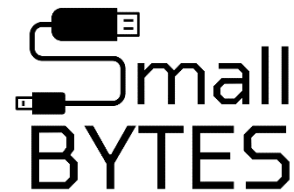# The Digital Strategy: Intention Through Application

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Museum

April 29, 2022

Speakers

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Digital Strategy: Intention through Application

Ontario Museum Association
2022.04.29

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Outline

Nomenclature

Digital Strategy

   - Why?

   - What?

   - A Framework

Methodological Thinking

Discussion

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Nomenclature

Nomenclature

Digital Media + Digital Technology

Digital Asset

Information Technology (IT) and Information Management (IM)

Digitization vs Digitalization

Social Media

Web 1.0, Web 2.0, Web 3.0

Emerging Technology (AR, VR, MR, XR, sensor, location awareness etc.)

Back of House / Audience Facing

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Digital Media

Digital Media is the type of medium.

- Media is born digital
- Text, Image, Video, Audio, 3D objects, more
- Digital Asset
- Rich with meta data and child assets

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Digital Technology

Like all technology, performs functions and is a facilitator.

- Communication (email, txt, IM, chat, conferencing, website, social, ...)
- Service (commerce, FAQ, Q&A, delivery, access, ...)
- Programming (events, interactivity, collaboration/participation, ...)
- Operations (systems, data, tools, storage, monitoring, ...)

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Digital Strategy

Digital Strategy: Why?

Digital evolves over time. And that timeline is short.

- It changes rapidly.
- Audience segmentation is increasingly happening across the digital ecosystem.
- Standards now exist.
- We want to take advantage of digital but not be beholden to it.

Digital Strategy: Why?

Everything is digital ... even when it's not.

We spend an enormous amount of time and budget on digital technology, digital media, and engaging through digitally facilitated channels.

The aggregate of this spend can be large.

We therefore need to be deliberate in what we are doing and why.

Digital Strategy: Why?

The Digital Strategy serves several purposes:

- Making deliberate and accountable decisions.
- Synthesizing resource spend.
- Maximizing return on that resource spend.

Digital Strategy: What?

The Digital Strategy is:

- An approach
- Forces deliberate, documented decision making
- Creates measurable and accountable performance
- A tool that works in concert with other corporate planning tools

Digital Strategy: A Methodology

Scale, Size, Resources:

- Deliberate decision making is critical – irrespective of size.
- Size of operation can affect what can be paid vs what can be used and volume of concurrent activity.
- Size of operation does not affect the strategic approach.
- Apply the methodology but in developing tactics be considerate based on the resources at your disposal.

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Digital Strategy: Framework

We want to end up with a strategy that:

- Supports the overall strategic objectives of the organization.
- Engages the audience segments that are of primary interest to the organization.
- Accounts for a responsible resource spend (time, budget).
- Is measurable and accountable.
- Evolves over time.

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Digital Strategy: Framework

Digital Strategy: Framework

This is a supporting tool and needs to be rooted in your corporate and strategic directions.

As such, collect the objectives and initiatives:

- Corporate Plan objectives?

- Strategic Plan objectives?

- Audience Engagement strategy?

- Programming objectives?

- Operational Priorities?

Digital Strategy: Framework

The strategy also has to respond, reflect, and address target audiences.

As such, think about who your audience is, and who you want to engage with:

- Mandate/Corporate/Strategic plans

- Visitation surveys

- Marketing plans

- Educational programming

- Or develop target audience segments as part of your digital strategy, but note these targets should be broader than digital

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Digital Strategy: Framework

We want our effort spend to be deliberate and accountable so lets take account of all that we are already doing:

- Media design and production (image, video, audio, text)
- Web Presence (incl. social media)
- Programming (exhibitions, public/educational programs, events)
- Operational Tools and Systems (museological, facilities)

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Digital Strategy: Framework

We want to understand where our effort spend is vs the return on those things we are doing.

Consider:

- Who is using the digital tools?

- How much staff time and/or cost are being consumed for each?

- Try to objectively think about what the returns on each of are. (views, likes, shares, impressions, followers, fans, emails received, traffic, re-use, workflows, etc.)

Digital Strategy: Framework

Then we want to aggregate, compile, and develop insights.

- Identify the primary strategic objectives at large, the primary target audience segments, and the effort vs return of what you are doing.

- Line these up and review the intersections and gaps.

- This material is what the top objectives of your Digital Strategy can be developed from.

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Digital Strategy: Framework

Using the aggregated materials to inform:

- Craft your Digital Strategy's objectives (from 1 to many)
- Develop at least 1 tactic (activity) to deliver a return on each objective
- Identify the tools you will be using to execute each tactic
- It is important to know this is not locked in stone and can/should be iterated upon.
- Remember: this is about being deliberate, considerate, and strategic.

Digital Strategy: Framework

Using the strategy:

- Create a measure of success for each tactic (activity).
- These can be outward facing
  i.e. likes, shares, impressions, views, visits, etc.
- These can also be inward facing
  i.e. 1 post per week, 1 new image published per month, etc.
- Don't be too ambitious. This is about development over time.

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Digital Strategy: Framework

Operating with the strategy:

- Work the strategy into your planning cycle.

- Remember that it needs to support and respond to the corporate and strategic plans.

- It should be developed iteratively.

- Test and prototype. But be measurable.

Digital Strategy: Framework

Operating with the strategy:

- Think through governance scenarios (especially when it comes to publishing).
- As more people become involved, develop workflows. (also useful with onboarding new staff)
- Consider using a RACI.

Digital Strategy: Framework

Other operating notes:

- Remember most social platforms are free. But know they are not actually free. Terms and Conditions are very important especially when considering your collections material.

- Analytics from digital tools can provide data to inform decision making.

- Think of the widest possible audience (and the accessibility affordances that come with digital)

- Be organized – this does not require sophisticated systems.

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Discussion

Amherstburg Freedom Museum

- Community-based, non-profit museum, National Historic Site
- Tells the story of African-Canadians' history and contributions
- Founded in 1975
- 2 FTEs
- Website
- Facebook, Twitter, Instagram, TikTok, YouTube

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Discussion / Q&A

Digital Media

Digital Technology

Framework

- Objectives

- Audiences

- Resource Spend

- Measures of Success

- Operating

Other

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End

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Stay in touch!

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Next Steps

- Please provide your feedback!

- The recording, slides, and check list will be made available shortly