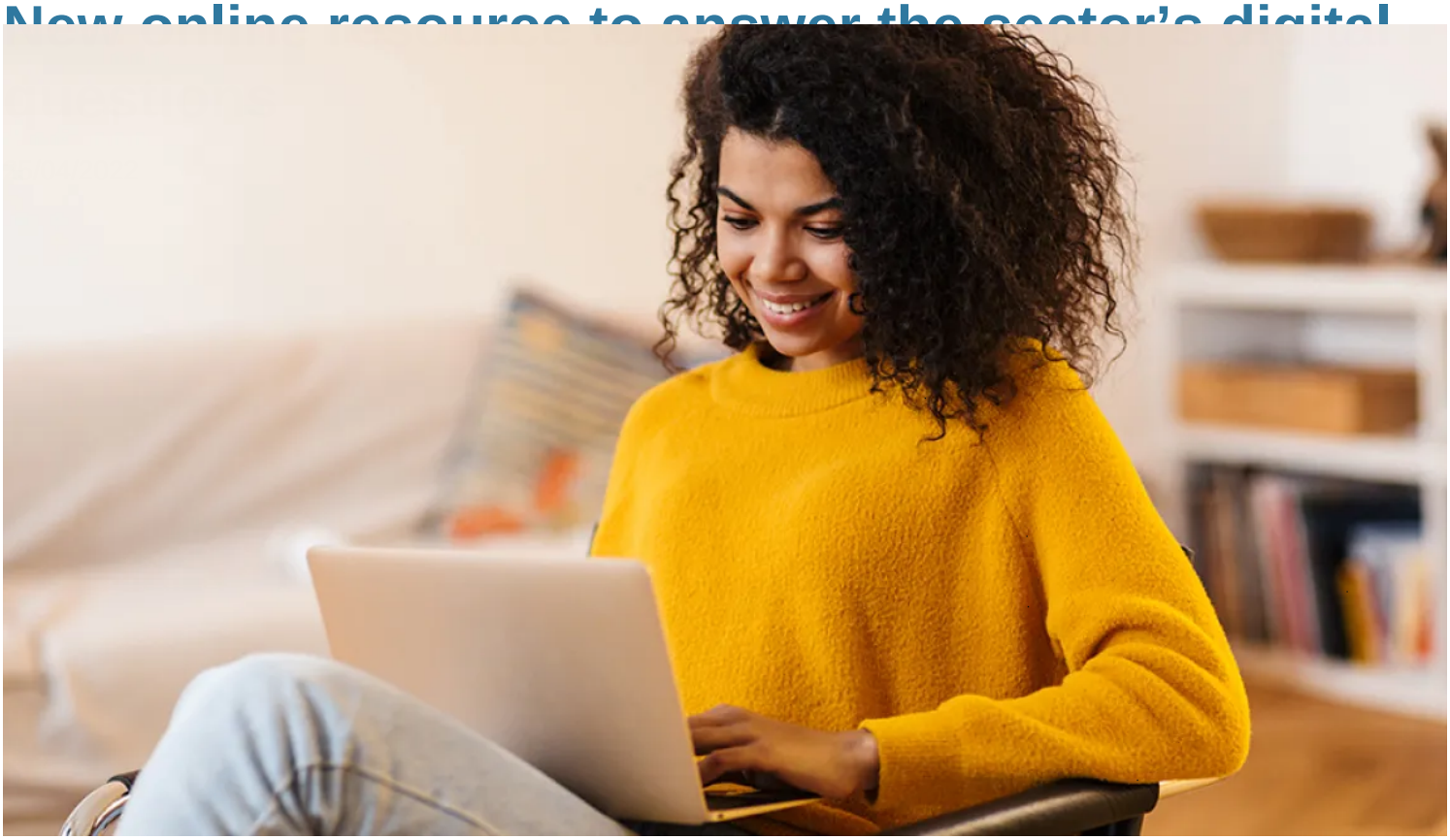
New online resource to answer the sector's digital



From content and engagement to planning and leadership, the free website aims to help small to medium-sized organisations boost their digital knowledge and capability.

The teams behind Digital Heritage Hub have researched and consulted with the sector to find heritage organisations' most pressing and frequently asked digital questions. The new site – launching on 28 April – will answer 100 of them.

Are you:

- Confused by jargon like CRM, CMS and SEO?
- Interested in getting your collection online and generating revenue from it?
- Keen to better understand digital marketing and how to reach new audiences?
- Interested in using data for strategic decision making?
- Wondering how digital can help your organisation reduce its carbon footprint?
- Unsure about what digital channels and platforms are right for you?

The Digital Heritage Hub can help.

> We want to empower organisations, give them the knowledge and the inspiration to see how beneficial digital can be, and help them find meaningful ways to apply it to their organisation's aims.
>
> *Cath Hume, CEO at the Arts Marketing Association*

At launch, the hub will feature answers to more than 60 questions and links to more than 100 resources. The remaining answers will be added over the coming months.

A one-stop expertise shop

Cath Hume, CEO at the Arts Marketing Association said the Digital Heritage Hub will set out the what, the why and the how of digital for organisations that are time and resource poor, or just lack confidence in knowing where to start.

"We want to empower organisations, give them the knowledge and the inspiration to see how beneficial digital can be, and help them find meaningful ways to apply it to their organisation's aims.

"A lot of small to medium organisations don't have access to, or the means to access, professional expertise. The Digital Heritage Hub will be their free, one stop shop of the expertise they need to take the next step – or even the first step – in their digital journey."

Digital Heritage Hub is a collaborative project led by Arts Marketing Association in partnership with The Heritage Digital Consortium and The University of Leeds. It's been made possible by £435,300 of funding from National Lottery players and The Department for Digital, Culture, Media and Sport (DCMS), distributed by the Heritage Fund.

First-hand advice

To celebrate the launch of the Digital Heritage Hub, they're hosting the first of two free online events on 28 April. This interactive webinar will look at how to:

- embed digital in your organisation
- use digital engagement to build audience loyalty
- get your voice heard through your digital content

Book your free tickets.

A second webinar – focused on digital leadership – will take place in late June.

Sign up to Digital Heritage Hub's newsletter for more info about events and the release of new answers on the site.

Josie Fraser, Head of Digital Policy at the Heritage Fund, said: "We have been delighted at the excitement the Digital Heritage Hub launch has generated and at the numbers of organisations that have already signed up to attend the webinar.

"The Heritage Fund has made a significant investment in resources to help the sector get the most out of digital and this new online resource hub is a welcome addition to this offer. It will mean that heritage organisations can get to grips with digital questions when they need to, and at their own pace."

Raising digital skills

The Digital Heritage Hub is part of our £3.5million Digital Skills for Heritage initiative, designed to raise digital skills and confidence across the UK heritage sector.

To stay up-to-date about these and other projects and opportunities:

- sign up to our newsletter?and select the ‘digital’ preference
- visit our Digital Skills for Heritage page

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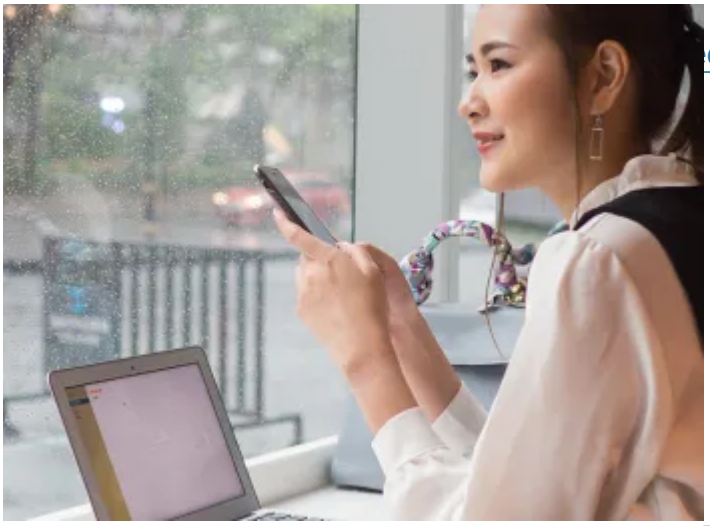

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Celebrating two years of Digital Skills for Heritage

Working with digital volunteers