



# Taking Public History Online

4 March 2021, 11:00 - 13:00

What we'll cover today:

- Public history online: an introduction
- Advantages and opportunities of delivering public history online
- Case studies of best practice
- Building and reaching online audiences
- Tips and tricks

**#PublicHistoryOnline**

**@DigYourself\_ @IHR\_history @engageSAS**

# Introductions



# Who are we?

**Dig Yourself** is an agency specialising in public engagement for arts and heritage organisations - and beyond! With rich experience in **online engagement**, working with **volunteers** and **schools** and collaborating with **local communities** we are eager to support projects that need assistance in these areas.

# DIG YOURSELF



# What is public history in a digital world?

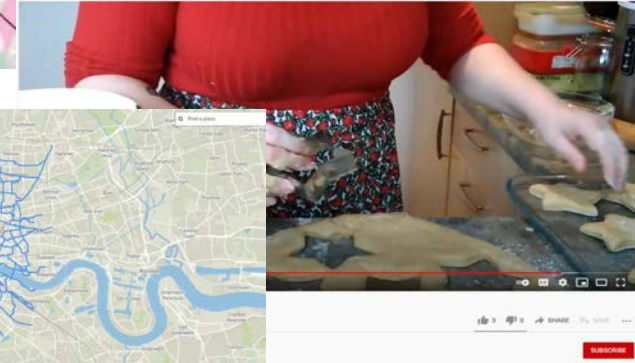
- History for/by the public
- History outside of traditional frameworks
- Could be public history in topic or in structure
- Can revert the power structure, from consumers to makers/creators
- Opens up opportunities for co-curation/creation and democratisation



## Women in Industry - St Ives Archives

The 'Women in Industry' project records the textile industries in St Ives. The Archive's aim was to give the women textile workers a voice in putting over their own history. St Ives Archives organised events so that past employees and the community could meet and exchange memories and record accounts.

# What public history projects have you delivered?





# Examples we love and why

## To Have and to Heal - Manchester Museum



### **To Have and To Heal**

**Engaging with Ancient Egypt, in a physically distanced world.**

*'Thank you for bringing Ancient Egypt back into my life. Your enthusiasm and passion has stirred me'*



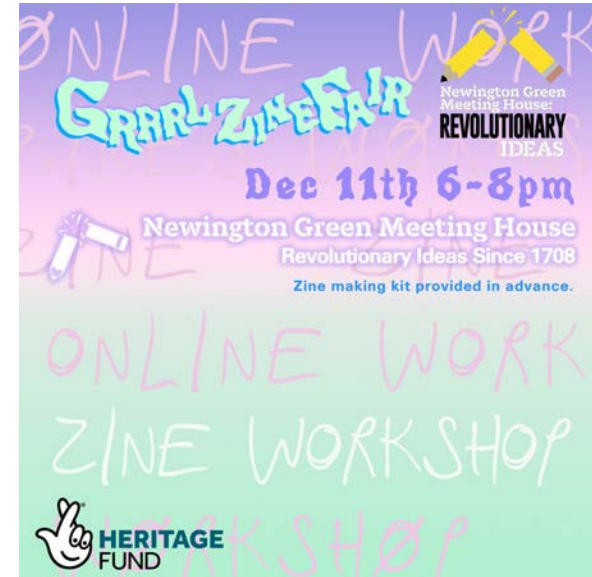
## Mrs Smith's Cottage - Lincoln



A quiz on Mrs  
Smith's  
extraordinary  
ordinary life.



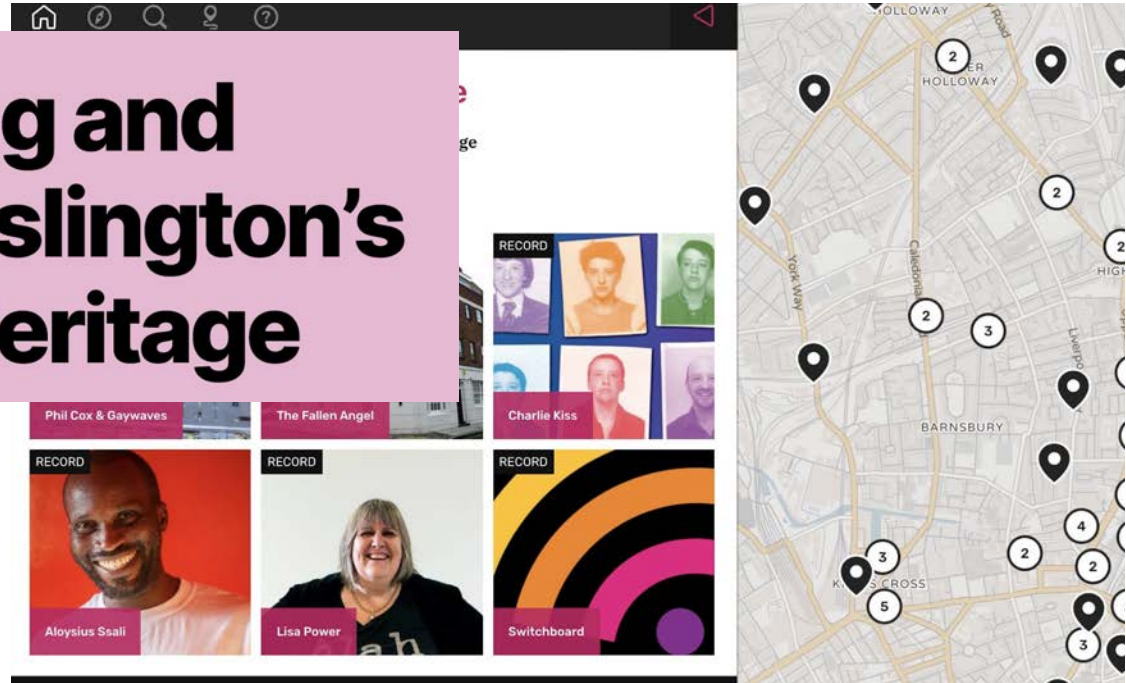
# Online zine-making workshop - [Newington Green Meeting House](#)





## Islington's Pride - London

# Collecting and Celebrating Islington's LGBTQ+ Heritage

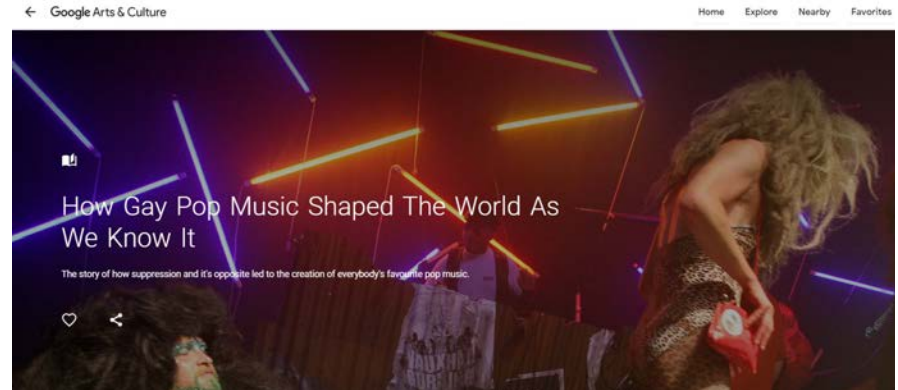


# **Case study: Remote volunteering at the Courtauld**



# Online programming - things to consider before we start

- Different formats encourage different audiences
- Plan with specific audiences in mind: think accessibility and what will attract your chosen audience
- How do we not be tokenistic? Plan for audiences FIRST - not just getting diverse speakers (for example)
- This might mean working in new ways like: [meeting community needs first](#)
- Working with funders - sometimes we need to educate and advocate for work that serves our local community and might differ from what was originally planned to be delivered. This is okay! It's because we want to make sure this money and investment of our time is best used and building these mutually beneficial partnerships



# Zoom/Google Meet/ Teams (meetings)

- Very versatile
- Can be made very accessible
- Can create an intimate group feeling
- Can be used for many formats: book groups/ workshops/ discussions/training
- Many different functions (pro and con!)
- Worth doing your homework on what is available
- Worth attending other people's events and getting some tips
- Cost efficient (may include speakers/facilitator fees)
- Audience has control of some features (but you can manage this)
- Can be used/attract a variety of audiences
- Can be recorded for digital legacy
- Community education



# Webinars

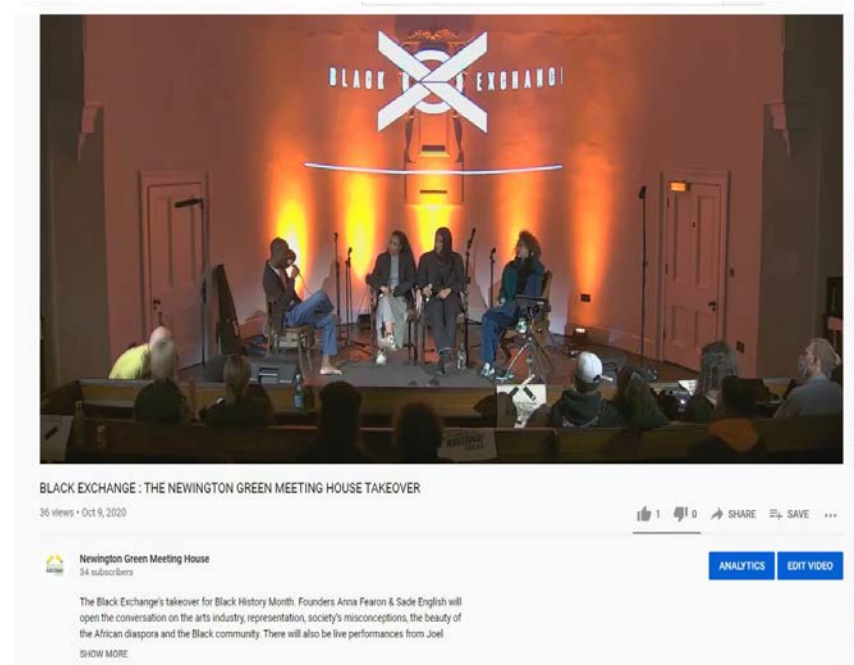
- More lecture style dissemination of knowledge
- Can help with 'difficult' subjects or audience control
- Panellists - but quite formal
- Better if you are low on facilitators
- Audience control
- Probably going to get a specialist audience for this type of event
- Can be recorded for digital legacy
- Good for security





# Lives

- Free - only need a camera!
- Can be very creative - could involve music/poetry/performance
- Could be streamed from a location to an online audience
- Can be hosted on different platforms - Instagram/Facebook/Youtube - depending on which audience you want to attract
- Can be recorded for digital legacy
- You have to be on top of managing the audience
- Great for schools engagement
- Great for young people's programmes
- Great for crafting activities/science experiments



# Online festivals

- Great to work collaboratively
- Helps with marketing
- Share resources with others
- Can be great for half term programmes with other institutions
- Good if you are low on resources
- Good if you want to offer things you cannot deliver in-house
- Supporting other people's work
- Getting your name out in the sector

Lambeth Heritage Festival 2020



# Case study: Going remote with the Being Human Festival



# Identifying and reaching audiences online



# Identifying your audience

To know what to say you should think about who you are saying it to

## Who am I trying to reach?

To find out ask yourself questions - who am I ?

- What is my aim?
- What do I do and why do I do it?
- What do I find engaging?

## Who is my audience?

What different kinds of people am I trying to reach?

Where do they get information online?





# Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large rectangle divided into seven numbered sections around a central face. The face has an ear on the left, an eye on the right, and a mouth at the bottom. The sections are:

- 1 WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?
- 2 What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?
- 3 What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?
- 4 What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?
- 5 What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?
- 6 What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**  
**PAINS**  
What are their fears, frustrations, and anxieties?  
**GAINS**  
What are their wants, needs, hopes and dreams?  
What other thoughts and feelings might motivate their behavior?

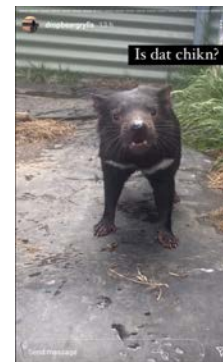
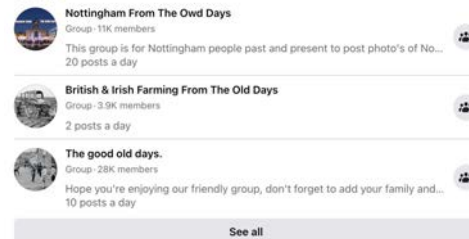
# Reaching your audience

## Mailing list

- look for opportunities to build your list
- send out a newsletter regularly

## Social media

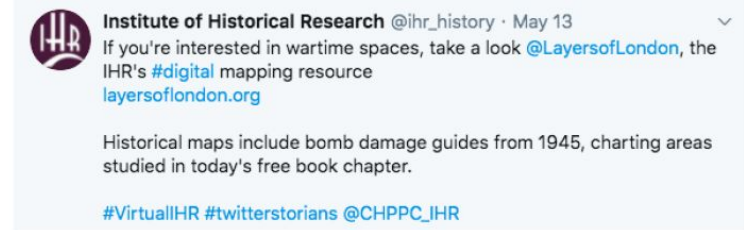
- different social media platforms can be used for different things
- where is your audience getting information
- decide where to focus your energy



# Building your audience

If you are getting started building an online audience:

- tap into networks you are already a part of
- share and like the work of others
- reach out to people who might be able to help by mentioning your work (media, blogs, social media "influencers")
- make it easy for people to follow you



# Communicating with your audience

To successfully communicate online and begin to develop a relationship with your audience you can't just broadcast, you have to engage.

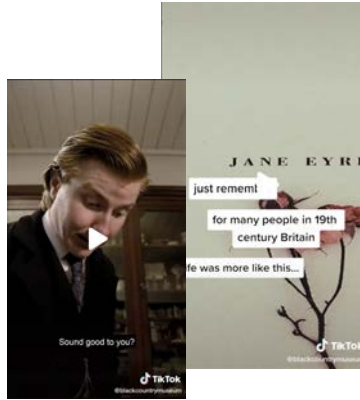
## Create engaging content

- don't just promote yourself, interesting and entertaining content will get more attention
- look at what other people are doing

## Find your voice

- what is an appropriate tone for you?
- what would appeal to your audience?

### How a Dudley museum became a TikTok sensation

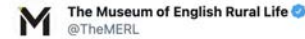


Okay Londoners, you've been issued with a challenge to photograph all of London's 6552 postboxes - so if you pass one today why not take a picture at tweet at us! Let us know the street name too! [@thepostalmuseum](#) [@RoyalMail](#)

**Catherine Clarke** @CathAMClarke · May 19, 2020  
Mapping & photographing #postboxes... Could be a fun #crowdsourcing initiative for @LayersofLondon??? [twitter.com/jarcatcathy/status...](#)

11:31 AM · May 20, 2020 · Twitter Web App

56 Retweets 15 Quote Tweets 82 Likes



us firing up our next tweet



12:35 PM · Feb 2, 2021 · Twitter Web App



**Museum of Youth Culture** @the\_moyc · Feb 24

What was your first car? 🚗

Love these photos from Amanda, chronicling some of her firsts; from her first car to her first trip to Jamaica 🇯🇲

Collected by [@solongjoy](#) as part of Setting the Record Straight, supported by National Lottery Heritage Fund.



YOUTH CLUB Archive and 2 others

3 Likes

# Tips for using online tools

- **Up your streaming game**  
Using programmes like OBS for a professional look and more advanced options for online events  
[OBS](#) / [ELGATO](#)
- **Reuse and recycle**  
making recordings of online events into videos and podcasts  
[ANCHOR](#)
- **Learn the tools of the trade**  
an overview of different media editing programmes  
IMAGE: [PHOTOSHOP](#) / [PAINT.NET](#) / [CANVA](#) VIDEO: [PREMIERE PRO](#) / [VEGAS PRO](#) / [VIMEO CREATE](#)  
AUDIO: [PRO TOOLS](#) / [ABLETON LIVE](#) / [AUDACITY](#) CONVERTOR: [FORMAT FACTORY](#)
- **Virtual spaces**  
options for working on 360 tours, VR exhibitions and virtual meeting spaces  
[GOOGLE POLY](#) / [ARTSTEPS](#) / [MOOTUP](#)



**Thank you!**

# DIG YOURSELF

**Get in touch:**

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