

Digital storytelling with collections

Session 2

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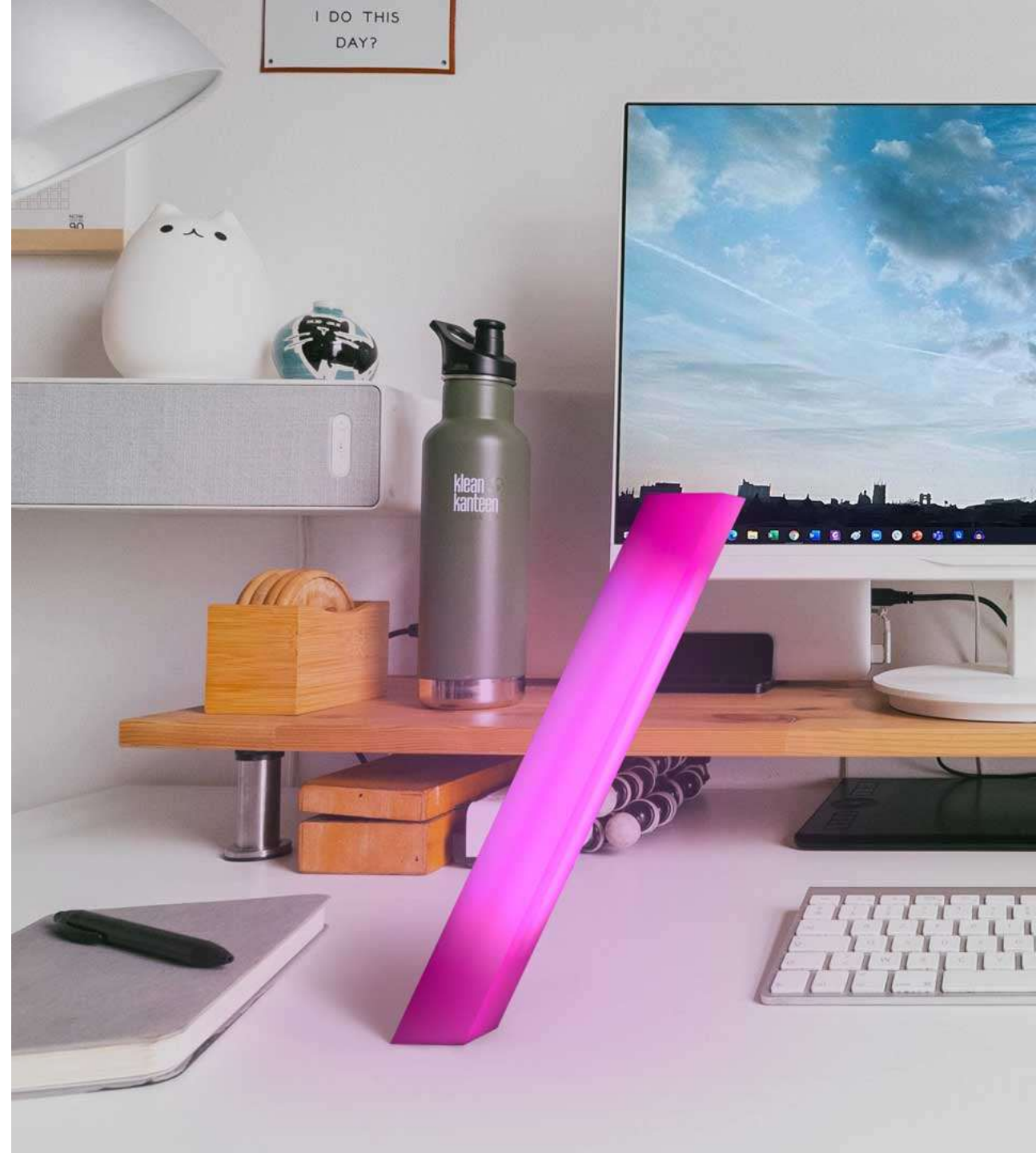


House keeping

1. Please change your Zoom name to first name and organization
2. Please mute your microphone when not speaking
3. Make use of the chat for questions and observations
4. This is the second of three workshops
5. We'll have some short homework at the end of each workshop
6. Chatham House rule

Who's in the room?

How have you been since we last saw you?

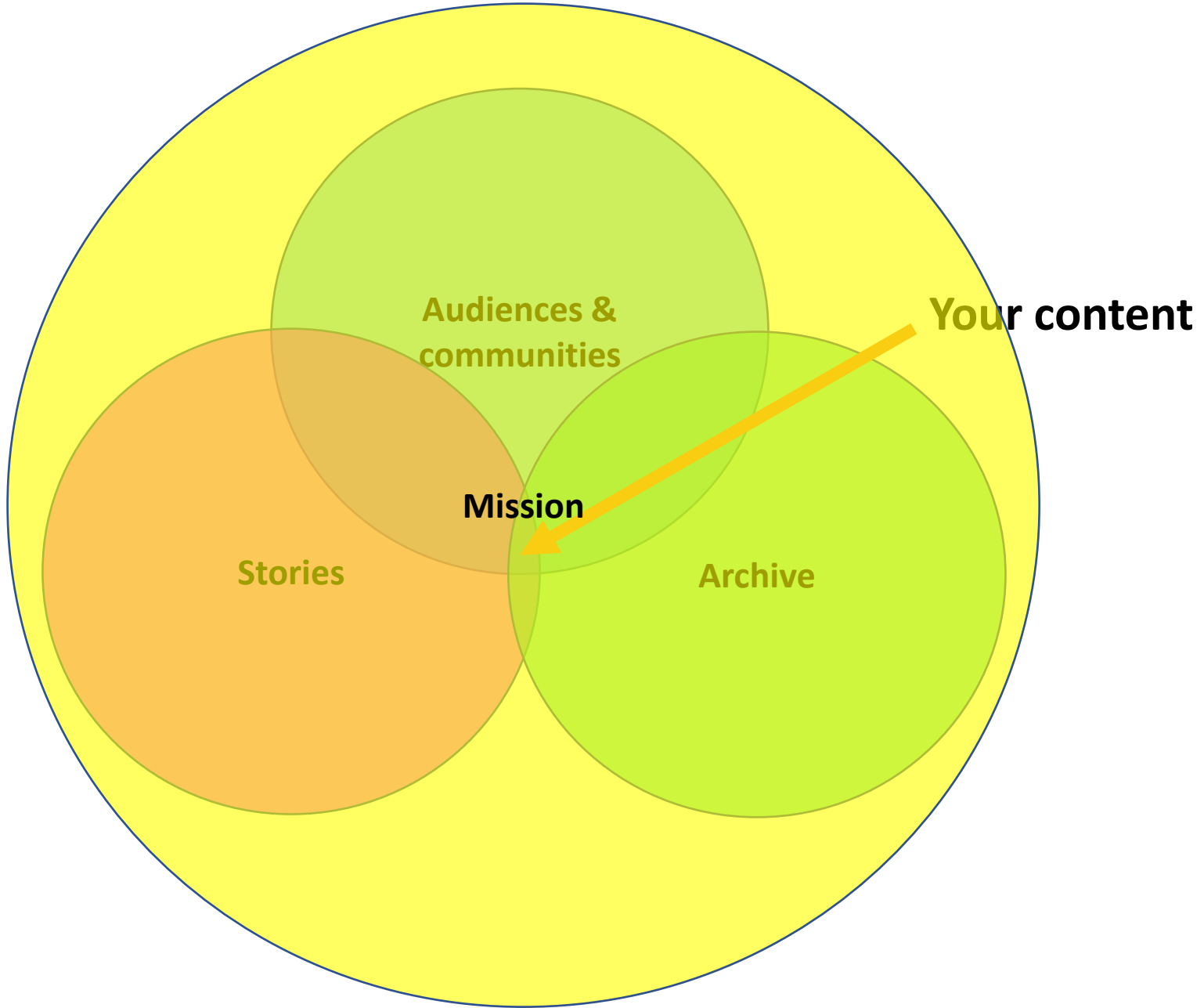


Session 2 overview

Session 2 – forming your ideas

- Mapping your stories, content, themes, audiences
- Experimental working
- Interesting examples of storytelling





Mapping exercise

1. Use your Padlet as a virtual 'post it' board to:

- Jot down **collections** – e.g. manuscripts, local photography archive, documentary material,
- Jot down **audiences**, either by demographic type, interest or motivations – e.g. local people 60+, family historians, GCSE students, academic researchers, etc...
- Jot down **stories** – e.g. how this manuscripts survived a fire at the local manor

2. Which story might you tell first, about which collection object, to which audience, in which channel? Note thoughts on the Padlet.



Time for a break



10 mins



Being experimental

1. Question/hunch driven
2. Simple, quick and cheap
3. Use what you already have
4. Action orientated
5. User focussed
6. Feedback loops built in
7. Time bound





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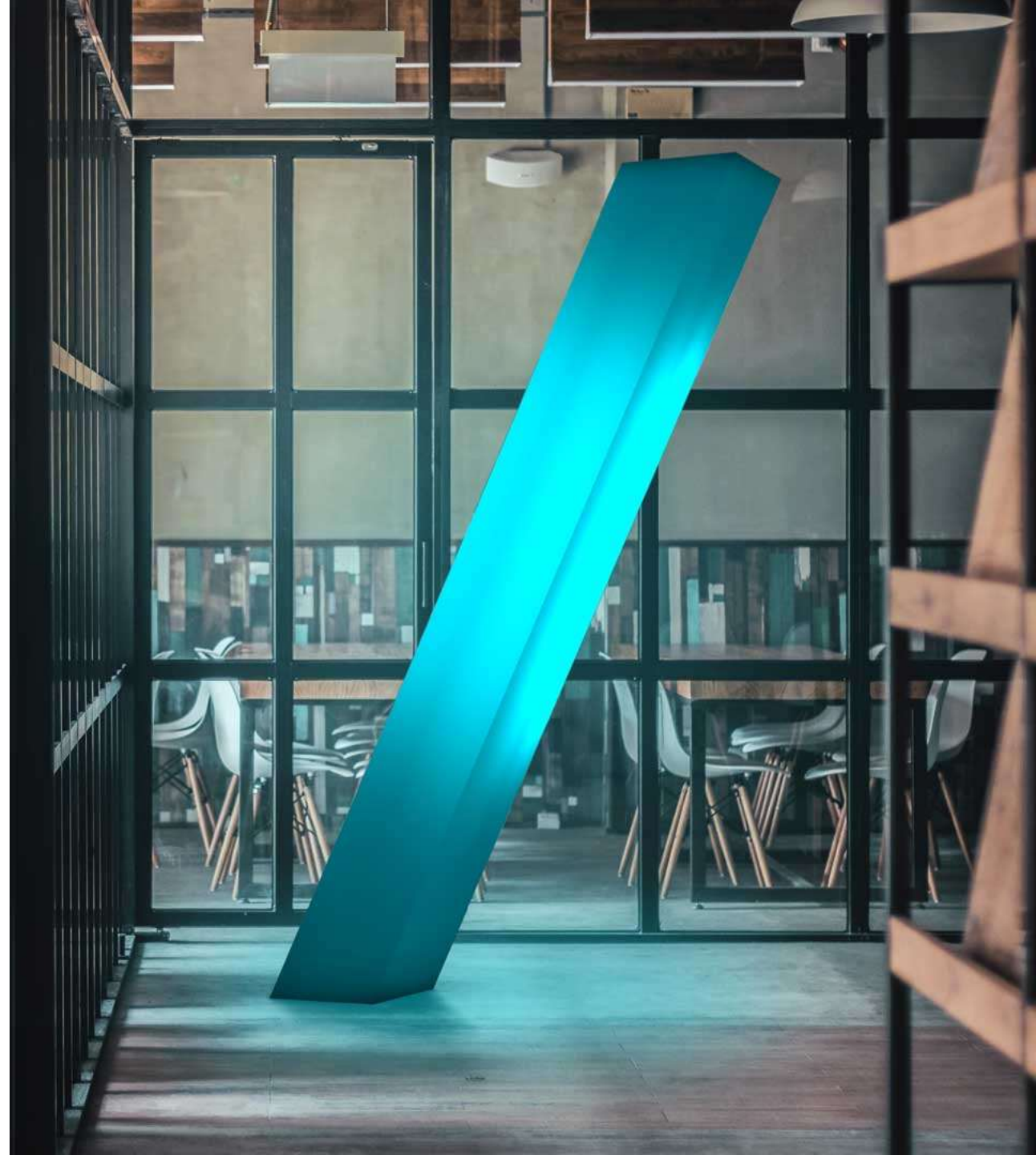


Today's Memory



Case studies and examples

Digital storytelling experiments





Using Search Engine Optimisation to build subject authority

Tags

Analytics

Let's Get Real

Search Engine Optimisation

Organisation

Museum of London

Overview

This case study, from our **Let's Get Real** action research program focusing on measuring success, of London optimised a popular piece of web content in an attempt to make it rank higher on search on the Suffragettes and was already quite popular, receiving a large number of page views over the optimising the content for search engines, the article would come up higher in search engine results standing as an authority on the topic.

As a result of their efforts, the article improved its Google ranking compared to the old version for 'Suffragettes' and they saw increased dwell time on the page as well. It is too early to tell if that new old one, over time. However, an immediate result for the museum was the creation of SEO guidelines



What is a Windsor Chair?

Blog, Collections, Furniture | 0 comments



Wellcome Collection LGR6 experiment



museumwales

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Followed by britishmuseum, gbro2013, museum.crush + 1 more



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Past Exhibition

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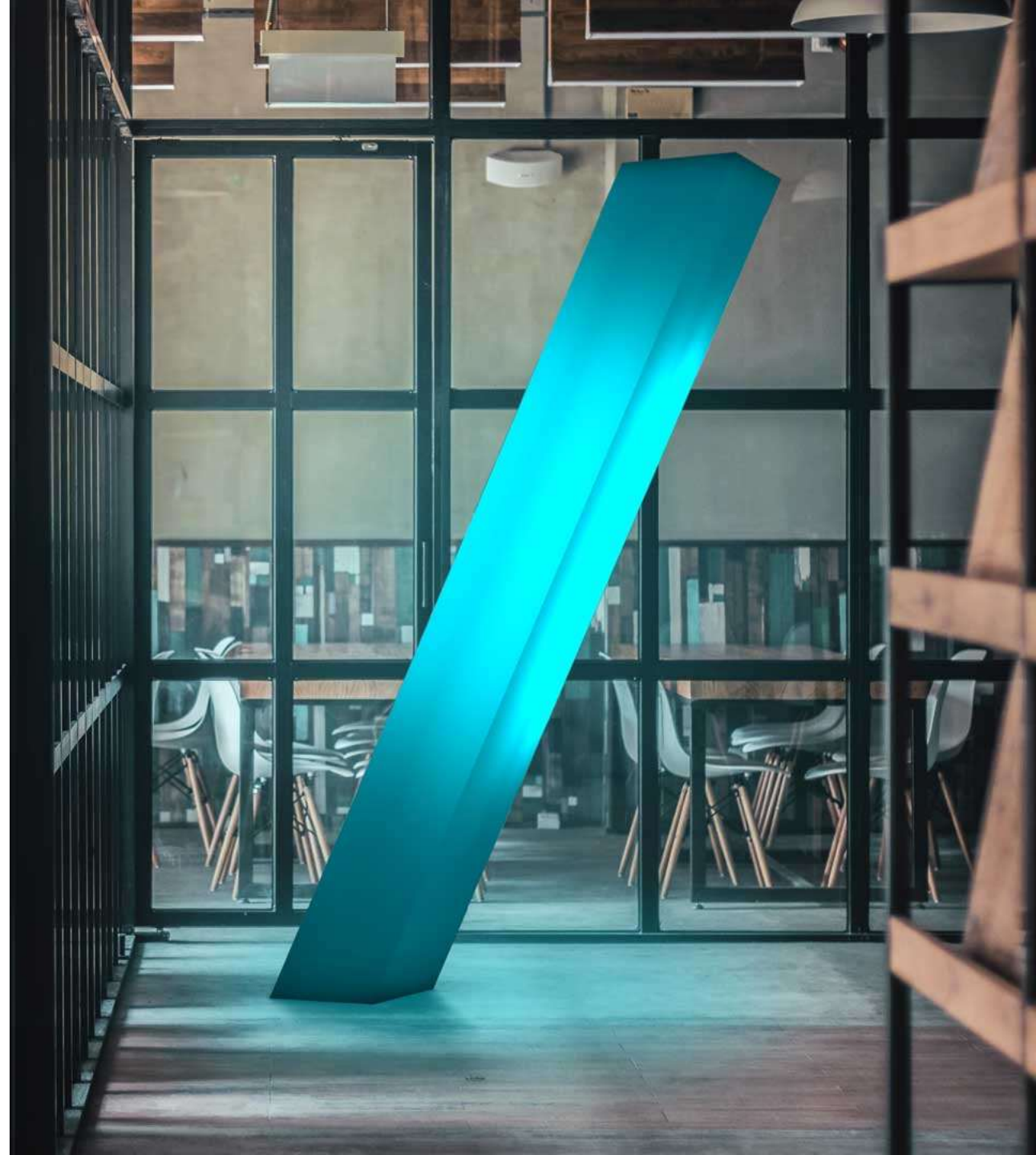


Share This



Your story experiment idea

Look at your Padlet, think about your stories, collections, audiences and platforms.



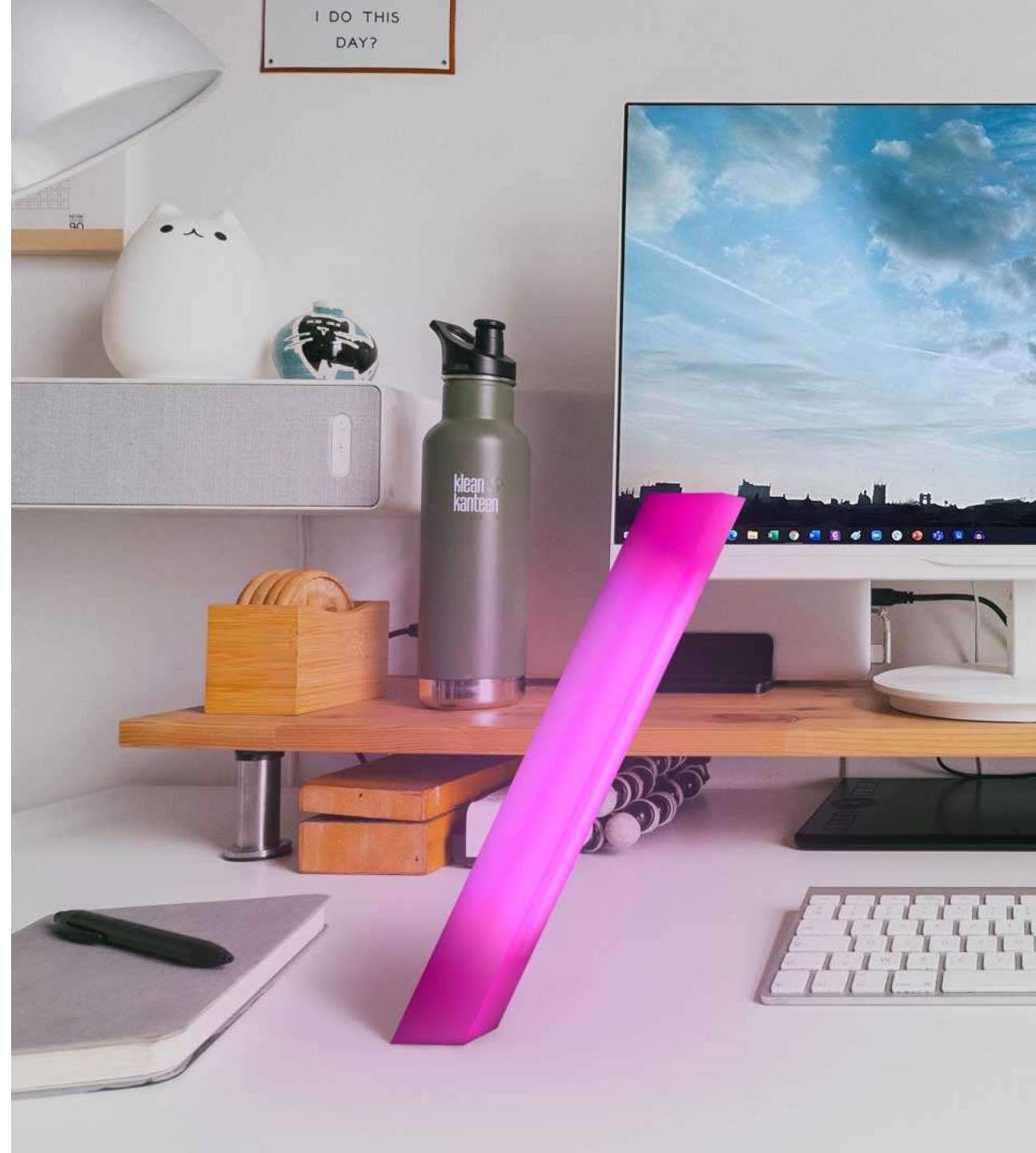
Today we've covered

- Mapping your collections, stories and audiences
- Experimental working
- More case studies and examples of interesting practice



Homework

- Finalise your story idea, for your experiment
- Look at the Digital Engagement Toolkit and our Platforms and content creation resource



In the next workshop, we'll cover

- Planning your storytelling experiment, content ideas and plans



Thank you

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