A digital approach to culture and heritage

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Working throughout the heritage, cultural and tourism sectors, Imagemakers are interpretation strategists, consultants and designers. With a wealth of experience – from creating apps to advising on interactive experiences online - they have provided an analysis of communication and audience engagement.

Twenty-two organisations were interviewed as part of the process, to gain a fair understanding of some of the digital projects delivered to date in the heritage sector. Each case study has been dissected to include a summary of the activity and what it was trying to achieve, how people have used these digital resources, and lessons learnt.

Find out how: ArtBabble created a loyal online following; eBird successfully addressed the needs of an existing community; Historypin partnered with Google to create a more engaging and meaningful 'real world' experience; and I Like Museums created their own recognisable brand and managed to increase visitor numbers to museums in the North East.

So, how can you benefit from reading more about Digital participation and learning? If you're thinking of planning and delivering a digital project of your own, then you can access top tips, such as:

- Put the audience first in the way you plan, design and deliver your digital initiative
- Make sure you define clear aims and objectives and consult with your target audience at inception
- Achieve a lot with very little investment, with the enthusiasm and specialist digital knowledge available within your organisation
- Consider how you utilise online marketing, such as social media channels, to ensure that people can find your product

Find out more about the Digital participation and learning case studies – a recommended read for anyone interested in the field of digital possibilities.