

August 2020



**Digital Culture
Network**



Hi,

Welcome to the Digital Culture Network's latest edition of digital news for the arts & culture sector.

This month we are excited to launch our latest webinar series 'Connected to Culture Live' and we have also scoured the internet for the latest in useful digital resources so you don't have to...

Connected to Culture LIVE



The Digital Culture Network, in partnership with Google Arts & Culture, is launching a series of conversations on navigating the shifting cultural landscapes caused by the Covid-19 lockdown. Gathering together industry leaders, we will explore what organisations have learnt so far, how they are future planning in the wake of the pandemic and how this will shift considerations of audiences, digital content, digital skills needs and business models. To learn more and book your place, click on the links below.

Thursday 10 September, 2pm - Moving arts and culture online

This conversation between artistic directors and digital adopters will explore the lessons learnt from shifting and adapting to digital in a time of change and what the future may hold for content strategies and audience engagement.

[Book now for our moving arts and culture online conversation >>](#)

Thursday 8 October, 2pm - Audiences now and in the future

A panel of researchers and cultural leaders will discuss how organisations have seized the opportunity to digitally reach new and existing audiences, and what the current and future implications of changes in audience behaviours and consumption patterns may mean for the arts.

[Book now for our audiences now and in the future conversation >>](#)

Thursday 29 October, 2pm - Building digital skills for the future

Industry experts and digital advocates will discuss what we can learn from this period of enforced digital exploration and how we can continue to develop digital skills across the arts and culture sector in order to be able to innovate and thrive in an increasingly digital landscape.

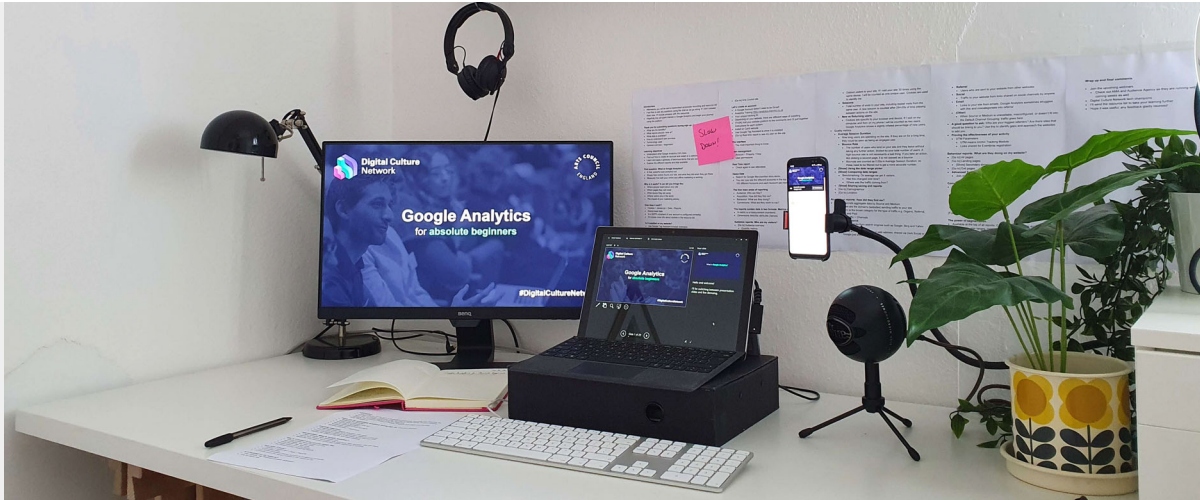
[Book now for our building digital skills for the future conversation >>](#)

Thursday 19 November, 2pm - Evolving business models and new revenue streams

Join us as, along with industry leaders, we discuss how organisations have diversified income streams, what can be learned from this time of risk taking and what that means for future business models.

[Book now for our evolving business models and new revenue streams conversation >>](#)

Now booking



Thursday 20 August, 2pm – How to take your Twitter profile to the next level

Learn how to make your organisation's Twitter account work harder and reach further.

[Book now for our Twitter webinar >>](#)

Thursday 3 September, 2.30pm – Revisioning 2020: Achieving Customer Relationship Mastery

A highly interactive online CRM workshop for arts and culture organisations led by CRM software specialists Tessitura Network.

[Book now for our CRM webinar >>](#)

Thursday 24 September, 2pm – A beginner's guide to TikTok

Learn how and why this short-form video app could be an important part of your social media activity.

[Book now for our TikTok webinar >>](#)

Missed any of our webinars? Not to worry, you can catch recordings of our past sessions on our YouTube channel.

[Visit our YouTube channel >>](#)

New resources



How to make your content accessible

Learn how to make different forms of digital content accessible to all audiences and what steps you can take to make good experiences for your visitors.

[Check out the 'how to make you content accessible' resource >>](#)

From the sector

How to optimise your social posts for the visually impaired

Discover tips and tools to make your social media content accessible to people with impairments.

[Check out the 'how to optimise your social posts' resource >>](#)

Social media image size guide

Ensure your posted images look their best with this platform-by-platform overview of optimal image sizes.

[Check out the 'social media image size guide' resource >>](#)

How to write good alt text

What is alt text, and why is it important?

[Check out the 'how to write good alt text' resource >>](#)

Do you like our new look? We want to make it as easy as possible for you to find what you need in our emails, so let us know what you think.

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 with the Digital Culture Network.

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