

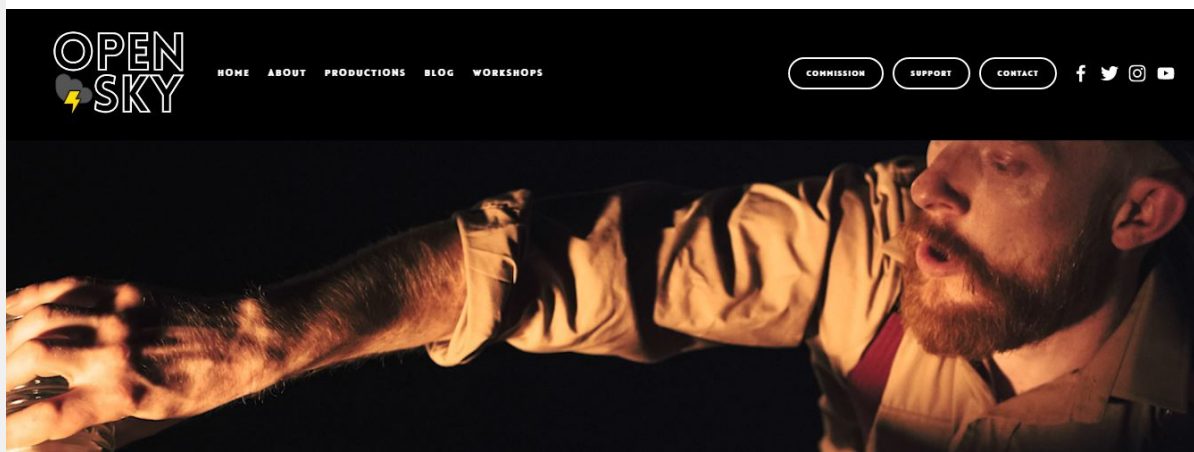
January 2021



Hi,

We would like to wish you a very Happy New Year from all of us here at the Digital Culture Network and a huge thank you for connecting with us over the last two years as we found our feet as an offering, and as a team. In 2021 we will continue to support the sector with their digital needs with a packed webinar schedule, new tailored online resources and one-to-one sessions. Stay tuned.

Case Study: Open Sky's digital journey



Find out how the Digital Culture Network supported Open Sky's Digital Director, Lisle Turner, in reimagining the organisation's digital strategy.

[Read the digital strategy case study](#)

News

The best digital survey tools for charities

Charity Digital look at some of the best online survey tools, which are vital in helping charities measure and improve their performance and marketing and communications.

[Find out more about the best survey tools for charities](#)

How the Black Country Living Museum became a TikTok sensation

Find out how the UK museum has managed to amass over 300,000 followers on TikTok.

[Read about Black Country Living Museum's TikTok success](#)

Last call to complete our "what you learnt" survey

We want to know more about what you've learnt and where you want to go next. If you have a spare a few minutes, please do answer our short survey. Your answers will help inform us of how the Digital Culture Network can best support the sector in 2021 and beyond.

[Complete our short survey](#)

The Digital Shift Forum

Research Libraries UK (RLUK) host a series of seminars called The Digital Shift Forum. At the December seminar our Senior Manager, Tiina Hill and Tech Champion, James Akers explore current trends and whether the pandemic has been a catalyst for change or a temporary digital fix. You can watch back the recording on RLUK YouTube page.

[Watch Research Libraies Digital Shift Forum](#)

New events



Connected
to Culture

**Connected to Culture LIVE:
Digital - Inclusion or Exclusion?**
Friday 26 February 11am

The next session in our series of conversations with leaders and experts will focus on how the arts and culture sector is tackling digital inequality. Presented as part of our ongoing partnership with Google Arts & Culture.

[Register for Connected to Culture
Live webinar](#)

Now booking

How to deliver successful online training, workshop & events

Wednesday 20 January 2pm

[Register for the deliver online training webinar](#)

Getting started with live streaming

Wednesday 27 January 2pm

[Register for the live streaming webinar](#)

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

Wednesday 24 February 2pm

[Register for the optimise your website and email campaigns webinar](#)

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

Wednesday 3 March 2pm

[Register for the use your data webinar](#)

Across the sector



Facebooks sales funnel explained

Thursday 21 January 10:30am

This webinar from the AMA will show you how to build sales funnels into Facebook advertising, to increase conversion and ROI.

[Find out more about the Facebook sales funnel webinar on the AMA website](#)

Research Libraries UK Digital Shift Forum

Wednesday 20 January 2pm

RLUK's Digital Shift Forum brings together colleagues to discuss the future of the digital shift in collections, services, and audiences. January's seminar

features John Stack, Digital Director, Science Museum Group on 'Managing digital in a time of accelerating change'.

[Register for The Digital Shift seminar](#)

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



Images: 1.Dundee and Worldbeaters - Active performing arts Photo: Sarah Hickson 2. Screengrab Open Sky website.