

May 2020



**Digital Culture  
Network**



Hi,

**Spring is well and truly here, and we hope you've been able to spend some time under those blue skies. We're excited to bring you our bumper tenth edition!**

This month, we welcome a new team member - Peggy Naumann, Tech Champion for the South West and Email Marketing - who brings a brand new specialism to the team and skills to help your organisation master your customer communications.

We bring you some fascinating research insights into changing social media interactions during lockdown, and new hot off the press signposting resources. We've partnered with an arts, education and technology expert to bring you a webinar focussing on online safeguarding, and our series of data analytics webinars continues.

Read on to discover all this and more!

## **Tech Champion profile: Peggy Naumann**

[Contact Peggy](#)



### **What is your specialism?**

My specialism is in email marketing. I can support organisations with all aspects of customer communications, whether that's starting from scratch with implementing a new system, creating and sending customer communications, or developing more complex customer journeys to really nurture the relationship between you and your audience. I have experience in mapping out customer journeys to support with targeted marketing and identifying opportunities for customer communications and upselling.

### **What is your background?**

I have worked in arts and education for over 10 years and came to email marketing through my work in managing ticketing data and systems at the Royal Albert Hall. I have also developed customer journeys for educational and commercial organisations and have many ideas to bring back to the cultural sector.

### **What region do you cover?**

I'm based in the Bristol office, covering the South West, but can support organisations across the country with their email marketing needs.

## 5 tips for increasing customer retention with email marketing

Peggy has shared her favourite online resource for keeping up to date with the world of email. The Litmus blog covers a wide range of issues and topics, making it invaluable reading for all digital marketers. She's pointed to a really useful piece about customer retention - particularly relevant given new customers are hard to come by at the moment.

[Read the article](#)

## Data analytics webinar series

[Register for the webinar](#)



James Akers, our Tech Champion for Data Analytics and Insight, is preparing to host the next in his Google Analytics webinar series. You can watch the recording of the first session, [Google Analytics for absolute beginners](#) on our YouTube channel, with number two (How to audit your Google Analytics account) coming soon!

Sign up for the third session, [Google Tag Manager for absolute beginners](#) on Thursday 18 June at 2pm to find out why arts and culture organisations should be using Google Tag Manager.

[Contact James](#)

## Safeguarding webinar

Wednesday 3 June, 2pm

Digital Culture Network is partnering with arts, education and technology consultant, Julia Lawrence, for this one-hour webinar which will cover risks, best practice and policies and procedures when it comes to interacting and working with young people online.



[Register for the webinar](#)

## Twitter Q&A with a Tech Champion

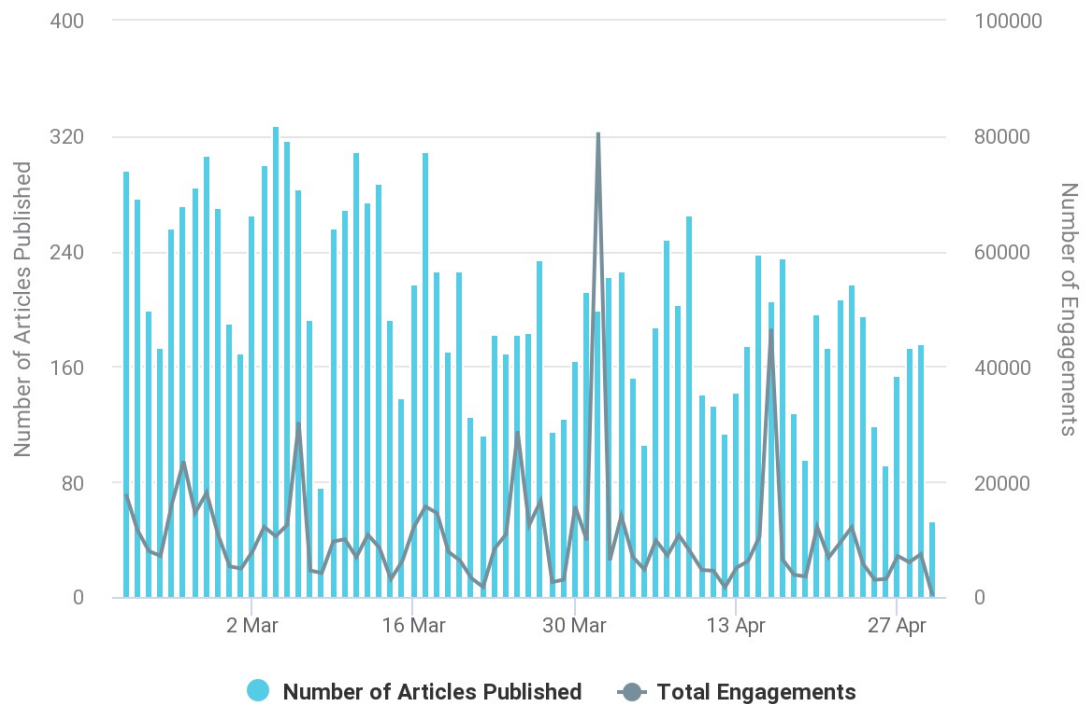
Friday 22 May, 3pm

This Friday, Emma Roberts will be answering all your eCommerce questions on our Twitter page as well as sharing answers to her most FAQ's. Got an eCommerce question? Tweet or DM us before 3pm on Friday!



[Find us on Twitter](#)

## Understanding sector trends during the COVID-19 crisis



BuzzSumo

We've been exploring data insights from social media analytics tools Quintly and BuzzSumo, finding some fascinating trends from this period of enforced isolation, which we hope can help inform your digital plans.

- Video content and longer-form articles have been very popular, most likely because people working from home or currently furloughed are more inclined to view long-form content.
- Engagement increased greatly when social distancing was recommended, spiked when the lockdown was announced and peaked again when it was extended, indicating that people are looking for more content online.
- If we compare February, March and April it is also clear that people have started engaging with a lot more content during weekdays and less during the weekends.

Questions about how the above information can inform your strategy, or how similar analytics tools can help you gain insight?

[Get in touch](#)

**How to make videos on your smart phone**



# making videos using phones



Dean Shaw, Content Tech Champion, spent his first week in isolation producing this video which shows you how to produce engaging content with just your mobile phone, a pair of headphones and a free editing app.

Questions about this video or anything content related?

[Contact Dean](#)

## COVID-19 resources



We're regularly updating our selection of COVID-19 resources on the Digital Culture Network pages on the Arts Council England website.

Recent additions include:

- A step-by-step guide to streaming webinars to YouTube through Zoom
- Online Safeguarding resource in collaboration with the Arts Council's Children and Young People team
- Getting started with Online Audience Engagement through social media

[View the resources](#)

## Digital Heritage Lab

The Arts Marketing Association have launched Digital Heritage Lab. Funded through the support of the National Lottery Heritage Fund as part of the Digital Skills for Heritage initiative, it's a free programme for small and medium heritage organisations seeking to develop their digital capabilities and capacity.



[Learn more about Digital Heritage Lab](#)

## Connected to Culture

In response to calls for support from their partners, Google Arts & Culture have created a digital toolkit to help any and all cultural organisations continue their programmes online.



Google Arts & Culture

[See the Connected to Culture toolkit](#)

That's it for this month! If you've got a question for one of our Tech Champions, want to partner with us, or have some exciting news to share, then we'd love to hear from you.

Get in touch

[Visit our site](#)



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