

SWOT analysis

Strengths

What are your digital strengths?

Think about audiences, outreach, how you work, any digital products, digital marketing, and current digital skills.

Weaknesses

What are your digital weaknesses?

Think about what you need to improve on, this could be social media, reaching online audiences, streamlining work, digital messaging or developing new online products/ offerings.

Opportunities

What are your digital opportunities?

Think about potential upskilling, reaching new audiences, engaging with digital artists/communities, training, and funding opportunities.

Threats

What are your digital threats?

Think about your competitors, cost of implementing digital platforms, understanding digital policy and practice.

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