

## **Digital Content – Guidance**

This document provides prompts to help you create a great entry for the Digital Content category in the 2025 Digital Culture Awards.

At the end of this document is a word version of the online submission form. You can use this to practice your answers.

### **Entry Form**

This information relates to the 'Entry Form' tab of the online submission form.

#### **Question 1 - Tell us about your project**

If someone were only to read this paragraph, they should immediately understand why your project was impactful, unique or innovative.

What to include in your answer:

- Include your / your organisations' name.
- Summarise your project.
- Explain the outcome of the project.

*Example: The British Soap Opera Museum launched a "living exhibition" where users from around the world shared personal stories and connections to our collection via social media. This co-created content transformed our digital exhibits, increasing engagement by 85% and increasing our in-person audience by 200%.*

#### **Question 2 - Tell us about the creative and decision-making process behind your project.**

What to consider in your answer:

- What were your goals or aims?
- Did you do research & development or user testing?
- Who was involved? Partners, staff etc.

#### **Question 3 - Tell us why your content creation or distribution method was unique or innovative for you.**

What to consider in your answer:

- What was special or unique about the project?

- How is that relevant to the size or scope of your organisation or resources?

**Question 4 - Tell us what made your project impactful on your target audience.**

What to consider in your answer:

- Who was your target audience?
- What metrics did you use to measure impact and why?
- Did you meet your goals? What did you learn?

**Offline copy of the submission form**

You can use this table to prepare your answers for the online submission form.

<b>Question</b>	<b>Answer</b>
Summarise your project using no more than 50 words.	
Tell us about the creative and decision-making process behind your project.	
Tell us why your content creation or distribution method was unique or innovative for you.	
Tell us what made your project impactful on your target audience.	