DOORS OPEN DAYS 2021

DIGITAL ENGAGEMENT RESOURCES & IDEAS

Below we've compiled some how-to guides for popular platforms and media types, our recommendations for venues taking Doors Open Days digital, and some additional examples of creative digital engagement from U.K. venues. Take a wee look and see how it inspires you to engage with your audiences digitally and virtually! As ever, we are here to help! Any questions, please email dod@scottishcivictrust.org.uk.

Please note: This is a live document that we'll be updating as we come across more resources. This is also a collaborative document - if you have anything to add, please context the email listed above.

'Digital Engagement Resources & Ideas' was prepared by Chloe Waterhouse and Liv Gardener. This work was undertaken during a placement with the Scottish Civic Trust for the 'Methodology of Art with Work Placement' Junior Honours course in the School of Culture and Creative Arts, University of Glasgow 2020-21.

Click on each heading in the table below to be directed straight to the relevant information.

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1. GENERAL DIGITAL HELP

In this first section, we've sourced some tutorials on social media platforms, website builders, video conferencing apps and video editing.

How To Use: Twitter

Twitter is a social media platform in which you can post and interact with short posts known as "tweets" that contain text, photos or videos. The tweets have a limit of 280 characters, and you can retweet (share on to your profile) and like content that interests you. You follow other accounts to see further posts from them on your feed.

- **Sign up for Twitter:**

[Twitter: Create Your Account Here!](#)

(15 minutes) - Start your Twitter journey here and sign up for free.

- **How to set up a Twitter account:**

[Create Twitter Account: How To Do It Step by Step](#)

This is a step-by-step guide to creating a Twitter account.

- **What is Twitter and how does it work?**

[Hubspot – What Is Twitter and How Does It Work?](#)

(5 Minute Read) - This contains some useful tips on how to engage with Twitter after you have created an account.

- **Twitter tips for new users:**

[26 Twitter Tips for Beginners You'll Wish You Knew Sooner](#)

(10-15 minute read) - This longer read explains how you can engage with Twitter users and jump on trends!

- **Twitter for beginners:**

Twitter for Beginners: The Complete Guide

(4 Minute Read) - This very simple guide is for complete beginners.

- **Struggling to create a profile?**

Create a Twitter profile for your business

(5 Minute Read) - This helpful article gives you tips on how to create a punchy profile- from your picture to your display name.

How To Use: Facebook

Facebook is a social networking platform where you create a profile either as a business or an individual and connect with your Facebook friends through messages and posts including text, photographs, videos, links to content and live streams. On Facebook you add people you know to your friend list and can like, comment and share their posts.

- **Sign up for Facebook:**

Facebook: Create Your Account Here!

(15 minute) - Start your Facebook journey here and sign up for free.

- **How to set up a Facebook Business page:**

Create a Facebook Business Page in 7 easy steps:

(10 minute read) - This guide shows you how to set up a Facebook business page, while also adding some useful tips on how to make your page as successful and engaging as possible! Feel free to just stick to the basic steps if the added tips are too complicated.

- **How to improve your Facebook Business page:**

[How to Create the Perfect Facebook Page for Your Business - the Complete A-Z Guide:](#)

(12 minute read) - Want to know how to gain fans and attract Facebook likes quickly? This guide is for you.

- **Want to engage your viewers?**

[14 Essential Tips for an Engaging Facebook Business Page:](#)

(12 minute read) - This is a good 'Do's and Don'ts' style guide to maintaining a professional business page for your institution.

How To Use: Instagram

Instagram is a social networking platform designed for you to connect with friends, family, brands and celebrities through visual content such as stories, photos or video posts. You follow the profiles you would like to connect with and can then like, comment on and share their posts.

- **Sign up for Instagram:**

[Instagram: Create Your Account Here!](#)

(15 minute) - Start your Instagram journey here and sign up for free.

- **How to set up an Instagram Account:**

[How do I create an Instagram account?](#)

(5 minute read)- This page walks you through the basics of setting up your Instagram account.

- **Unfamiliar with Instagram?**

[What is Instagram and Why Should You Be Using It?](#)

(5 minute read) - This article has a convenient contents page at the top with links to specific parts of the article - this means you can click the parts you want to find out about the most if you don't have time to read the full article. No need to feel overwhelmed with this one!

- **No bio? No problem!**

[Creating the most engaging Instagram bio for your business](#)

(10 minute read) - Brilliant article with lots of handy bio examples!

- **Use Instagram to create an engaging page for your institution:**

[How to Use Instagram for Business - A Practical 6-Step Guide](#)

(10 minute read) - This is quite an in-depth article, suited for those who are already confident with using Instagram at a basic level.

- **Already Insta-savvy?**

[The Ultimate Guide to Instagram for Business:](#)

(30+ minute read) - This longer read is suited for venues already on Instagram who want to improve their strategy..

How To Use: Zoom

Zoom is a video communications app that enables you to virtually connect through video and audio meetings, webinars, lectures and events. Up to 100 participants can join with a free account and 1,000 participants can join with a paid account. It can be used for both professional and social purposes and is free for attendees to download and create a profile.

- **Sign up for Zoom:**

[Zoom: Create Your Account Here!](#)

(15 minute) - Start your Zoom journey here and sign up for free. You can upgrade to a Pro account for £11.99 a month.

- **Is Zoom a mystery to you? Look no further.**

[What is Zoom and how does it work? Plus tips and tricks](#)

(10 minute read) - This handy guide gives you basic Zoom skills such as understanding different Zoom packages and screen-sharing on your device. It also adds tips and tricks for enhancing your Zoom experience, like suppressing background noise while on call, recording your calls and creating recurring calls. Messy room? Slap on a virtual background and your colleagues will be none-the-wiser!

- **Need a virtual run-through?**

[Zoom video tutorials](#)

These are official videos provided by Zoom to help you navigate the app. Check them out!

Except from the 'Meeting Controls' video (ten minutes long), **the majority are short, snappy and under two minutes.**

- **Wanting to use a pre-recorded video clip on your Zoom call?**

[How to share a prerecorded](#) [video clip over Zoom](#)

(2 minute read) This short article provides an easy run through on how to share video clips on Zoom and retain a good video quality in the process.

How To Use: Crowdcast

Crowdcast is a live video platform used for webinars, Q&A's, courses, concerts and online conferences with up to 1,000 participants. The events can also be streamed to YouTube, Facebook and Periscope. It is free for attendees to create an account and there are four different levels of paid plans available for hosts to suit any level and budget.

- **Sign up for Crowdcast:**

[Crowdcast: Create Your Account Here!](#)

(15 minute) - Start your Crowdcast journey here and sign up for a free 14 day trial.

- **How to create a crowdcast account:**

[Getting started with Crowdcast](#)

(3 minute video) - An easy to follow introduction to setting up Crowdcast for your institution.

- **Ready to create an event?**

 [How to rock your first Crowdcast event](#)

(5 minute read) - Host a successful Crowdcast event following these simple tips.

- **Already confident with Crowdcast?**

[How to Host a Webinar Using Crowdcast](#)

(15 minute video) - A very detailed step-by-step guide on how to host a Webinar using Crowdcast.

- **Share your videos over Crowdcast**

[How to share a pre-recorded video clip over Crowdcast](#)

(2 minute read) Put your pre-existing video onto the Crowdcast platform using this guide..

How To Use: WordPress

Wordpress is a website publishing platform that enables you to create your own website, blog or online shop for free or with one of their four paid accounts. It is easy to use with templates provided and is accessible to everyone as it works on all screen sizes and devices.

- **Sign up for Wordpress:**

Wordpress- Create your account here!

(15 minute) - Start your Wordpress journey here and sign up for free.

- **How to create a WordPress website:**

How to Make a WordPress Website - Easy Tutorial

(45 minute read) - This guide takes you on a whistlestop tour on how to make a WordPress website from start till finish.

- **Ready to start building your website?**

How to Use WordPress - Ultimate Guide to Building a WordPress website

(25-30 minute read) - This guide contains a contents page to help you navigate the article without feeling overwhelmed. This concise step-by-step guide is chock full of tips and tricks to make your WordPress site a success.

- **Looking for WordPress website costs?**

Check them out here

Prices range from £3 a month to £47 depending on your plan type.

How To Use: Wix

Wix is a website builder platform that allows you to easily design and build your own website or online store with handy templates provided or you can start from scratch. No

coding skills are required and there is a free plan available. However, to access some of their features a paid account is required with prices ranging from £3 to £18 per month.

- **Sign up for Wix:**

[Wix- Create your account here!](#)

(15 minute) - Start your Wix journey here and sign up for free.

- **Total beginner?**

[Wix Tutorial for Beginners - Full Wix Tutorial](#)

(18 minute video) - This is an up-to-date video divided into sections for each step - create your Wix account with ease.

- **Want more tutorials?**

[10 Essential Tutorials that Every Wix Newbie Should Know](#)

(5 minute read) This list of tutorials will teach you everything from adding videos to creating buttons with links.

- **Looking for Wix website costs?**

[Check them out here](#)

Prices start from £3 a month.

How to Create: A Video or Slideshow on Mac/IOS - iMovie

iMovie is a free video editing application designed for Apple devices that enables you to cut and edit videos, music and graphics. You can put together videos easily to make a movie and add special video effects, add transitions between scenes, edit the audio etc. No prior skills are required making it ideal for beginners.

- **iMovie tutorial for beginners:**

[iMovie Complete Guide to Getting Started - Editing Tutorial For Beginners   (2021)](#)

(1.5 hour video) - Learn how to arrange your video clips then add titles, music and transitions as we make a simple film.

- **How to add subtitles to your iMovie video:**

[iMovie Subtitles Tutorial - How To Create Subtitles in iMovie](#)

(7 minute video) Learn how to create amazing looking subtitles and captions on your videos.

- **Create a photo slideshow with iMovie:**

[Make a Slideshow with iMovie 10](#)

(28 minute video) This in-depth video shows how to transform your photos into a slideshow video using iMovie.

How to Create: A Video or Slideshow on Windows/Microsoft Photos

Microsoft photos is a free photo video editor application designed for Windows devices that allows you to view and edit your photos and videos, make films and create albums and slideshows. It is simple to use, you can easily enhance your photos and add background music, 3D effects, transitions and trim your videos all in the one app.

- **How to add text to a video using Windows 10:**

[How to add text to a video using Windows 10](#)

(3 minute video) Use this video to navigate the text controls available on Windows 10.

- **Adding audio:**

[How to add Audio in a Video using Video Editor in Windows 10](#)

(5:30 minute video) Adding narration or a voice over to a video can heighten its impact, follow the steps in this video to make it happen!

- **Starting a new project?**

[How to Create a Photo & Video Slideshow with Microsoft Photos](#)

(15 minute read) This article will guide you through how you can edit your photos and video together to create one cohesive video.

- **How to create a slideshow with Music:**

[How to Make a Slideshow with Music on Windows 10 🎥 Quick Guide](#)

(4 minute video) This quick video shows how to transform your photos into a musical slideshow video using Windows 10.

2. TOP RECOMMENDATIONS

For Digital Doors Open Days

Doors Open Days is about getting people into buildings. In order to keep this mission at the heart of our digital programme, we've recommended some simple, virtual ways to visit sites. This includes holding guided tours and hosting lectures or talks.

Include videos of your site on your institution's website and social media!

A moving image can often have more impact than still photography. See the [how-to: create a video guides above.](#)

- **Example:** [Beamish Museum talks about the restoration of their 1928 Northern](#)

[SOS bus](#)

- **Example:** [Woodhorn Colliery provides a video tour through the point of view of their ponies](#)

Give a video or photo walk-through of your site/area

Film a staff member or volunteer giving a guided tour. Or, create a video slideshow of photos from your site/area. You could use historical photos of your site/area, or walk around your site/area today and snap a few pics. Then you can complete your video with narrations or captions to include information about your area or site. See the [how-to: create a video](#) and [how-to: create a video slideshow guides above](#).

- **Example:** [Narrated tour of John Knox House and it's histories](#)

- **Example:** [Braemar Castle virtual video tour](#)

- **Example:** [Jill guides us through the Stone Circles of Buchan in Aberdeenshire](#)

Before/after photos:

Show some before and after photos of your site or your area, taking virtual visitors on a trip through time. See the [how-to: create a video slideshow guides above](#).

- **Example:** [Birmingham Museum & Art Gallery create a music video that documents the changing face of Birmingham over the years](#)

Zoom/Crowdcast lectures:

Use Zoom or Crowdcast to host virtual lectures about your site/area. You could make this interactive by opening it up to questions using the Zoom and Crowdcast "chat" tool, where audience members can submit their queries. See the [how-to: use Zoom](#) and [how-to: use Crowdcast](#) guides above.

- **Example:** [Historic Environment Scotland: We Love LGBT History Live](#)

Pre-recorded lectures followed by live Q&A:

You can also use Zoom or Crowdcast to broadcast pre-recorded lectures. You could make this more interactive by opening it up to questions using the Zoom and Crowdcast "chat" tool, where audience members can submit their queries. See the how-to: use Zoom and how to: use Crowdcast guides above.

- **Example:** Historic Environment Scotland: Q&A of John O' Groats Mill

3. INSPIRATION FOR SOCIAL MEDIA ENGAGEMENT

Social media engagement (now & during DOD!)

In this last section, we've compiled some ideas for social media engagement, with examples from U.K. venues. Feel free to use these now to engage audiences as we all self-isolate and to expand your digital interaction with audiences during Doors Open Days!

#WhatsOotMaWindae:

This is a social media challenge where you send in photos of the built environment you can see from your window. The Scottish Civic Trust ran this campaign during lockdown, and we've had a great response from the public and heritage venues/organisations!

Check out the challenge [here.](#)

<u>Minecraft:</u>

Minecraft is a video game with the capability to build structures as you manoeuvre through an immersive world. Engage a younger or more technically-inclined audience by encouraging them to build local landmarks or your site using Minecraft.

- More about Minecraft [here:](#)

- Download Minecraft [here:](#)

- **Example:** [Crafting the Past - Scotland](#)

- **Example:** [English Heritage](#)

- **Example:** [Planet Minecraft historical Minecraft maps](#)

- **Example:** [Cumbrae Craft](#)

<u>Lego challenge:</u>

Challenge your followers to use lego to rebuild your site, objects from your collection or landmarks from your area.

- **Example:** [Orkney Library](#)

- **Example:** [Bricking it Glasgow](#)

<u>Wee quizzes:</u>

Make some quizzes about your collections, site or area! You could promote this as a fun 'virtual pub quiz' activity for people to do on Friday or Saturday night.

- You could use SurveyMonkey to create a free quiz, check out the pricing plans

here **(please note that for the free plan, you can only create a 10 question quiz).**

- You could also try out quiz-maker.com.

- **Example:** London Transport Museum

#MuseumFromHome:

Follow @MuseumFromHome to get inspiration for engaging your followers with your collection or site. Many of these ideas could be adapted to local historical societies and trusts who have access to historical photos or have local knowledge to share. Check out their Twitter page here.

#IsolationCreations:

Post an object and ask for creative responses: drawing, poetry, dancing, baking and more!

- **Example:** Ashmolean Museum

#DailyDoodle:

Each day offer up a topic related to your site/collections. Then encourage people to participate and share!

- **Example:** Royal Academy

Call out for collections & memories:

Set up a way for local people to contribute their personal histories or objects to your collections. Contemporary collection through social media is a great way to engage audiences and build your collection.

- **Example:** Old Swan Women project is gathering memories and stories of local women who lived through WWI

Curator battles:

Yorkshire Museum is holding weekly 'curator battles'. Each week, a theme is selected and museums and visitors respond with objects related to the particular theme. Read an article about it [here.](#)

- **Example:** [Curator battles](#)

Science at home:

If your site or area's heritage is related to innovation, you could research kid-friendly experiments that demonstrate scientific ideas or phenomena in an accessible way. You could then post a lesson plan with instructions or photos, or a video with someone demonstrating the experiments.

- **Example:** [The Science Museum](#)

- **Example:** [The Wardlaw Museum (University of St. Andrews)](#)

Word search:

Make a word search of words related to your site's history or collection! If you're a local heritage organisation, you could do places or roads in your area. You can access a free online word search generator [here.](#)

- **Example:** [Maryhill Burgh Halls](#)

- **Example:** [Go Dunfermline](#)

Crosswords:

Make a crossword puzzle of words related to your site's history or collection! If you're a local heritage organisation, you could do places or roads in your area. You can access a free online crossword generator [here.](#)

- **Example:** [London Transport Museum](#)

Spot the difference challenge:

If you have paintings or photos in your collection, you can challenge followers to recreate them using household items.

- **Example:** [Scottish maritime museum](#)

- **Example:** [Kelvingrove Museum painting recreation](#)

Online exhibitions:

Create a new digital exhibition using scans of historical photos (in your collection or found online) and pictures of objects in your collection. Caption these images and upload your content onto a webpage.

- **Example:** [North Queensferry Trust](#)

Hand-made maps of life under lockdown:

This is a great idea to engage those in your local area or to engage those in your region with their new sense of place.

- CityLab is calling for people to send in their home-made lockdown neighbourhood maps. There are some examples [here.](#)

Make colouring pages:

Create colouring pages depicting your venue, or symbols related to your site/area's history and culture!

- **Example:** [Historic Environment Scotland, Antonine Wall](#)

- **Example:** There's a tutorial on how to make photos into colouring pages [here.](#)

Publish short articles online:

Make use of your staff's, member's or volunteer's expertise by putting out a call for people to submit short articles about objects in the collection or places in your area. Then publish them on a webpage.

- **Example:** Falkirk Local History Society

- **Example:** North Queensferry Heritage Trust

Link to pre-existing resources about your site / area:

There are many excellent pre-existing resources that you can tap into for information about or photos of your site.

- **Example:** Canmore (records of sites across scotland, sometimes with photos)

- **Example:** NLS Maps (over 200000 maps of Scotland, England, Wales & beyond)

- **Example:** 360 cities (collection of 360 degree images of places)

- **Example:** Geograph UK (images of buildings across the UK)