

Taking Haiku Off The Page

Presentation by Jamie Wimberly

HSA Conference
June 2021



Challenge Question

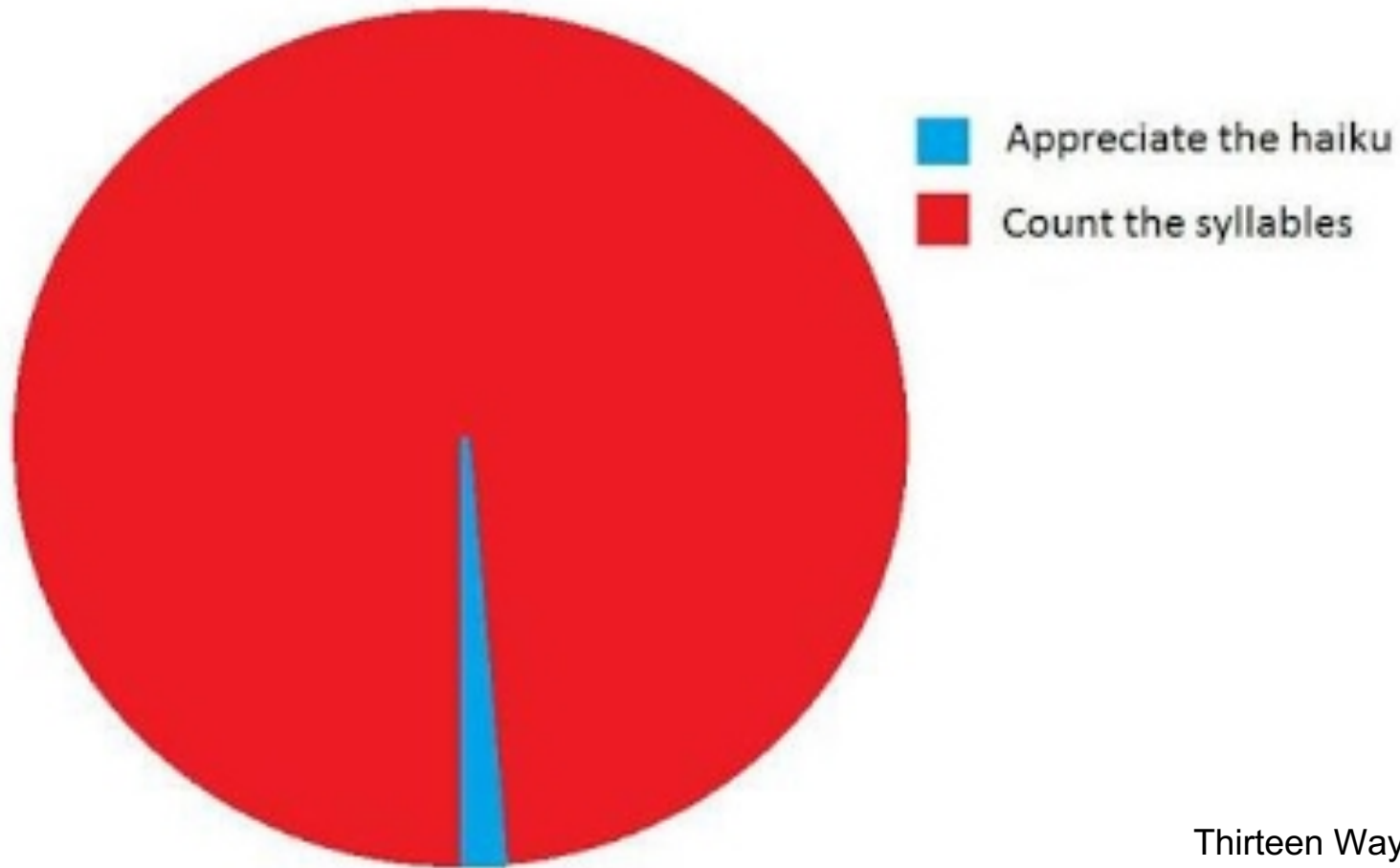


Many of us largely experience haiku through our writing, reading haiku in our favorite journals or sharing haiku as part of a reading circle. However, this assumes you already appreciate the haiku poetic form, are seeking it out and know where to find haiku poetry and other poets.

What if we first started with the medium, e.g., social media, in order to introduce the poetic form? In other words, what if we took haiku off the page and engaged a broader audience through collaboration and new forms of media?

How Others Experience Haiku

When I run across a haiku



Thirteen Ways of Reading Haiku, Graceguts

Haiku to Haiga

Haiga (俳画) is the refined art of combining brush painting, haiku, and calligraphy. A traditional haiga requires all three of these elements. Just as haiku succeeds by creating space and energy in the relationship of its two juxtaposed parts, haiga creates interest through the “leap” or even disjunction between the poem and the painting (the painting is typically not just an illustration of the poem).



Haiga: Classic to Contemporary



This one of the hundred prints illustrating the Japanese poetry anthology called the Hyakunin isshu, which was compiled by the poet Fujiwara Teika 1162-1241



Chidambar Navalgund, India, Prune Juice, Issue 33

One of My Recent Instagram Posts



Today's Presentation



Adelaide Shaw, *White Petals*

Social Media Overview

Twitter

Instagram

Videos


Podcasts

Concluding Remarks

Q&A

Social Media Stats

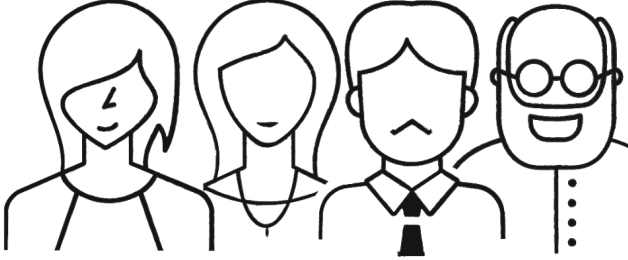
OBERLO Daily Active Social Media Users



Currently, there are **3.78 BILLION** social media users – which equates to **about 48% of the population.**

(Statista, 2020)

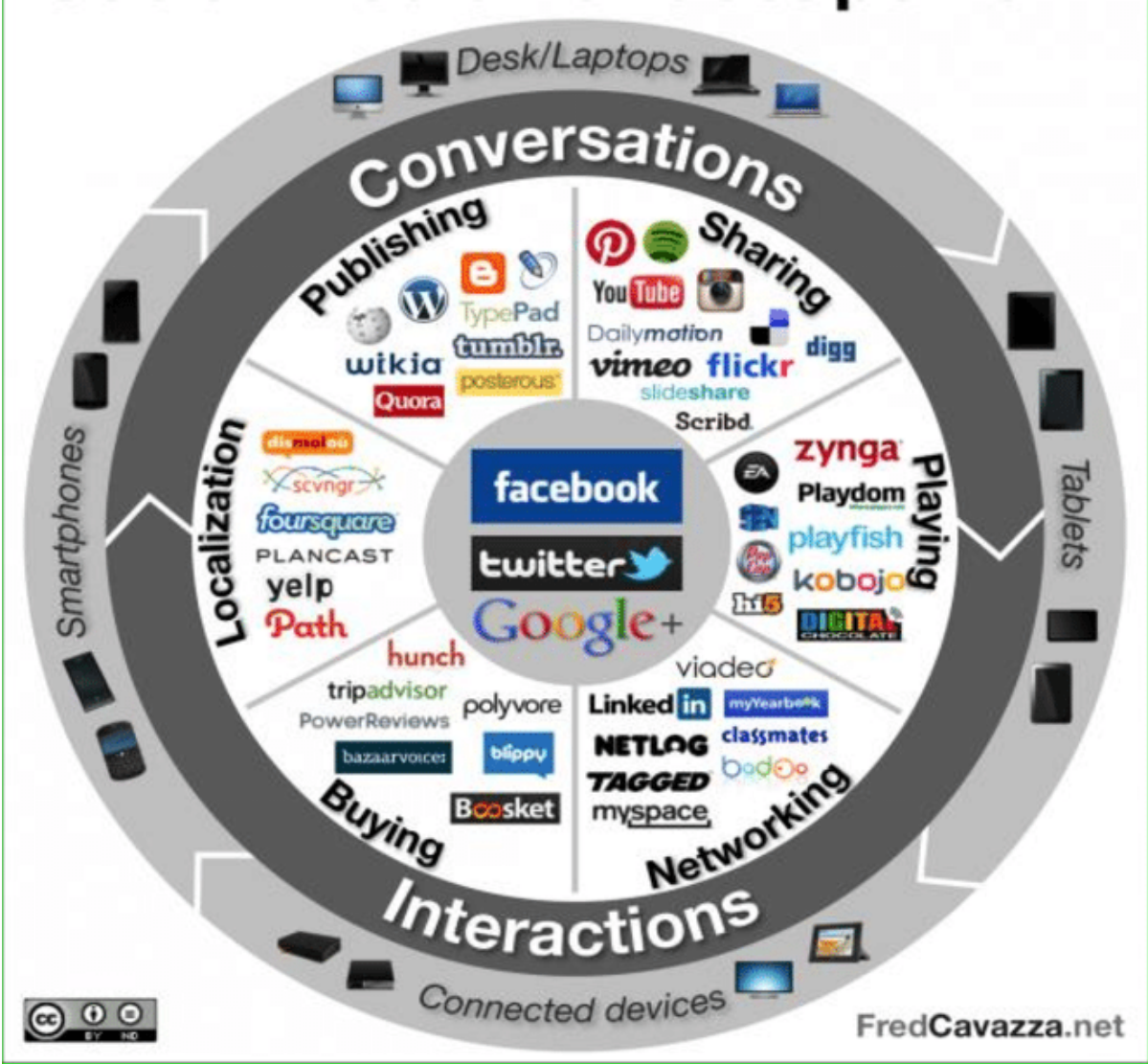
OBERLO Social media users by generation



84% aged 18-29	81% 30-49	73% 50-64	45% 65 and above
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(Pew Research Center, 2021)

Social Media Landscape

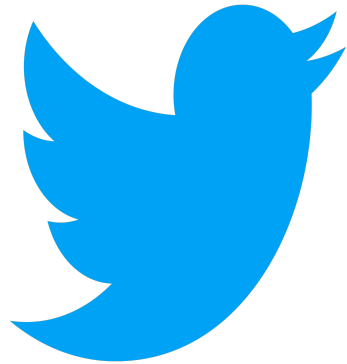


The To Do List

Do The Following...

- ✓ Social media is just that ... social. Spend the time following others, liking the work and providing comments.
- ✓ Use different platforms. I use Twitter and Instagram. Link them together to best leverage what you are do.
- ✓ Take the time to curate the images and/ or take the pictures. Edit them using basic editing tools.
- ✓ Collaborate with others when opportunities arise.
- ✓ Experiment with different media and styles in order to establish your own identity online.
- ✓ Have fun!

Twitter

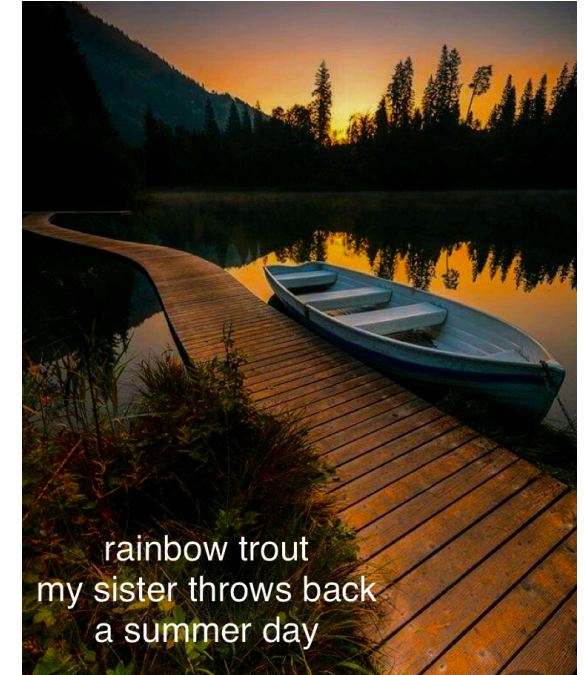
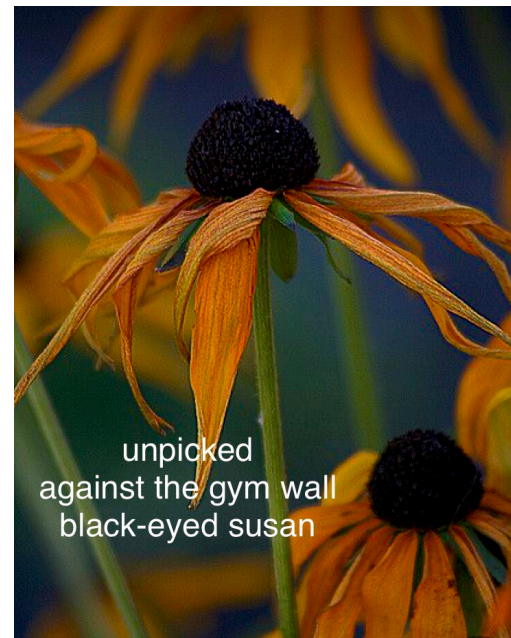


- Easy to set up account
- Perfect for short poetry
- Post every day
- Use primarily to test new poems
- Engage with poets not on other platforms
- Traffic to my website



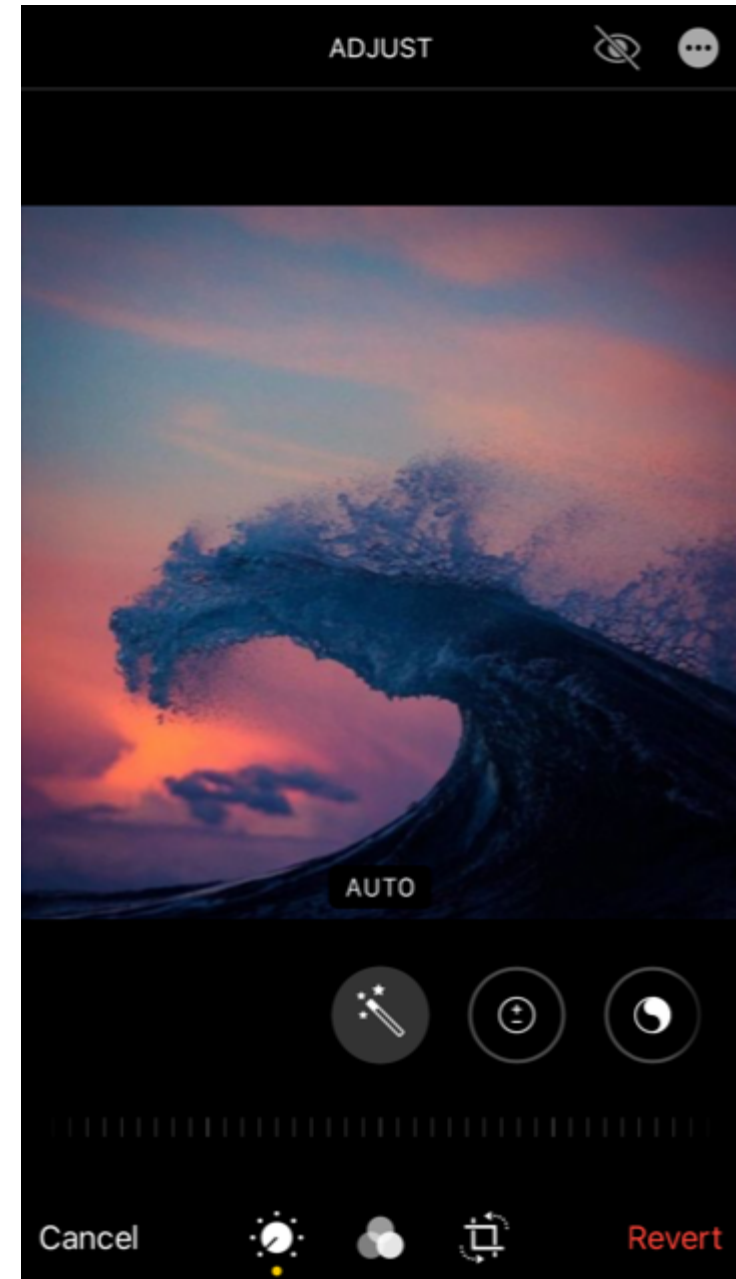
Instagram

- My preferred platform
- Premium put on aesthetics
- Photography, videos and text on screen
- My highest engagement in regard to likes, comments and outreach
- About 30 minutes a day devoted to the platform
- Other opportunities have come about to collaborate or showcase the work

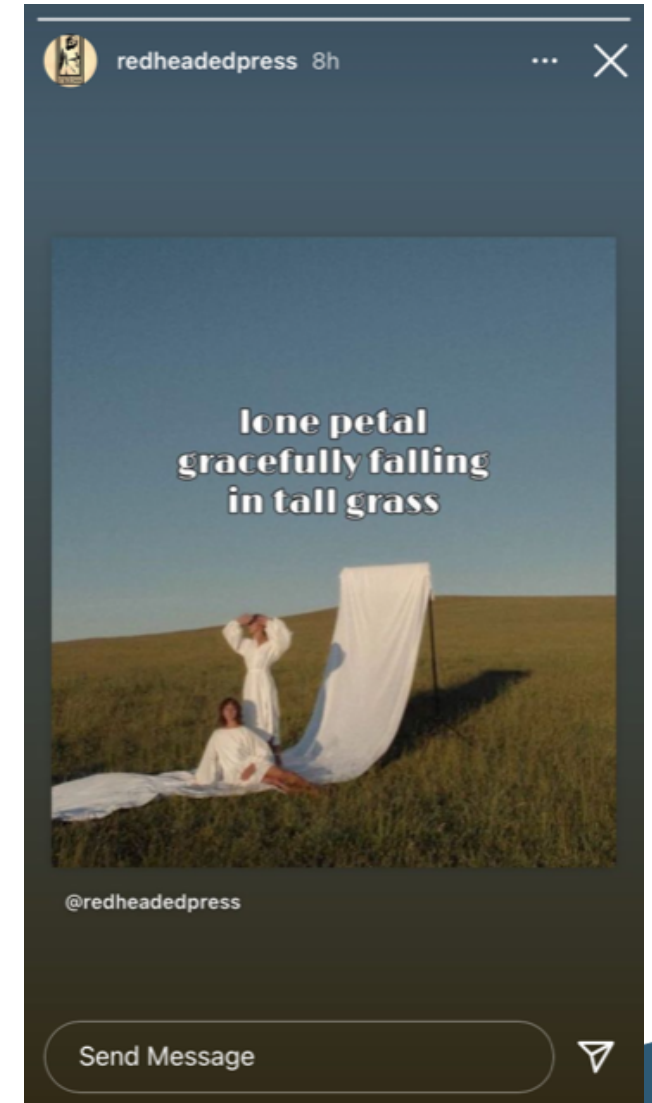
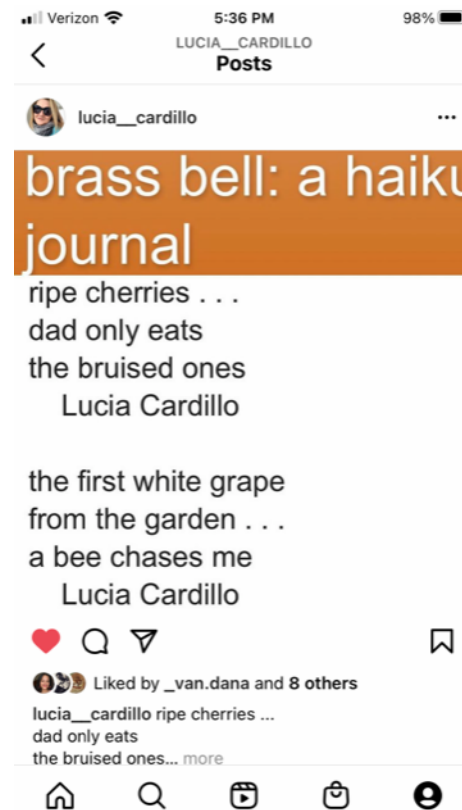
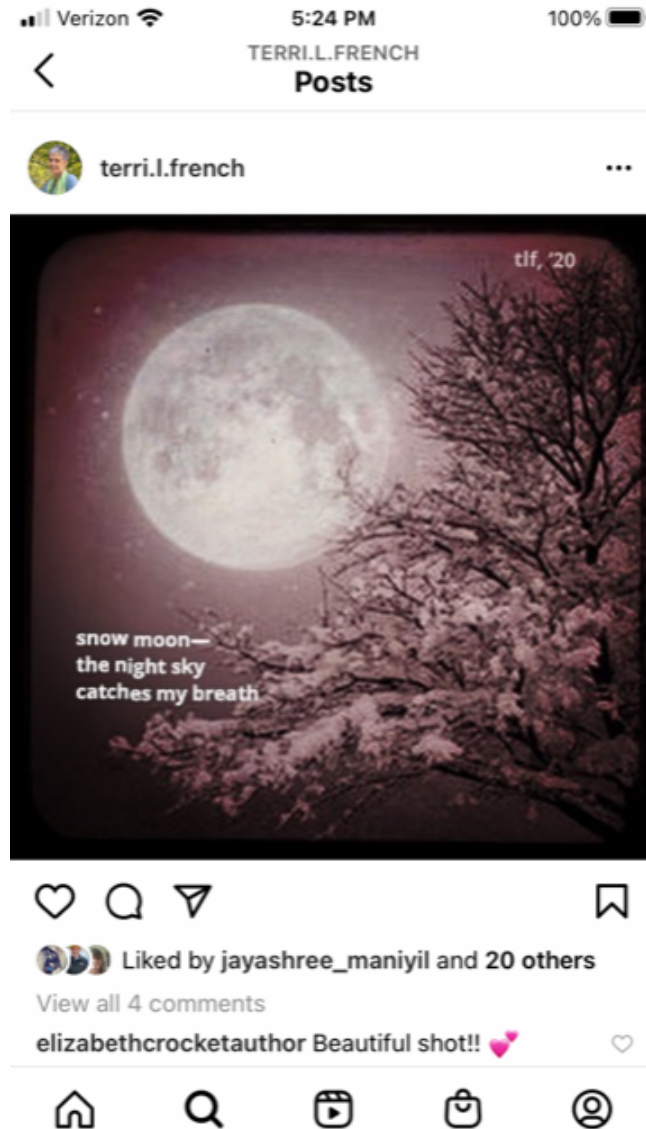
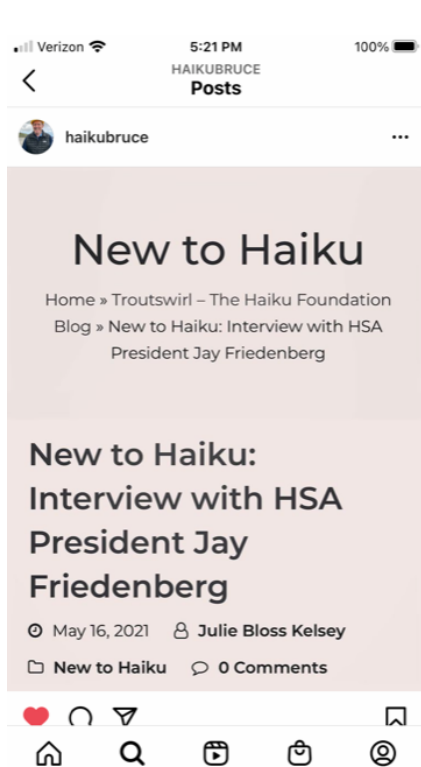


The “How To” of Instagram

1. Select poem
2. Select image: Pinterest, Google search, My own pics
3. Insert poem in image
4. Edit the image
5. Write very brief caption
6. Use a lot of the same hashtags, e.g., #haiku
7. Like and respond to comments
8. Like and respond to other poets

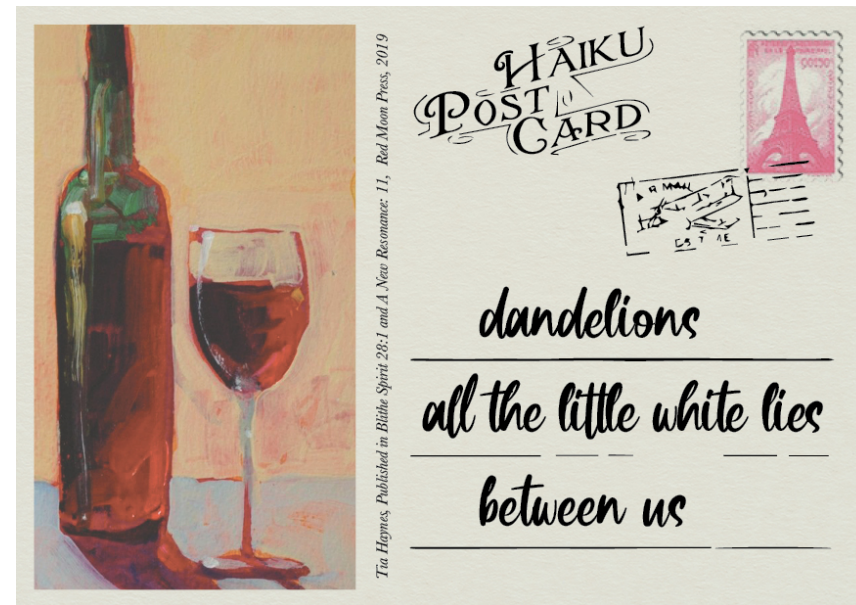


Posts from Other Haiku Poets

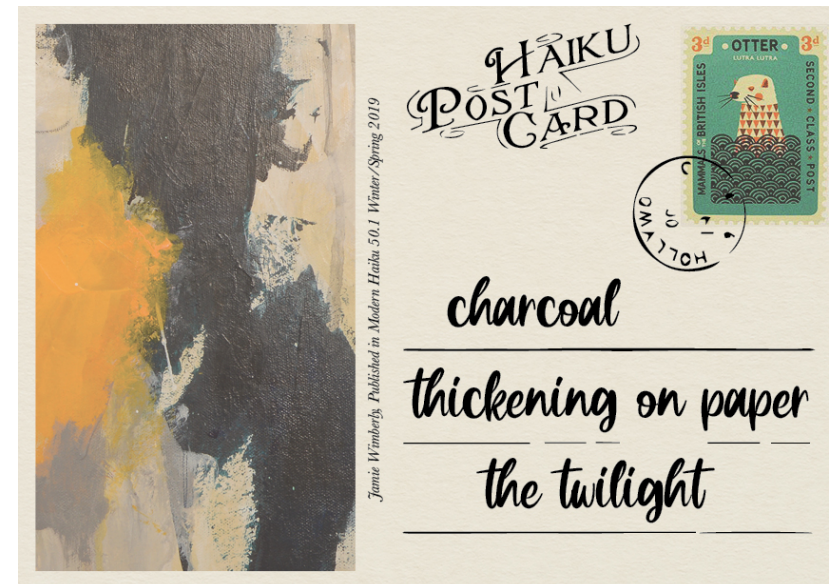


Haiku Postcards

- Example of a collaboration with a graphic designer
- Gave her a rough idea of what I was looking for but a lot of leeway
- Both for my poems and other poets and then connected to haiku journals
- Through collaboration, can leverage both our social networks



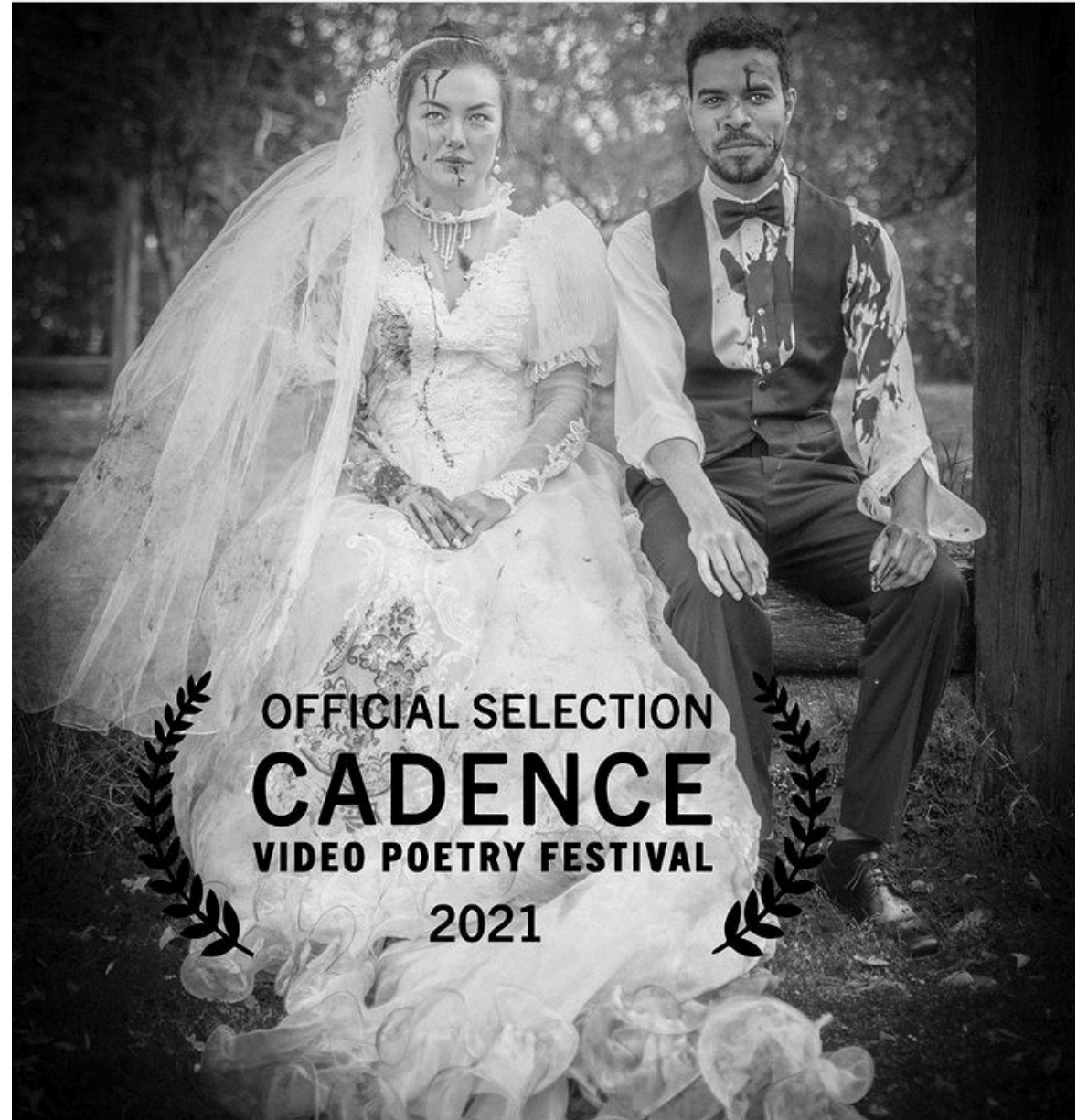
Tia Haynes, *Blithe Spirit*



Jamie Wimberly, *Modern Haiku*

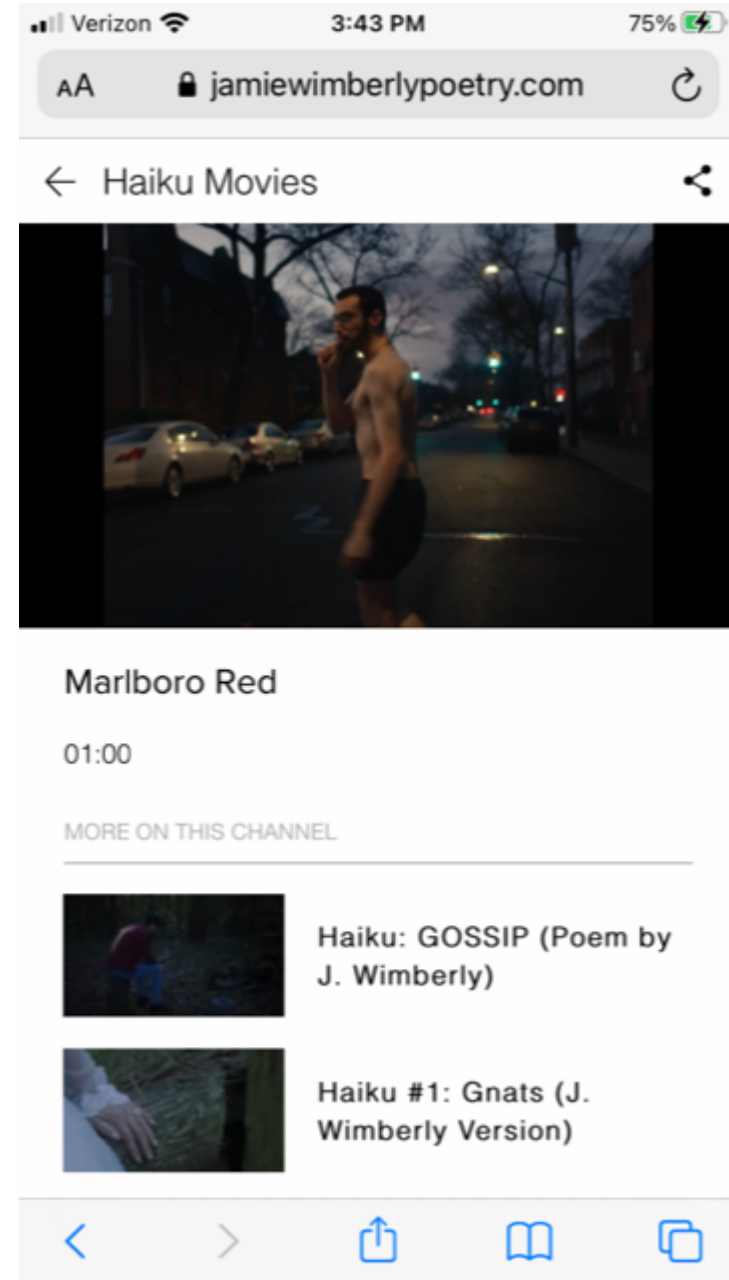
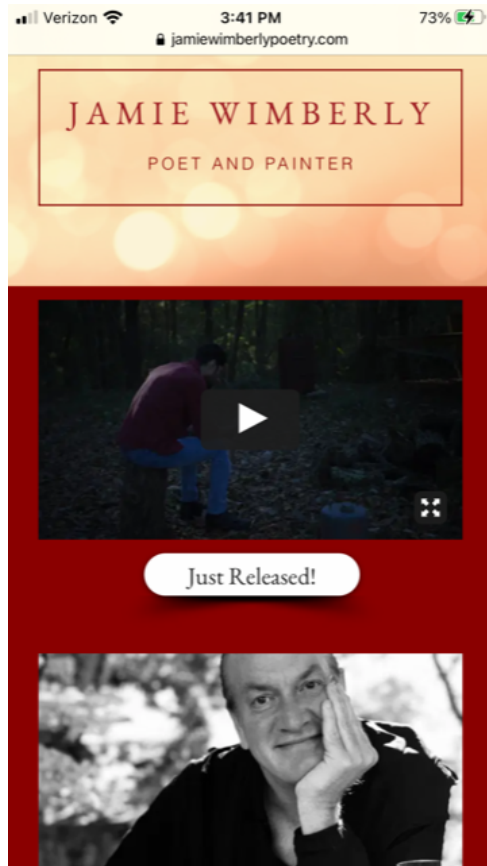
Video

- Video is increasingly the most engaging content on social media
- Can use your phone or collaborate
- Easy to edit and post
- Many different forms: reading poems, shorts and full productions
- Platforms: YouTube, Instagram, Vimeo, TikTok
- Tip: Good lighting is extremely important



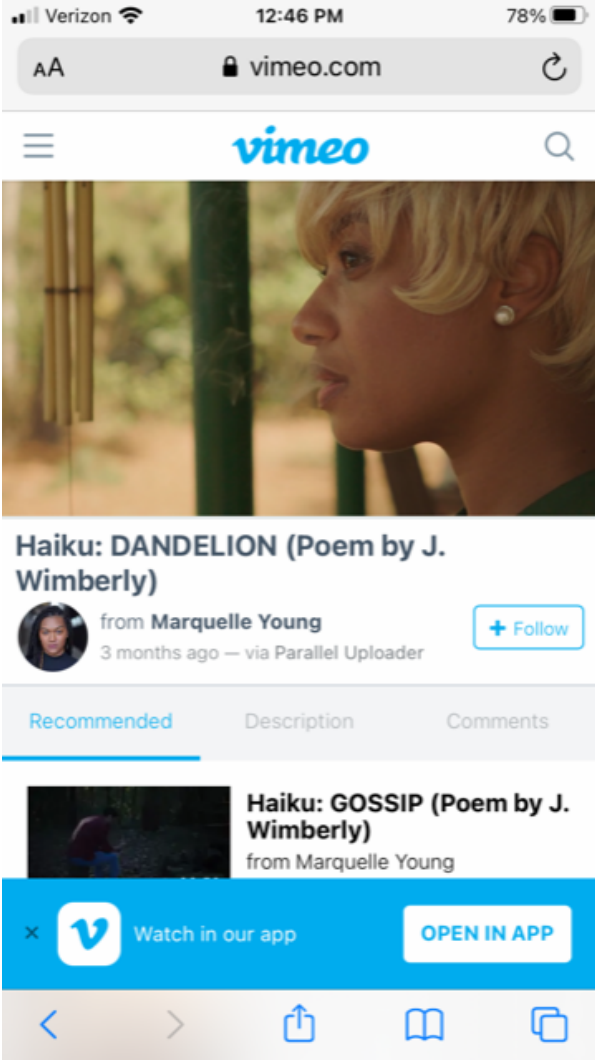
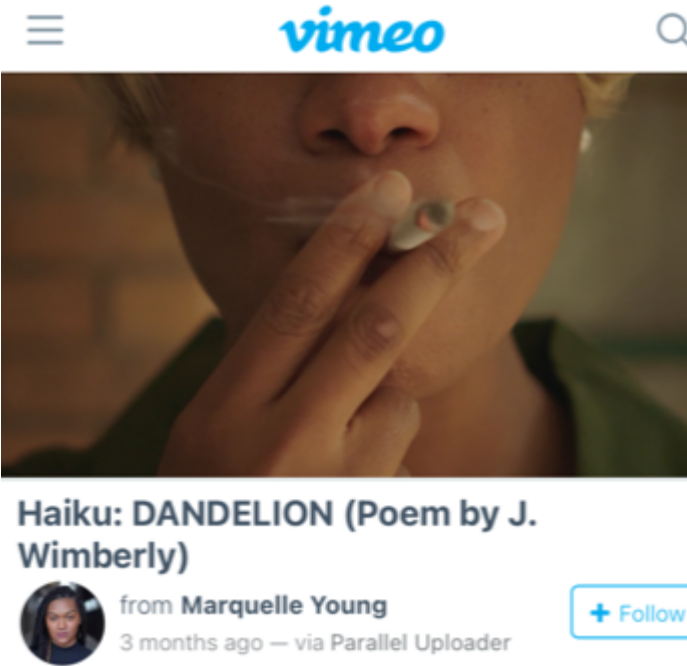
Haiku Movies

www.jamiewimberlypoetry.com



World Premiere: “Dandelions”

<https://vimeo.com/519379448>



Haiku Podcasts

Verizon 5:58 PM 98%
poetrypea.com

The Haiku Pea Podcast

Vision

The Haiku Pea Podcast started small in 2017. I thought I would more or less be talking to myself, but reckoned without the power of haiku, and the word spread. Now here at Poetry Pea there are a number of ways to celebrate haiku with lots and lots of like minded haiku poets.

In 2021 the Haiku Pea podcast will be offering two podcast a month on the 1st and 3rd Mondays of the month, the first to explore haiku topics and the second to hear the haiku and senryu that you have been writing.

Listening options:

You can listen here on the website or you can find us on a number of podcasting platforms: [iTunes](#), [stitcher](#), [spotify](#), [amazon](#), [google](#), [player](#) and [tunein radio](#) not forgetting [YouTube](#).

Please subscribe the podcast where ever you chose to listen and the latest episode will be delivered to your feed. and if you have a moment

Verizon 6:01 PM 98%
haikuchronicles.com



A non-profit free educational podcast devoted to the art of haiku and related poetic forms.

Verizon 1:23 PM 70%

Instagram

haikubyfifi

New episode just dropped!



Ep. 011: One Final Haiku
anchor.fm/thehaikupond

Liked by peter_c_cherr and 10 others
haikubyfifi Episode 11: One Final Haiku is LIVE!
Thanks for listening! (Links below are also in... more
View all 2 comments

Haiku Street Art



Concluding Remarks

- Social media is important to engage a wider audience, especially younger folks.
- Long tradition of combining haiku with other forms of media.
- Many different platforms and types of media to leverage.
- Getting started is easy.
- The more time you put into it, the more you will get out of it.
- Emphasis on the “social” part of social media.
- Collaboration is key.

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