

Communications Strategy

We communicate a variety of information to a mixture of audiences in a variety of ways. We do not generally communicate directly with museum users and non-users, but contribute to communications channels such as Culture24 which are user-facing. To view our communication methods, see the next page.

What we communicate

- **General information:** standards, links to other sources of advice and best practice, research data
- **News:** updates, information, signposts to other relevant organisations
- **Events:** training, conferences, forum meetings
- **Opportunities:** jobs, funding, disposals, other miscellaneous relevant offers
- **Success stories:** case studies, examples of good practice, museum achievements in our areas

How we communicate

On a personal level:

- One-to-one meetings
- Telephone calls
- Emails
- Verbally at meetings of museum networks and community groups
- Verbally at local authority and other public sector agency officer meetings
- Verbally with supporting written reports to Museum Development Co-ordination Group and advisory panels and host local authority steering groups

Digitally:

- A dedicated website for the South East Museum Development Programme, with separate sections for each sub-region
- E-bulletins issued by MDOs at fortnightly intervals
- Twitter, LinkedIn, Facebook, Blogs and other social media networks where appropriate

Our communication principles

- **Clarity:** clearly spoken and written language, avoiding jargon and accessible to all our audiences
- **Honesty:** open two-way communication – we also listen
- **Consistency:** of tone and style for all our audiences
- **Integrity:** accurate, reliable and relevant information
- **Timeliness:** according to a regular and appropriate schedule

Approved: January 14th, 2015 by MDCG.

Key Audiences	Personal contact		Fortnightly e-bulletin					Website content				Written reports	Social media
	Projects for participation	Misc. reminders and general info	Local, regional and national sector news	Job opportunities	Training	Funding opportunities	Links to other sources of support	Case studies	Success stories	Research data	Network news	Planning, monitoring & performance	Twitter, Facebook, LinkedIn
Museums: staff, volunteers, Trustees and governors	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓
Our funders: ACE, host Local Authorities, DCMS			✓	✓		✓		✓	✓	✓		✓	✓
Stakeholders and partners: Museum Development Programme co-ordination group, advisory panels and other relevant organisations, Local Authority Officers, Bridge Organisations (Artwork & Royal Opera House)								✓	✓	✓		✓	✓
Museum and heritage bodies: Museums Association (MA), Association of Independent Museums (AIM), Collections Trust, National Archives, Arts & Business, Army Museums Ogilby Trust (AMOT)								✓	✓	✓			✓
Politicians: local and national								✓	✓	✓			✓
Cultural organisations with local heritage links: National Parks, Tourism SE, Country Parks, English Heritage, National Trust								✓	✓	✓			✓
Business organisations who support the cultural sector in the region								✓	✓	✓			✓
Learning organisations: Universities and adult colleges in the region	✓			✓	✓			✓	✓	✓			✓