

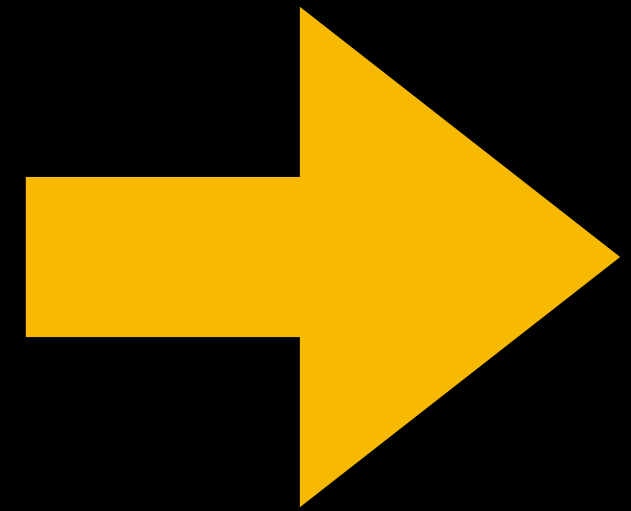
How to increase digital engagement with your organisation

Jennifer Trent Staves

Stop thinking that your digital
content and channels
promote your organisation.

Start thinking that that they
are your organisation.

Blog



Magazine-style
storytelling

- Our strategy recognised that our digital offer was part of our organisation rather than promoting our organisation.
- So that we could deliver on this, we moved away from blogging to a journalistic approach to digital content
- We needed to tell our stories in a format that people were primed to consume already.
- We looked at our vision, and tested a range of formats to see which ones resonated with users and where we could refine.
- We dropped a few formats (video content and high-value (read: expensive) interactive serials) and stuck to six formats.

Essays

[Stories](#)

The meaning of trauma is wound

Over the past few years Daisy Johnson bounced from GPs to GUM clinics and, after a lot of red herrings, discovered she has vaginismus – an involuntary tensing of the muscle surrounding the vagina. It's something that often happens to women who have suffered sexual abuse. Although she doesn't think that's the case with her, she does believe it has contributed, in part, because of inept doctors. Nearly 28,000 women in the UK are estimated to suffer from vaginismus but, like much to do with the female body, it's rarely spoken about.

By **Daisy Johnson** 23 August 2018

Essay



[Stories](#)

London, city of lost hospitals

In place of the large complexes we know today, London was once dotted with more than 500 small or specialist hospitals. Now converted or demolished, these buildings left clues to their presence, if you know where to look.

By **Dr Tom Bolton** and **Simon Norfolk** 21 November 2018

Essay



Interviews

[Stories](#) | Part of [Behind the Scenes](#)

Inside the mind of Ayurvedic Man's curator, Bárbara Rodríguez Muñoz

The choices a curator makes – what goes in? what stays out? why? – are often as fascinating as the exhibition itself.

By **Gwen Smith** 7 February 2018

Interview



Book extracts

[Stories](#) | Part of [Inside Our Books](#)

You, a thousand years ago

Revealing the realities of the Middle Ages is at the heart of Jack Hartnell's new book '[Medieval Bodies](#)'. He argues that, in order to truly grasp any aspect of the medieval world, we need to look beyond caricature to the nitty-gritty detail of life, death and art. In this extract, he explores what our two worlds have in common, and the vagaries of chance.

By **Jack Hartnell** 12 April 2018

Book extract



Serials

Stories

The History of the NHS

This six-part series explores the immense significance of the NHS to the British people. From its founding in July 1948, to the unprecedented pressures it faces today, Cal Flyn documents critical moments in the organisation's history.

Serial



Serial



Part 1

The birth of Britain's National Health Service

Starkly unequal access to healthcare gave rise to Nye Bevan's creation of a truly national health service.

Serial



Part 2

Fees, funding and the NHS

In the 1950s, dramatic political battles over NHS charges brought down a government. But public confidence in the service still grew.

Serial



Part 3

Medics, migration and the NHS

In the 1960s the NHS became Britain's biggest employer. So to help fill all those jobs, the government brought in thousands of workers from abroad.

Serial



Part 4

NHS strikes and the decade of discontent

When the social unrest of the 1970s spread to the NHS, dissatisfied staff challenged the status quo for the first time in quarter of a century.

Serial



Part 5

NHS Blue: the colour of universal healthcare

The 1980s and 1990s saw ideas from the world of business infiltrating the NHS, including the introduction of an internal market, followed by a corporate branding exercise.

Serial



Part 6

Born in the NHS

Despite underfunding, strikes and scandals, the first two decades of the 2000s has seen the British people's love of and loyalty to the NHS soar.

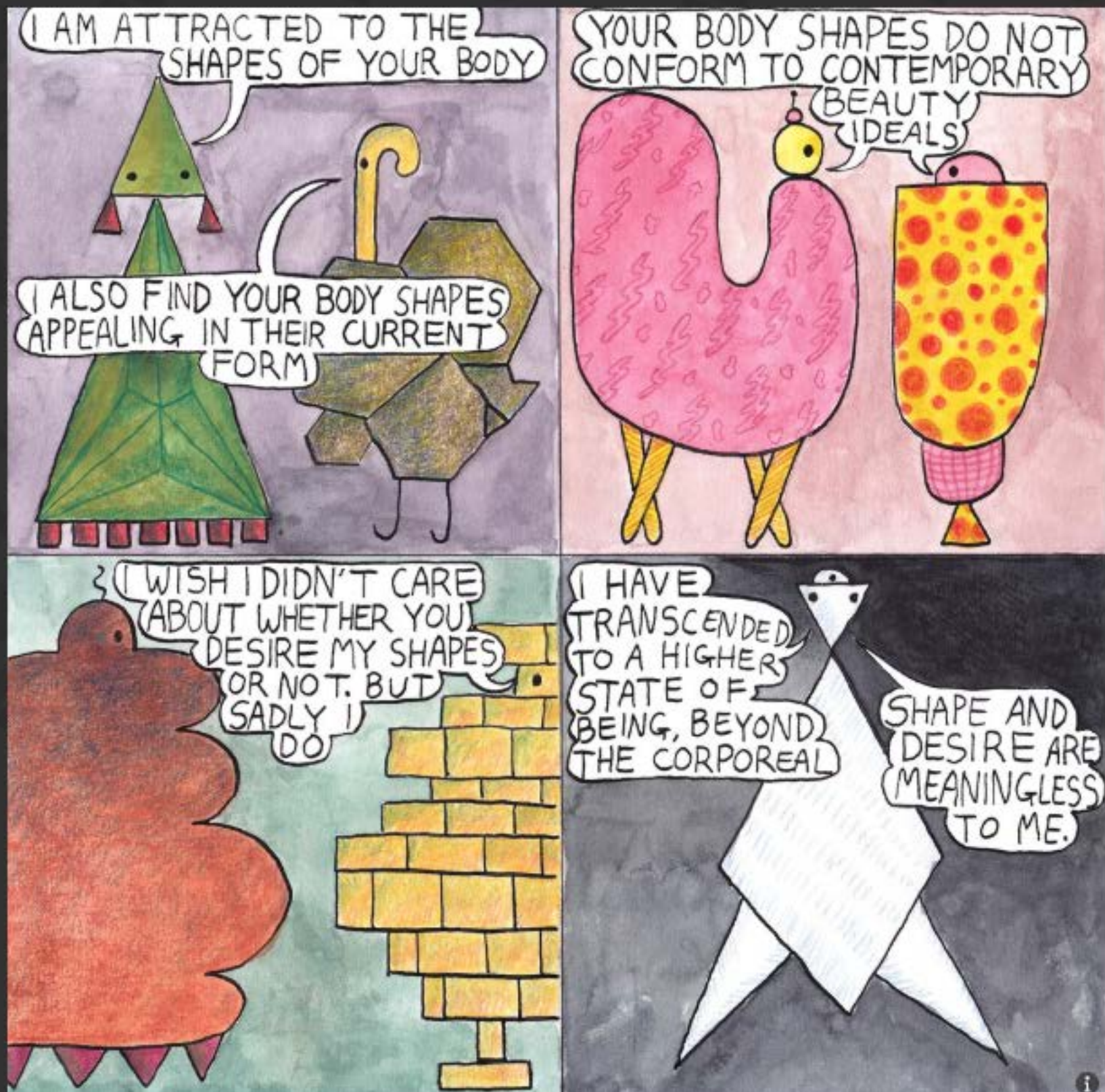
Comics

Stories | Part of [Body Squabbles](#)

Shapes

By Rob Bidder 9 March 2018

Comic

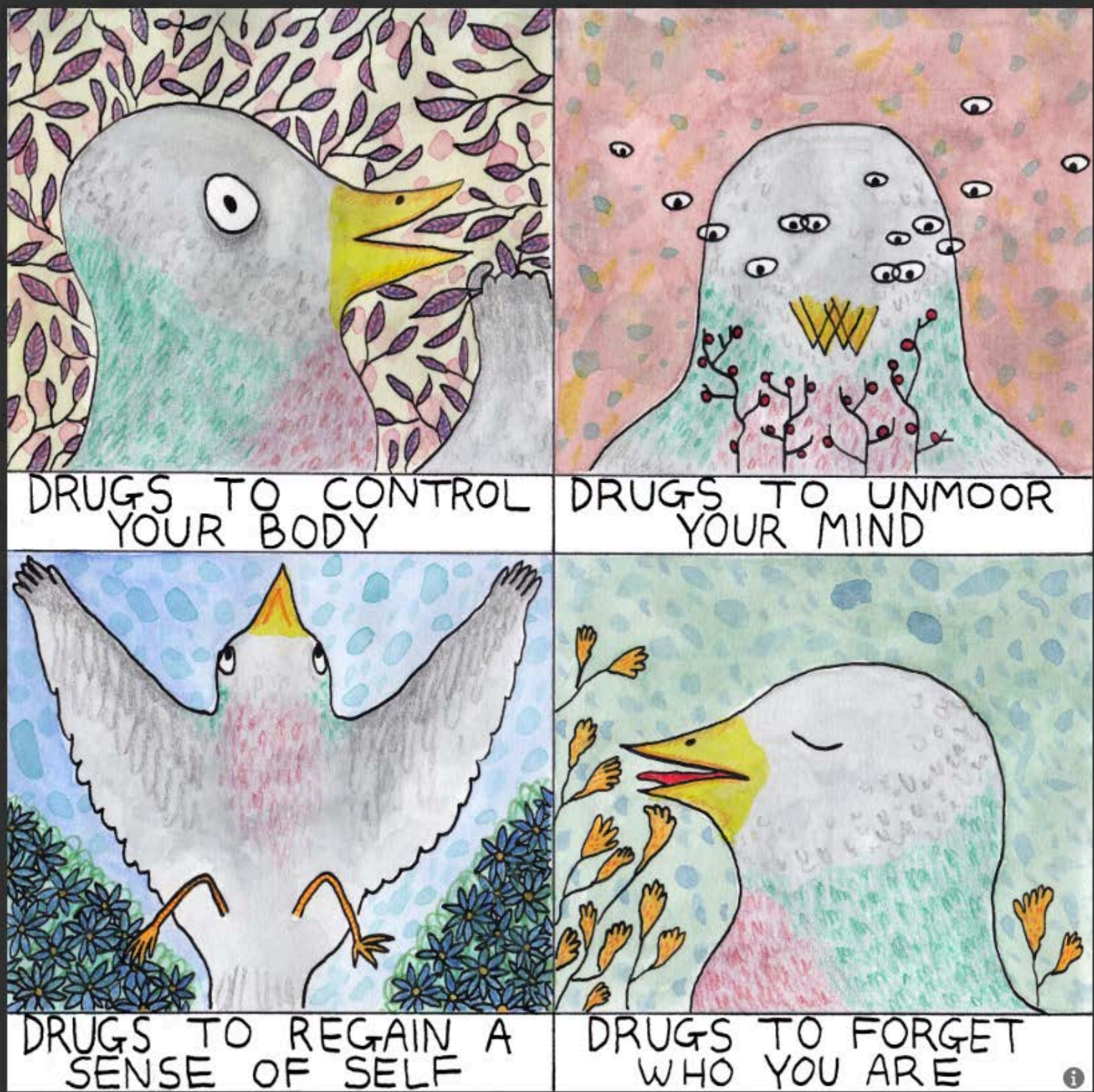


Stories | Part of [Body Squabbles](#)

Drugs

Words by Rob Bidder 23 March 2018

Comic



Narrative image galleries

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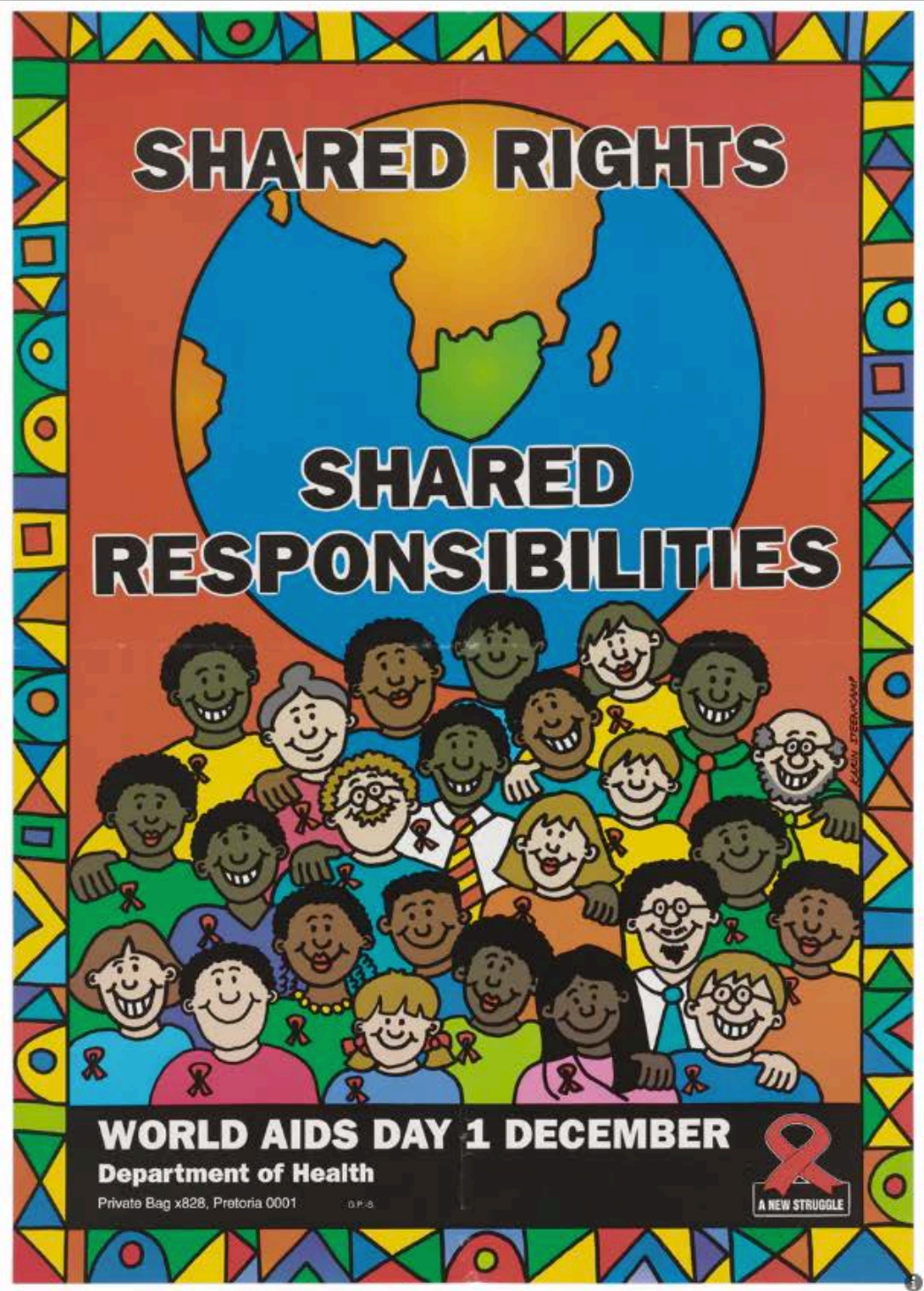
Part of Inside Our Collections

AIDS awareness posters from the 1980s onwards

Since the advent of printing, posters have been created to inform the public of what they must do (sometimes on pain of death) in response to outbreaks of plague or other infectious diseases. The AIDS public health poster campaign chose print even in the internet age and dealt with issues of identity and behaviour like never before.

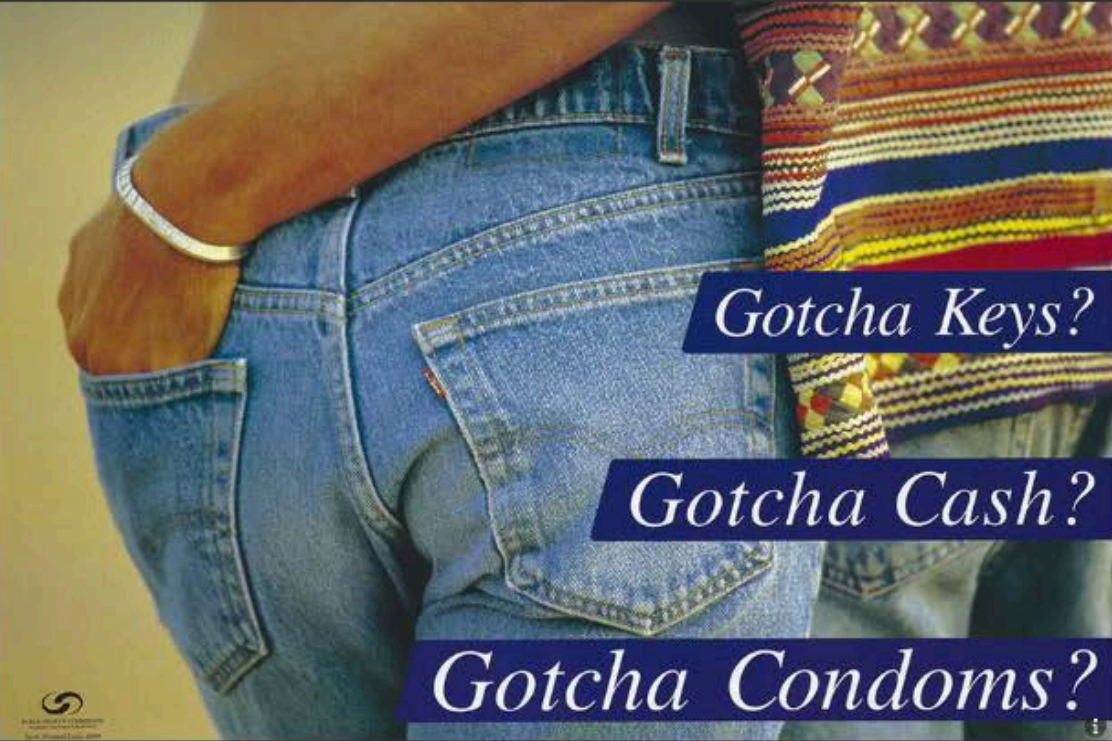
Words by Russell Dornan 6 November 2011

In pictures



1 of 10

Apart from major epidemics, war is the crisis which tends to elicit the most public health posters: in both World War I and World War II many posters were produced to save the soldiers from syphilis and typhoid, and to encourage the population to keep fit for fighting. In peacetime, the 20th century saw a decline in the public health poster, until the AIDS



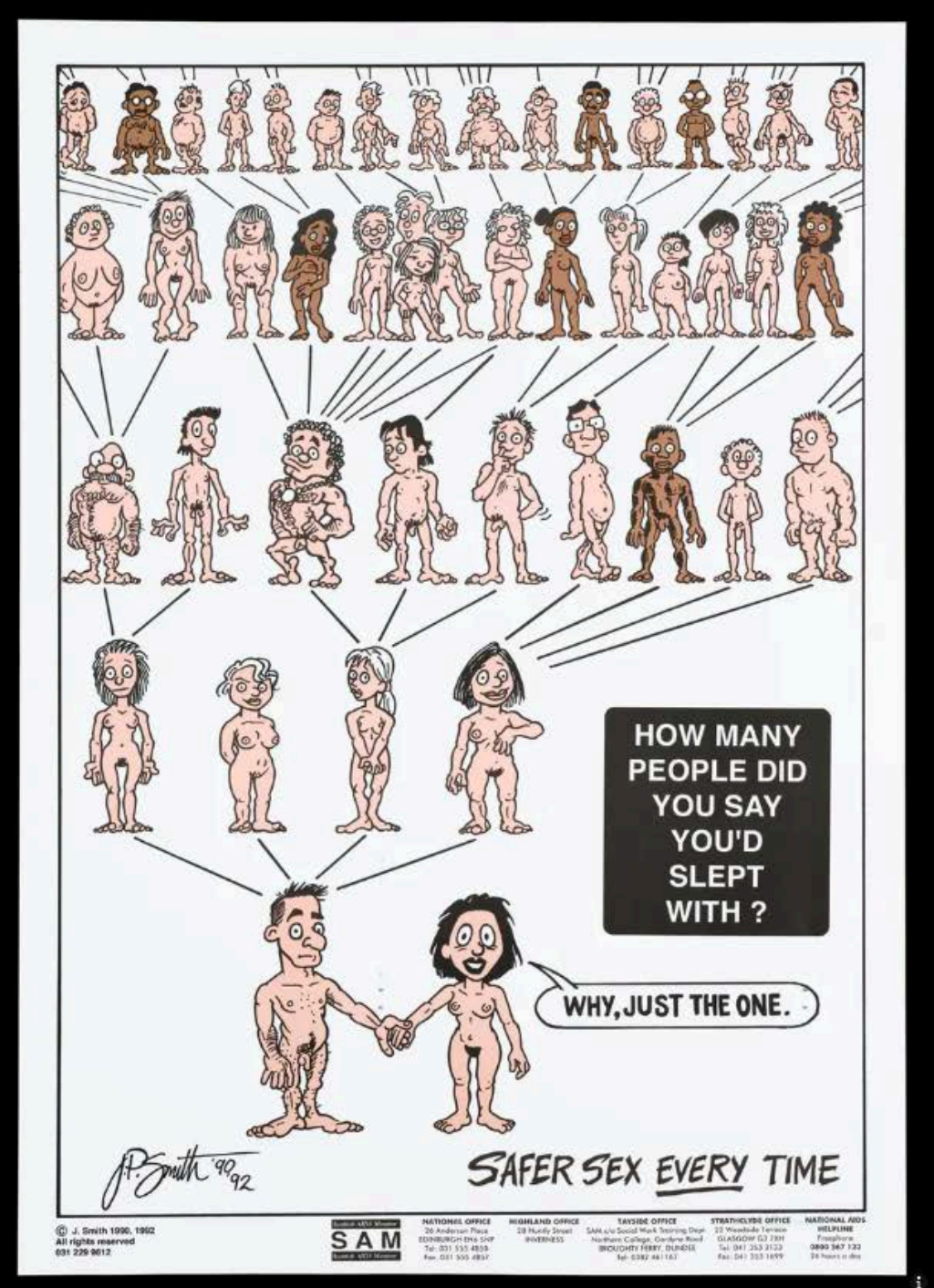
6 of 10

One distinct feature of these posters is the fragmented target audience: there are AIDS posters pinpointed at groups such as black teenagers, Canadian speakers of Chinese, the middle-aged and middle-class students taking recreational drugs and lesbian mothers.



7 of 10


The AIDS posters speak to a world driven by the fissures defining thousands of identity groups. The marketing professionals who produced them, especially in the USA, had been trained to focus on targeted groups identified in United States presidential campaigns and in commercial advertising.



10 of 10

Some of the designers took a risk too far: a poster of the Washington Monument with a fluorescent condom on it was never distributed. In many other cases, however, the imperatives of the potential epidemic over-ruled any considerations of taste or decorum.

About the author

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Read more from Inside Our Collections

Explore stories inspired by the objects, manuscripts and more in our archives.

 In pictures
Born to play
Our understanding of the importance of play in a

What we achieved

**More people
came to read**

From
40K pageviews
Jul-Sept 2017
to
115K pageviews
Jul-Sept 2018

**More people
reading for
longer**

From
4min 28sec
Jul-Sept 2017
to
9min 37sec
Jul-Sept 2018

**Fewer people
leaving w/o
interacting**

From 29%
bounce rate
Jul-Sept 2017
to
26% bounce rate
Jul-Sept 2018

Ref: <https://stacks.wellcomecollection.org/the-story-behind-stories-and-our-journalistic-approach-to-digital-content-ad196b8665ab>



Stories | Part of [The Rules of Sex](#)

The metamorphosis of masturbation

Male masturbation has had a chequered past, characterised by shame, disapproval and anti masturbation campaigns. But recent scientific discoveries could begin to confer respectability on this solitary pleasure.

Dr Kate Lister 4 June 2018

Story



Got 5 minutes?

digg



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HARD FACTS

The metamorphosis of masturbation

10 diggs wellcomecollection.org Curious Histories 1 year ago

Male masturbation has had a checkered past, characterized by shame and disapproval. But recent scientific discoveries could begin to confer respectability on this solitary pleasure.



DIGITAL ADVERTISING	DIGITAL CONTENT AS PRODUCT	FUNCTIONAL CONTENT
Digital displays, social media ads, digital banner ads	Journalistic content, either on your website or social media	User-focused website content
Explicit calls-to-action	Implicit calls-to-action, with onward journeys at the end	Clear journeys to purchase
Designed inspire a desire to visit, watch or listen	Designed to give an experience there and then	Designed to facilitate a sign-up, an application, a prurpose
Often focused on individual initiatives or campaigns	Always-on, drumbeat content that satisfies users	Focused on questions that answer user need
Key for return visitors or new visitors already comfortable	Key for new audiences who may not think your org for them as well as maintaining relationships	Key to securing transactions and encouraging nervous uncertain visitors

How you can do it too

- Decide your formats, ideally using research, and stick to them
- Shift to a pitch-and-commission model
- Think pictures, not just words
- Start small but be consistent
- Be transparent
- If you had any, go back and update your old content

Decide your formats and do your research

- How do you want them to feel when they experience your content?
- Look at search engines: What are users searching for that's relevant to what you can provide? How can you climb those rankings and improve organic traffic?
- User research with current and potential users
- Test your ideas with them
- Decide what success will look like and define your metrics

- **Inform:**
news, reports, interviews, investigations
- **Opinion:**
reviews, columns, essays, experience
- **Interpret:**
explainers, profiles
- **Divert:**
comics, features

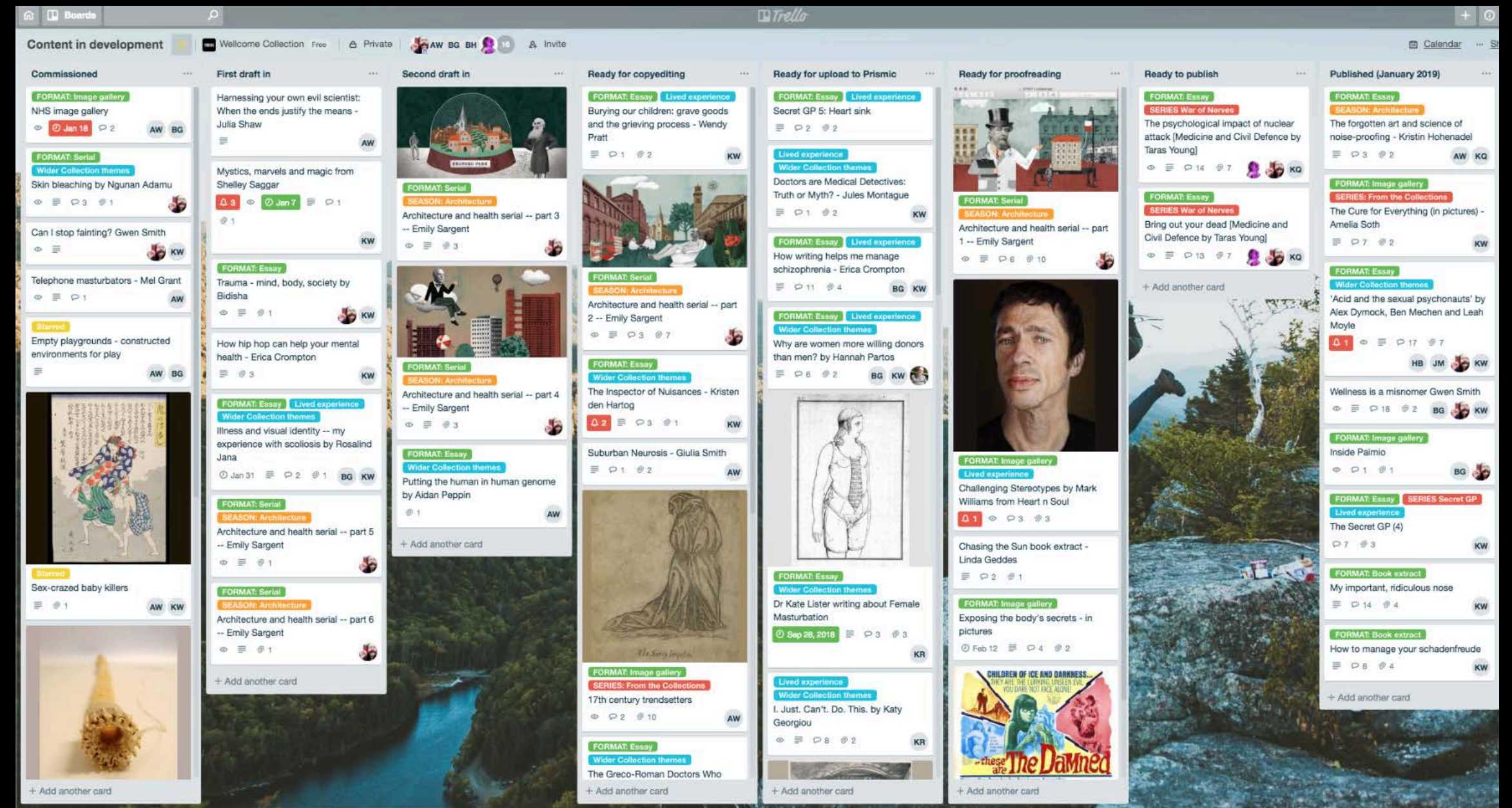
http://www.scielo.br/pdf/interc/v39n1/en_1809-5844-interc-39-1-0039.pdf

Tell stories with a pitch-and-commission model

- Your organisation will be bursting with brilliant stories.
- Make sure those stories can stand up on their own.
- Staff may or may not be the right people to tell the story. Consider using freelance journalists and writers to ensure your content doesn't skew promotional.
- Let people know you're open to pitches. Sometimes someone outside your org has a better idea of what's exciting in your org than you do

Start small but be consistent

- Sustainable and programmatic editorial calendar.
- Put the overall mission first.
- Publish regularly, so your users come to expect it. It will build a stronger relationship.
- Start small and build up. One day a week regularly is better than a blast over a month and then nothing.
- Establish editorial guidelines and production process.

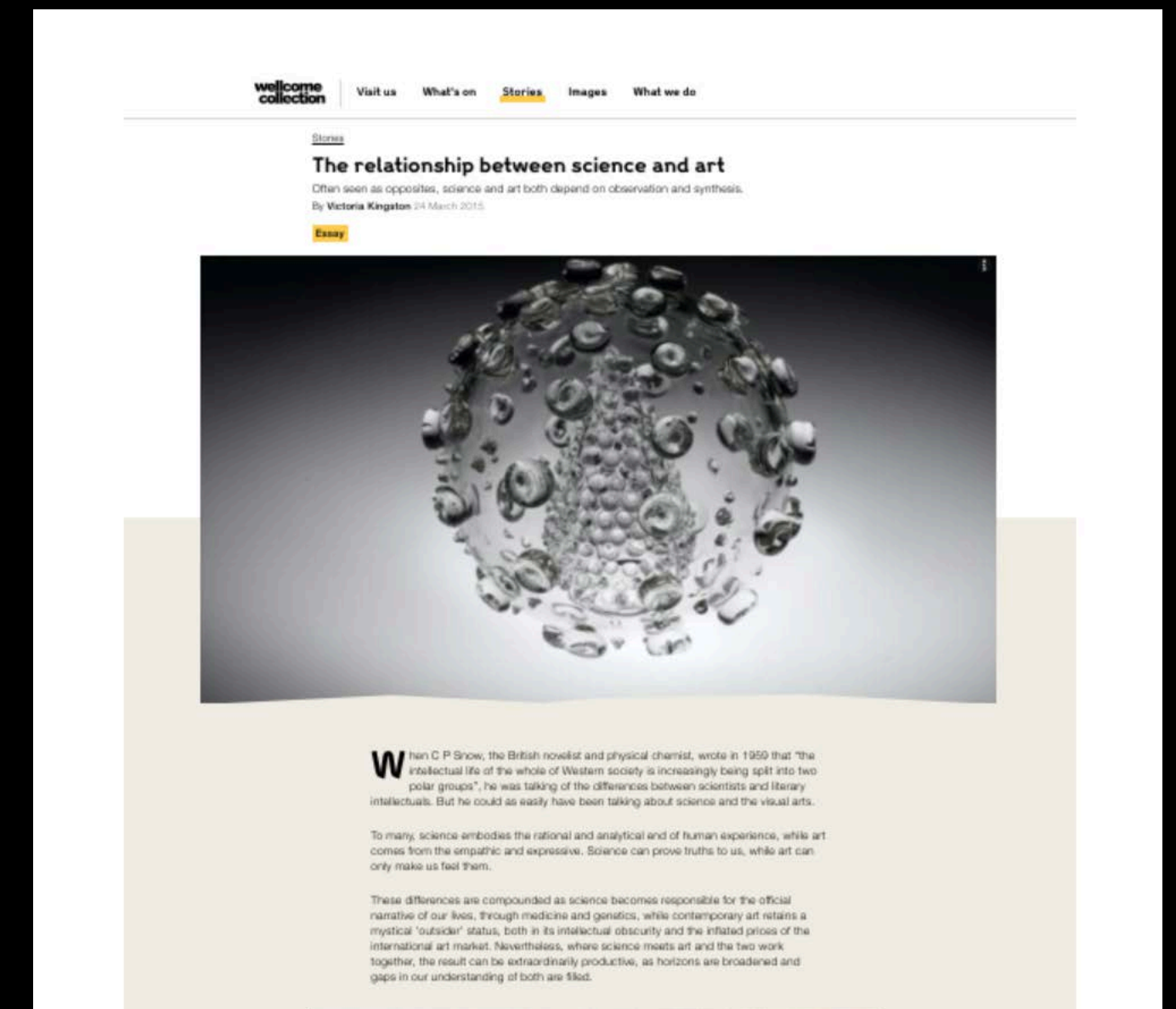


Be transparent

- Tracking performance for every post, so you know what's working and what isn't and can compare like-for-like.
- Lo-fi usability testing on our content. Does it meet user's needs?
- Stop doing posts that don't contribute to objectives.
- Create a feedback loop into insight and analysis.

Go back and update

- Google, and your users, will thank you for it
- Review your old content and see what you can improve with a few simple changes
- Archive content that doesn't help you achieve your mission anymore
- Focus especially on content that ranks highly for search



**It can work for any
organisation**

- **Step 1:** Locate/write down your org's vision/mission/purpose statement
- **Step 2:** Think about what assets (these don't have to be digital) you already have a lot of in your archive or organisation
- **Step 3:** Come up with a hypothesis for which journalistic formats might be best for your org
- Now you have something to test!

**Give users things they need, and
they'll always come back for more.**