

Using Data - Guidance

This document provides prompts to help you create a great entry for the Using Data 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%.

Questions 2 - Tell us why you took a data-led approach.

What to consider in your answer:

- What were your goals or aims?
- Why was it important to use data to achieve your goals or aims?

Question 3 – Tell us how you collected the data and what digital tools you used to monitor and measure it.

What to consider in your answer:

- What was your data collection strategy?
- What metrics did you use to measure impact?

- What tools did you use to collect and measure your data?

Question 4 – Tell us what changes you made, the impact they had and on who.

What to consider in your answer:

- What did you learn from the data?
- How did you use the data to inform change?
- What has been the impact of any changes made?

Offline copy of the submission form

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

Question	Answer
Summarise your project using no more than 50 words.	
Tell us why you took a data-led approach.	
Tell us how you collected the data and what digital tools you used to monitor and measure it.	
Tell us what changes you made, the impact they had and on who.	