

Feb 2021



Hi,

We have another juicy update for you, fresh from the Digital Culture Network news desk. In this edition we have a great case study to share with you from Hospital Rooms, a useful resource on digital advertising from Google and much more, including our latest events and resources.

Digital inclusion or exclusion?



Digital is becoming the norm for many, but a significant proportion of the population experience barriers to engaging with digital due to a combination of factors from connectivity, skills, confidence and access to technology. Join our **Connected to Culture LIVE: Digital – Inclusion or Exclusion?** conversation on Friday 26 February, presented in partnership with Google Arts & Culture, to explore the digital divide in more depth, with panellists from [Birmingham Museums Trust](#) and [Revoluton Arts](#) sharing their examples of inclusive practice and creating accessible projects, along with digital inequality charity, [Good Things Foundation](#).

Learn more about digital inequality and register for the digital inclusion conversation

News



Case study from Hospital Rooms

Hospital Rooms was one of the most impressive digital stories the Digital Culture Network heard in 2020: a six-week digital fundraising campaign which raised £30,000 in print sales, resulted in a 300% increase in memberships and 3,387% increase in website traffic. Project Curator Natalie Tilbury takes us through this case study from July 2020.

[Read the Hospital Rooms case study](#)

10 common eCommerce mistakes to avoid

Emma Roberts, Tech Champion for eCommerce and merchandising, talks us through 10 common eCommerce mistakes to avoid when selling online – and ways to fix them.

[See Emma's top ten common eCommerce mistakes](#)

Events with Google Arts & Culture

We've teamed up with Google Arts & Culture to bring you a full schedule of events over the coming months! As well as our session discussing implications of the digital divide, we're pleased to announce the next in our **Connected to Culture LIVE** conversation series, where we focus on balancing online protection and participation with young people. We're also excited to be remounting our successful **Grow your digital skills** training webinars – two sessions covering digital advertising and data analytics.

Connected to Culture LIVE conversation series

Digital - Inclusion or Exclusion?

Friday 26 February, 11am

A conversation to explore barriers to online engagement and discuss ways the arts and culture sector has contributed to inclusion.

[Register for the digital inclusion conversation](#)

Online creativity and safety with young people

Wednesday 31 March, 11am

This conversation between sector leaders will focus on how to balance online protection and participation when engaging young people.

[Register for the online safety and young people conversation](#)

Grow your digital skills training sessions

Digital advertising with Google Arts & Culture

Tuesday 9 March, 10am

Learn 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

Thursday 11 March, 10am

Learn 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 events



Digital skills for libraries - Deepening online engagement with audiences

Wednesday 24 March, 2pm

A webinar for libraries to explore how to harness digital communication strategies to maintain vital connections with communities.

**Register for the digital skills for
libraries webinar**

Now booking

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

Wednesday 24 February, 2pm

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

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

Wednesday 3 March, 2pm

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

Across the sector



Association of Cultural Enterprises: Regional Virtual Talking shops

Various dates during 2021

Networking events that cover topics of commercial interest

[Find out more about the Regional Talking Shops sessions](#)

Museum of London: Digital Training

Various dates during 2021

Various digital skills training sessions for museums.

[Find out more about the Museum of London Digital Training Sessions](#)

Association for Cultural Enterprises: Rebuilding Retail: Creating a Recovery Strategy

Wednesday 24 February, 10am

A practical workshop with a focus on creating a robust post-Covid retail strategy that will put your business on the road to recovery.

[Find out more about the Creating a Recovery Strategy workshop](#)

Inside Google Marketing – Three steps to master digital advertising

Our Tech Champion Syed spotted this great resource from Google, sharing their top-secret insider tips on mastering digital advertising, a must-read resource!

[Read the Google Marketing: Three steps to master digital advertising presentation](#)

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. Photo by Federica Campanaro on Unsplash 2. Lost In Words - Lewis Gibson - Fuel Theatre - b-side festival 2014 3. Hospital Rooms Website Screenshot 4. Photo by Christian Santizo on Unsplash