

November 2020



Hi,

In November's newsletter we're asking to hear your stories from 2020, launching two new events with Google Arts & Culture and open bookings for more webinars from the team to improve your digital skills.

We also explore the latest news across the sector, highlight #MuseumShopSunday and share fundraising tips ahead of Giving Tuesday to boost your income.

# Tell us your 2020 journey

We're incredibly proud of the response from artists, freelancers and organisations big and small throughout this difficult year. The entire sector has shown fantastic drive and character to pivot to new ways of working. Many of you have learnt new ways to display your work, interact with your audiences and found new and innovative ways of earning much needed revenue.

In recognition of this, we want to know more about what you've learnt and where you want to go next. Today, we are launching a simple survey, to hear your stories and make sure we are responding to your needs. It should only take a few minutes to complete and will help drive our plans for 2021 and beyond.

The results will be shared (with your permission, of course) across our channels, to emphasise the progress the sector has made in tough times.

[Share your story](#)

## News



## #MuseumShopSunday

Cultural Enterprises have released a Social Media Toolkit in advance of this year's #MuseumShopSunday on Sunday 29 November. There are lots of ways for museums to take part – showcasing products, driving online sales and reaching new audiences.

[Find out more about Museum Shop Sunday](#)

## Six individual fundraising tips to boost your income

In the run up to [Giving Tuesday](#), an international day to encourage donating to great causes, Dr Justin Hunt gives his six top tips to increase your organisation's individual donations.

[Read the fundraising article](#)

# Google Arts & Culture

## Grow your digital skills

The Digital Culture Network has teamed up with Google Arts & Culture for two new sessions:

### **Digital advertising with Google Arts & Culture**

Tuesday 8 December at 10.30am

How you can take advantage of social, search and display advertising to extend the reach of your organisation.

[Register for the digital advertising webinar](#)

### **Data analytics with Google Arts & Culture**

Wednesday 9 December at 10.30am

How you can use data and web analytics to help your organisation grow and better understand its audiences.

[Register for the data analytics webinar](#)

## New DCN events



### **Digital skills for Libraries - Creating & delivering digital content**

Thursday 3 December at 2pm

A webinar for Libraries to explore how to harness technology to take services online and maintain vital connections with local communities.

[Register for the digital skills for libraries webinar](#)



## How to make your content accessible

Wednesday 13 January at 2pm

Everything you need to know about making your website content, webinars and training sessions accessible.

[Register for the accessibility webinar](#)



## Getting started with live streaming

Wednesday 27 January at 2pm

A webinar for arts and cultural organisation to learn the basics of live streaming using Facebook, YouTube and Zoom.

[Register for the live streaming webinar](#)



## Test to success! Experiments to optimise your website and email campaigns

Wednesday 24 February at 2pm

Join three Tech Champions as they discuss the different platforms, approaches and strategies to measure performance and improve results of your website and campaigns.

[Register for the test to success webinar](#)



## From first timer to biggest fan - use your data to keep people coming back

Wednesday 3 March at 2pm

Learn how to organise your data to support an effective communication strategy.

[Register for the first timer to biggest fan webinar](#)

# Now booking

## **Everything you need to know about Print on Demand**

Wednesday 18 November at 2pm

[Register for the print on demand webinar](#)

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

Thursday 19 November at 2pm

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

## **Getting started with email marketing**

Thursday 26 November at 2pm

[Register for the email marketing webinar](#)

## **How to make sure your video content is loved and shared**

Thursday 10 December at 2pm

[Register for the video content webinar](#)

# Across the sector



## **AMA Arts Marketing Festival**

Tuesday 1 and Wednesday 2 December

The AMA Arts Marketing Festival is a brand new event for 2020. Built to be experienced entirely online, together; a space to reflect on challenges, recognise success and process a year unlike any other.

The Festival is for arts & culture marketers at all levels, looking to deepen their knowledge and understanding of their work, and share learning from their experiences, particularly over the past 9–12 months.

The AMA will be announcing the full programme details on the Festival website.

## [Find out more about the AMA Arts Marketing Festival](#)

### **National Theatre x YouTube**

At the beginning of lockdown the National Theatre launched National Theatre at Home on YouTube with weekly productions. Since then they have reached over 15 million people across the globe. In this video, Emma Keith and Lisa Burger talk through the change from using YouTube as just a marketing platform to a primary content delivery channel for the organisation.

## [Watch on YouTube](#)

### **StageText offering 50% off their digital subtitling service**

Subsidies are now available for small and community-led arts and culture organisations to subtitle their digital work.

## [Find out more from StageText](#)

### **Submissions now open for the Award for Civic Arts Organisations**

The Calouste Gulbenkian Foundation and King's College London have launched £150,000 of awards for civic arts organisations. Offering one award of £100,000 and two of £25,000, the awards aim to show how publicly funded arts bodies have responded to the pandemic despite the hardships they have faced.

## [Find out more about the award](#)

### **Building Blocks for Reopening**

This new sector resource from Spektrix is designed to help arts organisations build, maintain and grow relationships with audiences. The guide explores key themes including audience segmentation, flexible customer service policies and adopting continual improvement practices that you can put to use regardless of your organisation type or the system you're using.

## [Download the report](#)

**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](https://digitalculturenetwork.org.uk)



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