



Digital Strategies Now!

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Qu'est-ce que la culture?



What is cultural heritage?





What are 'memory institutions' for?

What problem are we solving?

To Do list

- Fix society
- Fix health
- Fix the planet
- Fix the economy
- Buy some milk



We Are What We Do is a not-for-profit behaviour change company that creates ways for millions of people to do more small, good things.

We make stuff that people want to buy or use and which have positive behaviours built in, aiming to reach massive audiences and help address major social and environmental issues.

At the heart of our work is the understanding that telling people what to do doesn't work. So our creations are things people simply like, which incidentally help them to do more.



The not-for-profit behaviour change company



We won a Lovie Award for Histrypin: Gold award for best Educational & Reference website.
[Check us out](#)



Our Academic Diaries are now on sale - just £2! Available in six colours.
[Visit our shop](#)



71b, our stylish rentable space, is now ready for bookings. Perfect for meetings, brainstorm & events.
[See more](#)



Our Action Tracker has new features for teachers in the Classroom section.
[Track your Actions here](#)



Nick has been speaking at TED talks in London and Oslo.
[Read about his speaking events](#)

Reusable Gift Wrap. genius. bit.ly/q40GaP
[@EcoMojo ACTION 047: AVOID WASTE](#) [about 7 hours ago](#)

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Save
**energy
& water**

16 actions

Think about
what you **Eat
& drink**

16 actions

**Recycle
waste**
more,
less

18 actions

**Travel
better**

6 actions

Look after
where **you
live**

10 actions

**Include
everyone**

12 actions

Spend time
with someone from a
**different
generation**

13 actions

**Make
someone's
day**

29 actions

Have a
**healthy
body & mind**

21 actions

**Think
globally**

11 actions

Use **your
money**
for good

7 actions

**Change
things at
the
office**

37 actions

historypin

Pin your history
to the world

63,359 photos, videos, audio clips
and stories pinned so far

Explore the Map ▶

Map | Collections | Tours | Community



Pin | Join | Login



Laughing over the Fence

by [trishymouse](#), 1928-1934

Who are these two women? I'll tell you who... They are my grandmother, Elizabeth (Fitzgerald) Fitzpatrick - known to most as Liz - and her mother-in-law and my great grandmother, Margaret (Berry) Fitzpatrick ... Although I don't know the exact date, it was not long before my great grandmother died, meaning it was the late 1920's.

Historypin in 90 seconds

Tour some of the best content

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Latest news

Luxury cycling clothing brand Rapha have recently launched their new denim, lycra mix jeans and needed an idea bigger than the usual press ad.

Running in press this month our 'wear your story' campaign uses a distressed pair of Rapha jeans (having survived six months of cycle courier wear) to invite customers to share their story via Rapha's facebook page. The best stories submitted win a pair of jeans.

see here:

.....
Loading 



Build your brand from the inside out

Connect with your customer's culture

Think like you don't have a media budget

Museums, libraries and archives have always responded to what society needs – our definitions have evolved as society has evolved.

The big changes, the changes that matter, are not things to do with technology. They're to do with the huge changes in social and personal life that technology has enabled, and what that means for the way your grandchildren will experience daily life.



Who are your main customers?



Politicians?



Funders?



Yourselves?



Users?

A Strategy is just a statement of what success looks like and how you intend to achieve it

ENCYCLOPÉDIE,
OU
**DICTIONNAIRE RAISONNÉ
DES SCIENCES,
DES ARTS ET DES MÉTIERS,**

PAR UNE SOCIÉTÉ DE GENS DE LETTRES.

Mis en ordre & publié par M. *DIDEROT*, de l'Académie Royale des Sciences & des Belles-Lettres de Prusse; & quant à la PARTIE MATHÉMATIQUE, par M. *D'ALEMBERT*, de l'Académie Royale des Sciences de Paris, & de la Société Royale de Londres.

*Tantum series juncturae pollet,
Tantum de medio sumptis accedit honoris!* HORAT.

TROISIÈME ÉDITION ENRICHIE DE PLUSIEURS NOTES,

DÉDIÉE
À SON ALTESSE ROYALE
L'ARCHIDUC
PIERRE LÉOPOLD

PRINCE ROYAL DE HONGRIE ET DE BOHEME, ARCHIDUC D'AUTRICHE,
GRAND-DUC DE TOSCANE &c. &c. &c.

TOME PREMIER.



À LIVOURNE
DE L'IMPRIMERIE DES ÉDITEURS

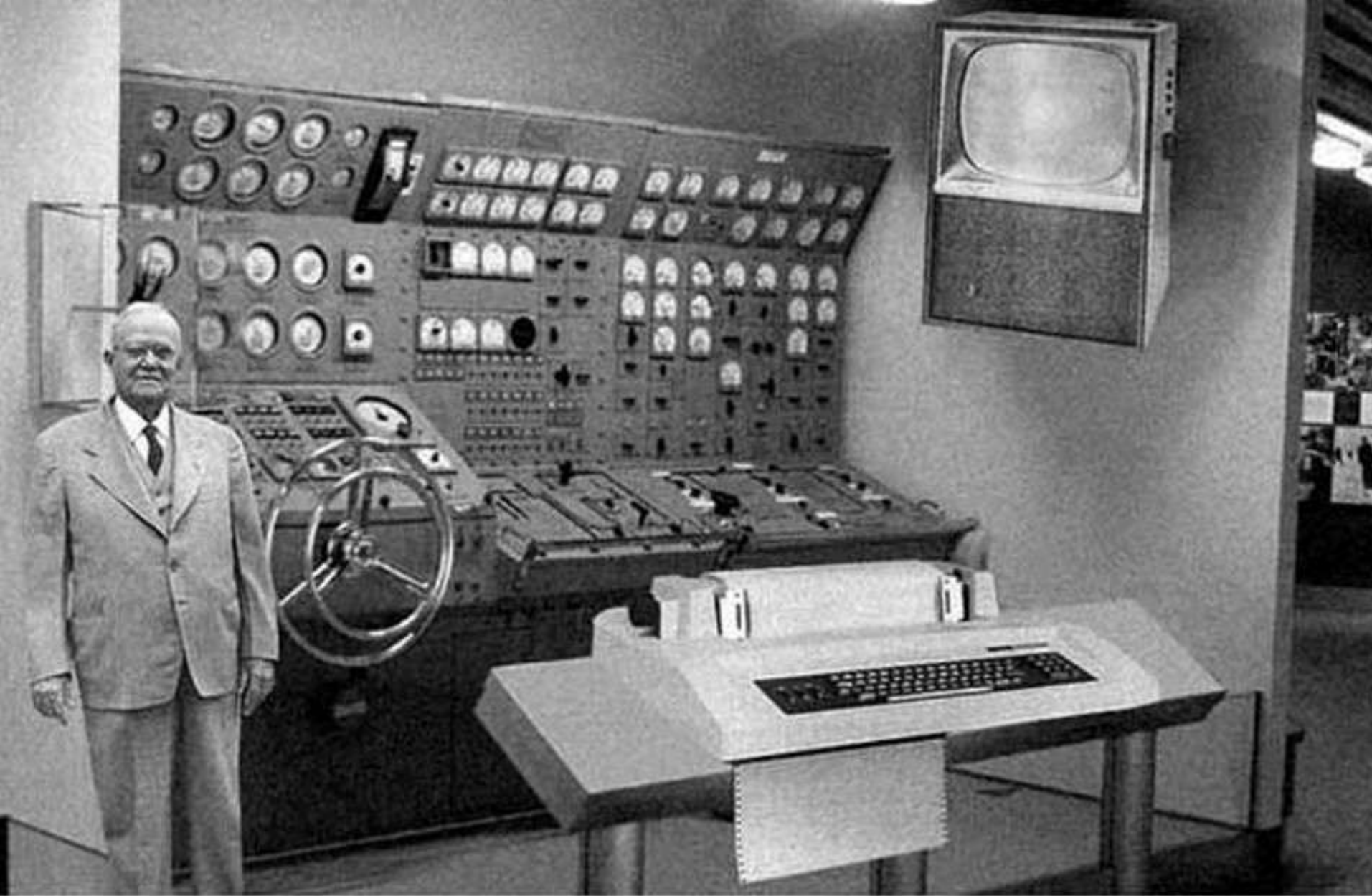
M. DCC. LXX.
AVEC APPROBATION



We are in the middle of a paradigm shift every bit as fundamental as the industrial revolution and the Enlightenment – we cannot and will not understand what it means.

We can only look back in 50 years time and ask ourselves whether the choices we made today enabled or inhibited this transition and whether we managed to stay relevant to the way normal people live their lives today.

It's easy to be wrong about the Future...



Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2004. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 50 years from now scientific progress is expected to solve these problems. With teletype interface and the Fortran language, the computer will be easy to use.



“There is no reason anyone would want a computer in their home.”

Ken Olson, president, chairman and founder of Digital Equipment Corp. (DEC),



"The wireless music box has no imaginable commercial value. Who would pay for a message sent to no one in particular?" - Associates of David Sarnoff, 1921

Current market valuation of Apple Inc. = \$153bn

But this is about the present



The Human Right to Digital participation



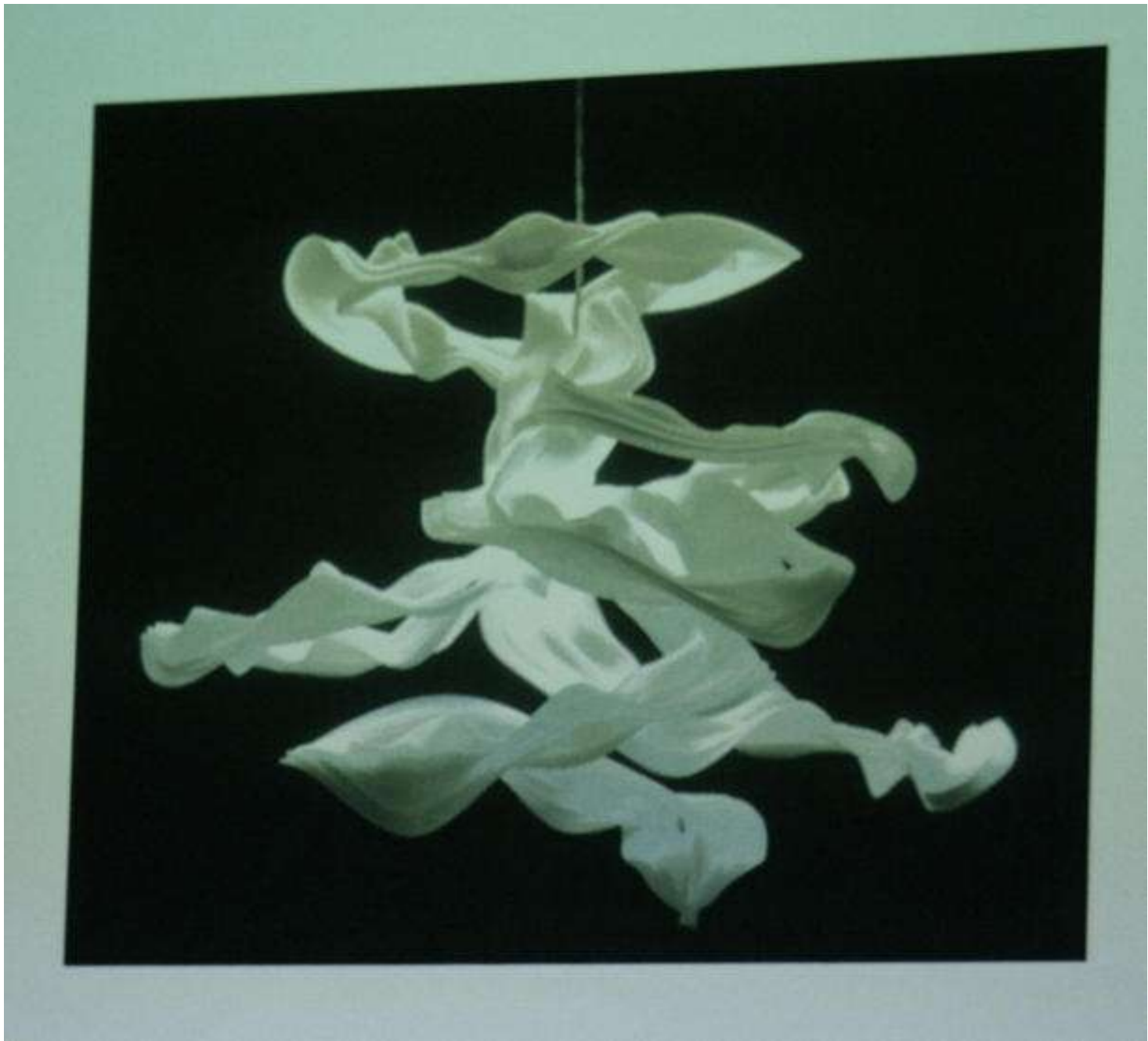
The disappearing interface....

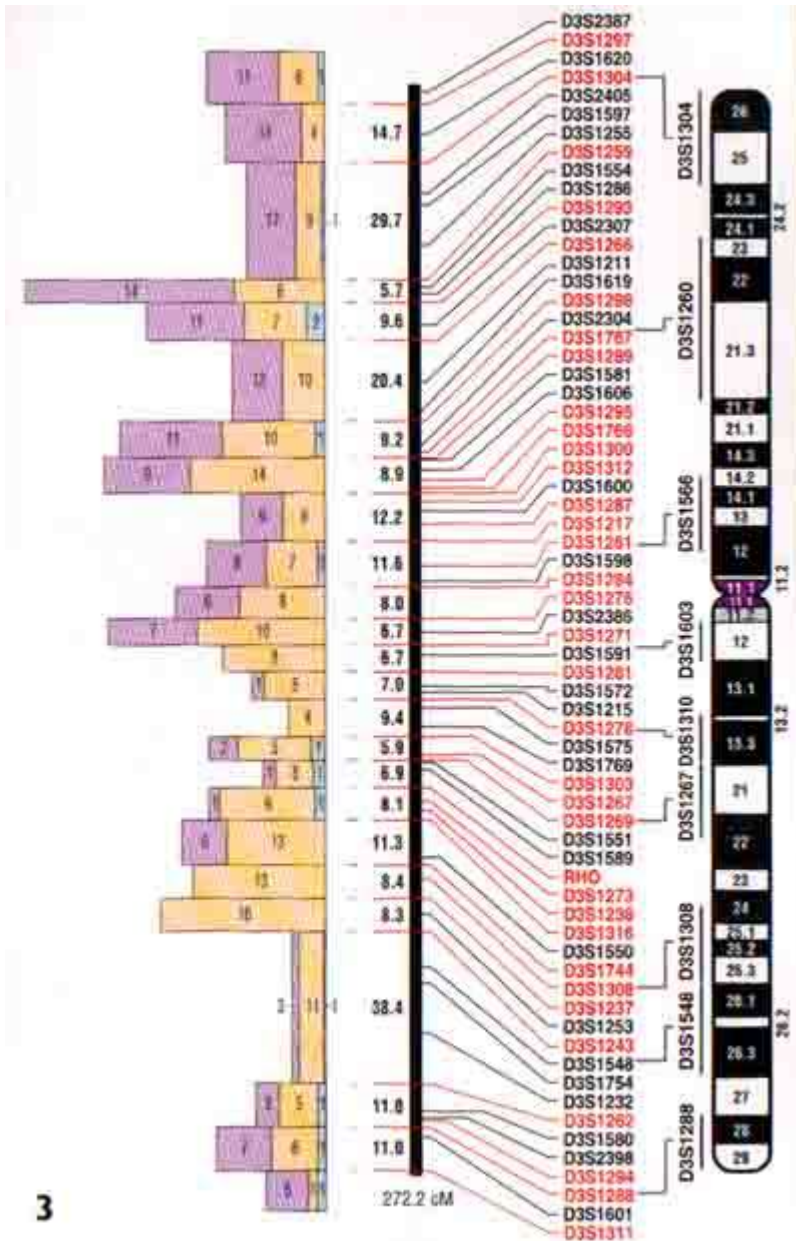


The rise (and rise) of the sensor



Print your own leg...

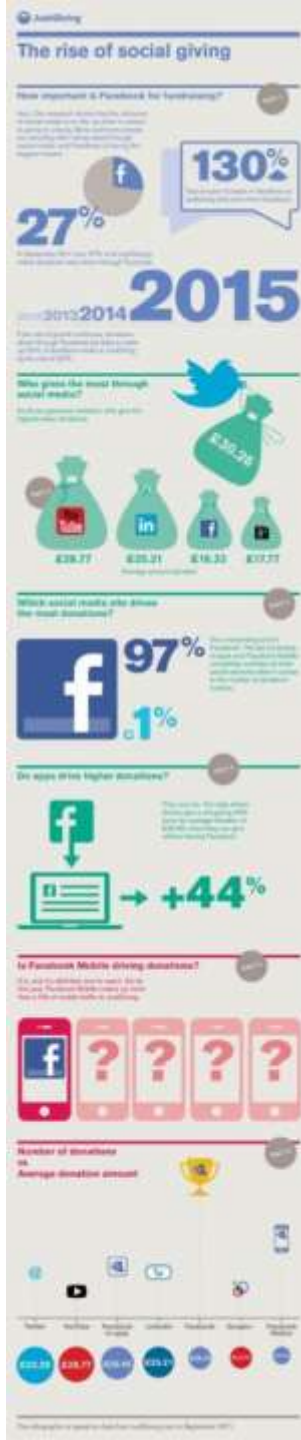




May I present to you...

Your source code!





Social giving will change your life

A new literacy



1. Curatorship



2. Smart Collections



3. Escape the digital

The Role of Digitisation

The Golden lessons of 10 years and £270m of Digitisation in the UK:

1. Don't let the Technologists organise the party
2. Museums, archives and libraries are DIFFERENT
3. Don't scan until you know why you're scanning
4. More does not equal better



CIDOC CRM

MARC

MODS

METS

METADATA

LINKED DATA

= CYBORG FROM THE
FUTURE

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The evolution of the Digital business model

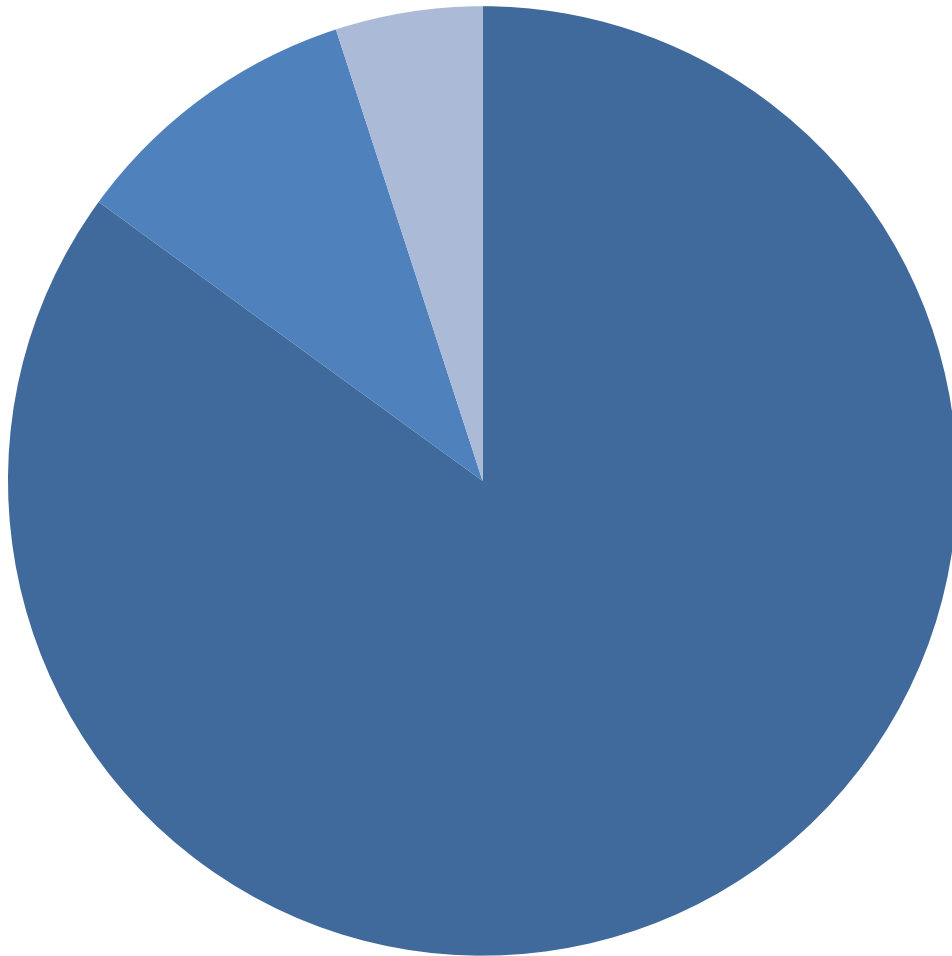
2001:

‘Let’s sell pictures of things from our collection on the Internet’

2011:

‘Let’s sell pictures of things from our collection on the Internet’

The real Digital business model



Give 90% away of it as free, open-access data because the Politicians and Technologists will love you, it will act as marketing for your institution and it shows your commitment to your educational remit.

Keep control of the 8% which you know will sell regularly on coffee cups and postcards.

Lavish money and attention on the 2% that has a real chance of making money through licensing.



“Our job in this era is to help people outside the museum succeed at what they want to be able to do.”

This is no longer a matter of choice. The highly located, reflexive Victorian model of museums, archives and libraries is being replaced by something which 'connects to the culture of our customers'.

How long it takes you to make the journey, and whether you are ready in time to ensure that your service is still relevant to tomorrow's consumers is entirely up to you.

Which is why you need Digital strategies now

Defining a Successful Digital Strategy

Don't go back to the office, open up a new Word Document and write 'Digital Strategy' at the top.

Check your Mission Statement for relevance

Create an inspiring vision of your own institution and its relationship to modern consumers

Find Digital champions on your team

Write Digital into Marketing, Collections, Education, Management#

Try, fail, iterate.

How to be a super-effective, switched-on manager of Digital in a museum, library or archive (and win the affection and admiration of your staff) in 5 easy steps.

1. Provide money
2. Create a 'can do' culture where it's ok to fail
3. Keep clear
4. Don't ask for evidence
5. Use it yourself

Thankyou!

@NickPoole1

<http://openculture.collectionstrustblogs.org.uk>