

LET'S GET



Culture24 /

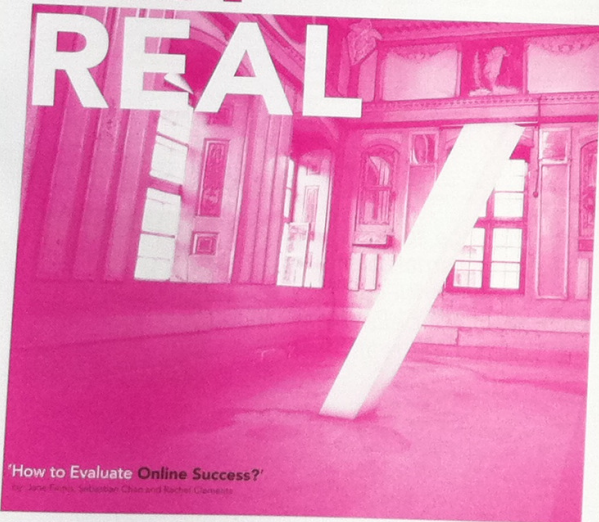
A stack of white papers is placed on a dark, textured surface. The top paper has the text "Who cares?" written in a bold, black, sans-serif font. The papers are slightly offset, showing the edges of the ones underneath. The background is a dark brown, pebbled texture, possibly asphalt or a similar material.

**Who
cares?**

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Report from the Culture24
Action Research Project

LET'S GET REAL



'How to Evaluate Online Success?'

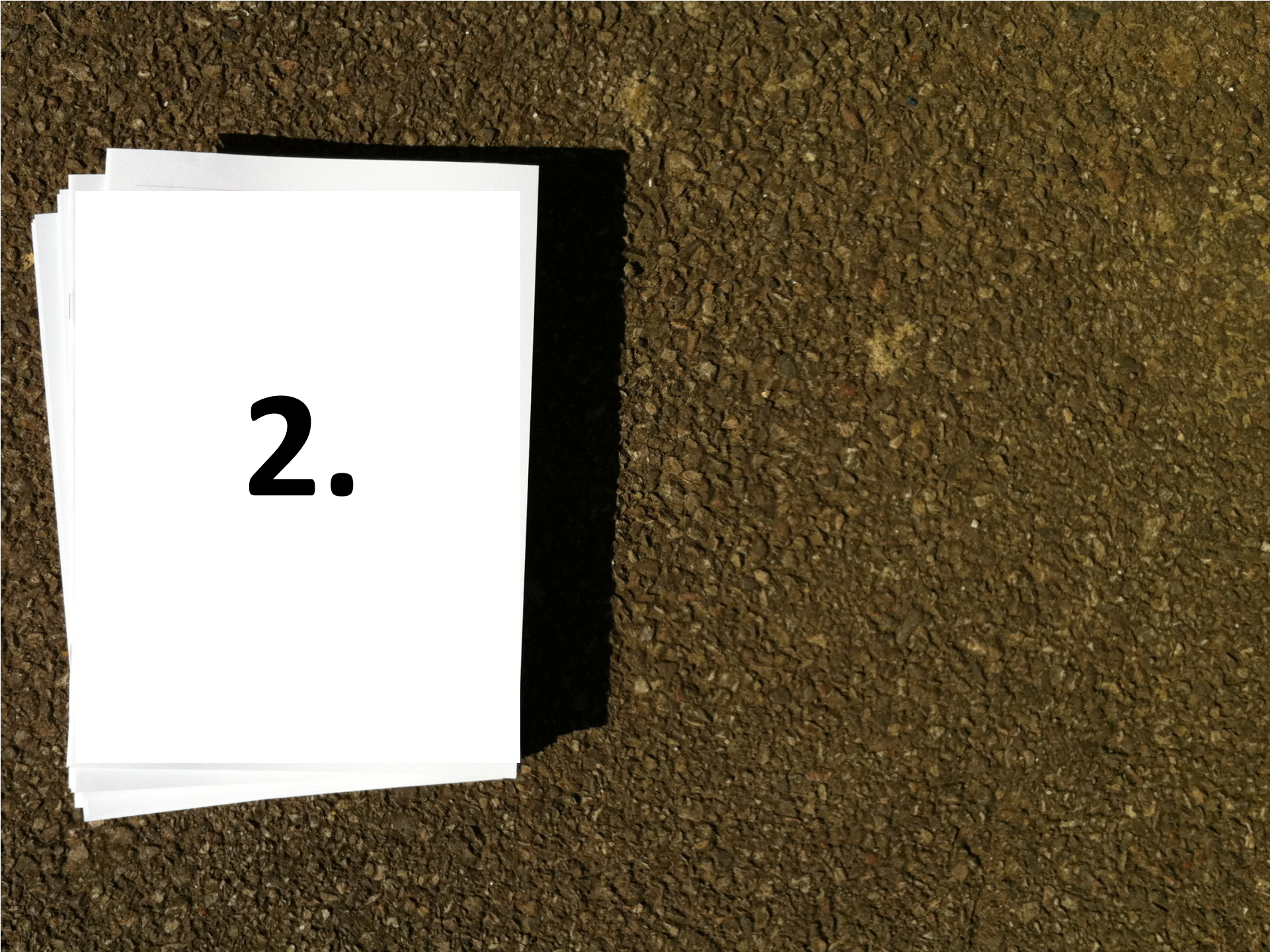
by Sarah Fensholt, Susanna Green and Rachel Caplan

1.

Attention Share

Challenge

- Build Culture Brands?
- Build a *shared* brand around 'stuff'?



2.

A stack of white papers is placed on a dark brown corkboard. The top paper has the word "Constraints" written in bold black text. To the right of the papers, the word "Challenge" is written in white text, followed by two bullet points in white text.

Constraints

Challenge

- **What is our shared goal?**
- **How do we lead?**





National
Portrait
Gallery



DESIGN
MUSEUM

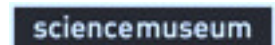
THE
BRITISH
MUSEUM



WATERSHED



THE
NATIONAL
GALLERY



A corkboard with a stack of papers on the left and a list of project activities on the right. The papers are white with black text. The corkboard has a dark brown, textured surface. The list of activities is written in white text on the corkboard.

**Action
Research
Project:
June 2010 to
Sept 2011**

- Series of four face to face all day workshops
- Google Analytics 'healthchecks' to fix the basics
- Google analytics data analysis for 2008/09/10 and shared segments (location, brand, content)
- Quantitative and qualitative analysis of Facebook, Twitter, YouTube, Flickr
- Sector & nationwide comparative data from Hitwise



Key Findings



Be clear
'what' you
are trying to
do online and
'who' it is for.



Focus your
online
investment.



Recognise
the value,
and the
limits, of
social media.



Question
whether the
web is enabling
you to reach
new audiences.



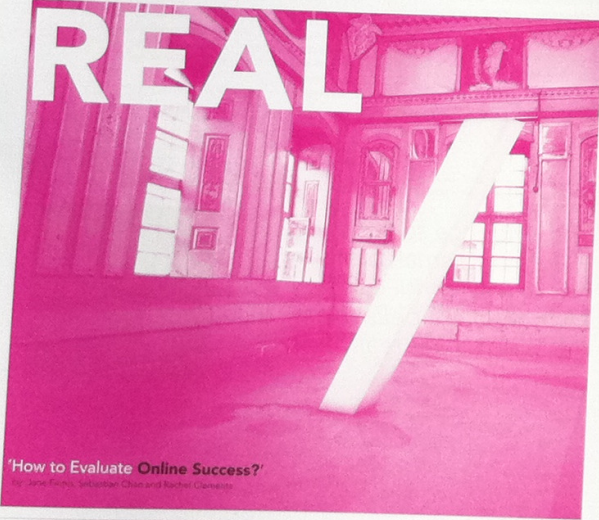
Standardise
methods of
reporting
online metrics
to external
stakeholders.



*This report
recommends
10 key
things to do...*

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*..corny
but true*

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