

# Staffordshire Archives & Heritage Service

## Digital Engagement Plan 2023-2025

Action	Digital Engagement Activities	Key Milestones	Timescales	Officer responsible
1	Commission new integrated website with online catalogue and other online resources including	<ul style="list-style-type: none"> <li>- Procurement process including market research &amp; evaluating bids</li> <li>- Work with successful bidders &amp; other SCC teams to design a new website as per specification</li> <li>- Testing</li> <li>- Website Launch pre SHC opening</li> </ul>	<p>Spring 2023 Summer 2023 onwards</p> <p>Summer 2024</p>	<p>SE/AHMT/AD/BC/ SCC ICT Digital Team</p>
2	Establish & Maintain Interim Microsites	<p>Create and update project microsites to act as a stop gap before the launch of the new website</p> <p>Archive microsites when new service website launches</p>	<p>Spring 2023</p> <p>Summer 2024</p>	<p>AD/SE</p> <p>AD/SE</p>
3	County Council website	<p>Maintain up-to-date information and archive out of date pages</p> <p>Ensure SCC webpages direct successfully to new website when launched</p>	<p>Ongoing</p> <p>Summer 2024</p>	<p>HJ / SCC Digital Team</p> <p>SE / SCC Digital Team</p>

4	Gateway to the Past online catalogue	Cataloguing priorities to continue as per the activity plan and the Stoke on Trent Move work New integrated public catalogue included in website procurement	Ongoing	CC / Collections Team  SE
5	Staffordshire Pasttrack	Improve purchase facility as part of wider changes to improved purchasing / e-commerce  Add new content including enclosure maps & other newly digitised material plus community donations  Use & promote as a local history, community engagement and educational resource	Ongoing	CC/SE  CC/BC  Engagement Team
6	Staffordshire Name Indexes	Volunteer work to continue to add new indexes	Ongoing	CC/volunteer groups
7	Find My Past	Ongoing review of relationship with commercial providers  Promote resources through social media etc. in collaboration with library colleagues		JT/AHMT  Engagement team
8	Social media	Implement posting schedule & content calendar, use in line with comms plan  Monitor and respond to changing audience trends and new platforms  Follow service and authority best practice guidance  Facebook: Archives and Heritage: news updates; engaging images, marketing Facebook: Staffs Pasttrack: engaging images	Ongoing	SE / Engagement Team  Content from all teams

		<p>Twitter: Share collections, project updates, connect with partners etc  Instagram: stories &amp; reels to celebrate projects, sharing collections, marketing events via stories  YouTube: celebrating projects, educational resources, hybrid offer content, videos as access tools, host exhibition video content</p> <p>Review &amp; update naming, wording, branding &amp; design across all accounts</p>	Summer 2023	SE
9	e-Newsletters	<p>Maintain twice monthly service newsletter with information about service changes; events; projects; SHC developments; etc.</p> <p>Maintain weekly SHN newsletter</p> <p>Maintain seasonal volunteer newsletter</p> <p>Establish termly education newsletter for local schools &amp; teachers</p>	Ongoing	HJ / Engagement team / content from all teams
10	Blogs	<p>Minton Archive Project blog - maintain</p> <p>“A Case for the Ordinary” Project blog – retained as a resource to accompany the exhibition</p> <p>“Bawdy Courts” Project blog – maintained &amp; supported by volunteers</p> <p>The Learning Room – retain as a resource for volunteers &amp; placement students</p> <p>Create a SHC Project progress record</p> <p>Launch Rugeley Power station blog</p>	Ongoing	AD  CC/RJ  MW/RJ  MW/Engagement Team  SE  CC/AC

11	Digitisation	Ongoing digitisation project strands as set out in the activity plan	In line with SHC Activity Plan	BC/CC
12	Education Resources	Create specific family friendly and curriculum focussed resources to be hosted on the new website / shared on social media to compliment exhibitions, public programme & school offer		ES/SE
13	Training	<ul style="list-style-type: none"> <li>- Staff training to keep knowledge up to date particularly around access and inclusion</li> <li>- Ensure staff follow NLHF guidance &amp; sector best practice including online safety</li> </ul>	Ongoing	All staff
14	Events and Activities	Test and trial hybrid offers and digital alternatives throughout the public programme	Ongoing	Engagement Team