

Digital storytelling with a collections focus

Online course, via Zoom

3 x online content sessions of 2hrs

Session 1: 29th June 2022, 10:00-12:00; Session 2: 6th July 2022; Session 3: 13th July 2022, 10:00-12:00.

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. This course will explore the specific tensions and challenges that digital storytelling can pose. It will focus on the many advantages that museums and collections offer in this space.

We will explore both the practicalities and strategic considerations of digital storytelling using collections content, looking at content on websites and social channels. There will be examples from museums, galleries and beyond, giving you plenty of food for thought, practical tips, and ideas to take away and try.

Who should attend?

This online course is aimed at anyone based in a small or medium-sized museum who is tasked with creating content for online platforms yet isn't a digital content specialist.

Two members of staff from each participating museum should attend to ensure that they are able to enact and embed change more effectively within their organisation.

Participants must be working or volunteering in a non-NPO, Accredited museum in the region.

Schedule

This online course will encourage active learning and plenty of discussion for a small group of up to 18 delegates from 9 museums. You will join three online sessions, each lasting two hours and spread across a period of one month. You will be asked to

undertake a small piece of self-led 'homework', designed to help you experiment with digital storytelling ideas in your own unique setting.

Learning objectives

By the end of this course, you will:

- understand how to use your collections to create digital content
- be able to create an engaging story through your digital content
- be aware of the platforms that you can use to share your collections online
- understand the strategic considerations of digital storytelling with collections content
- gain practical tips for creating engaging digital content using your collections
- be confident in how to use your collections to engage audiences online

Course leads

Richard Moss is editor of the award-winning Museum Crush 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.

Alec Ward is the Digital Skills Manager at Culture24. Alec's career has focused on building capacity and confidence for smaller cultural organisations by providing digital skills and literacy support. He has extensive experience of developing training around practical digital skills development, from video editing to creating 3D digital models, and focuses that training through a wider organisational strategic context.

This course is provided as part of [Culture24's Arts Council England-funded Sector Support programme.](#)

Support towards Museum Accreditation:

Users and their experience:

- 8.1 To understand who uses your museum, and who doesn't
- 8.2 To use information to assess your users' needs
- 8.3 To have a plan for developing your range of users
- 9.1 To provide stimulating learning and discovery activities, including exhibitions and programmes based on your collections

- 9.2 To communicate effectively with users and potential users through a range of access, marketing, and promotional activities



Follow us on Twitter: @LondonMusDev

Sign up to our e-Newsletter for up-to-date news on funding, conferences, training events and sector news: museumdevelopment@museumoflondon.org.uk



Supported using public funding by

**ARTS COUNCIL
ENGLAND**

