



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	The D-Day Story social media transformation project
Date of meeting:	5 February 2021
Report by:	Director of Culture, Leisure and Regulatory Services
Wards affected:	All

1. Requested by:

- 1.1 Cabinet Member for Culture, Leisure and Economic Development

2. Purpose

- 2.1 To update the Cabinet Member on a project to transform The D-Day Story's social media.

3. Information Requested

- 3.1 The D-Day Story is undertaking a project to transform how the museum uses social media. It will build staff and volunteer's skills and confidence in creating social media content, ensure the museum's social media channels are consistent with its brand, and that social media content appeals to families, young people and visitor with disabilities.
- 3.2 In 2018 The D-Day Story reopened following a transformation project made possible by the National Lottery Heritage Fund (NLHF), who also provided funding to run an ambitious programme of activities designed to engage more and a wider range of people with the museum (the 'Activity Plan'). The Activity Plan has been revised to include this new project.
- 3.3 As part of transformation process a new brand for the museum was created. The museum exhibitions and displays were designed to appeal to new audiences, including young people and families. However, the museum's social media content did not adapt to reflect the new values and audiences. The impact of Covid-19 on the museum has also highlighted the need for high quality engagement with online audiences and increased the need for this project.



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

- 3.4 The museum's brand values are to be bold, cosmopolitan and creative. It reflects 'the epic made personal, the personal made epic'. Currently the museum's social media content is popular, but does not reflect the brand and lacks originality that enables it to stand out from other military museums. There is a lack of skills and confidence within the museum team in creating powerful social media content for the audiences that they wish to attract, and a compelling case for trying a new approach.
- 3.5 Attracting younger people and families with children is vital if the museum is to keep the story of D-Day alive. Exciting, entertaining and educational social media content is key to reaching these audiences. The museum has devoted a large amount of resource into ensuring that it is welcoming for visitors with disabilities and wants to ensure this audience is represented online.
- 3.6 There is a lack of resource within the team to dedicate time to creating social media content. Management of the social media channels is undertaken by the Public Participation Officer around the other responsibilities of their role. This approach does not make the best use of the passion and creativity of volunteers and front line customer service staff.
- 3.7 Recognising that the team do not possess all the skills to carry out the project in house, a brief was created to appoint a social media specialist using funding from National Lottery Heritage Fund. The contract attracted a large amount of interest, with nearly 30 responses.
- 3.8 The successful applicant is social media specialist Tara Parashar ([Tara Maitri | Ethical Social Media Strategy](#)). Bringing together staff and volunteers, she will analyse the museum's existing approach and help them identify what is working and what isn't. She will then work with the team to identify the museum's 'voice' on social media and make sure it is consistent with the brand. A representative from the council's Corporate Communications team will also support the project.
- 3.9 The project will run for 6 months until May 2021. The social media specialist will ensure that the project has a legacy beyond the end of this period. Staff and volunteers will be empowered with the relevant skills and knowledge to create appealing content for families, young people and visitors with disabilities. The work also will inform other activities, such as creating an Access Policy for the museum to support the accreditation process. The museum's social media channels will reach a wider, more diverse audience, and be relevant and ready for the future.



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Signed by

Stephen Baily

Director of Culture, Leisure and Regulatory Services

Appendices: None

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location