

## Communications Strategy

### 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.
- Monthly e-newsletters (as of 2018).
- Twitter, LinkedIn, 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

## Changes to existing communications

In 2017 the programme commissioned a review of its digital programme communications. This was undertaken by Pragmatic, a specialist communications agency based in Brighton. After a review of the analytics of the existing platforms and through consultation with the team, they came up with a set of recommendations to improve communications with our users. These were outlined in a report, and some are already being taken forward, others will be delivered throughout 2018-22. These changes will be monitored and tweaked if necessary to ensure we are continually improving the way that we communicate with our client museums.

The main improvements we will be making for the 2018-2022 programme are:

- To deliver a new website which is more responsive and easier to navigate (a person editing and stakeholders to upload posts)
- To deliver an integrated e-mailing system which links to CiviCRM
- To deliver an improved monthly regional newsletter which responds to findings from analytics
- To review and update data to comply with new General Data Protection Regulation (GDPR)
- Schedule twitter posts through Hootsuite and review monthly reports

We have delivered a number of the recommendations above in the first year of our current 2018-2022 programme, and will complete delivery of outstanding action by the end of year 2 (2019-20).

Key Audiences	Personal contact		Monthly e-newsletter					Website content				Written reports	Social media
	Projects for participation	Misc. reminders and general reminders	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, LinkedIn
<b>Museums:</b> staff, volunteers, Trustees and governors	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓
<b>Our funders:</b> ACE, host Local Authorities & Trust Organisations, DCMS			✓	✓		✓		✓	✓	✓		✓	✓
<b>Stakeholders and partners:</b> Museum Development Programme co-ordination group, advisory panels and other relevant organisations, Local Authority Officers, Bridge Organisations (Artsworld & Royal Opera House)								✓	✓	✓		✓	✓
<b>Museum and heritage bodies:</b> Museum Development Network (MDN), Museums Association (MA), Association of Independent Museums (AIM), Collections Trust, National Archives, Arts & Business, Army Museums Ogilby Trust (AMOT), National Lottery Heritage Fund (NLHF)								✓	✓	✓			✓
<b>Politicians:</b> local and national								✓	✓	✓			✓
<b>Cultural organisations</b> with local heritage links: National Parks, Tourism SE, Country Parks, English Heritage, National Trust								✓	✓	✓			✓
<b>Business organisations</b> who support the cultural sector in the region								✓	✓	✓			✓
<b>Learning organisations:</b> Universities and adult colleges in the region, LCEPs	✓			✓	✓			✓	✓	✓			✓