   Highlight artists who are actively influencing communities, public conversations, and systems.

2. Global South Leadership
   Center stories, solutions, and cultural leadership emerging from the Global South.

3. Culture Creates Change
   Demonstrate how art shapes beliefs, behaviors, and collective action.

4. Collective Imagination
   Show how artists help communities imagine and build alternative futures.

Target Audiences

- Artists and Cultural Workers
- Activists and Movement Leaders
- Funders and Philanthropic Partners
- Media and Journalists
- Global South Communities
- Climate and Social Justice Networks

Content Ecosystem

40% Artist Stories
20% Community Impact Stories
15% Thought Leadership
15% Campaign and Event Content
10% Partner and Movement Updates

Flagship Initiative

Artivist Journey Series

Instead of focusing only on events, follow selected artists over 6-12 months and document:

- Their work
- Community impact
- Collaborations
- Challenges
- Outcomes

The result is a continuous movement story rather than isolated campaign moments.

Media Strategy

Position Global Artivism as a thought leader in:

- Art and climate action
- Cultural power
- Narrative change
- Global South leadership
- Community-driven movements

Success Metrics

- Growth in community participation

- Media mentions
- Partner engagement
- Newsletter subscriptions
- Artist-generated content
- Story shares and advocacy actions
- Strategic partnership opportunities