


# Welcome

## Before we get started:

1. Today's webinar is scheduled to last 1 hour including Q&A and a short break
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button

# digitalculturenetwork.org.uk



Arts Council  
England

Ask a Tech Champion

Events

External Support

News

About

Knowledge Hub

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.

Browse our Knowledge Hub



Beginner Read  
Video and Digital Content

#### Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read  
Social Media

#### Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



Beginner Read  
Social Media

#### Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



**[digitalnetwork@artscouncil.org.uk](mailto:digitalnetwork@artscouncil.org.uk)**

# How to plan effective and engaging content for your website

Roberta Beattie, November 2021



Digital Culture  
Network





- What is it a content strategy?
- How to create your own
- *5 minute break*
- How to create your own part 2
- Q&A

# What is a content strategy?



# Content strategy mix

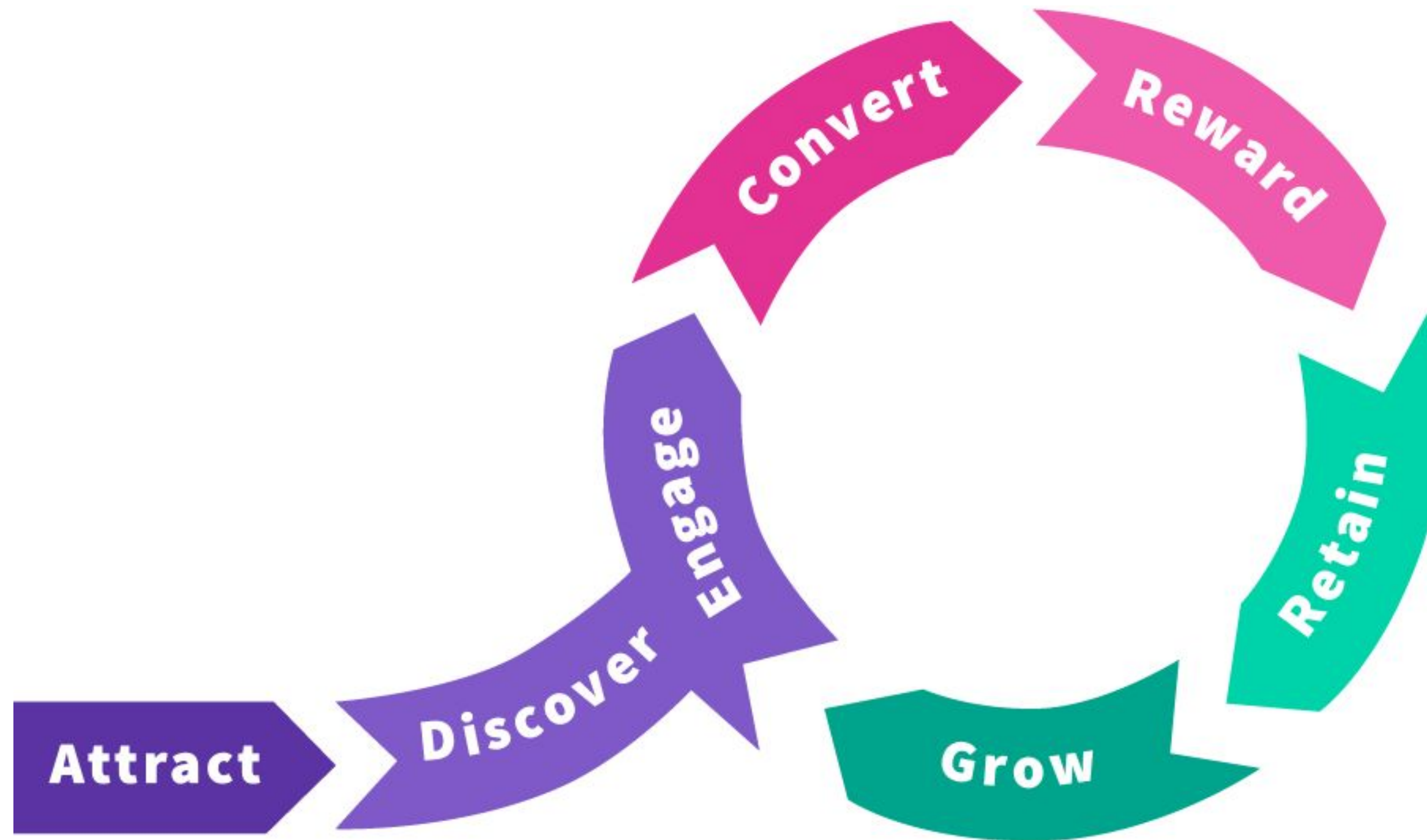
**Vision**

**Objectives**

**Audiences**

**Tactics**

# Visitor relationship





SINGAPORE COURTYARD  
SINGAPORE  
SINGAPORE

**"ALL IDEAS  
GROW OUT OF  
OTHER IDEAS."**

**— ANISH KAPOOR**

- What is it a content strategy?
- How to create your own
- *5 minute break*
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# What do you want?



Vision

DREAM  
BIG.



“

”

**To organize the world's  
information and make it  
universally accessible  
and useful.**

Google

“

”

**To enrich people's lives  
with programmes and  
services that inform,  
educate and entertain.**

**B|B|C**



“

”

**To give everyone the power  
to create and share ideas  
and information instantly,  
without barriers.**



**Define**

**Audit**

**Identify**

**Create**

**Curate**

# Write a job description



**Define**

**Audit**

**Identify**

**Create**

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# Set objectives

**1**

**Sell 50% more tickets in the next 2 years**

**2**

**Increase our donations by 20% in 2021**

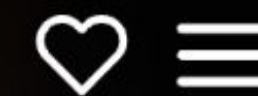
**3**

**Grow our mailing list by 200% by 2022**





ENGLISH TOURING OPERA



# ON TOUR NOW: HANDEL'S AMADIGI

Opera that Moves

[BOOK NOW](#)

[Watch our digital season for free on ETO at Home](#)

**Define**

**Audit**

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**Curate**

# Primary objectives

- **Book a ticket**
- **Watch on demand content**
- **Donations**





## WHAT'S ON

Handel: Amadigi

Aidan

Back into the World

2021 Digital Season

Stream Online

Venues



## OUR WORK

Current Shows

Past Shows

ETO at Home

Kids

Join In



## SUPPORT US

Donate

Become a Supporter

Leave a Gift in Your Will

Trusts and Foundations

Corporate Partnerships

Current Supporters



## ABOUT ETO

Mailing list

Auditions and Jobs

Contact Us

News

# Opera that *moves*

**Define**

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# Secondary objectives

- **Awareness of what they do**
- **Newsletter subscribers**
- **Hiring artists**
- **Opera for kids**

**Define**

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# Who are you talking to?

- **Ticket bookers**
- **Parents**
- **Potential funders**

**Define**

**Audit**

**Identify**

**Create**

**Curate**

# What do you want them to do?

**Parents**

**Learn about us**

**Book music lessons**

**Send us parental consent**

**Make payments**



Define

Audit

Identify

Create

Curate

# Evaluate existing content

- **Does it fit with your objectives?**
- **How well is it working?**
- **Keep, rewrite, or remove?**



- What is it a content strategy?
- How to create your own
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# Break



Digital Culture  
Network



- What is it a content strategy?
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**Define**

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# Content depth

**Bite**

**Snack**

**Meal**

Define

Audit

Identify

Create

Curate

# Support the Museum of London

Since we had to close we've been losing vital income. Your donation will help us to continue sharing our content for free and telling the greatest stories from the greatest city. We'd really appreciate the support.

[DONATE NOW](#)

**Explore the Museum of London**  
permanent galleries

[PERMANENT GALLERIES >](#)



**Search our online database of**  
collections online

[COLLECTIONS ONLINE >](#)





**Define**

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## **SOCIALLY DISTANCED SEATING AVAILABLE**

At every performance until Pantomime we are offering socially distanced seating in the gallery. These can be booked with the Box Office. Email [booking@theatreroyal.org](mailto:booking@theatreroyal.org) or call 01284 769505

**OKAY, GOT IT**



## MAKE A DONATION

Your donation, whatever the amount, will help the community we serve, and bring great entertainment to you.

[DONATE NOW](#)

## BUY A GIFT CARD

Make someone’s day with a night out at the theatre. Spoil your friends and family and let them decide what to see with our gift cards!

[PURCHASE NOW](#)

## REQUEST A BROCHURE

If you would like to receive a copy of our seasonal brochure, fill out the form on the following page and will post one out, free of charge.

[REQUEST NOW](#)

## SIGN UP TO OUR NEWSLETTER

Join our mailing List to find out more about Theatre Royal

[→](#)





ONLINE COURSE

# William Morris: The Beauty of Life

Thursday 4 November 2021 - Thursday 9 December 2021

V&A

OVERVIEW

COURSE DIRECTOR

ENROL

Artist, poet, designer, conservationist and socialist, William Morris was the most innovative designer of his day. His over-arching passions were a love of art and making and a hatred of the inequalities of Victorian society. Following the 125th anniversary of Morris' death, this course explores Morris's career and ideas about sustainable production, work-life balance and the environment that still resonate today.

*Scroll down to find out more information about this course.*

V&A Academy Online art history courses bring you all the richness and rigour of the V&A through an easy-to-use platform built with the latest Microsoft technology.

Learn wherever, whenever. With V&A Academy Online, you can log in to view lectures live and pose your questions in the Q&A, or view the recording later in your own time. Download lecture notes, copies of the slides, and additional study materials from our secure learning environment. Then join the conversation: share your perspective with your fellow students, and support each other in your further enquiries outside of class time.

To find out more, including about how we use your personal data, click on "How do our online courses work?"

📅 Thursday 4 November 2021 - Thursday 9 December 2021

🕒 14.00 – 16.30

📍 V&A Academy, Online

💎 Course price £120.00

📞 +44 (0)20 7942 2000  
9.00 – 17.30, Monday-Sunday (closed 24-26 December)

📄 Download programme

🔗 How do our online courses work?  
Click here.

BOOK NOW ▶

**Define**

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# How to spot opportunities

**Parents**

**Learn about us**

**Book music lessons**

**Send us parental consent**

**Make payments**



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# Content ideas

**Learn about us**

- **Articles / posts / videos**
- **How to / instructional**
- **Quizzes / games**
- **Teaching methods / tutors**
- **Location specific content**

Define

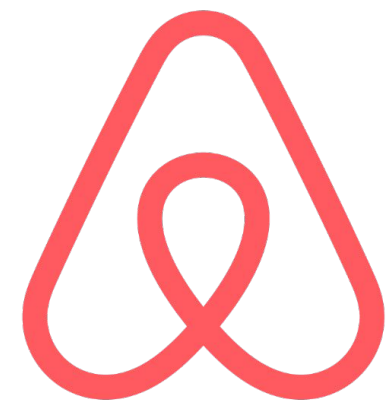
Audit

Identify

Create

Curate

# What do other people do?



airbnb

Uber

Define

Audit

Identify

Create

Curate

# Repurpose and promote



Newsletter





**Define**

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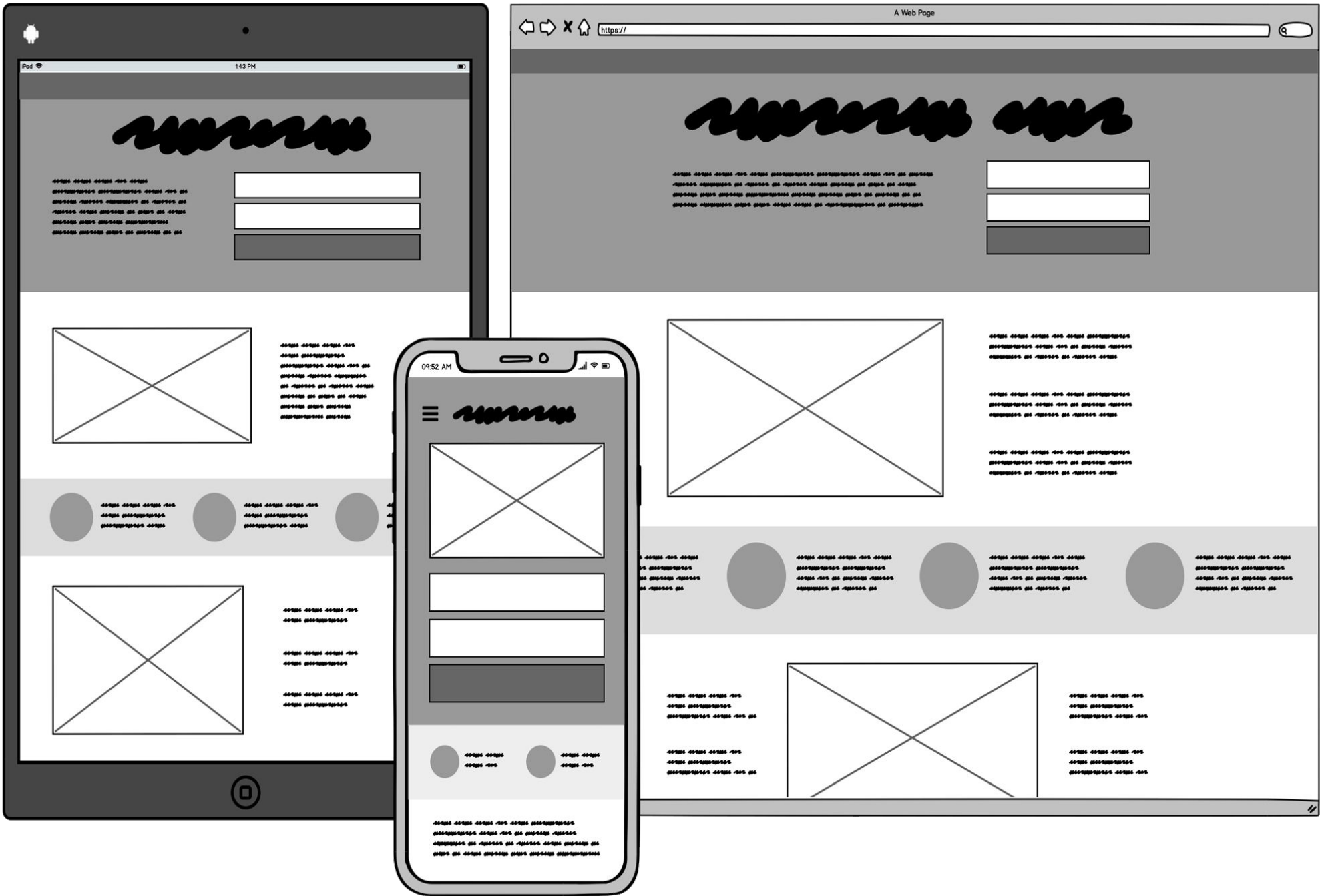
# Top tips

- **Solve a problem**
- **Ask your audience**
- **Use a variety of content types**
- **Answer a question**
- **Provide a resource or download**
- **Keep an ideas list to add to**





# Creating your content



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# User journey

- **Easy to navigate**
- **Use simple direct language**
- **No dead ends**
- **Ask for feedback**

Define

Audit

Identify

Create

Curate

# Design for mobile visitors





**Define**

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# Content strategy pillars

**Attract**

**Convert**

**Retain**

**Define**

**Audit**

**Identify**

**Create**

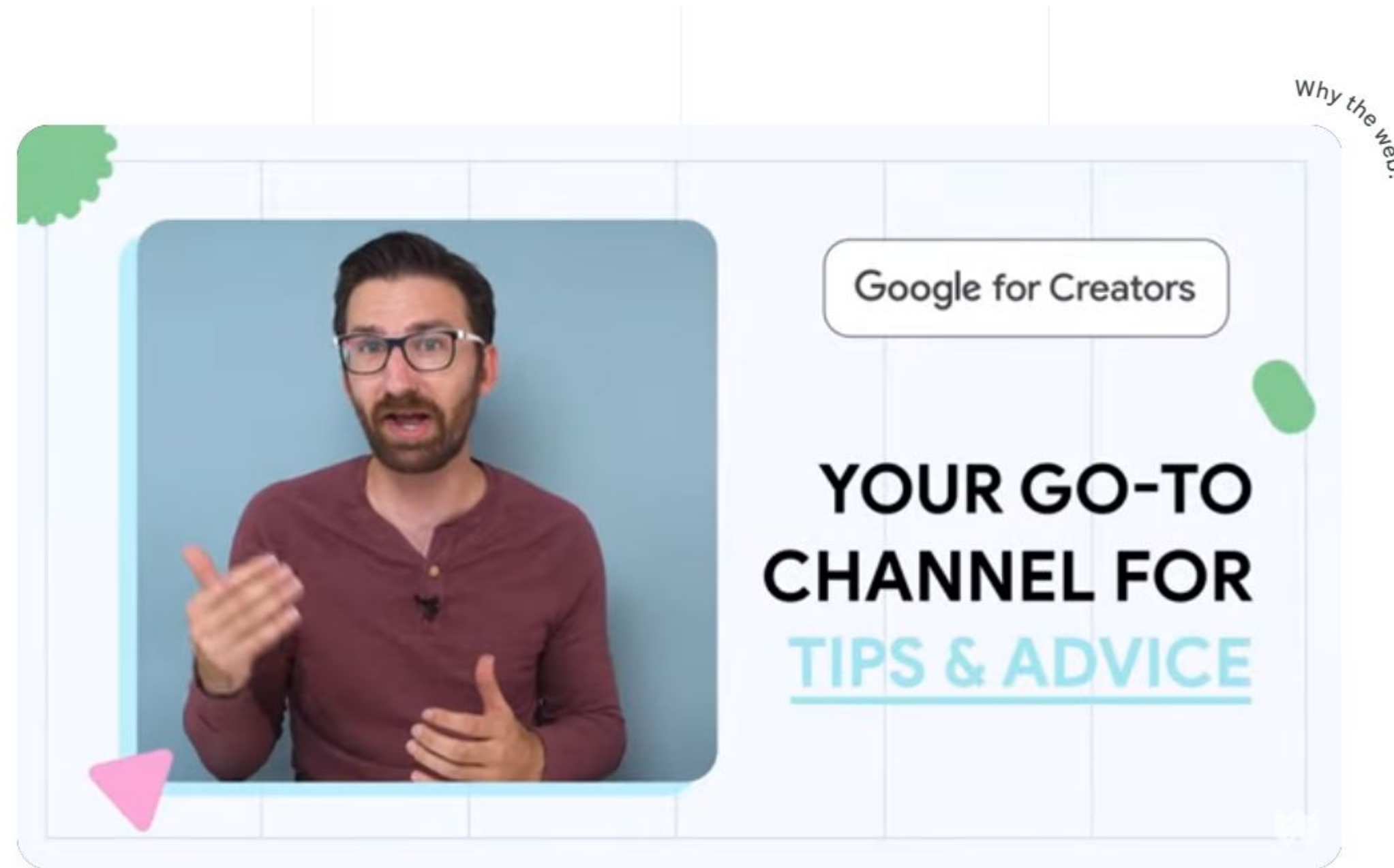
**Curate**

**Measure**

**Evaluate**

**Experiment**

# Google for Creators



<https://creators.google/en-us/#get-started>



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# Q&A




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Network



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Digital Culture Network

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UploadsPLAY ALL

SORT BY

Getting started with online retail: Launch to success

125 views • Streamed 1 week ago

Earning revenue from live streams | Crowdcaster | Digital Culture Network

45 views • 2 weeks ago

A beginner's guide to TikTok

231 views • Streamed 2 weeks ago

How to take your Twitter profile to the next level

344 views • Streamed 1 month ago

Connected to Culture LIVE: Moving arts and culture online

96 views • 3 weeks ago

How to take your Instagram account to the next level.

467 views • Streamed 2 months ago

SEO explained in one hour

331 views • Streamed 2 months ago

Connected to Culture LIVE: Embracing digital change

114 views • 3 months ago

Google Tag Manager for absolute beginners

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Online safety for organisations working with...

1.5K views • Streamed 4 months ago

How to audit your Google Analytics account

714 views • Streamed 5 months ago

10 common eCommerce mistakes to avoid when...

238 views • 5 months ago

# Get in touch

[digitalnetwork@arts council.org.uk](mailto:digitalnetwork@arts council.org.uk)  
[digitalculturenetwork.org.uk](http://digitalculturenetwork.org.uk)

## Join the conversation

@ace\_dcn  
#DigitalCultureNetwork







# Digital Culture Network