

### Assess and improve your digital activities

**Date:** Wednesday 08 July

**Time:** 10:30am – 1pm

**Location:** Online, Zoom

**Trainer / Facilitators:** Alec Ward, MDO: Digital and Communications; Louise Pichel, Assistant Archivist, Museum of Freemasonry.

### What will be covered?

Where are your museum's digital strengths and weaknesses? The [Digital Culture Compass](#), commissioned by Arts Council England in partnership with the National Lottery Heritage Fund, has been designed to support arts, culture and heritage organisations to assess their approach to digital technology.

London Museum Development (LMD) wants to support a small number of museums to use the Digital Culture Compass, in a session designed to guide participants through using the toolkit. This session will enable participating museums to measure their digital work and plan for future activities. LMD will look at your museum's strategy behind its use of digital and use the toolkit to measure where digital can help your museum to achieve its mission, goals and aims.

Through participating in this session you will gain a better understanding of digital within your museum through a number of [different activity areas](#), such as Marketing and Communications or Strategy and Governance.

Using the Tracker, you will be able to generate 12 month targets for improving your digital activities. Using the report generated through the Tracker, LMD will create recommendations for further training, suggest areas for potential projects or interventions, and possible funding streams that may help you improve your digital work. You will also be offered support from Alec Ward, MDO: Digital and Communications, to help you with the work during and after the session.

Ideally, LMD would like two members of staff to attend the day. One senior manager / leader and a member of the team who has some form of responsibility for digital within their museum. It would be helpful to bring your organisation's mission / aims / goals with you on the day. If you would like to discuss your participation in this session, please contact Alec Ward: [award@museumoflondon.org.uk](mailto:award@museumoflondon.org.uk) / 020 7001 9861.

The Digital Culture Compass was developed by The Space with Culture24, The Audience Agency / Golant Innovation, the University of Leicester and Creative Coop.

### Who should attend?

- Those who wish to analyse and think strategically about their museum's use of digital technologies and their digital engagement activities.

- Directors, Senior Managers and Managers looking to create an overview of their museum's digital activities
- Practitioners looking to improve their use of digital within their work
- Museums looking to understand their use of digital
- Museums looking for support to improve their levels of digital literacy, skills and activities.

## **Session overview:**

### **Introductions**

#### **Digital Strategy and museum missions / goals (15 mins)**

- What is a digital strategy? Why have one?
- What are your organisation's missions / goals?
- Outlining how to align digital activities with organisation's missions / goals

#### **The Digital Culture Compass (15 mins)**

- Looking through the Toolkit, how does it work, what does it do
- Discussion of digital activities that seem most appropriate for the participating museums (where do you want to improve, where are you strongest?)
- Breaking down the terminology around activities and evaluation, used within the Compass.

### **BREAK (5 mins)**

#### **Completing the Marketing and Communications section of the Compass (30 mins)**

- Delegates to complete the Marketing and Communications section of the compass together, as part of an activity led by Alec and Louise.
- Help and guidance given where necessary

#### **Completing a section of the Compass of your choice, part 1 (15 mins)**

- In small groups, delegates to complete a section of the compass of their choice together, with input and advice from Alec and Louise
- Help and guidance given where necessary

### **Break (5 mins)**

#### **Completing a section of the Compass of your choice, part 2 (15 mins)**

- In small groups, delegates to either continue completing a section, or choosing a new section of the compass, with input and advice from Alec and Louise
- Help and guidance given where necessary

#### **The report (20 mins)**

- Going through the reports generated from the compass
- Initial suggestions and thoughts based on the reports and the experience of completing the compass, from delegates.

### **Close and round-up**

#### **After the session**

- Each museum to receive a report detailing recommendations on training, projects, programmes, activities, interventions, resources and funding based on their findings

from the Toolkit

- Each museum has the opportunity for further support for their work, where appropriate. Particularly in the development of any funding bids.

### **Learning objectives**

By the end of this course you will have:

- An overview of one or two areas of digital activities within your organisation
- A better understanding of how digital can be used more strategically
- A better understanding of how digital relates to your museum's mission
- Ideas and suggestions for how you can improve your museums digital activities
- The tools to continue analyzing your museums digital activities, outside of the activities focused on during the session.

Please specify on your application any particular areas of need or focus and we will try and accommodate these into the day and tailor the session to the level/expectations of participants.

Please ensure you have your line manager's permission to attend before booking your place as confirmation is sent to the museum. Final confirmation of places will be sent out no later than a week before the workshop. Please keep the 12 June available in your diary until your place has been confirmed. Priority is given to staff and volunteers working in non-national museums in the London region.



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