

BRIEFING NOTE FOR RISHI GOORDIAL ON EXPANDING HIS ONLINE/SOCIAL MEDIA PRESENCE AND HIS AUDIENCE EXPOSURE

ISSUE

1. Rishi Goordial, a Trinidad-based photographer, seeks to explore online options for expanding his audiences within, and possibly beyond, the Caribbean.

AIM

2. To inform Rishi on the most appropriate online choices to increase the audiences to which his work is exposed.

BACKGROUND

3. A self-taught, wildlife photographer, Rishi is a member of The Pointe-a Pierre Wildfowl Trust, which has published his work many times on its website. He has previously exhibited work with The Art Society of Trinidad and Tobago. His images have also appeared in *Trinidad and Tobago Newsday*, and *Daily Express*, two national newspapers.

4. Currently, his social media/online presence consists of: a gallery of 435 images on Flickr, and 130 image posts on Instagram. He has 643 followers on Flickr, and 108 followers on Instagram. Please note that these figures were accurate, as of the writing of this document.

DISCUSSION

5. The number of followers on Rishi's Flickr and Instagram accounts are promising indicators. A broader online/social media presence would likely increase audience exposure to his photography. This could also translate into: increased traffic on present and future social media channels, increased interest in his work, and increased revenue from the possible sales of his prints.

6. One option is to create an online portfolio of selected images. While Pinterest would allow him to present new and current audiences with a catalogue of images, its appearance is informal. In contrast, Behance.net has a more formal, professional appearance, and is intended for creative professionals. As such, Behance would give Rishi the opportunity to easily display his work, and reach a potentially global audience.

7. Another option is to develop a website, using a website builder, such as Wix.com. Using a website builder would give Rishi the ability to customize his website from a design perspective. It would also allow him to upgrade from a free plan to a paid one to access premium features. Once the website is established, it would serve as a starting point for new audiences to view the breadth of his work. He would also have considerable flexibility in uploading and managing content.

CONCLUSION AND RECOMMENDATION

8. The options outlined in the previous section have been provided with the intention of broadening both Rishi's online/social media presence, and audience exposure to his photography. If he creates an online portfolio, and develops a website, his widened social media/online presence will likely attract new audiences to his work. As a result, his social media/online traffic would also increase.

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