Welcome

Before we get started:

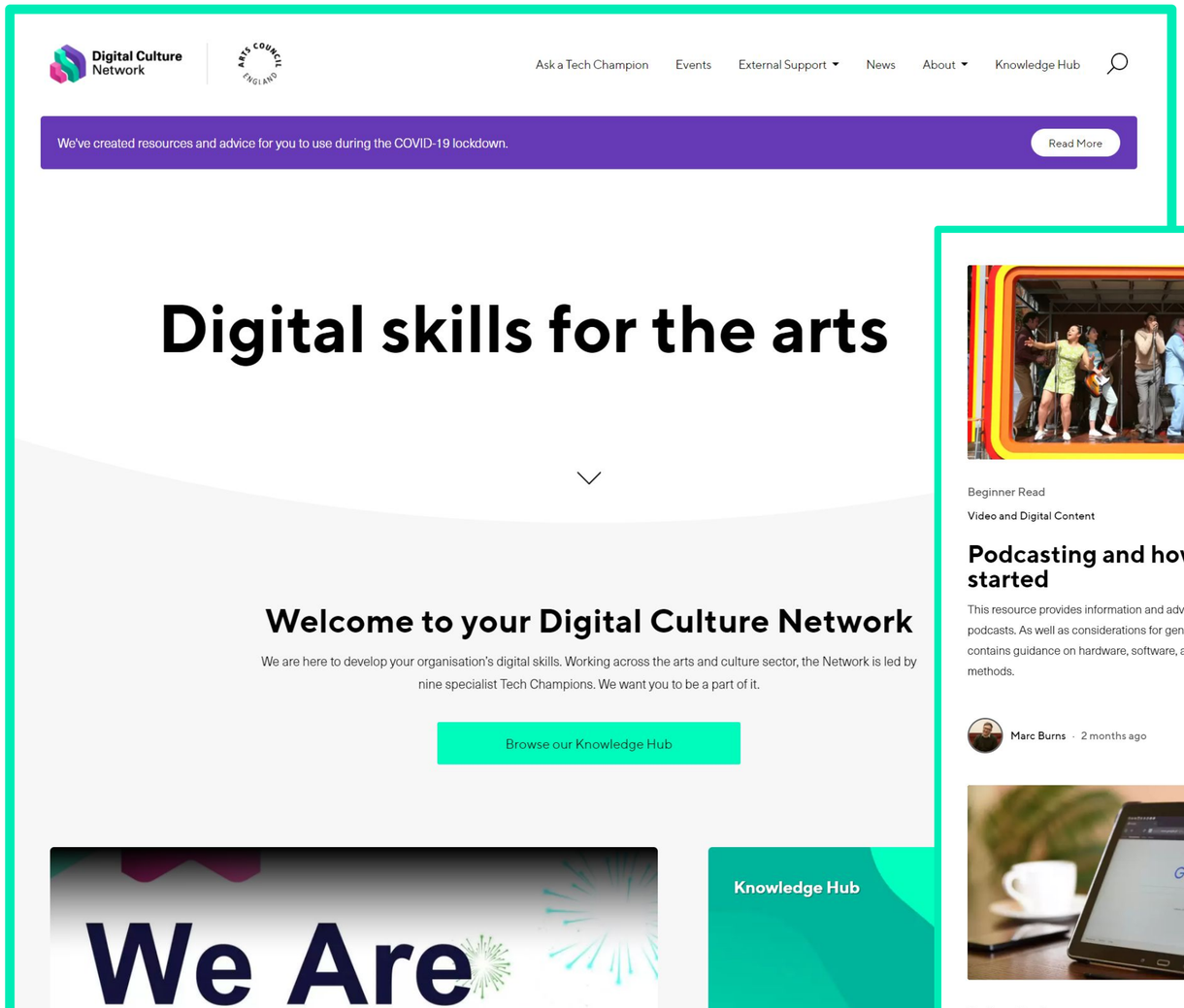
1. Today’s webinar is scheduled to last 1 hour including Q&A and a short break

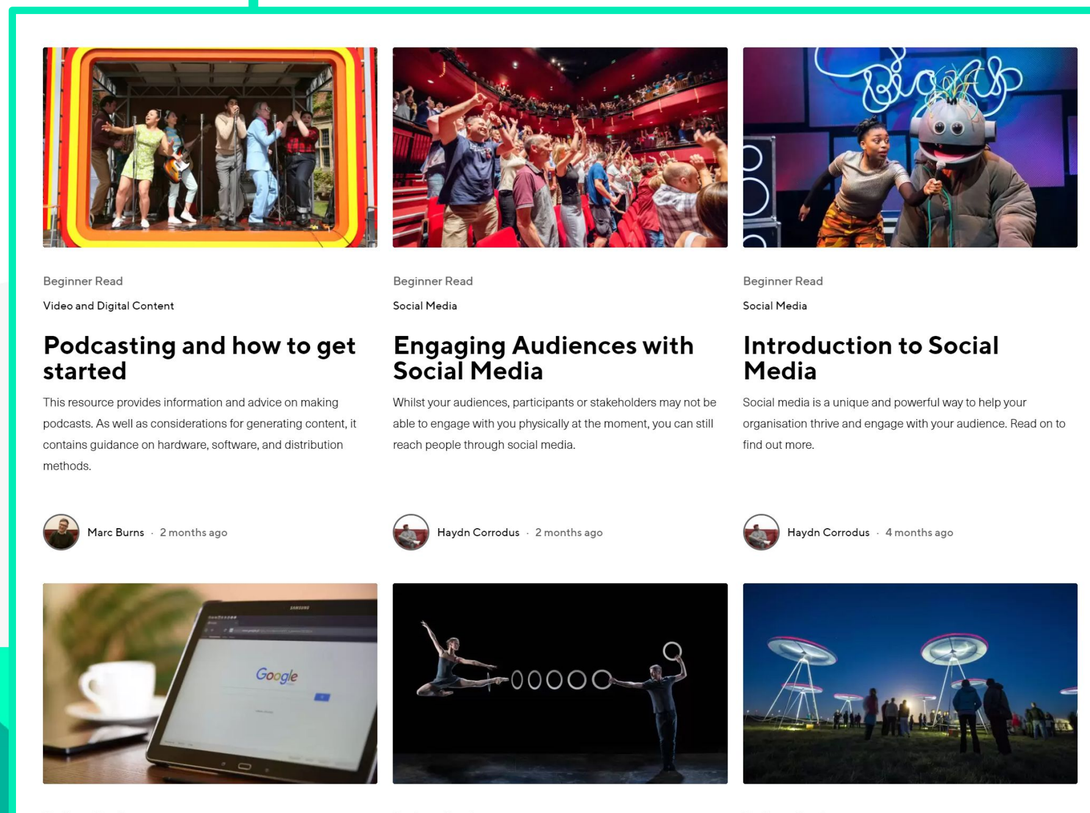
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)

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





digitalnetwork@artscouncil.org.uk

How to plan effective and engaging content for your website

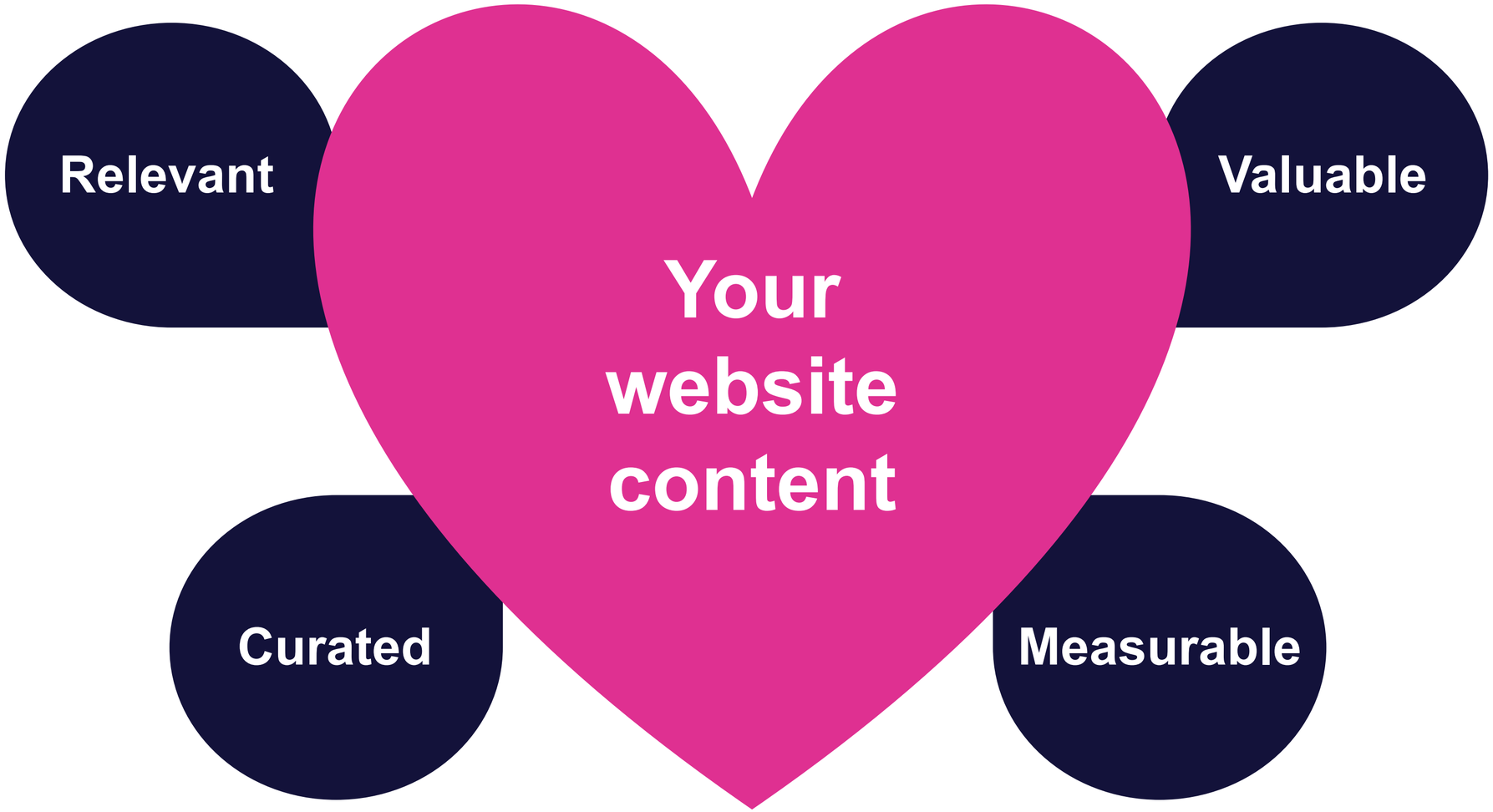
Roberta Beattie, November 2021

Digital Culture Network

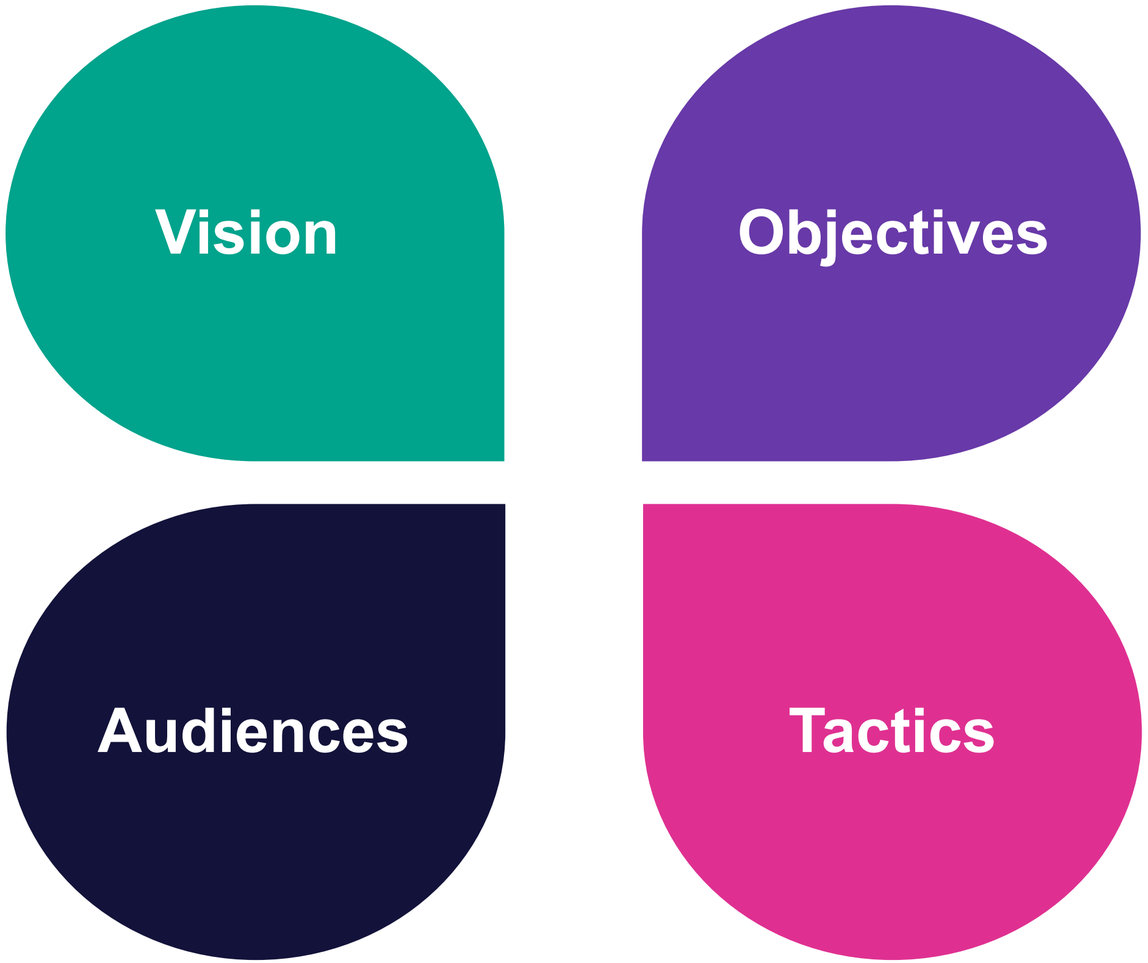
ARTS COUNCIL ENGLAND

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

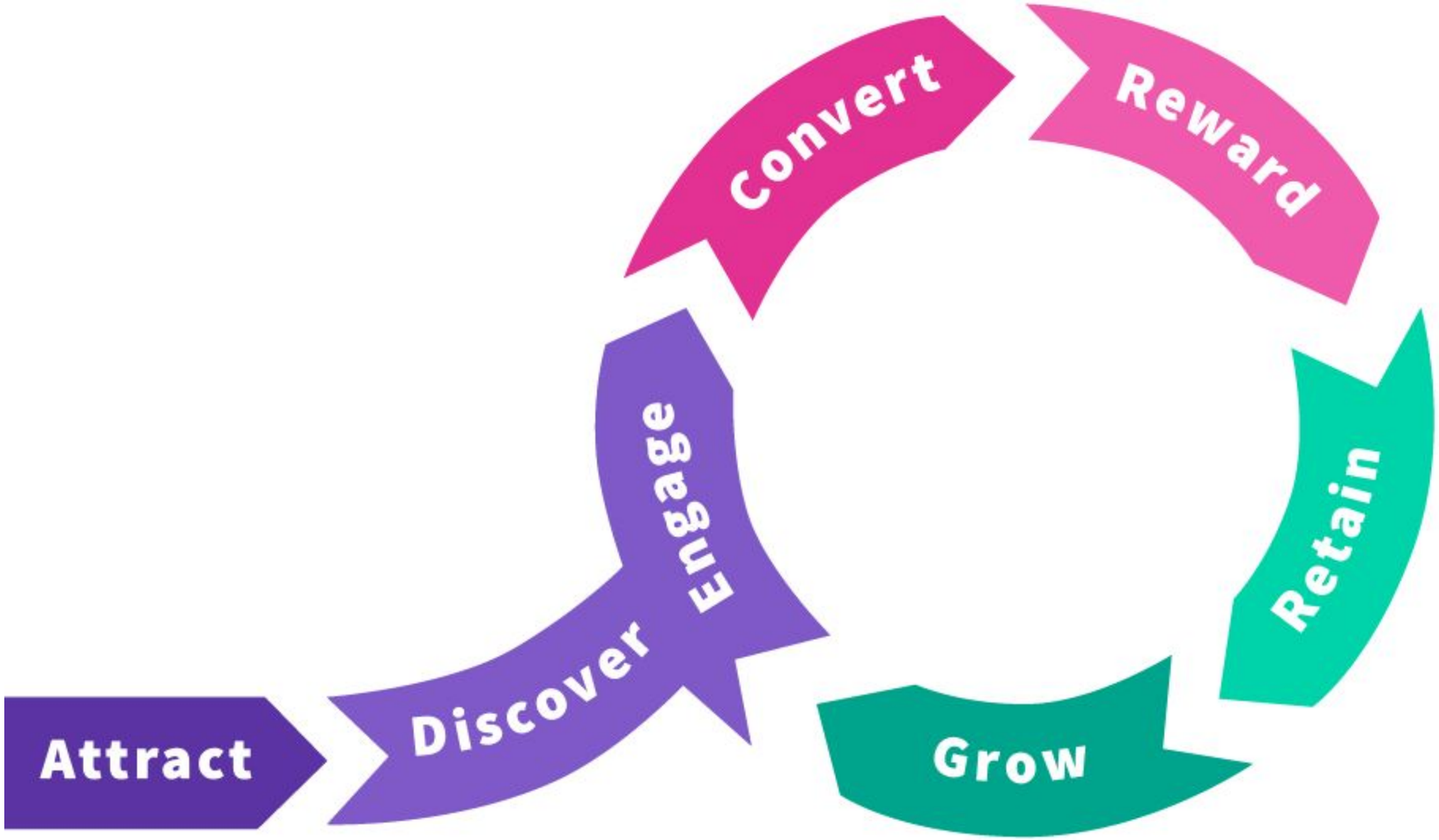
What is a content strategy?



Content strategy mix



Visitor relationship



“ALL IDEAS
GROW OUT OF
OTHER IDEAS.”
— ANISH KAPOOR

- What is it a content strategy?
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What do you want?

Vision

“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.”

BBC

“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 | Curate

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

Watch our digital season for free on ETO at Home

Define | Audit | Identify | Create | 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 | Audit | Identify | Create | Curate

Secondary objectives

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

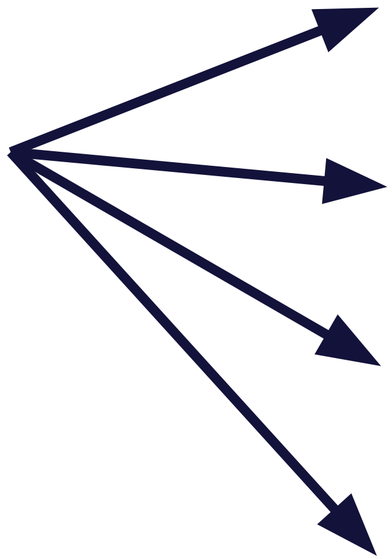
Who are you talking to?

- 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

Evaluate existing content

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

- What is it a content strategy?
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Break

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Define Audit Identify Create Curate

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

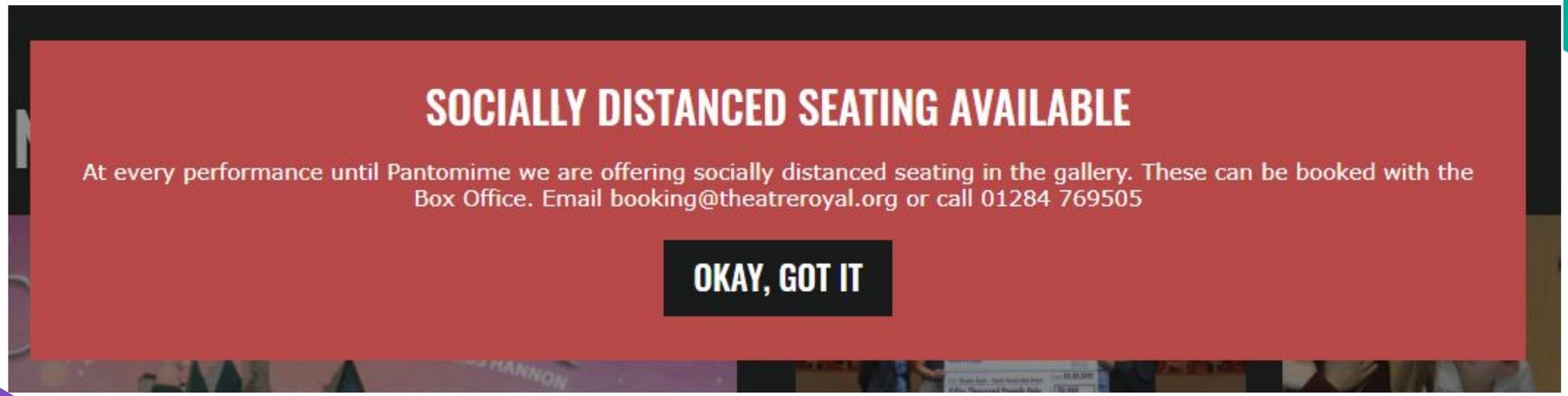
Explore the Museum of London
permanent galleries

PERMANENT GALLERIES ›

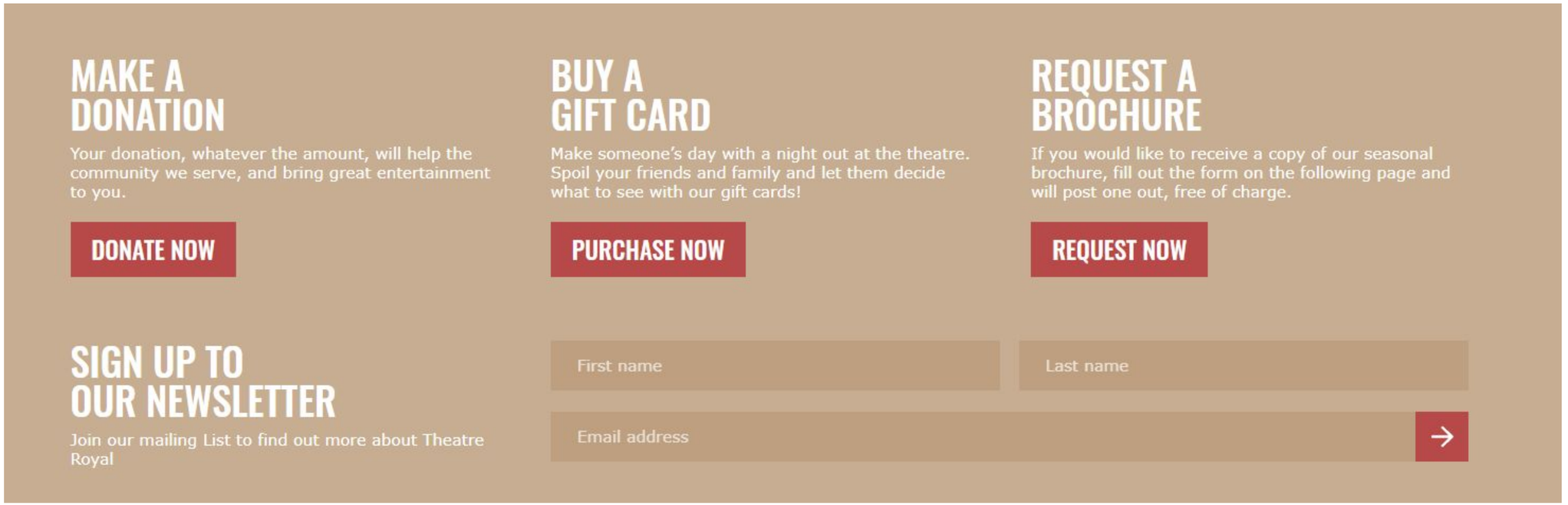
Search our online database of
collections online

COLLECTIONS ONLINE ›

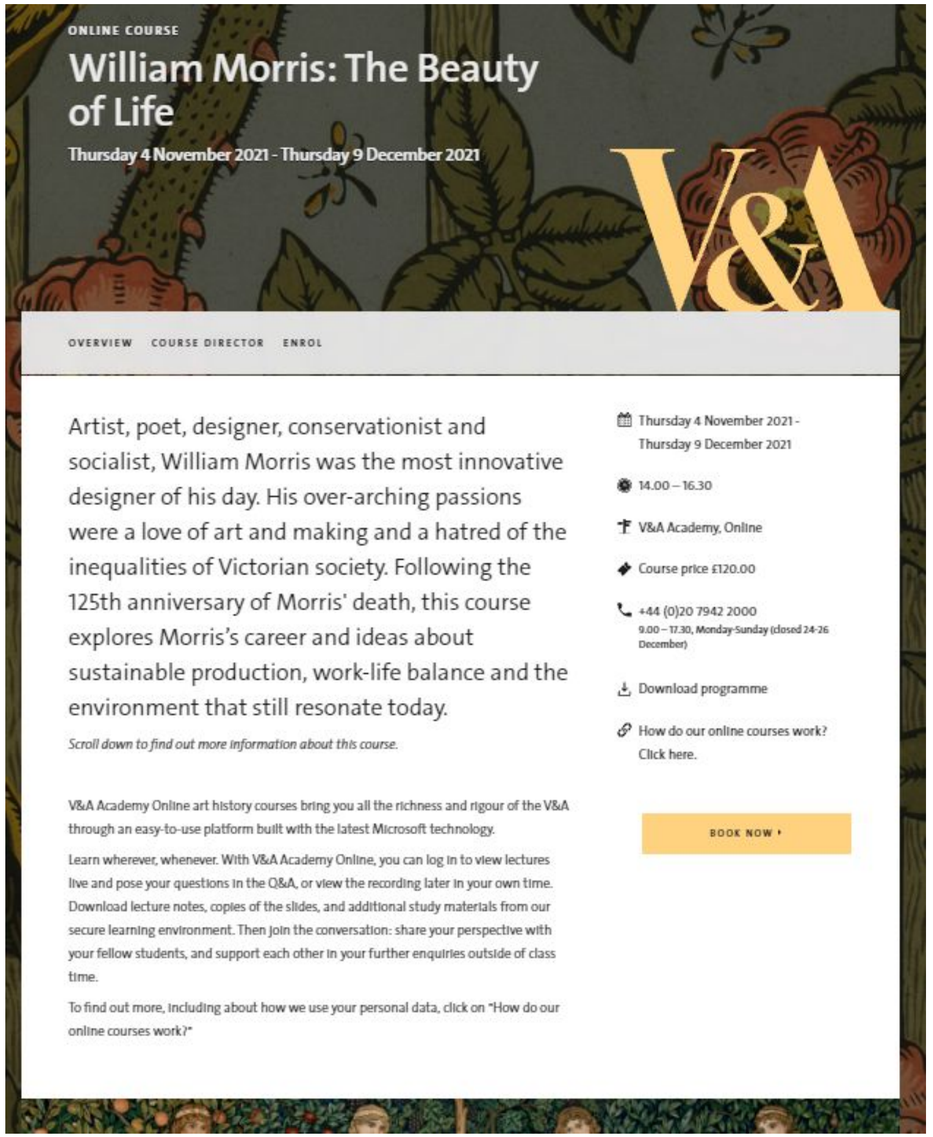
Define | Audit | **Identify** | Create | Curate



Define | Audit | **Identify** | Create | Curate



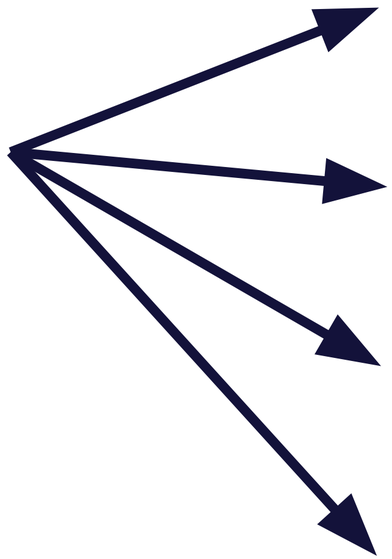
Define | Audit | **Identify** | Create | Curate



Define → Audit → **Identify** → Create → Curate

How to spot opportunities

Parents



- **Learn about us**
- **Book music lessons**
- **Send us parental consent**
- **Make payments**

Define | Audit | Identify | Create | Curate

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?

Define | Audit | Identify | Create | Curate

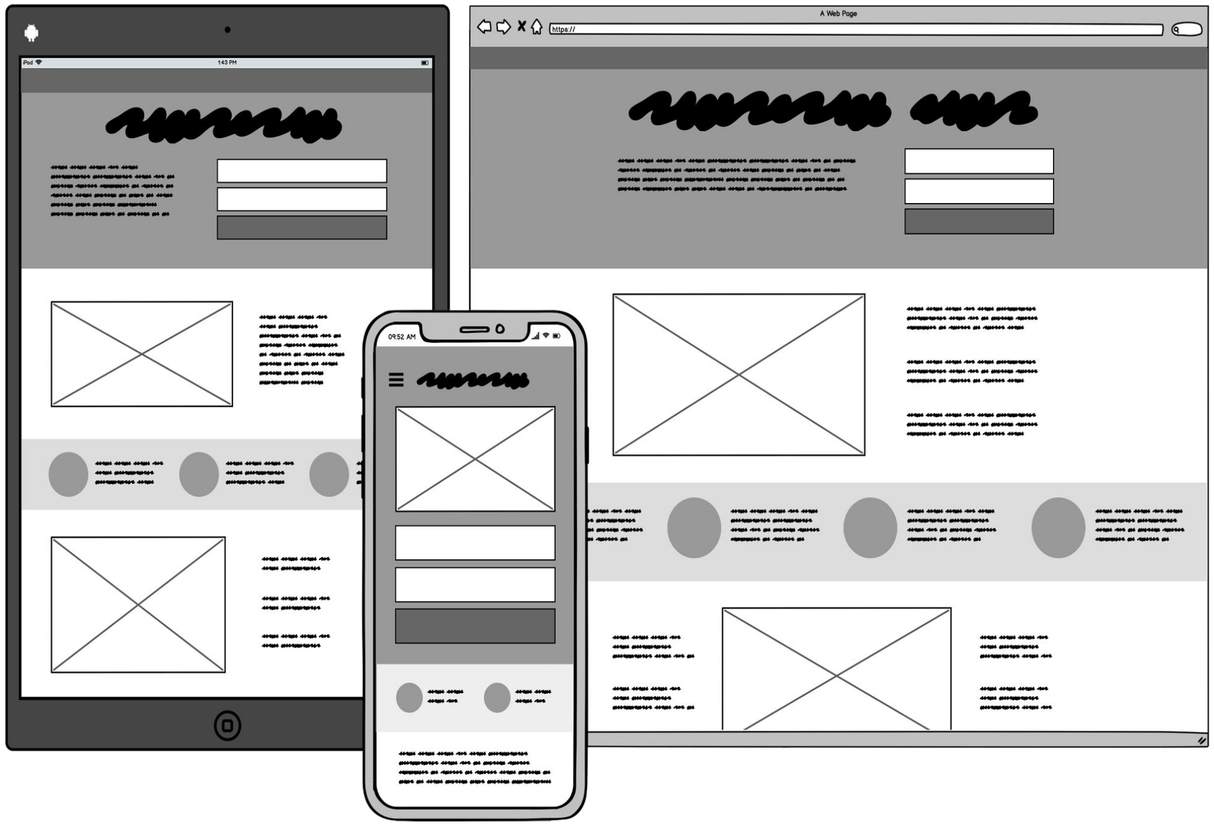
Repurpose and promote

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

Define | Audit | Identify | Create | Curate

Creating your content



Define Audit Identify Create Curate

User journey

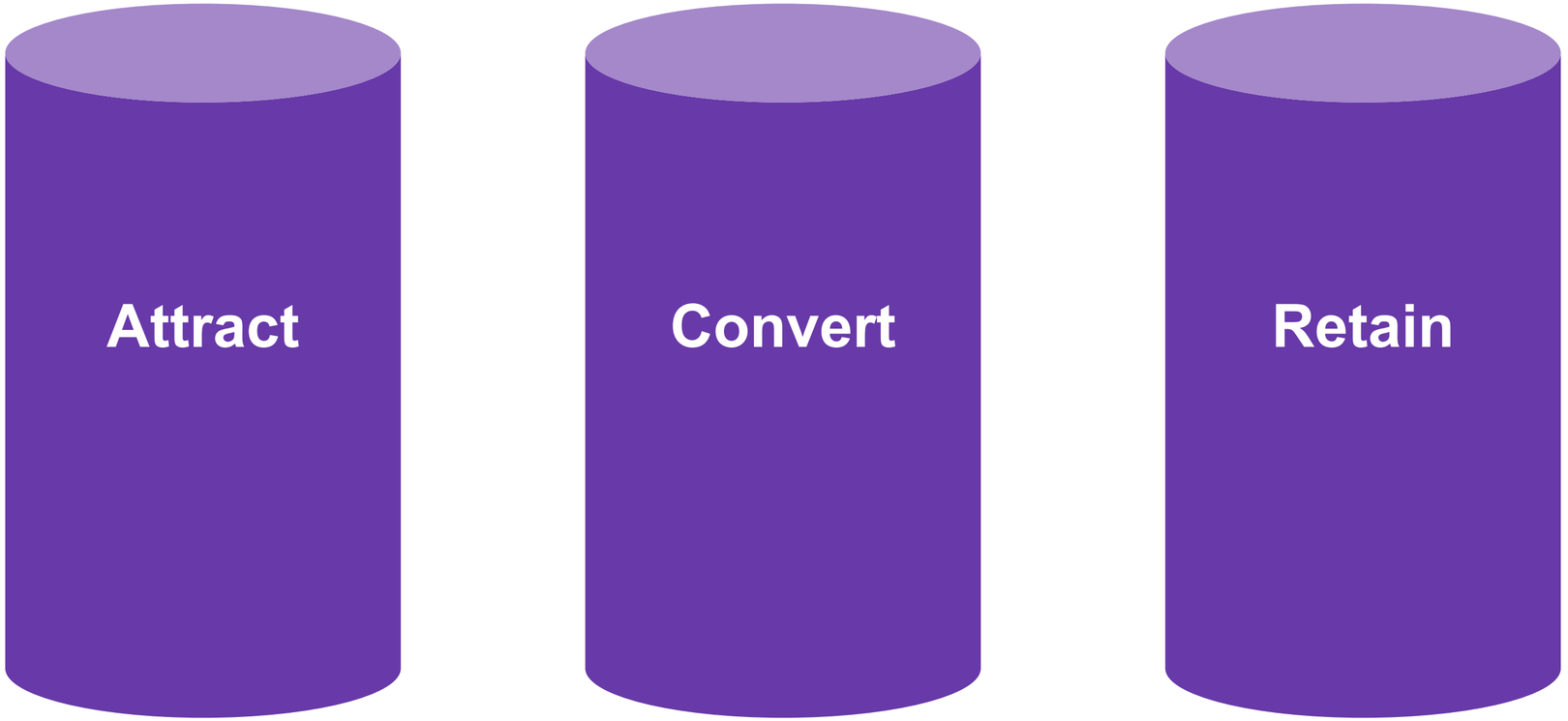
- Easy to navigate
- Use simple direct language
- No dead ends
- Ask for feedback

Define Audit Identify Create Curate

Design for mobile visitors

Define → Audit → Identify → Create → Curate

Content strategy pillars



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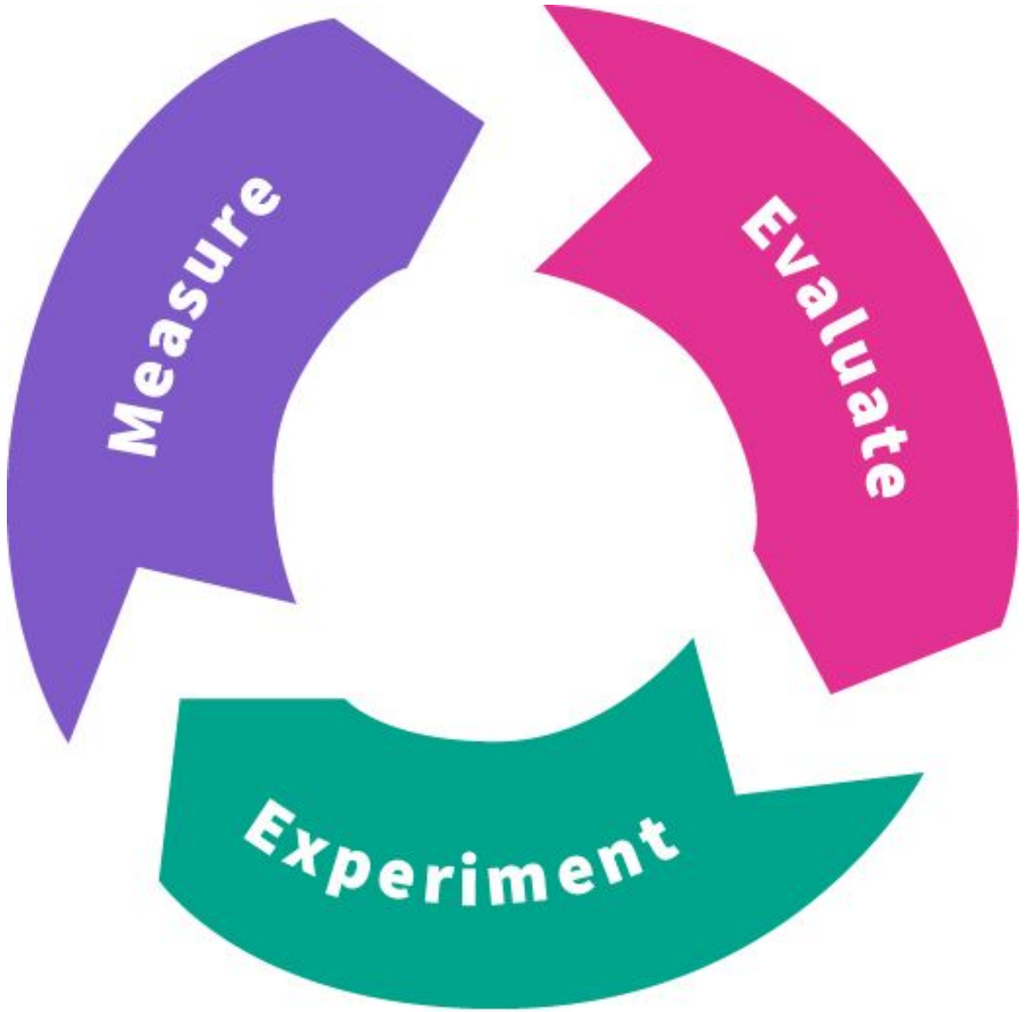
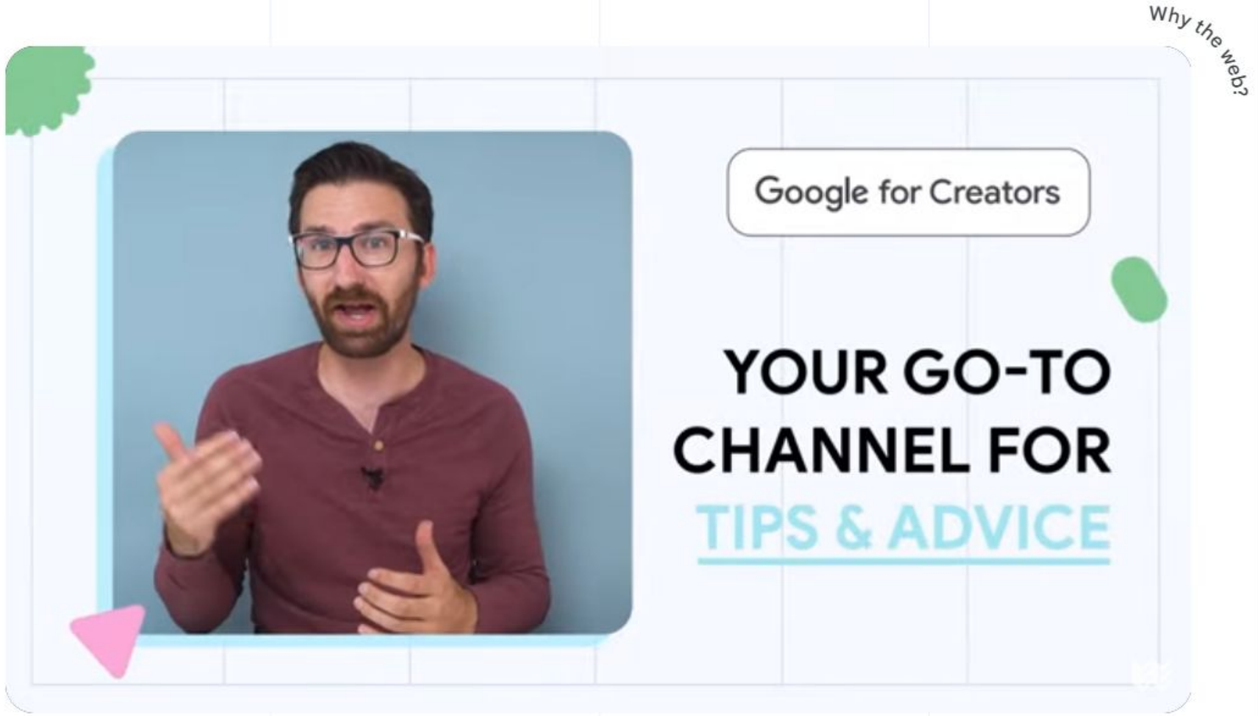


Google for Creators



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

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Q&A

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ARTS COUNCIL ENGLAND

digitalnetwork@artscouncil.org.uk

digitalculturenetwork.org.uk

Digital Culture Network | 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

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.

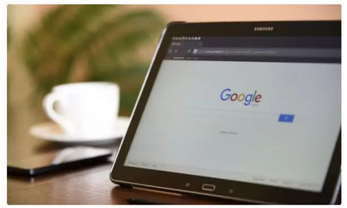
Haydn Corrodus · 2 months ago

Beginner Read
Social Media

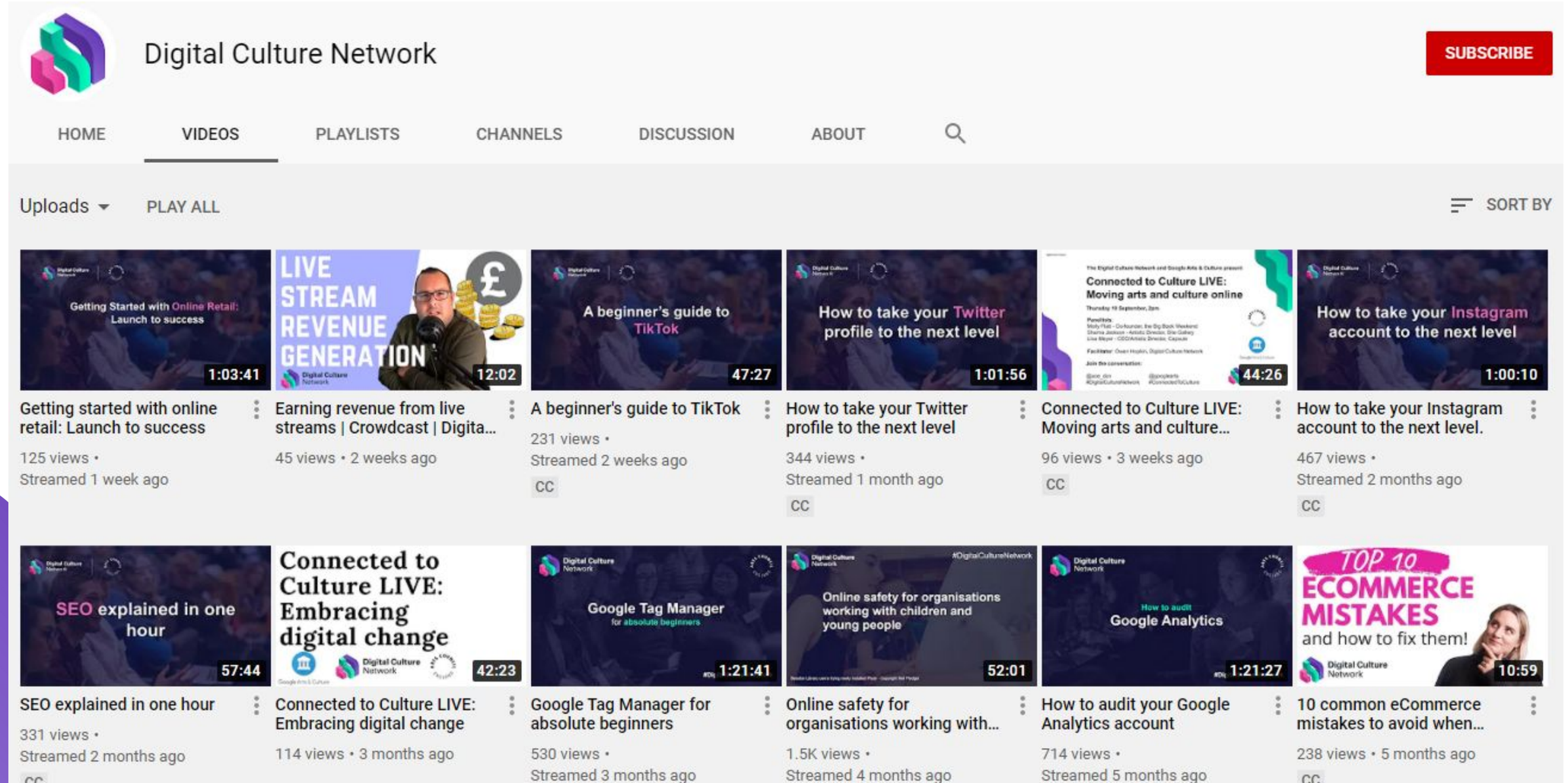
Introduction to Social Media

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



YouTube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SUBSCRIBE
HOME
VIDEOS
PLAYLISTS
CHANNELS
DISCUSSION
ABOUT
Uploads
PLAY ALL
SORT BY
Getting Started with Online Retail: Launch to success
1:03:41
Getting started with online retail: Launch to success
125 views •
Streamed 1 week ago
LIVE STREAM REVENUE GENERATION
12:02
Earning revenue from live streams | Crowdcast | Digita...
45 views • 2 weeks ago
A beginner's guide to TikTok
47:27
A beginner's guide to TikTok
231 views •
Streamed 2 weeks ago
CC
How to take your Twitter profile to the next level
1:01:56
How to take your Twitter profile to the next level
344 views •
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Connected to Culture LIVE: Moving arts and culture online
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Connected to Culture LIVE: Moving arts and culture...
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How to take your Instagram account to the next level.
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Google Tag Manager for absolute beginners
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Online safety for organisations working with children and young people
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Online safety for organisations working with...
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