Key Themes

Digital strategy is a methodology for implementing digital platforms and programs within your museum. These programs can range from updating your website to incorporating technology in exhibits to digitizing your collections.

The goal of digital strategy is to create a framework for decision making surrounding digital programs and to determine what programs will be most impactful for your institution.

Koven Smith offers five steps for developing a digital strategy for your institution that include understanding what "digital" means to you and determining methodology for implementation of programs.

Examples

The Warhol Museum has their digital strategy available online. It is a living document that other museums can use and adapt for their own needs.

The National Archives of the United Kingdom has their digital strategy available online.

The Tate has published their digital strategy on their website.

Resources

Email Koven Smith and visit his website.

Cogapp is a website dedicated to developing effective digital content, including a guide for developing digital strategy at museums.

Adapted from a forum at the 2017 Museums and the Web conference, "Museums and Digital Strategy Today" offers more information on digital strategy as well as a discussion of some of the challenges and solutions associated with digital strategy.

Helpful Tips

Digital strategy should align with your museum's mission statement and goals.

Everyone defines "digital" differently. Before developing a digital strategy, create a localized definition within your own institution.

Technology is constantly changing; thus your digital strategy should be updated every few years to accommodate these changes.

Beware of "case study envy" or comparing your museum to others. Develop a strategy that best serves your community and aligns with your local needs, constraints, and available resources.