Digital content creation top tips

Good digital content is a great way to engage with new audiences, and / or maintain the conversation with audiences in between visits to the museum. If this isn't something you've done yet, or don't know where to start, we've put together six top tips to digital content creation. These top tips will help focus your efforts so you're using your time wisely and have the best possible chance of engaging with your audience.

1. **Know your audience**

Set your objective – is this about communicating with existing visitors who are missing their trips to the museum? Communicating with educational groups? Or do you have members you want to maintain regular links with?

Once you've decided on this, make a note of what you already know about them and what they are interested in. You'll have a much greater chance of success if you've thought about who your content is for and understand what they want from you.

This is also a good time to think about what you want to achieve from your digital content and what success would look like so you've got clear objectives for the team to work to.

Take a look at AIM's Success Guide 'Understanding Your Audiences' if you need to clarify who your key audiences are and what they want.

2. **Pick your channel(s)**

Where is your target audience? Where do you normally communicate with them? If you already have good engagement on Facebook for example, then this is a great place to keep up communication while you're closed.

3. **Teamwork**

Digital content will be best created with as many colleagues as you can realistically involve; anyone who would normally have regular contact with your target audience and / or knows your collection will be a valuable source of information and ideas. Hold a virtual meeting to get started on the brainstorming, if you can't meet in person.

However, you do need to be realistic about what can be achieve, especially if this is new or will be on top of existing workloads. Listen to concerns from colleagues regarding workload and skillset, especially if you plan to run activity you've never done before. And it's ok to start small and build from there.

4. **Idea generation**

Have a look at what other museums are doing – learn from best practice and build popular hashtags into any social content.

Don't be afraid to try things you haven't done before; this is a great opportunity for experimentation. But don't feel you need to take on new technologies if you're not comfortable with them, work within your available resources and skillset.

Make use of your existing resources. Many museums are repurposing existing content, whether that's resource packs for school visits, or family focused activities. This will be cost effective as well as quicker to implement.

Don't lose sight of your mission and purpose – everything you do online needs to be true to who you are as an organisation and the purpose of your museum. Keep in mind what makes your museum unique and what makes people want to visit.

Your content plan should encourage people to visit again. Demonstrate your value to the community; what content will be useful to your audience e.g. family activities for home schooling parents? The audience will remember this.

Check back on your original objectives before you agree what ideas to develop to make sure you progress the most relevant content.

5. Schedule

Have at least a rough plan of what is going to be posted on what channel and when. This will help manage the workload so you can prioritise content creation, but will also help you make the most of all the great ideas the team has generated and ensure you post well written, well thought out content.

6. Evaluate

Look at what's working well and what isn't and don't be afraid to change your plan to focus on more of the successful content or bring in additional new ideas to hep you meet your objectives. The lessons you learn will be a great starting point when you come to look at the next phase of your content plan.