

USING SPORTS COLLECTIONS IN DIGITAL STORYTELLING AND FILMMAKING



Art Fund_

The Project - What's Your Digital Sporting Story

- Funded by Art Fund UK. Aims to help the sector develop the skills needed to overcome the challenges of the Covid-19 pandemic and manage the shift towards remote working and engagement.
- Aims to upskill the sports heritage community to help them to tell sports heritage stories digitally.
- We aim to create a bank of short films sharing sports collections and stories from across the country using the hashtag **#yoursportingstory**

Storytelling and interpretation

- Why choose digital engagement and video
- Getting started and how to find your audience
- How to develop digital storytelling with examples
- What to do next and how to become part of this project

Why digital - from a curator's perspective?

- Digital content is an opportunity to engage with new, younger and more diverse audiences who can't or don't want to access your physical archive or museum
- Helps to grow an audience that is interested in your collection and the stories it holds, leading to deeper and longer-term engagement with your organisation
- Funding - grant funding often requires a digital output. Engagement with digital content can also help you to make a case for the need for a wider interpretation project
- Increased awareness of your collection and expertise across the heritage and sports sectors

Why digital - from a curator's perspective?

- Digital is not just the responsibility of the marketing team!
- This is your chance to drive the direction of online content and make the case for the stories you want to tell.
- Digital content can help you make a case to other departments for more support for particular subjects and themes. Adding new stories to permanent displays can be slow and expensive. It is a good way to test content and respond to it.
- You can use digital content to quickly make links between your collection and contemporary events helping your organisation to stay relevant

Why video?

- Audiences like video! There are over 2 billion logged in monthly YouTube users and over 80% of 15-25 year olds use YouTube
- It's an immediate and entertaining way to tell your story and can result in deeper engagement than other ways of presenting heritage stories
- Other online methods such as digitising collections, virtual exhibitions virtual tours and blogging can be more difficult and time-consuming to get off the ground than video
- It is a relatively simple way to make your collection accessible remotely
- You don't necessarily need to buy any new equipment to get started

Getting started – who is your audience?

- Remove the fear! Storytelling is something we do everyday in our museums and our lives. Try it!
- Think about your audience. Who do you want to watch your video and engage in the work that you do? Is it existing audiences? A younger, more digital audience who might not realise what you have in your collection? Is it others within the sector?
- It is important to identify who you want to speak to when creating content and to make sure you use the right materials, narrative and tone of voice to engage them.
- Don't worry – developing an audience takes time and you may be surprised who engages with your content

Getting started – have a plan

- Decide which social media platforms you want to use to share your story. This might just be through Sporting Heritage CIC at first or through your existing platforms.
- If you have never used social media channels before, decide which ones you want to use and register your social media names. Try to keep these consistent.
- Try and have a plan about how many times you want to post, try to keep this consistent and relatively frequent given your capacity.
- Think about who your initial audience might be and how you can exploit it. Who is in your existing network, who can help? Encourage them to subscribe, like, comment and share.

Selecting a story - the basics

Once you have thought about your audience and are armed with an initial plan, you can start to think about what story you want to tell in your first video and which object you would like to feature.

- Which object in your accessible collection will connect with your target audience?
- Try to choose an object that is visually appealing, will it look good on camera, will people be able to tell what it is? Try holding it in different ways, from different angles and lighting. Does it have detail you can focus on?
- Does it link to a particular event, player, team or anniversary? If so use the opportunity to tell your story
- Do you have an object that links to a contemporary sporting story?

Example: 1971 Women's World Cup medal



Developing your story

How can you expand on your initial attempt at digital storytelling to really reflect your collection and organisation?

1. Use online storytelling as an opportunity to tell audiences about objects and histories that are less well-known, these will often get better engagement as viewers feel they are learning.
1. Use themes to plan. Develop a series of videos on a theme and feature a new object in each. This can help you focus and plan but also lead to better engagement with your audience.
2. Can you bring in other voices and perspectives?

Developing your story

Ask more questions of your objects and content:

4. How can you use your collection to make digital content that is relevant to contemporary issues and a wide audience? Can you feature new acquisitions?
5. How do you want your audience to feel, should they be emotionally engaged and can you tell personal stories?
6. What can an object tell us about the wider context in which it was made or used and about how society perceived or valued a sport or sportsperson?
7. Digital platforms can provide a chance to test content and approaches to storytelling, take a risk on an object.
8. Make sure you include a call to action at the end of your video.

Expanding your audience

- Keep posting frequently, don't lose momentum
- Measure what your viewers respond to – hone your content around this
- Encourage, react and respond to comments
- Look for collaborations with established channels
- Use your extended network
- Post longer videos (check minimum channel requirements)

What next?

Set yourself a challenge and a target

1. Produce your first video and share as part of the Sporting Heritage CIC digital storytelling project using the hashtag #yoursportingstory
2. Set a target – 50 new followers on your chosen platform by September
3. Keep in touch, follow and join Sporting Heritage CIC

Twitter: @sportingheritage

Facebook: @sportingheritageCIC

Instagram: sportingheritagecic

Get in touch

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Join us on our Twitter hour – MONDAY 10th AUGUST 7pm – 8pm