

October 2020



**Digital Culture
Network**



ARTS COUNCIL
ENGLAND



Hi,

In October's newsletter we explore how to monetise live streams, learn how to build a robust digital strategy for charities, share the latest Libraries in Lockdown report and introduce a new culture app. Plus plenty of newly-released webinars and a virtual conference for you to check out.

How to monetise live streams

LIVE STREAM REVENUE GENERATION



Are you looking for ways to earn revenue from live streams? In this video our Digital Content Tech Champion, Dean Shaw, takes a look at one solution that has enabled many artists and musicians to still earn revenue whilst in lockdown.

[Watch the video](#)

News



Digital roles advertised in the UK cultural sector

Connecting Culture has created an app that contains a growing inventory of past digital roles advertised in the UK to help benchmark salaries and draw up job descriptions.

[View the app](#)

Emphasising digital in strategy

A strategy sets out your mission, aspirations and how you intend to improve. Charity Digital looks at why charities should emphasise the 'digital' in their strategy and how this will benefit them in the long-term.

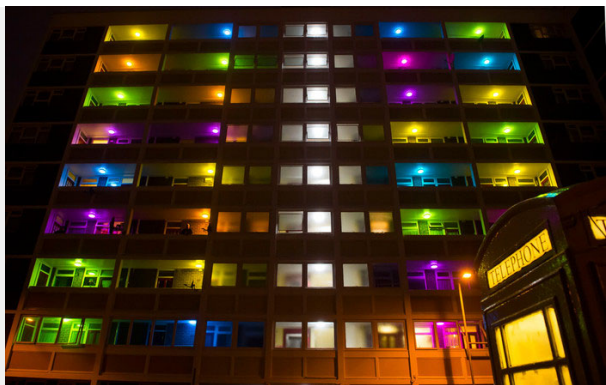
[Read the article](#)

Libraries in Lockdown report

The Libraries in Lockdown report shows how libraries and their staff kept communities connected during lockdown and supported the most vulnerable. The report also reveals how libraries demonstrated their skills, empathy and flexibility during lockdown to respond to the rapidly evolving situation.

[Read the report](#)

New events



Using data to make smarter SEO and PPC decisions

Thursday 12 November at 2pm

Learn tips and tricks of the trade so you can make the most out of your SEO and PPC data.

[Register for the SEO webinar](#)



Everything you need to know about Print on Demand

Wednesday 18 November at 2pm

Learn how to implement a successful and profitable Print on Demand solution for your online shop.

[Register for the POD webinar](#)



Getting started with email marketing

Thursday 26 November at 2pm

A beginners guide to harnessing the power of your mailing list, and using emails to increase audience engagement.

[Register for the email webinar](#)



How to make sure your video content is loved and shared

Thursday 10 December at 2pm

A webinar for arts and cultural organisations to learn how to ensure their video content consistently reaches the right audiences.

[Register for the content webinar](#)

Now booking

Connected to Culture LIVE: Building digital skills for the future

Thursday 29 October at 2pm

[Register for the Connected to Culture LIVE webinar](#)

How to develop a powerful website content strategy

Thursday 5 November at 2pm

[Register for the website webinar](#)

Connected to Culture LIVE: Evolving business models and new revenue streams

Thursday 19 November at 2pm

[Register for the Connected to Culture LIVE webinar](#)

Across the sector



Masterclass: Maximising Commercial Income from Visitors

Monday 9 - Tuesday 10 November

This masterclass, presented by Association for Cultural Enterprises and delivered online over two mornings, is for organisations who want to embed a more joined-up approach in their organisations, maximising earned income from individual visitors.

[Find out more from the Association for Cultural Enterprises](#)

Diversifying your Audience

Tuesday 17 November at 1pm

Presented by the Arts Marketing Association, in this webinar you will discover how to find and attract target groups you may not already be engaging with.

[Find out more from AMA](#)

Culture Geek 2020: Virtual conference

Friday 20 November at 10am

Culture Geek brings together those shaping the future of digital in museums, theatres, festivals and arts organisations. This year the conference is taking place online with eight speakers from Europe, USA and UK sharing their knowledge and experience.

[Find out more from Culture Geek](#)

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.](#)

digitalculturenetwork.org.uk



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