

Digital Skills Day



How to develop a digital engagement strategy that works for your organisation

Edward Appleyard
Director of Engagement
Harewood House Trust



Hi!

How to develop a digital engagement strategy that works for your organisation

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Digital Heritage Lab
Digital Skills Day

Hi!



Today

- + **What is a digital engagement strategy?**
- + **What are my digital priorities?**
- + **How do I choose my priorities?**
- + **Use your tools!**
- + **Top 5 Tips**



One

What is a **digital engagement strategy?**



What is a digital strategy?

Something to
help you achieve
meaningful goals
through **digital activity**

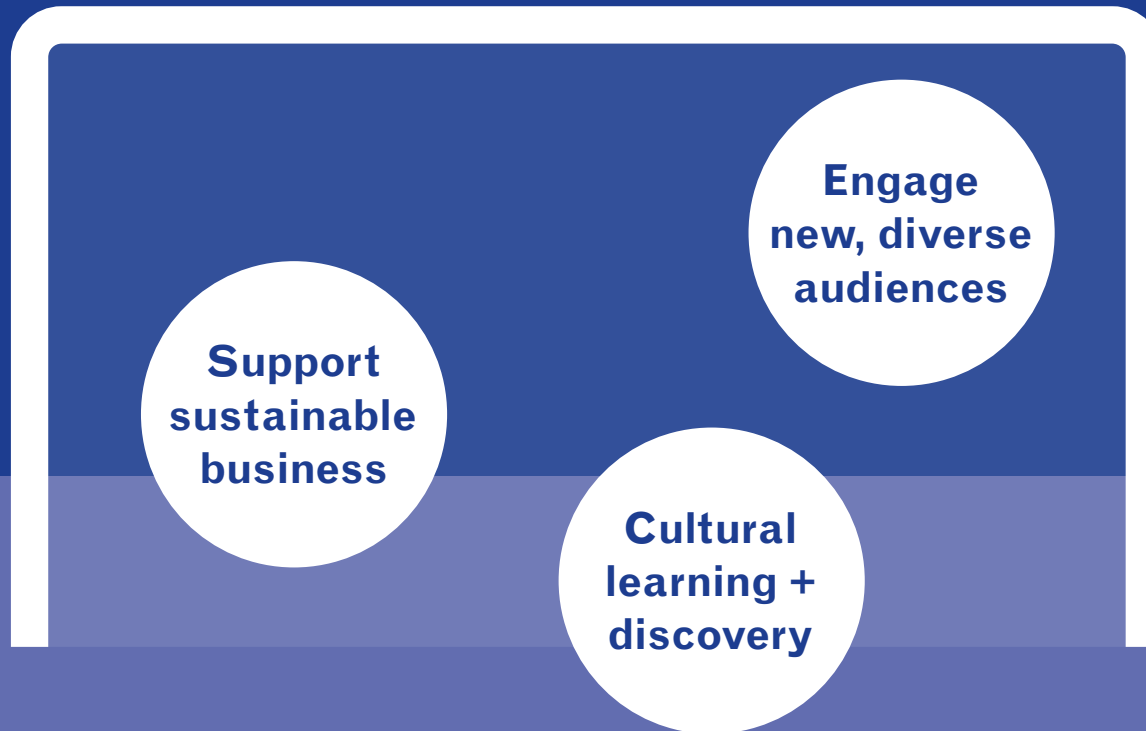


What is a meaningful goal?



Increase followers

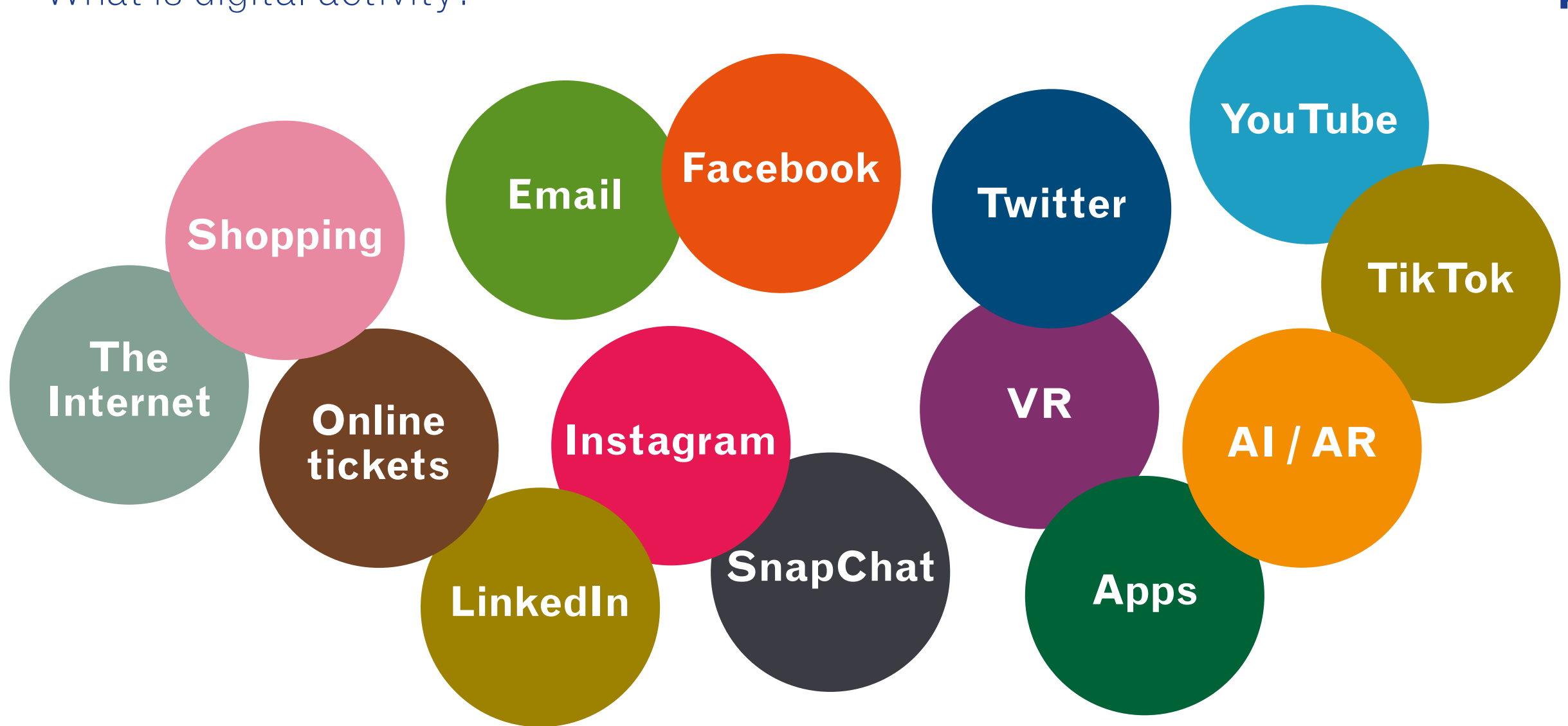
Get more people to find out about us



Get more likes



What is digital activity?



What is digital activity?

...

anything that involves a
digital interaction





What is a digital engagement strategy?

+ What

Your Ambition

>>> Meaningful Goals

+ How

**Channels
& Platforms**

Content

Resources

>>> Digital Activity



What is a digital engagement strategy?

+ Why

Mission & Vision

Business Plan

+ What

Your Ambition

+ How

**Channels
& Platforms**

Content

Resources



What is a digital engagement strategy?

+ Why

Mission & Vision

Business Plan

+ What

Your Ambition

An Idea

+ How

**Channels
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What is a digital engagement strategy?

+ Why

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**Channels
& Platforms**

Content

Resources

+ Results

Desired outcomes

KPIs





What is a digital engagement strategy?

+ Why

Mission & Vision

Business Plan

+ What

Your Ambition

An Idea

+ How

**Channels
& Platforms**

Content

Resources

+ Results

Desired outcomes

KPIs





What is a digital engagement strategy?

+ Why

Mission & Vision

Business Plan

+ What

Your Ambition

An Idea

+ How

Channels
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Resources

+ Results

Desired outcomes

KPIs



Interlinked Strategies
(CRM, Audience Development)

Research



What is a digital engagement strategy?

+ Why

Mission & Vision

Business Plan

+ What

Your Ambition

An Idea

+ How

**Channels
& Platforms**

Content

Resources

+ Results

Desired outcomes

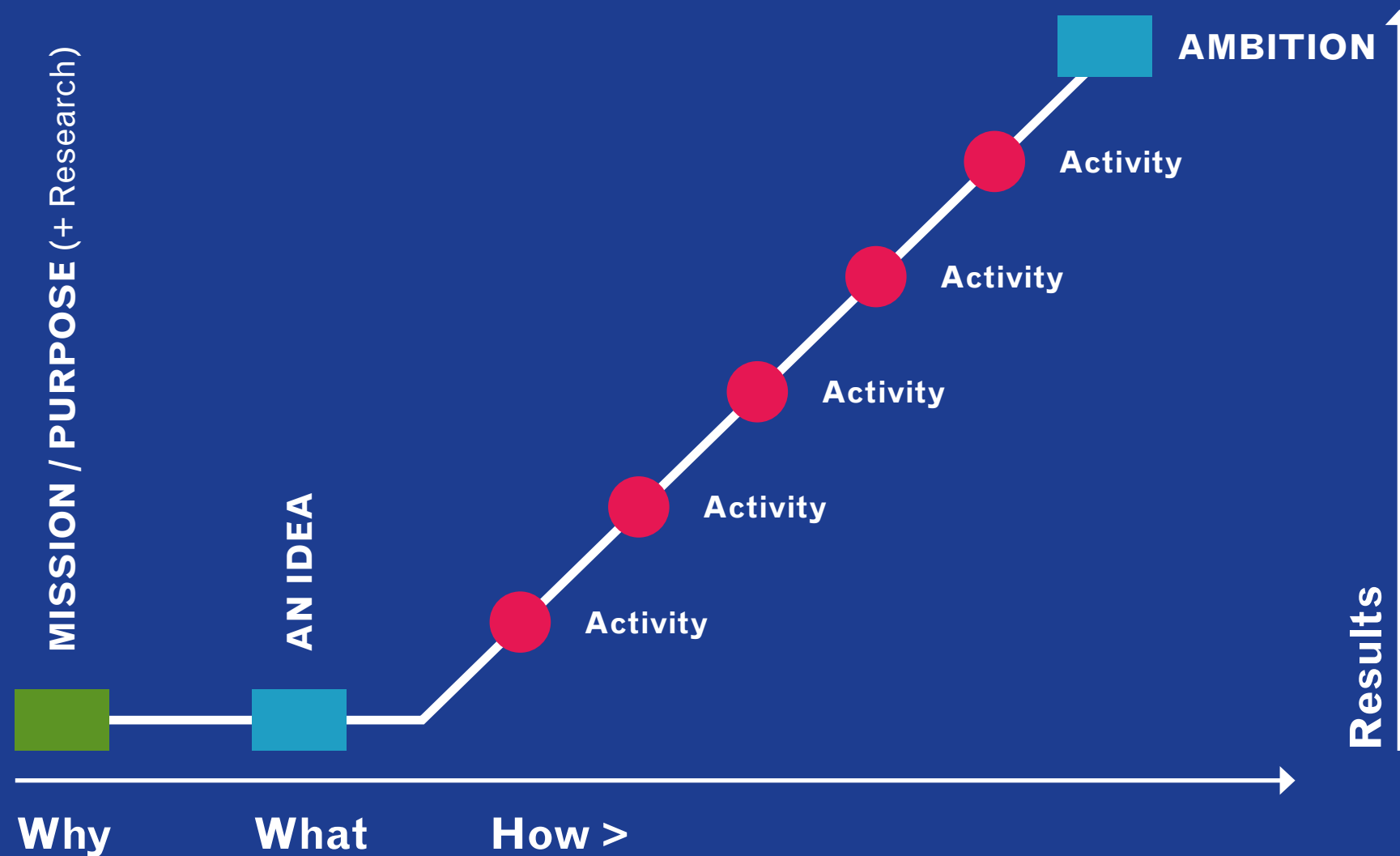
KPIs



**Interlinked Strategies
(CRM, Audience Development)**

Research

What is a digital engagement strategy?



Adapted from a model by
superunion



Two

What are my
digital priorities?





What are my digital priorities?

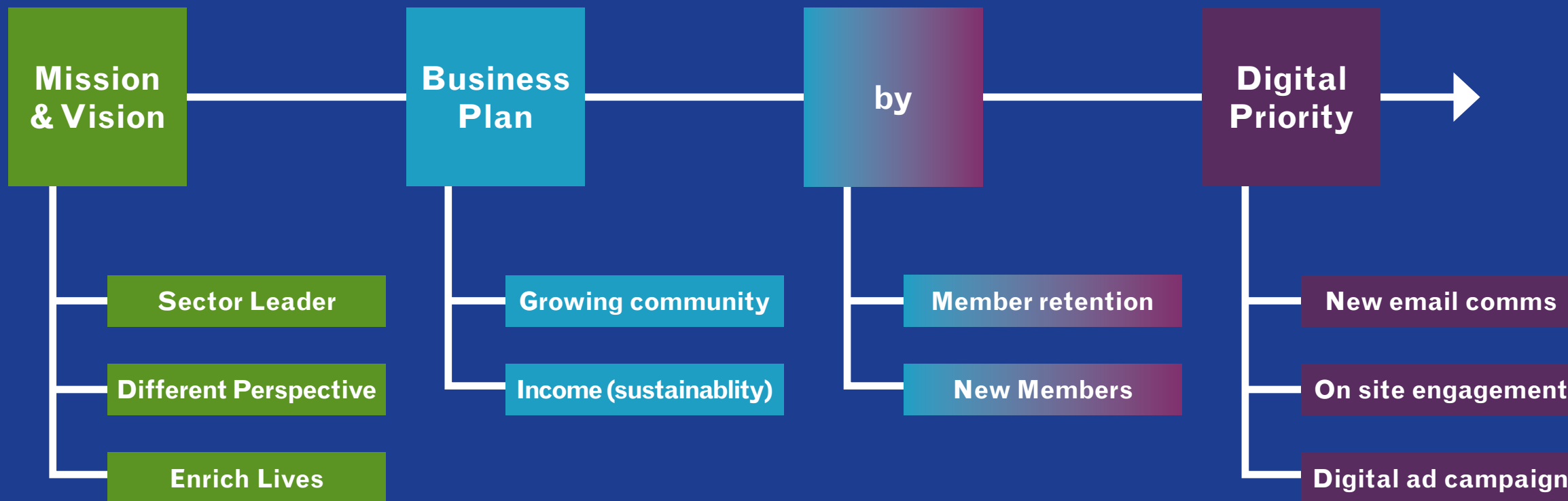
+ Why

Mission & Vision

Business Plan

- > **Priorities devolve from Business Plan, driven by Mission & Vision**
- > **No business plan? No panic! Agree some core values and you won't go far wrong ...**
- > **Can't agree core values? Re-visit your organisation's purpose ...**
- > **Start a conversation, ask people who are already engaged**

What are my digital priorities?



What are my digital priorities?



We rescue, repair and campaign
for historic churches in England and Wales





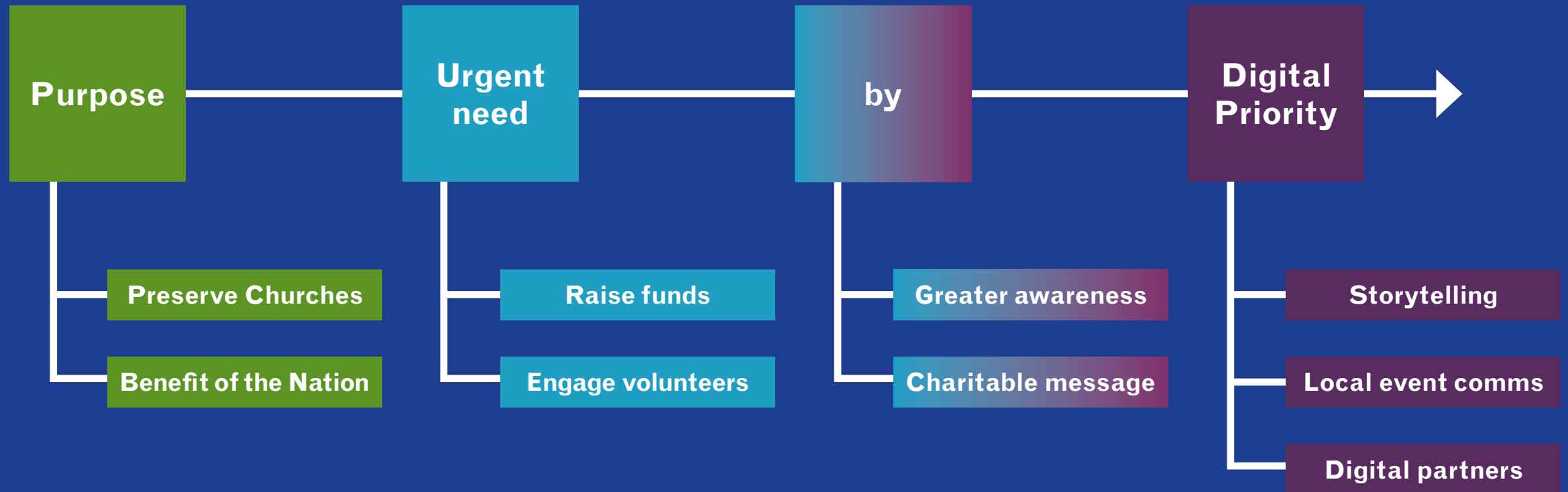
What are my digital priorities?

+ **Why – Friends of Friendless Churches**

Mission & Vision

- > Secure the **preservation of churches and chapels** ...
whether belonging to or formerly used by the
Church of England or by any other religious body ...
for **public access** and the **benefit of the nation.**

What are my digital priorities?

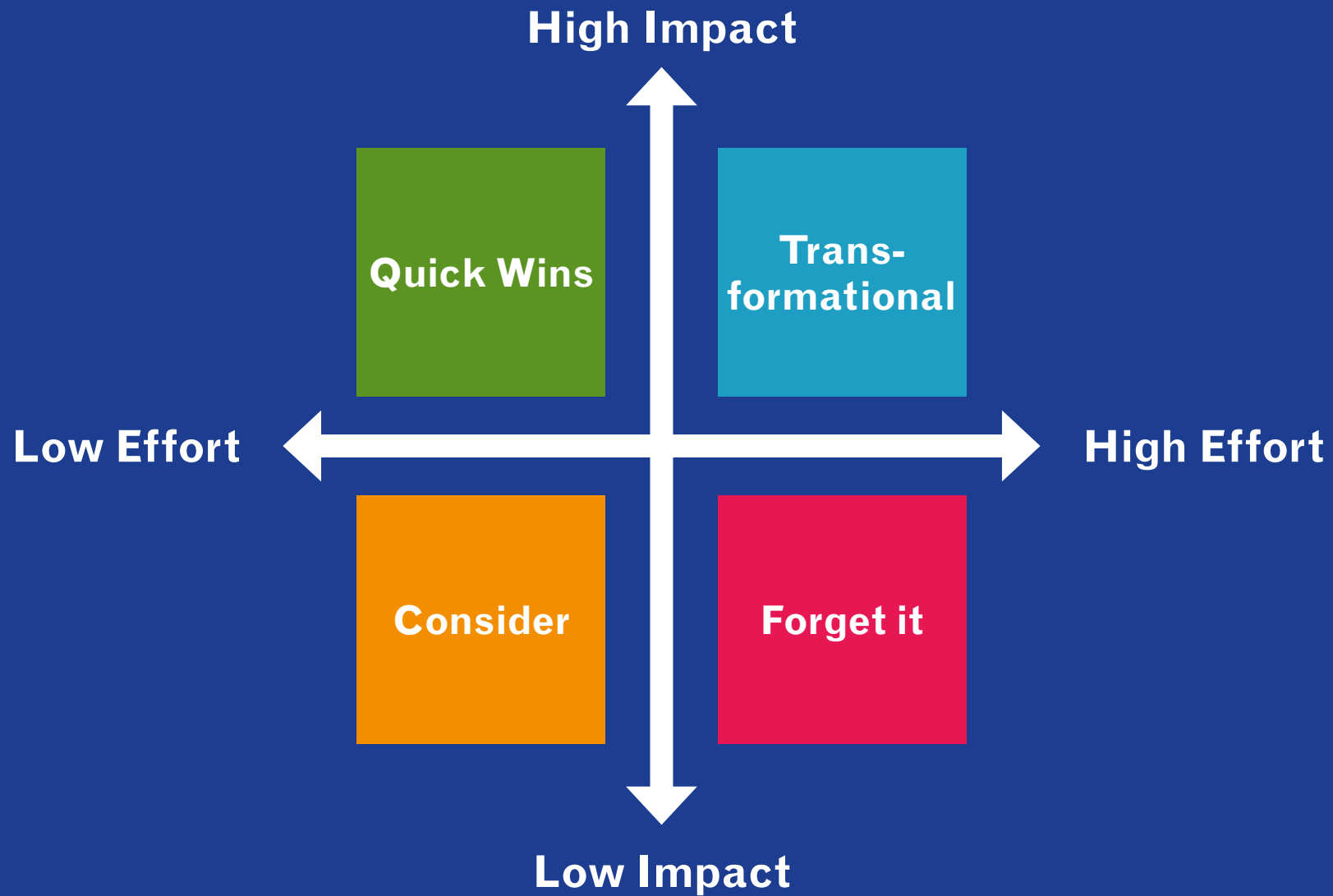


Three

and how do I choose my
digital priorities?



Decision Matrix





Decision Matrix **Impact**

Member retention

High Impact



**Direct email
(45% open)**

**Website events
up-to-date +
6 months**

**Member-
only
facebook
group**

**Targeted
Google Ads**

Low Impact



Decision Matrix **Effort**

Member retention

High Effort



**Direct
email
(45% open)**

**Member-
only
facebook
group**

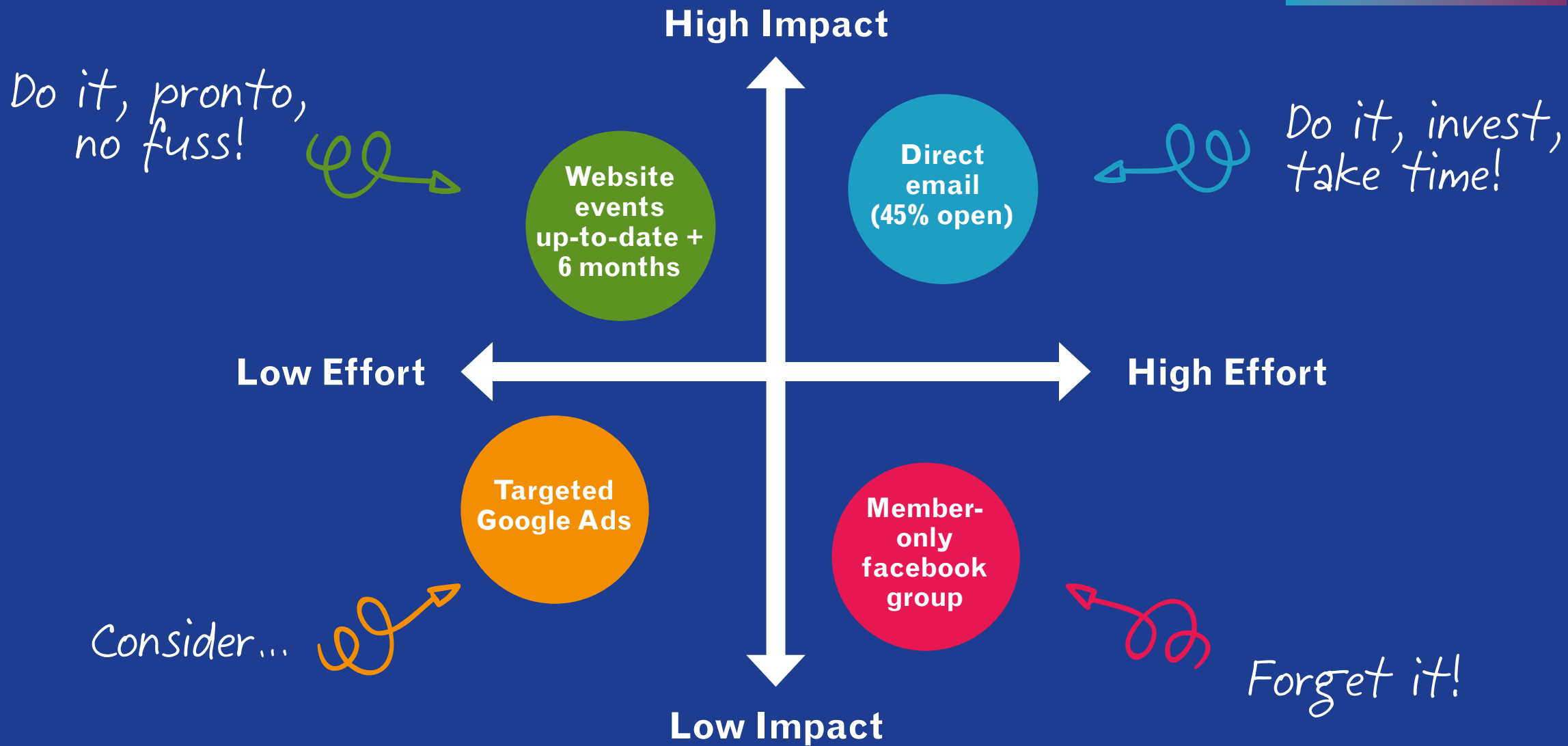
**Website
events
up-to-date +
6 months**

**Targeted
Google Ads**

Low Effort

Decision Matrix

Member retention





Decision Matrix **Impact**

Greater awareness

High Impact



**Video intros
with stories**

**List & boost
events on
Facebook**

Blog posts

**iPad slide
tour on site**

Low Impact



Decision Matrix **Effort**

Greater awareness

High Effort



**Video intros
with stories**

**iPad slide
tour on site**

Blog posts

**List & boost
events on
Facebook**

Low Effort



Decision Matrix

Greater awareness

Do it, pronto,
no fuss!



List & boost
events on
Facebook

High Impact

Video intros
with stories



Do it, invest,
take time!
(supported by
reach, of course!)

Low Effort



High Effort

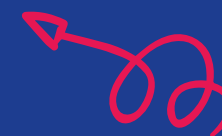
Blog posts

iPad tour
on site

Consider...



Low Impact



Forget it!
(even though it
feels worthwhile)

Factors to keep in mind



Budgets



Resources



Knowledge

Desired Responses

I renewed my Membership as we get access to SO much but always being kept up-to-date with what's going on makes a big difference ...

The Punter



Desired Responses



The Boss

This new approach to our Member emails has taken us to a brand new level by really providing engaging digital content.



Example KPIs

QUANTITATIVE

- + **Website visits**
- + **Social media reach**
- + **Increased income**
- + **ROI**
- + **% of renewing Members**
- + **On site visits**



Example KPIs

QUALITATIVE

- + **Post engagement research**
- + **Comments**
- + **Happy / quite happy / mediocre / not fussed / rubbish**
- + **Feelings!**



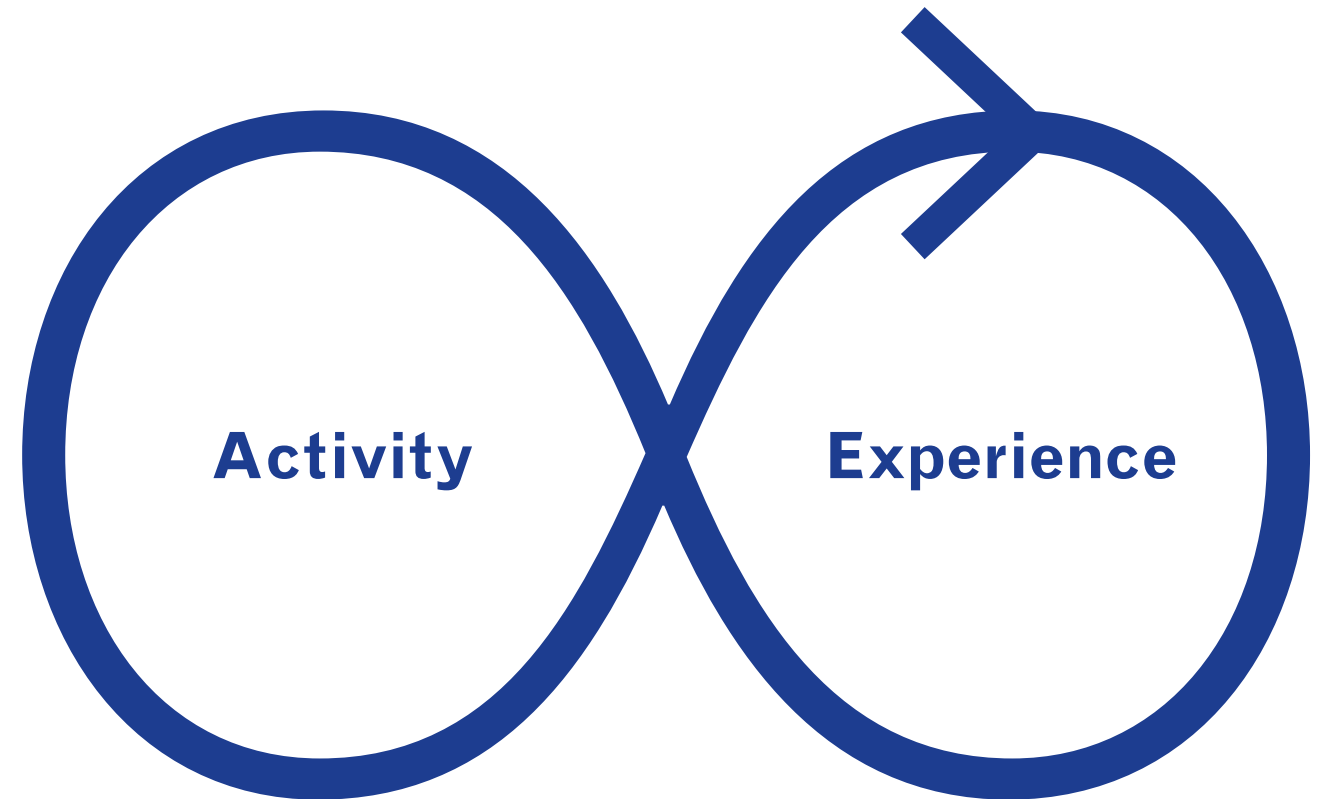
Infinite loop

- + **What you put in, you get out – continue to feed / boost the loop**

Re-research

Monitor

Don't be scared to stop things that aren't working



Adapted from a model by
supernion



Four

Use your **tools!**



Get inspiration!

+ **Set up a separate email address and sign up to lots of newsletters**

What is their tone of voice

What is the content like?

Who does it seem to be aimed at?

How long is it?

Do you like it?



Get inspiration!

- + **Follow people or organisations you admire on
Twitter / Instagram / LinkedIn / Facebook / YouTube**

What are the posting?

Does it grab your attention?

What looks like it gets the most reaction?

Is it core to their message or does it feel random?

Are you engaged?



Get inspiration!

+ **Look to organisations OUTSIDE your particular area of work**

What are the basic premises of ideas that you can draw upon?

Why does it work, or not work?



Get inspiration!

+ **Visit places – who is doing digital on site??**

Tours? (Podcasts, video, other?)

Interpretation?

AI / AR



Get inspiration!

**Buyer
beware!**

Just because some thing
looks great, or works great
for someone else ...

... it **doesn't** automatically
mean it would work for you!



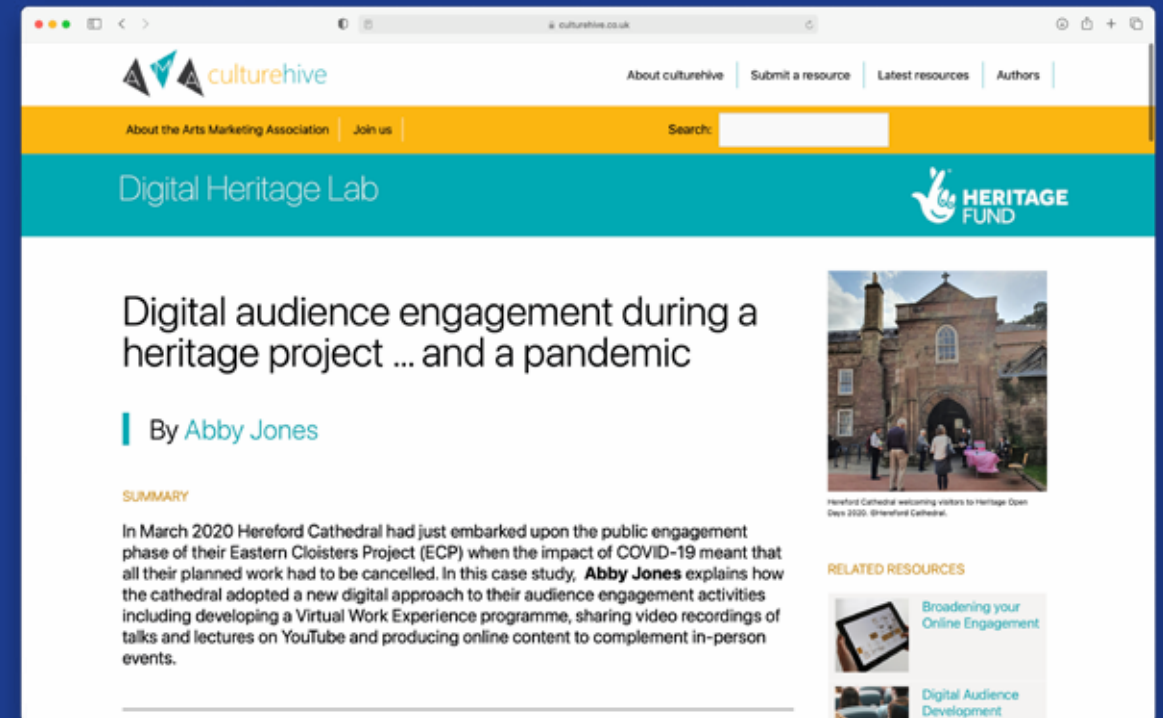
Free knowledge!

+ Culture Hive

Abby Jones / Hereford Cathedral

One of the most valuable things that we learnt ... was the value of embedding a digital approach within our engagement programme.

... we were a little fearful of 'digital' and worried about the extra work it would create ... but when we were forced to bring digital into the project, **the positives far outweighed the negatives.**



Free knowledge!

+ **Culture Hive**

Chris Unitt / One Further

Digital audience development

Unpacking the See / Think / Do model

The screenshot shows a webpage for a webinar. The main content area features a matrix with three rows labeled 'See', 'Think', and 'Do' on the left, and six columns labeled 'Display Ads', 'Search Ads', 'SEO', 'YouTube', 'Social Media', and 'Email' at the top. Colored blocks indicate the presence of content in each cell: 'Display Ads' (red), 'Search Ads' (orange), 'SEO' (yellow), 'YouTube' (green), 'Social Media' (light blue), and 'Email' (blue). The 'See' row has blocks for Display Ads, Search Ads, SEO, and YouTube. The 'Think' row has blocks for Display Ads, Search Ads, SEO, and YouTube. The 'Do' row has blocks for Display Ads, Search Ads, SEO, and Email. To the right of the matrix is a 'RELATED RESOURCES' section with four items: 'Broadening your Online Engagement', 'eCommerce: Getting started', 'Digital Access and Inclusion -- Getting started', and 'Digital audience engagement during a heritage project ... and a pandemic'. At the bottom of the page, there is a link that says 'BROWSE BY LEARNING PILLARS'.

	Display Ads	Search Ads	SEO	YouTube	Social Media	Email
See	Yes	Yes	Yes	Yes	No	No
Think	Yes	Yes	Yes	Yes	No	No
Do	Yes	Yes	Yes	No	No	Yes

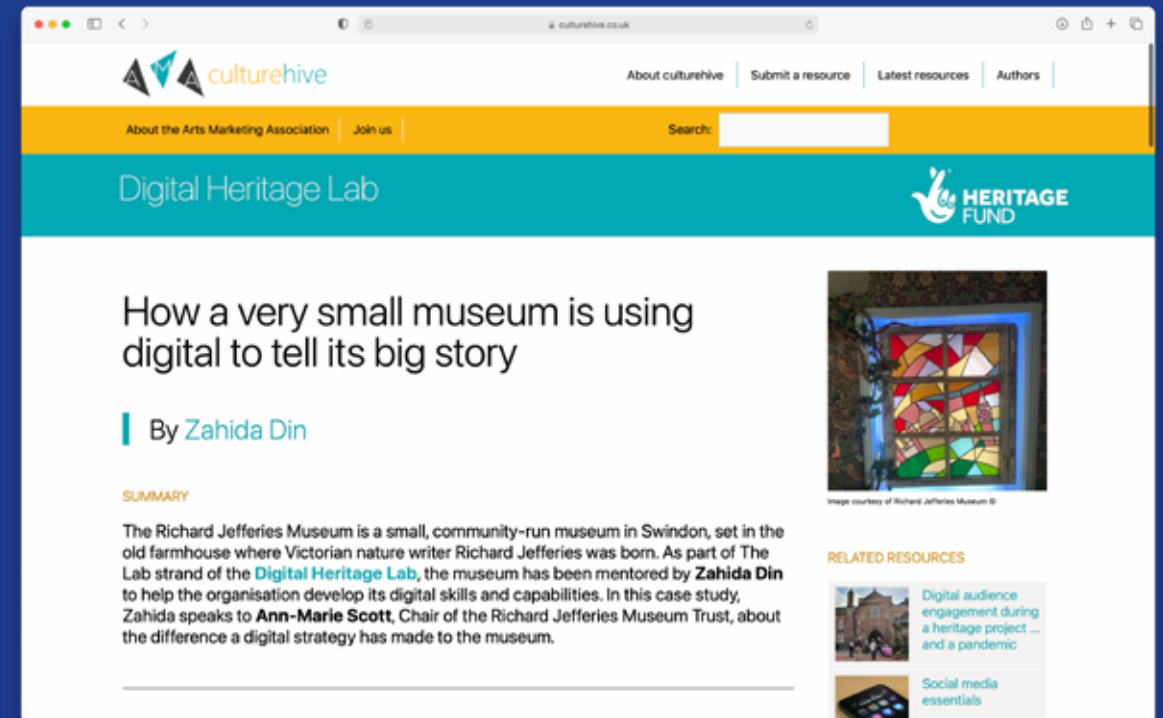
Free knowledge!

+ Culture Hive

Zahida Din / Richard Jeffries Museum

... our social media messaging was often focused around sharing photos or advertising events, with very little mention of Richard Jefferies' writings and thoughts, and as such it felt quite distant from the true mission of the Trust

... one of our main priorities is to promote Richard Jefferies. Without that we'd not be meeting our vision as a museum. We have now become more conscious about integrating Richard Jefferies in everything we do.

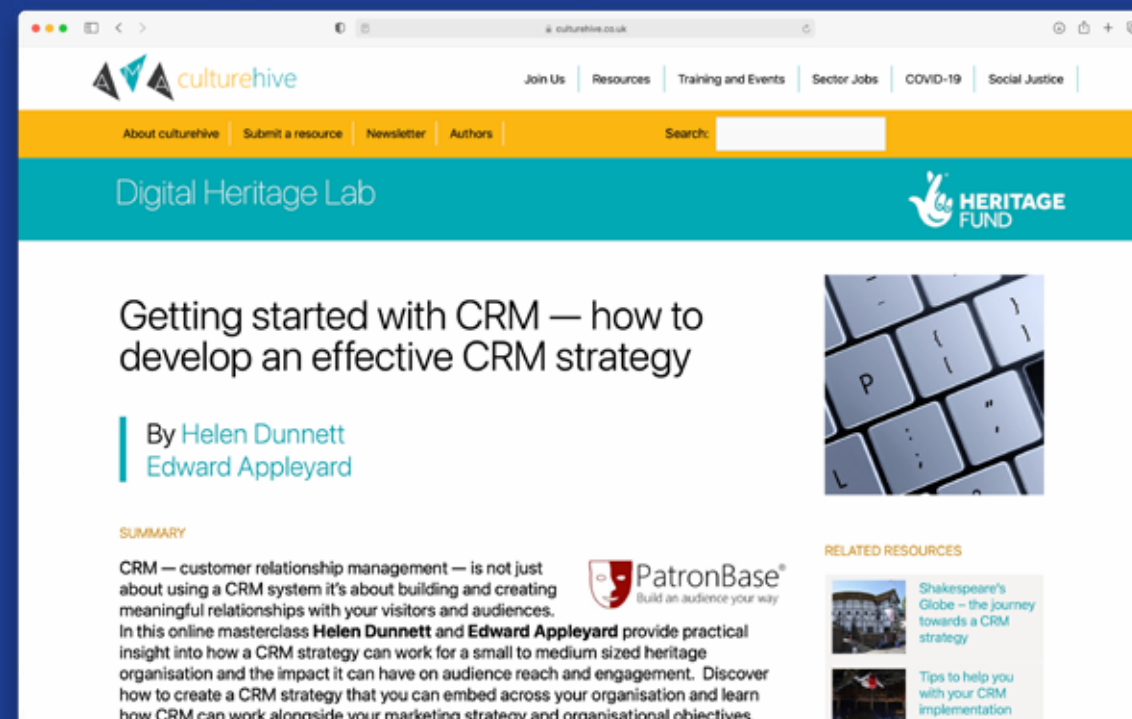


Free knowledge!

+ **Culture Hive**

Helen Dunnett / CRM specialist
Edward Appleyard / Harewood

Getting started with CRM –
how to develop an effective CRM strategy



Free / cheap platforms

+ **Research**

Google forms

Social media monitoring (Crowdfire, the platforms themselves)



Free / cheap platforms

+ **Posting**

Tweetdeck

Adobe Spark



Free / cheap platforms

+ **Audience Development**

Culture Segments

Audience Finder



Free / cheap platforms

+ **Interpretation**

Google slides



Five

Top **five**



Top **five**



Bad ideas are better than no idea

Top **five**



Bad ideas are better than no idea

There's always a gem
where you least expect it

5

Top **five**



Be generous, share + talk

Top **five**



Be generous, share + talk

Make friends with other organisations you know who are doing similar things.

4

Top **five**



3

Lather, rinse, repeat

Top **five**



Lather, rinse, repeat

Do things, change them, try again.
Don't be disheartened.

3

Top **five**



Less is more!

Top **five**

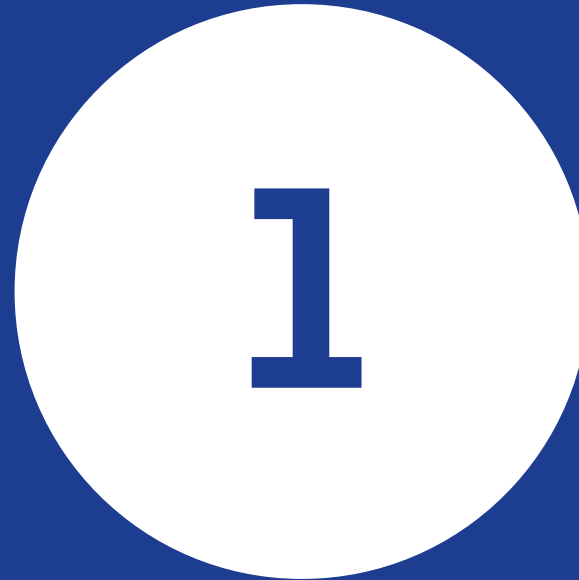


Less is more!

Doing a small strategic thing is better
than lots of unstrategic things

2

Top **five**



Digital for digital's sake

Top **five**



Digital for digital's sake

Digital provides platforms and opportunities. Some platforms are 'cool', but does your activity on them support your purpose?

1



Top Five

1 **Digital for digital's sake**

Digital provides **platforms and opportunities** to support your **ambitions**
Some platforms are 'cool', but does your activity on them support your purpose?

2 **Less is more!**

Doing a **small strategic thing** is **better than** lots of **un-strategic stuff**

3 **Lather, rinse, repeat**

Easy to do things, change them, try again. **Don't be disheartened.**

4 **Be generous, share + talk**

Make friends with other organisations you know who are doing similar things.

5 **Bad ideas are better than no idea**

There's always a gem where you least expect it

Bye!

Thank you!

Twitter
@edwardappleyard

LinkedIn
'Edward Appleyard'



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