

London Museum Development Digital Futures skills programme

Digital storytelling with a collections focus

Date: Friday 14 February 2020

Time: 10am – 4.30pm

Where: [Museum of London, Docklands](#)

Trainers: Janet Alderman, Digital Programmes Manager and Richard Moss, Editor & Content Manager, Culture24

What will be covered?

Is your museum making the most of its digitised collections content online? Finding the right channel, tone, voice and techniques to reach and connect with audiences online isn't easy. The workshop is rooted in practicalities but brings in strategic considerations too. We'll look at mission, identity and purpose; explore the specific tensions and challenges that digital storytelling with collections content brings and also focus on the many advantages that museums and collections have in this space. We'll share a wide range of examples from museums, galleries and beyond, looking at social media, websites and other platforms. We'll give you plenty of food for thought, practical tips and ideas to take away and try. Our workshops are friendly and informal, encouraging active learning and plenty of discussion.

Who is it for?

Staff/volunteers from London and South East museums may attend free of charge (max of two per museum). Whether you're just beginning to tell your museum's stories online or looking for ways to improve an existing offer and levels of engagement this workshop is for you. It's suitable for a wide range of practitioners at all skill levels, from beginners to more advanced, whether your focus is curation, learning, marketing, engagement or something completely different.

Primary aims of day – to create a supportive and energising environment for participants in which we explore the themes outlined above. We will introduce enough

theory for everyone to understand the essential messages and ensure they leave feeling inspired and confident enough to carry on their thinking and experimentation around digital storytelling in their own settings. This is so that participants can become more digitally literate and confident as individuals and get to know others working in the same area from other museums.

Our approach – informed and informal, encouraging active learning and discursive, peer-to-peer knowledge exchange.

Support towards Museum Accreditation:

Users and their experiences:

9.1 Provide stimulating learning and discovery activities, including exhibitions and programmes based on your collections

9.2 Communicate effectively with users and potential users through a range of access, marketing and promotional activities

About:

The workshop will be led by Culture24's Janet Alderman. Janet is Culture24's Digital Programmes Manager and brings in-depth working experience of the museum sector where she has used digital storytelling across social media, digital and marketing campaigns, outreach, exhibitions and collections. She has also worked commercially in digital marketing and is well versed in tailoring content to reach a wide range of audiences. Richard is editor of the award-winning www.MuseumCrush.org and brings hard-learned and current practical experience of digital storytelling with collections. He also teaches and mentors museum colleagues around the UK, supporting them with digital content creation and reach.

This workshop is provided as part of Culture24's Arts Council England-funded [Sector Support programme](#) and is provided in partnership with [London Museum Development](#) and the [South East Museum Development Programme](#)

Refreshments will be provided



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