

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 project evaluation

Date of meeting: 19 October 2021

Report by: Director of Culture, Leisure and Regulatory Services

Wards affected: All

1. Requested by

1.1 Cabinet member for Culture, Leisure and Regulatory Services

2. Purpose

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

3. Information Requested

3.1 The D-Day Story has completed a project to transform how the museum uses social media. The aim of the project was to build staff and volunteers' skills and confidence in creating social media content, ensure the museum's social media channels were consistent with its brand, and that they appealed to families, young people and visitors with disabilities.

3.2 The need for the project was identified following the transformation of the museum's exhibitions and displays in 2018 and the arrival of Landing Craft Tank 7074 in 2020. Social media did not adequately reflect the museum's new brand. The content was popular, but lacked the originality to enable it to stand out from other museums. Staff and volunteers lacked confidence in creating content. Their resource and ideas were not being employed to the best advantage.

3.3 The project was funded by the National Lottery Heritage Fund as part of an ambitious programme of activities to engage more and a wider range of people with the museum. The funding came from the Transforming the D-Day Museum project that funded the transformation of the museum and reopening in 2018. The project and funding will come to an end in April 2022.

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- 3.4 Staff and volunteers worked with Tara Maitri, an ethical social media strategist with a focus on creating welcoming online spaces that promote users health and wellbeing. The project brought together staff and volunteers from the museum service and other departments, including corporate communications. Participants attended a series of online workshops to co-create the museum's new social media strategy, but also learn skills such as telling stories using video and how to use online analytical tools to measure performance.
- 3.5 As a result of taking part in the project, staff and volunteers reported a higher level of confidence in telling engaging stories using the museum's collection. They also found working with colleagues from other departments rewarding and a great opportunity to share skills and best practice. Learning from the project, including toolkits and training videos, have also been shared with colleagues in other departments within CLRS to inform their work. The museum also has a better understanding of 'what works', meaning less time is spent creating content that has less impact. Members of the team that would not normally have created social media content are taking part, for example creating French posts for French objects held in the museum collection.
- 3.6 The museum's social media accounts have seen increased engagement from existing and new audiences. They were particularly successful in using Instagram, where they directed a large focus towards attracting new audiences. This channel saw a 75% increase in audience engagement and a younger, more gender balanced audience. The Landing Craft Tank 7074 has proved incredibly popular with all audiences across all channels, demonstrating the impact of this unique attraction. Personal stories from the collections also proved very popular and they have increased this type of content as a result.
- 3.7 The project also resulted in a strategy and clear process for creating social media content. This included tools to plan, organise and monitor accounts, recorded training sessions that can be shared with colleagues and a new style guide to ensure content is consistent and on brand.
- 3.8 Before Covid-19 accelerated the quantity and quality of material available online, there was a compelling need for museums to ensure they are using social media to its full advantage. This project has enabled the museum to confidently create compelling content using their collection and keep the story of D-Day alive for future generations.

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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