CULTURAL HERITAGE

INTRODUCTION TO
DIGITAL COMMUNICATION FOR
CULTURAL HERITAGE INSTITUTIONS
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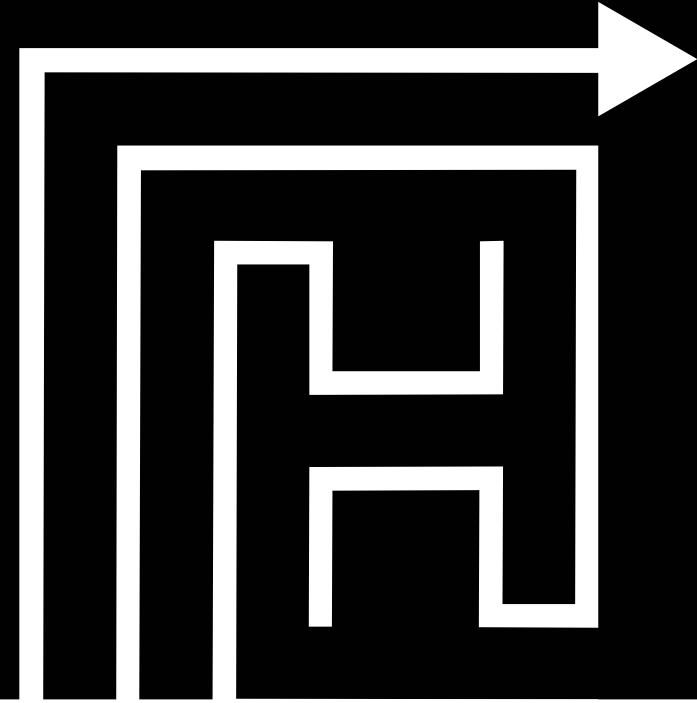# TABLE OF CONTENTS

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CULTURAL HERITAGE **2.0**

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Communication

is creation and exchange of

meaning.

Communication is the process of how people interact and share information with others. It stems from the Latin word commūnicāre, that means to share. It's indeed a process that requires at least two people. There is no communication without someone saying a message and someone else receiving it.

01

INTRODUCTION

The rule of 5 Ws and 1H

Keep in mind the saying: "Time is the measure of business as money is of wares" (Francis Bacon).
Save your readers as much time as possible and they'll be grateful.

In order to achieve this, you should apply the rule of 5 Ws and 1H: a technique borrowed from the Anglo-Saxon style of journalism, used initially as a guide to ensure that news was shared in full.
The 5 Ws represent Who, What, When, Where, Why. The H represents the How.
The method was described for the first time in the thirties by Harold Lasswell, a political scientist, with his famous definition of communication: «Who says what to whom in what channel with what effect». However, even earlier, at the end of the nineteenth century, with the development of the telegraph, journalism adopted this rule as one of the pillars of storytelling in news.
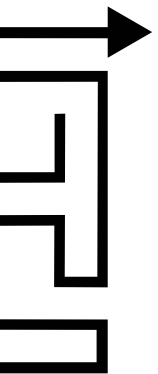
THE 5 Ws and 1H Rule

If Who, What, Where and When are necessary to describe the context and the facts, the Why and How help to dig deeper in the story.
Have you ever watched a movie that leaves you with nothing significant to think about, in the end?
They are stories that evolve in extension but remain superficial.
This usually happens when the author focuses a lot on Who, When, Where and What, without going into the How and Why.

Stories like this have lots of action, sometimes many characters, but nothing that explains the motivations that push them to act. This usually creates an uncomfortable sense of shallowness and no emotional involvement. It is one of the main problems of corporate storytelling, where we often find facts and almost never the reasons.

The emotional engagement in stories is usually given by the "how" and the "why", two factors that are closely linked to each other, given that the "why" of our actions (usually our basic values) influences "how" we act.
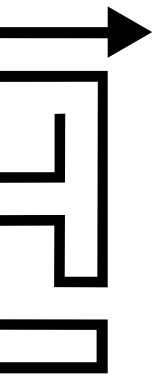
"TIME IS THE MEASURE OF BUSINESS AS MONEY IS OF WARES"

Francis Bacon

B2B or B2C Communication?

With the term B2B we refer to the so-called "business to business", while B2C means "business to consumer". B2B communication is focused on selling products and services directly to other companies, while B2C communication focuses on promoting products and services to the final consumer.

This presentation refers to B2C communication approaches.
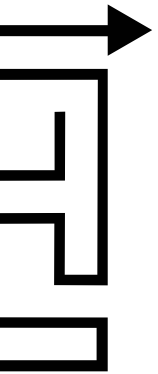
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TRENDS

Trends in the communication space

According to Hootsuite, We Are Social and GlobalWebIndex, among other trends, mass communication has become less and less relevant, especially after the pandemic. People indeed prefer more personalised approaches. This is linked to a growth in the value assigned to user-generated content.

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HOW THE BRITISH MUSEUM

reinforced their digital community

A more personalised communication approach requires to become more aware of who are the users of each digital channel, and requires an adaptation of the content produced to match those profiles.

As ICOM reports, «a good example of this strategy is the British Museum's YouTube Channel, which has a section called *Curator's Corner*, chosen by users from among four different proposals pitched in 2015, when the channel was re-launched. The section has a video format reminiscent of the one that made vloggers, also known as youtubers on the platform, popular. This format has allowed curators to showcase their work in an informal and straightforward fashion, while reinventing the blog twofold: firstly, by introducing video as the cornerstone of communication, and secondly, by using platforms such as YouTube. This has allowed the museum to periodically share theme-based content geared towards a specific audience in personalised, engaging way.»
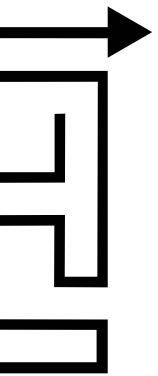
HOW THE GETTY MUSEUM

learned how to engage with newer generations

Gen Z uses video as their «chosen format». Rather than using words, they replace them with *emojis* and explore communication as a way to creativily express themselves, going beyond standard approaches. This explains why platforms such as TikTok or Snapchat have become so popular, especially with viral challenges created by users that then are seen and shared by others. For cultural heritage institutions it is very important to be aware of new channels and of the new ways people adopt to interact and express themselves.

 ICOM reports, as «a good example of abiding by these new rules, the #GettyMuseumChallenge, that started by the Los Angeles Getty Museum, which, during lockdown and by using the aforementioned hashtag, challenged users to recreate works of art at home. The idea drew from the @tussenkunstenquarantaine Instagram account, where online users collaborated by uploading their versions of works of art with the #tussenkunstenquarantaine and #betweenartandquarantine hashtags. The MuseumWeek added this challenge to their 2020 program with their #CultureInQuarantine hashtag.»
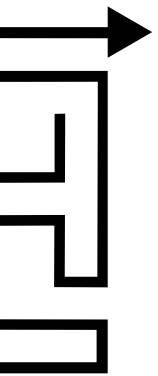
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USER'S JOURNEY

USER'S JOUNEY: WHAT IT IS

The User's Journey is the active research process that a potential visitor goes through, before purchasing a ticket.

During this active search, the user goes through three well-defined stages: awareness, consideration, decision.

- **Awareness**. First, the user detects a problem/need (to be entertained, to learn something new, etc.) and starts looking for information.

- **Consideration**. In this phase, the potential visitor considers all the solutions available on the market that can help him achieve his goal.

- **Decision**. Finally, the user chooses one of the options among those considered.

WHAT BUYER PERSONA MEANS

To identify potential visitors and develop content for them, it is important to create Buyer Personas.
They are semi-fictional representations of an ideal visitor, created on the basis of market research and real data related to the existing customer base.

To create buyer personas, you need to consider:
- Geographic dimension - locations
- Demographic dimension - gender, job, family composition, salary, etc.
- Habits
- Goals
The more details you have, the better.
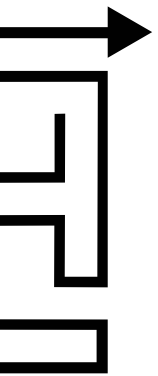
Why it is important to create buyer personas

- To better define strategic objectives and tactics to reach them.
- To build a targeted communication, using the appropriate language.
- To create an offering that buyer personas will actually appreciate.
- To personalize the relationship with your visitors.

CULTURAL HERITAGE 2.0

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Why creating content for the User's Journey is important

Nowadays, it is fundamental to have a proper understanding of your audience: how they think, what they search, what language and tone of voice they use, and so on.
From that understanding, you can design an accurate content strategy that maps your content for each stage of the user's journey.

When you don't completely understand your audience, it becomes difficult to connect with them, let them understand your cultural offering and engage with them.

Creating content for each stage of the Buyer's Journey

Once you have an idea of your buyer persona and how potential visitors can convert in new visitors, it is important to create content for each of the three stages of the user's journey, and tailor that content for each channel you will be using.

AWARENESS
Your goal is to attract new potential visitors

Example of content:
- Blog Post
- Social Media Post
- Whitepaper
- Checklist
- How-To Video (how to plan your visit, how to look at the artwork with the curator's eye,...)
- Ebook or Tip Sheet
- Educational Webinar

CONSIDERATION
Your goal is to be chosen among the preferred institutions

Example of content:
- Case studies about how your institutions is unique
- All the possibilities your institutions offers (training for kids, projects for families, opportunities for younger generations, accessibility...)

DECISION
Your goal is to convert potential visitors into real visitors who buy the tickets

Example of content:
- Retargeting
- Newsletter
- Special offers or Open days
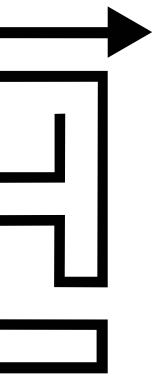
Tone of voice: the right language to reach people

The tone of voice (ToV) refers to the communicative style used by a cultural institution to address its audience, and must reflect its values and mission. Written messages, images, videos must be created thinking about the users they are addressed to, the channel they are published on (e.g. website, email, social networks) and also the devices they will be viewed on.

For cultural institutions, emotion is one of the main element to consider when producing content, to get the audience involved and create conversions.
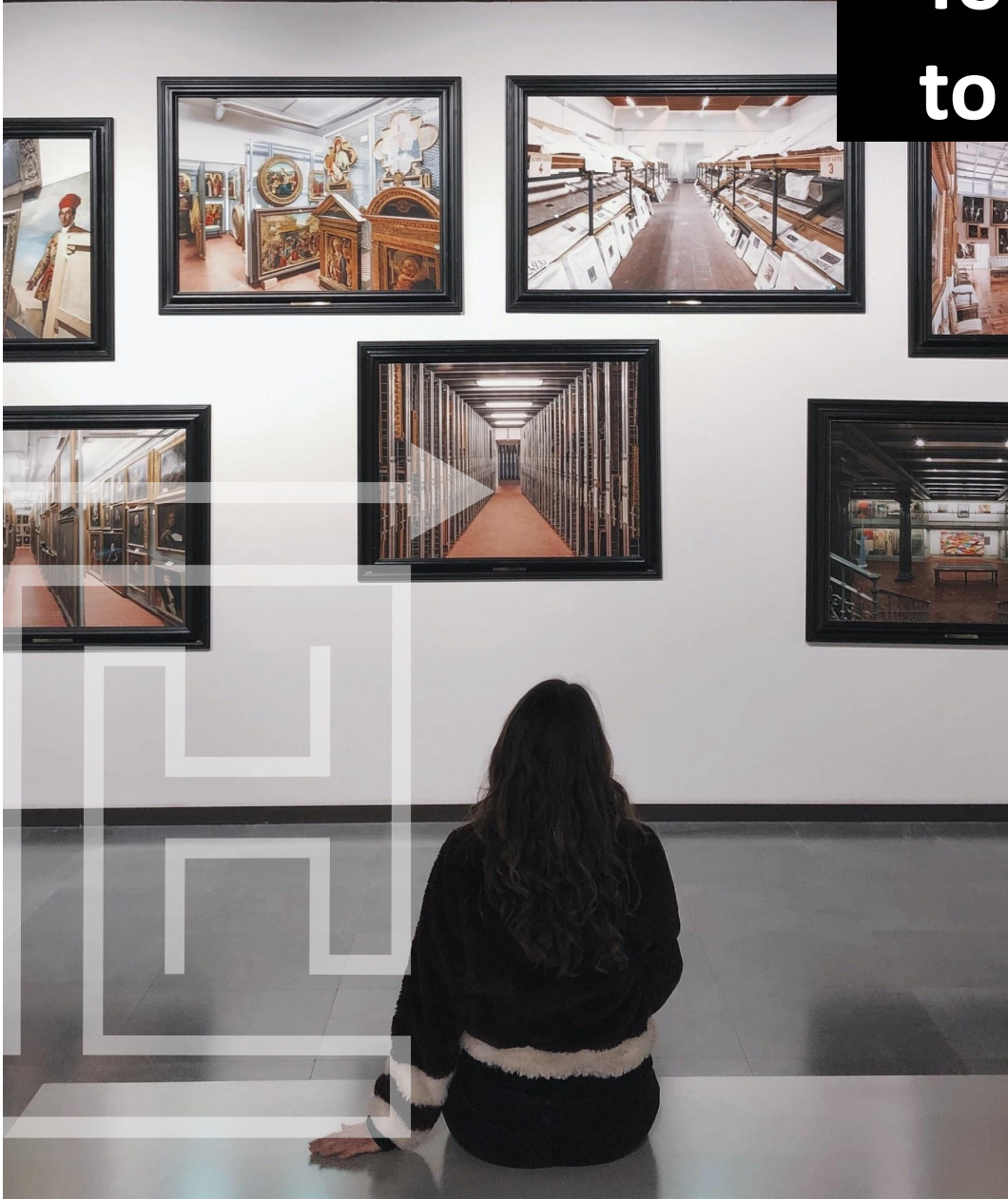
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THE 8 STEPS FOR AN EFFECTIVE COMMUNICATION PLAN

COMMUNICATION PLAN

A communication plan describes what messages we want to convey and how we intend to communicate them to the right people, at the right time.

It is a planning document which defines the objectives, strategies and actions of the communication.

It allows to provide information effectively, identify the messages we want to promote, who is part of the target audience and what channel(s) are involved.

There are 8 steps to be considered to develop a communication plan for your institution.
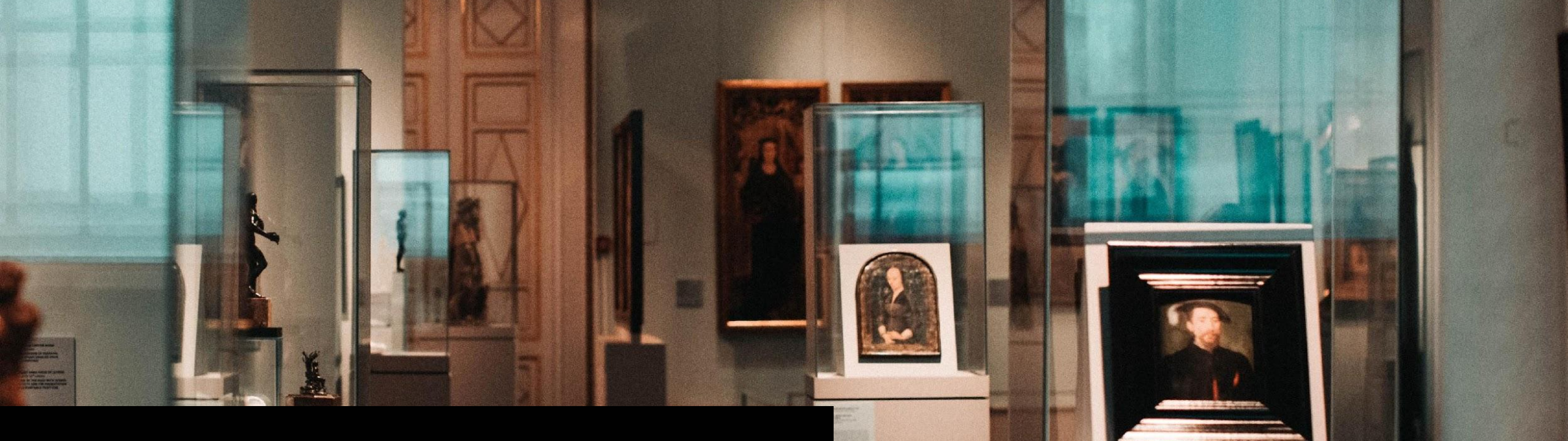
STEP 1: ANALYSIS

Market and competitor analysis is the first step you need to take.
It is important because it allows to know everything that has already been done, to learn from the experience of others and how different audience behaves.
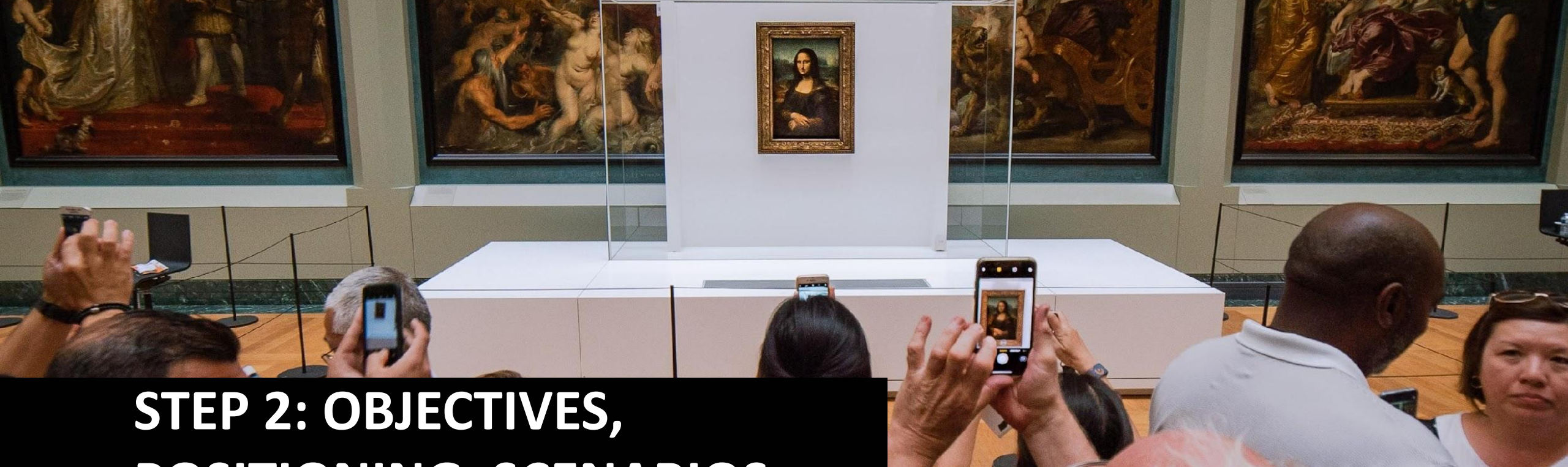
STEP 2: OBJECTIVES, POSITIONING, SCENARIOS

Here we must remember that at different times of the day the same person is, in reality, different people and therefore is attentive to different messages.
For example, in the morning when I have breakfast I am a parent, while I drive I listen to the radio, in the office I am a manager, when I eat I am a lover of good food and so on: my attention as user and potential visitor is on the messages that I consider relevant at that precise moment.

STEP 3: TARGET AUDIENCE

This step sets the tone of the communication, the style of creativity and the means you are going to use.

- Geographic segmentation: according to the geographical area of origin (countries, regions, cities, neighborhoods, zones, etc., depending on the areas concerned), population density, size of the urban centre

- Sociodemographic segmentation: age, occupation, occupation, spending power, level of education

- Segmentation based on usage behavior: based on purchase frequency, loyalty to our projects, awareness of the value of our name, attitude towards our projects

- Segmentation based on the benefits users are looking for: learning new things, relaxing, sharing

STEP 4: DIFFERENTIATING ELEMENTS

What is your Value Proposition and what are the differences compared to other cultural institutions? Positioning your institutions correctly in your visitor's minds represents a fundamental aspect. This is why, it is important to identify what makes you different. The differentiating elements are all those characteristics that distinguish you from your competitors and that you can use to create a positioning in the mind of your potential visitor.

Here are some fundamental characteristics that each differentiating element must have:

- must express simple concepts, easy to remember and immediate to associate;

- must not be linked to any main competitor;

- must be true, relevant and provable.

STEP 5: CREATIVITY

Your communication plan must be designed considering that what happens online will be available through a multichannel approach and needs to be consistent with what happens within your exhibitions, so digital communication must strategically:
- include narratives that are engaging and consistent with the projects you are working on with your institutions;
- be supported by images and videos;
- have audio contents (sounds, noises, music…) that help content distribution;
- be integrated with everything (values and projects) that does belong to your institutions.

Can you keep a secret?

STEP 6: CHANNELS

It is important to identify all the touchpoints you want to activate, based on the selected audience. Finding and choosing channels depends on:

a. Degree of coverage (penetration achievable by channel for a specific target)

b. Frequency (average amount of times each user is potentially contacted)

c. Methods of fruition

d. Cost

STEP 7: USER ENGAGEMENT

Customer activation and engagement refers to the activities dedicated to getting people involved in the conversations you are building, around the project you are working on.
Customer activation happens following the path described for each stage of the User's Journey (as explained in slide 20).

STEP 8: PERFORMANCE TRACKING

To measure your performances, you need to identify specific KPIs (Key Performance Indicators) per channel and track them regularly, to understand how your contents are helping your institution engage with people, build loyalty with current visitors and attract potential new visitors.

Some examples are:

- Reach: how many people are you reaching with your content, per channel?

- Engagement: what kind of interactions (clicks, comments, shares) are you achieving per channel?

- Bounce rate: the percentage of visitors who enter your website and then leave ("bounce") rather than continuing to view other pages. The smallest the percentage, the better because it means people are not "bouncing"

05

THE 3 Cs OF DIGITAL COMMUNICATION

THE 3Cs OF DIGITAL COMMUNICATION

Consistency
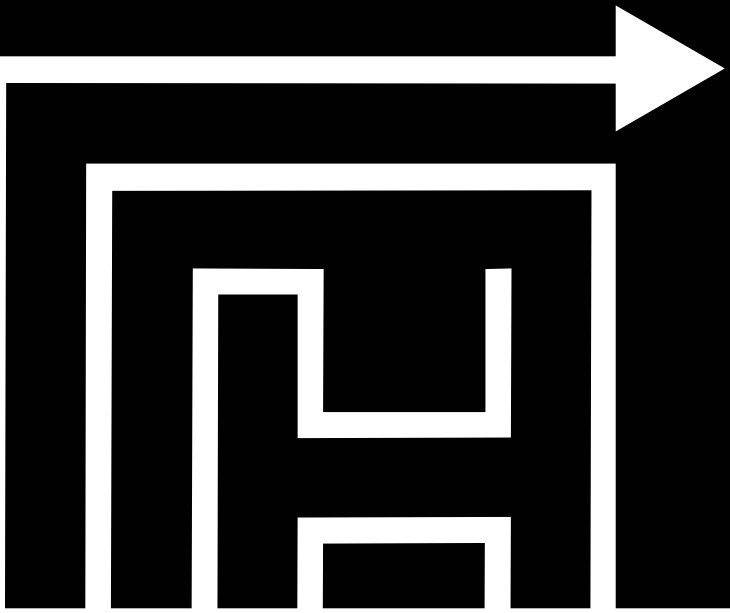
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Choice

Clarity
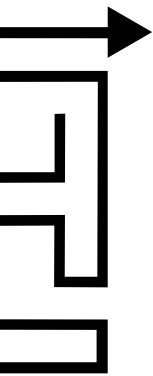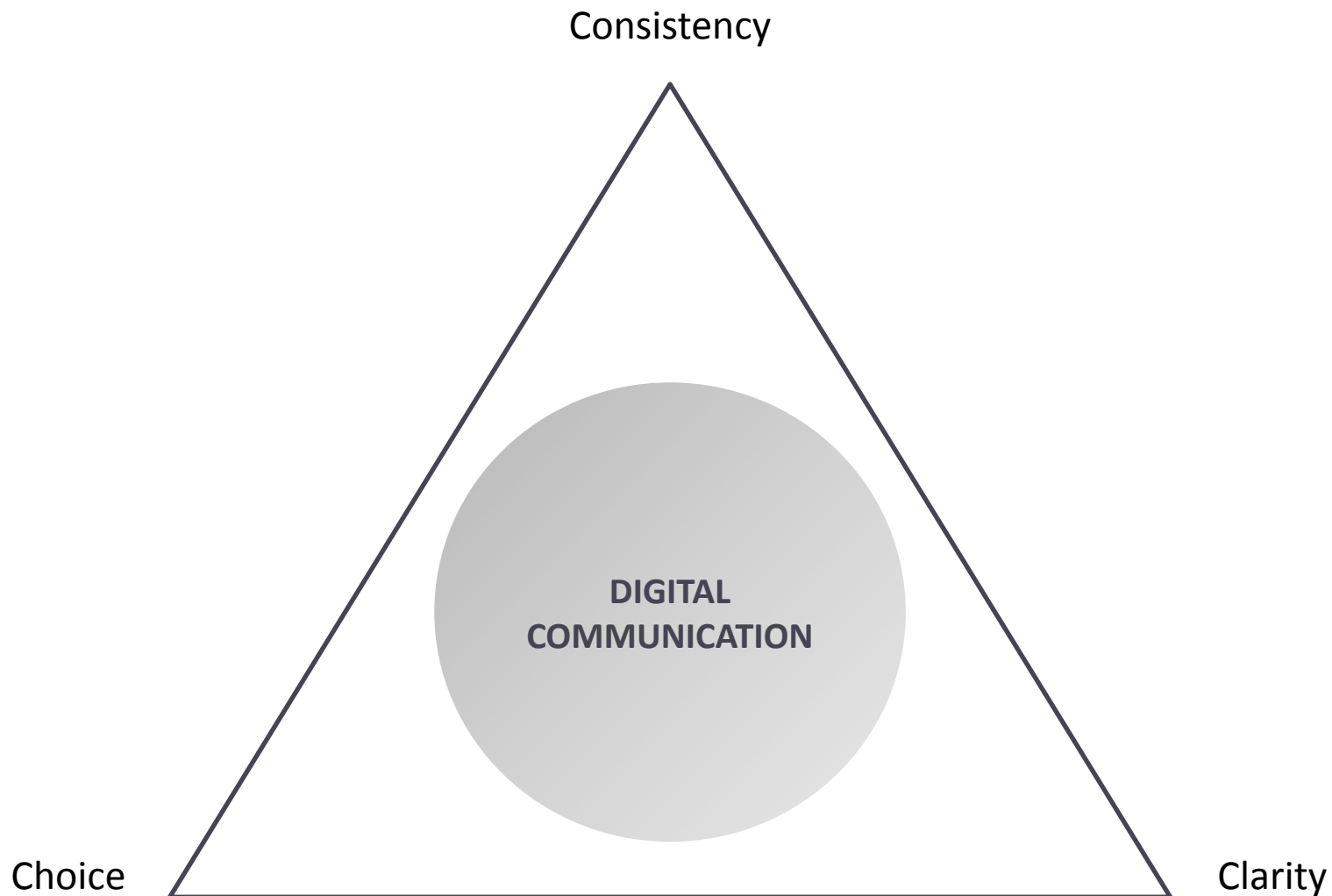
CHOICE

Once you have identified your buyer personas and what you want to share with them, it is necessary to choose the proper channel/s as well as the appropriate narratives. According to We Are Social:

- more than 2 out of 3 people (67.1%) use a mobile phone, which is about 5.3 billion unique users worldwide;

- there are 4.62 billion people who use social media platforms, about 58.4% of the world's population;

- YouTube occupies the largest slice of time spent by users, with almost 24 hours a month; followed by Facebook and TikTok at 19.6 hours a month each;

- 56.6% of Facebook's audience are men aged 25-34 ;

- the majority of Instagram's audience are Millennial or Gen Z users;

- The majority of TikTok creators are aged 18 to 24, and 57% are female.

CONSISTENCY

Each channel you decide to use requires a specific tone of voice, a consistent message to be distributed among your audience.

Each channel should indeed be consistent with the message amplified on your website and should drive traffic to it, because it's on the website that visitors can convert by purchasing a ticket, booking an event, downloading a catalogue, buying merchandising.

CLARITY

Each content you produce has to include a clear message, with a language suitable for your audience.

Each piece of content needs to have a clear call to action that invites your audience to take action. It can be to go to an exhibition, read a long form blog post, subscribe to your newsletter, become a member. Each content is an opportunity to connect with your audience.

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