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Online Engagement Masterclass: with 'Layers of London'



Layers of London





An Alternative Guide to Online Engagement

Adam Corsini

Public Engagement Officer, Layers of London

Your search results

Tag: WW2

200 RECORDS SEARCH RESULTS

Croydon town hall

World War Two Memorial, London Fire Brigade Headquarters, 1956

St. Luke's Church

West Street Jameson Engineering

Crockett's leatherworks factory war memorial

75/73 Ranelagh Road

Prefabs




What's Layers of London?

- Maps
- User generated content
- Crowd-sourced projects

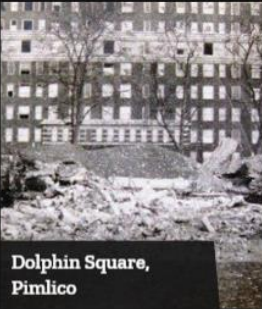
Thames at War path

COLLECTION, 40 RECORDS


Between 1940 and 1945 London suffered 101 daylight and 253 night-time air raids from the Luftwaffe and V1 and V2's. There were 80,000 fatalities or serious injuries and appalling devastation. Well documented as these horrific events are, there was another major threat - the all too real possibility of widespread flooding whenever the Nazi onslaught breached the Thames' river defences. The [Read more](#)




Victoria Embankment Gardens, Westminster

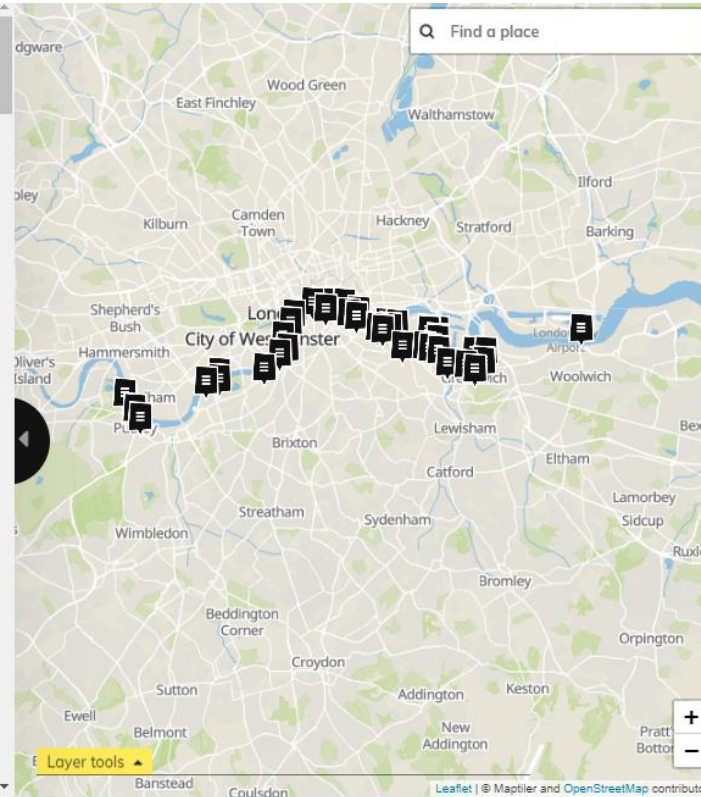


Dolphin Square, Pimlico





Find a place



Layer tools

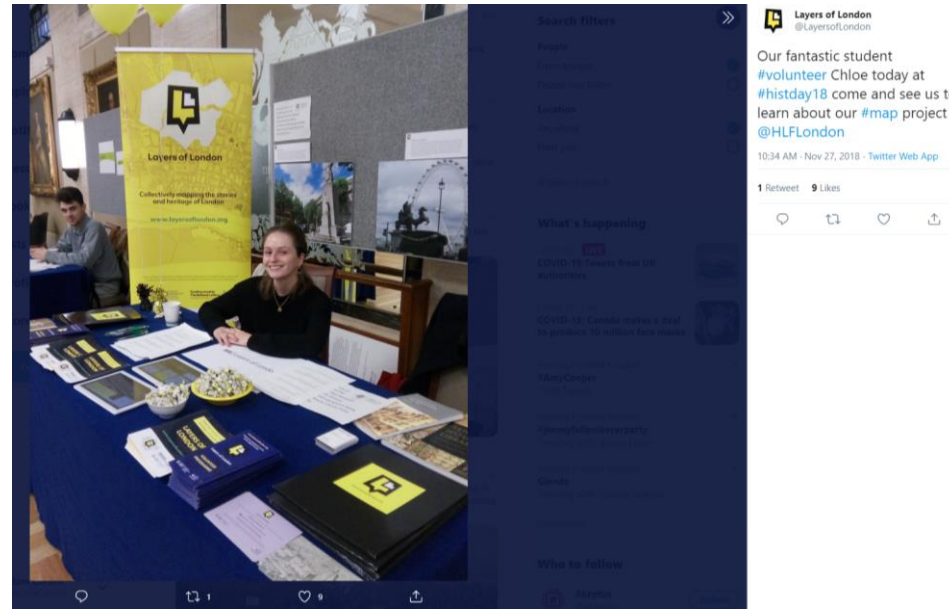
11:55
20/05/2020

What have we done?

- Devised mapping campaigns
- Supported others' mapping campaigns
- Created new maps as an online community
- Promoted/ encouraged/inspired others to use Layers as a platform

How have we done it?


- Volunteer teams
- Direct contact
- Open arms
- Social media



Yeah, but how have you really done it?

- ☐ Go for the obvious – pubs!
- ☐ Say yes – always
- ☐ Have fun
- ☐ Plots not scripts; preferences not plans



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](#)

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

11:31 AM · May 20, 2020 · [Twitter Web App](#)

68 Retweets 82 Likes



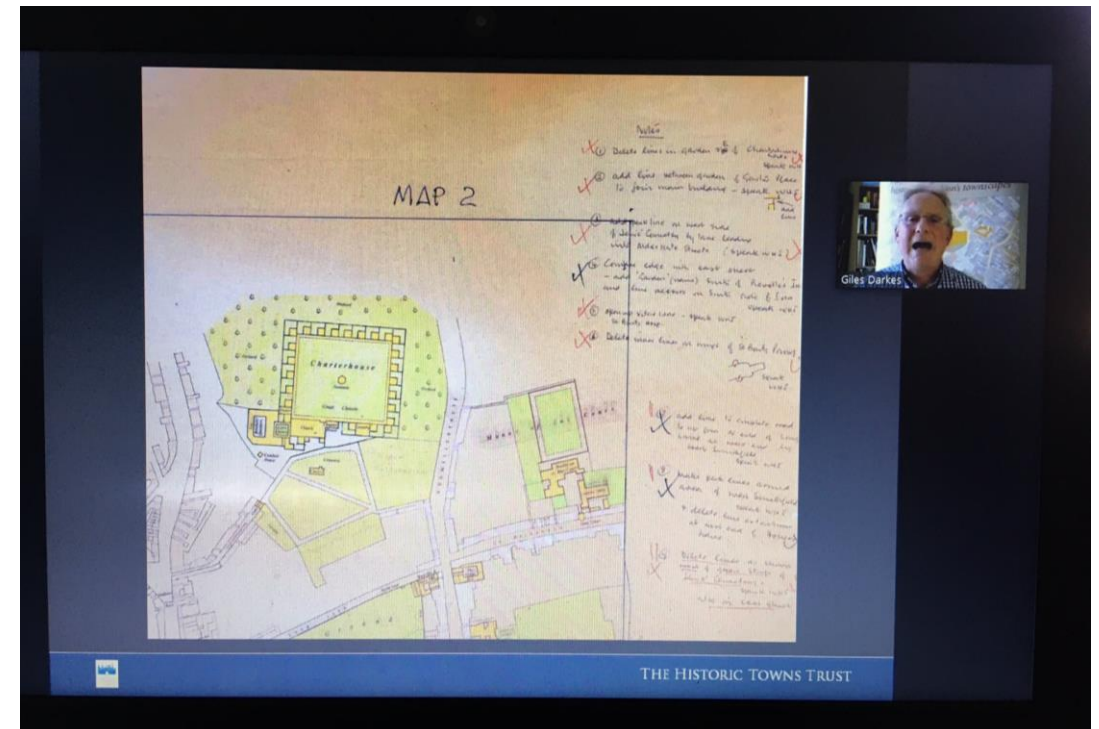
What have we learnt?

- Believe in it – get involved, be a part of it, experience the experience
- Fail happy – embrace mistakes, don't worry if things don't go to plan – learn
- Go live – avoid powerpoints....
- interact
- Webinars are just presentations with no trousers on...



Going online

- Mass meetings vs Webinars
- Keep control
- To see or not to see
- Share Screen
- Interact – chat, Q&A, Raise hand and open mic



Virtual Workshops and Webinars – top tips

- Be prepared – Log on early / turn off other devices / water
- Start by explaining the application – how can people comment / leave a question?
- Face your audience – remember to look at the camera
- Avoid distractions – leave Q&A / chat to the end
- Make the most of the apps – share screen / annotations / breakout rooms
- Don't panic

Identifying and reaching online audiences and social media strategy

Liam Cunningham

Communications Officer, Layers of London



Identifying your audience

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

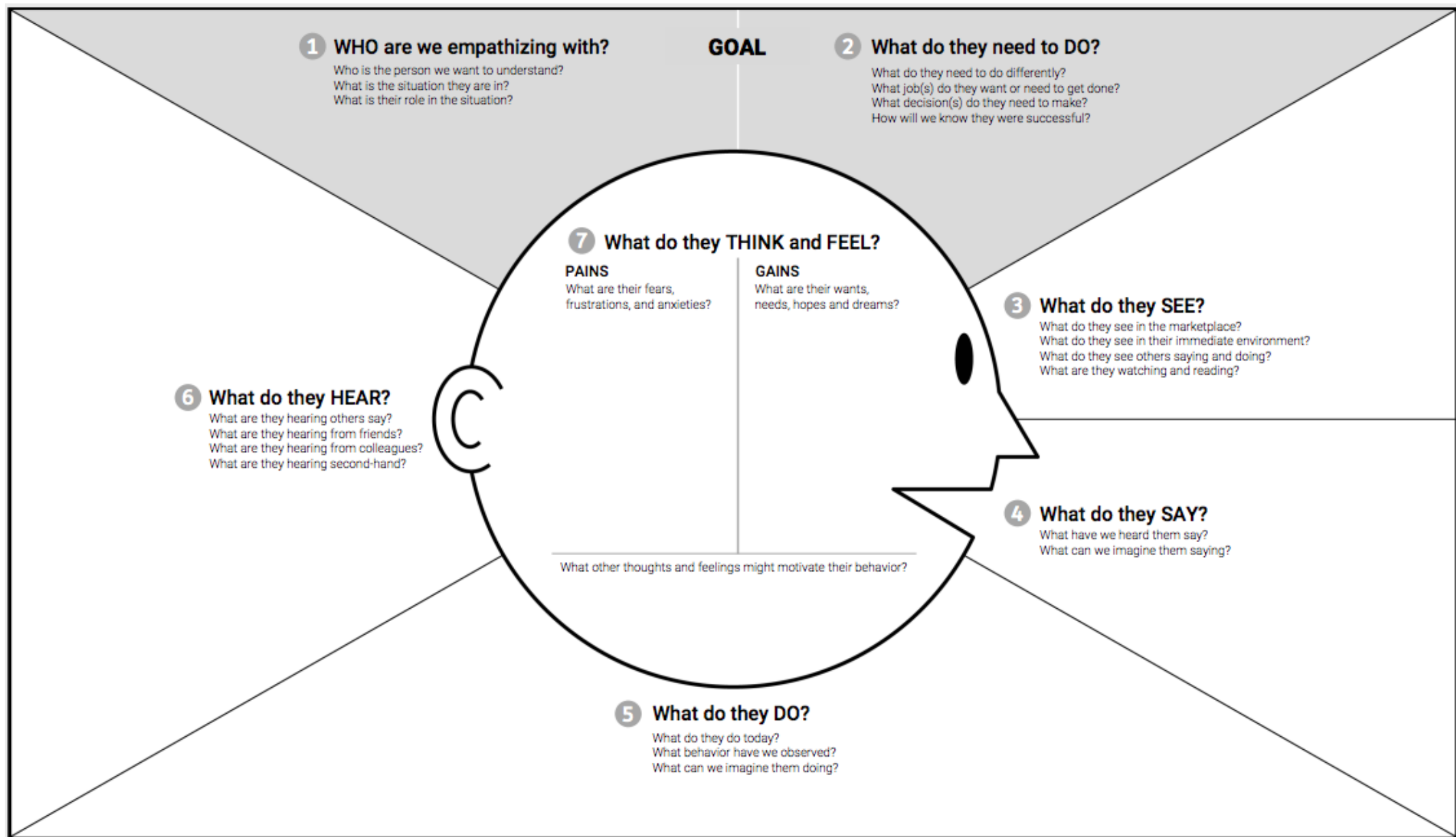
Ask yourself questions: Who am I?

- what is your aim?
- break down what you do
- what do you find engaging?

Who is my audience?

- what different kinds of people am I trying to reach?
- where do they get information online?





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



Institute of Historical Research @ihr_history · May 13

If you're interested in wartime spaces, take a look @LayersofLondon, the IHR's #digital mapping resource layersoflondon.org

Historical maps include bomb damage guides from 1945, charting areas studied in today's free book chapter.

#VirtualIHR #twitterstorians @CHPPC_IHR

ES.

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[News](#) > [London](#)

Amazing new maps of London unearth history beneath the capital's streets

Digital project charts growth of the capital over past 500 years

LONDONIST

Did Your Street Exist In 1746? Layers Of London Now Has Old Suburb Maps



BY M@

LAST EDITED 8 MONTHS AGO



Jay Foreman ✓ @jayforeman · Sep 9, 2019

Phwoooooooooar!!!!



Layers of London @LayersofLondon · Sep 9, 2019

One of the layers on our site is William Morgan's 1682 map, showing London a few years after the Great Fire. To learn more about this map check out the short clip from the BBC here

youtube.com/watch?v=CtaWEi...

Reaching your audience

Mailing list

- look for opportunities to build your list
- send out a newsletter regularly
- share interesting/useful information

Social media

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



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Layers of London Newsletter - January 2020



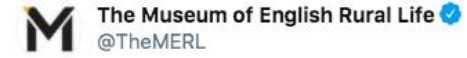
Communicating with your audience

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?



dude we're trying to have a conversation here



YOUTH CLUB Archive @youthclubsocial · May 21

This week is Mental Health Awareness Week, at a time when lockdown is proving increasingly difficult for many. Although we can't be together, there is no better time than now to reach out to family, friends & peers.

Photos by Gavin Watson, Normski, Lucy McCarthy & Molly Macindoe



National Lottery Heritage Fund and 4 others



↻ 1

♡ 6



Top Five Tips!

Links!

- make sure to use [hyperlinks](#)
- link up the different strands of your activity

Pictures!

- content with images is more engaging

Stay visible

- post regularly, send out newsletters consistently
- use tools like Tweetdeck and Hootsuite to help



Top Five Tips!

Google it!

- the answer to every question is out there already
- lots of resources available

You never can be sure what is going to work

- experiment with different approaches
- adapt to the times
- periodically analyse what's going well using tools like Twitter Analytics / Facebook Analytics



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This Way Up – a guide to arts marketing planning



By: Caroline Griffin