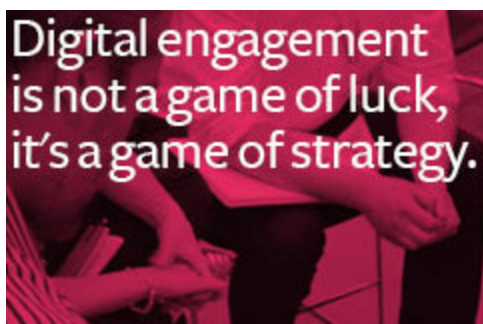


NEWS & EVENTS > Digital Engagement Framework for cultural organisations

POSTED ON
20 DEC 2012

Digital Engagement Framework for cultural organisations



Digital engagement is not a game of luck, it's a game of strategy. Organisations that consistently out-perform their competition online have something in common that they address their digital media systematically and strategically.

The **Digital Engagement Framework** for cultural organisations was presented recently at **ICOM's International Committee on Management (INTERCOM)** 2012 conference in Sydney, Australia.

The Framework starts by breaking down the process of successful digital engagement into three parts:

- **Why?** Every successful digital strategy starts with answering the why-question. Why are you on Facebook or do you invest in a mobile app?
- **What?** When you know where you want to go, the next step is to determine the digital activities that might get you there.
- **How?** Finally, the how-question helps you determine how to make the activities happen.

Developed by a team with years of experience implementing digital media in organisations it allows anyone to design a successful digital engagement strategy for their organisation in a team workshop or more individual process.

Download the **free workbook** on the Digital Engagement Framework website.

*View other items on our site tagged **Innovation** or **ICOM***

SIMILAR CONTENT

POSTED ON
12 MAR 2013

Digital Benchmarks for the Culture Sector



FROM - TO
28 OCT 2020 - 29 OCT 2020

Common Ground: Building a Foundation for Homes of Commons co-creation lab



EVENTS

FROM - TO
23 NOV 2018 - 25 NOV 2018

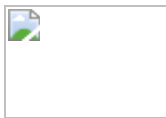
Germany | Museums, Borders and European Responsibility - European conference

EVENTS

EUROPE GERMANY

BY JORDI BALTÀ PORTOLÉS
02 OCT 2017 - 29 OCT 2017

Online Course: "Creating Exhibitions Through the Collective"



FROM - TO
01 NOV 2013 - 03 NOV 2013

Museum conference 2013 | Network of European Museum Organisations



POSTED ON
16 FEB 2022



PUBLICATIONS
EUROPE INTERNATIONAL

COUNTRIES
AUSTRALIA UNITED KINGDOM

THEMES
HERITAGE MUSEUMS

ABOUT ASEF CULTURE360

culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

This website was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of the Asia-Europe Foundation (ASEF) and do not necessarily reflect the views of the European Union.



[About us](#)

[Team](#)

[Partners](#)

[FAQ](#)

[Brand guidelines](#)

[How to partner with us](#)

[Contact us](#)

[#ASEFCulture](#)