

September 2020



Hi,

If you've got that back to school feeling and are looking forward to learning something new then look no further. We've just launched our brand new website and it's full of resources, articles and how-to guides to learn from. Read on to find out all about it, to get up to date on important sector news and to explore plenty of events from us and others to keep that brain ticking over.

Brand new website

We've created resources and advice for you to use during the COVID-19 lockdown.

[Read More](#)

Digital skills for the arts



Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by
nine specialist Tech Champions. We want you to be a part of it.

Our newly-launched website is packed full of valuable resources designed to help you improve your digital skills:

- Top tips and how-to articles in our Knowledge Hub
- Information on upcoming events
- A place to ask a Tech Champion your specific questions

[Browse the Knowledge Hub](#)

News



New accessibility regulations

New accessibility regulations come into force on Wednesday 23 September. This means that all public sector websites must be compliant. If you're not sure how to make your online content accessible, check out our handy article.

[Read our accessibility article](#)

New job alert: Chief Data Officer

Here at DCN we love all things data and we're really excited that the Arts Council is looking to place data management and analysis at the heart of the organisation. If you know someone who fits the bill, please share with your networks.

[Read the job description](#)

Do you have a digital transformation story to tell?

We are collating case studies on organisations where the use of digital has had a transformative impact in helping you reach your organisational goals. Share your story to inspire others, whether it focuses on marketing, audience

engagement, income generation, fundraising, processes and systems or bringing teams together.

[Tell us about your transformation](#)

New DCN Webinars

Booking is now open for more webinars from our Tech Champions. Head over to our website to secure your place.



How to track marketing campaign performance

Thursday 15 October at 2pm

A step-by-step guide to setting up marketing campaign tracking using processes and tools such including UTM parameters, Google Analytics, Facebook Ads

[Register for the tracking webinar](#)



How to develop a powerful website content strategy

Thursday 5 November, 2pm

Learn how to plan and create engaging content that attracts the right people to your website.

[Register for the website webinar](#)

Now booking

A beginner's guide to TikTok

Thursday 24 September at 2pm

[Register for the TikTok webinar >](#)

Getting started with online retail: launch to success

Thursday 1 October at 2pm

[Register for the online retail webinar >](#)

Connected to culture LIVE: Audiences now and in the future

Thursday 8 October at 2pm

[Register for the connected to culture webinar >](#)

Events from the sector



Leeds Digital Festival 2020

Monday 21 September - Friday 2 October

Leeds Digital festival kicks off today for the next two weeks. Choose from nearly 300 events celebrating all things digital.

[Browse Leeds Digital Festival sessions >](#)

Digital Cities Virtual

Tuesday 22 - Thursday 24 September

BBC Academy's Digital Cities will be returning as Digital Cities Virtual in 2020-2021, with a not-to-be missed monthly series of FREE events for the creative industries.

[View the Digital Cities schedule >](#)

Personality, Purpose and Heart

Wednesday 30 September

In this webinar, presented by the Arts Marketing Association, Supercool share the biggest opportunities to reflect your brand on your website without the need for a redesign.

[Find out more from AMA >](#)

Remote but still connected: creating and sharing music during lockdown

Wednesday 30 September

Join The Space and a panel of musicians and orchestral staff as they share insights from the last few months. They'll discuss ways in which they rose to the challenge of making music while apart.

[Find out more from The Space >](#)

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.](#)



Images: 1. Calling Tree LIFT 2016. Photo © Tony Fanning 2. Screenshot of the new DCN website. 3. Stopgap dance Company. Photo, Yohta Kataoka 4. PDSW Joie de Vivre Postcards Graham Jagger, Graham Turner and Steve Cook from Dance SIX-0. Photo by Kevin Clifford 5. Members of the South-West Open Youth Orchestra play accessible musical instruments with their eyes. Image © Paul Blakemore 6. Week 53, The Lowry. Photo: Nathan Cox