



Digital visitors are visitors too

W. Ryan Dodge
Chief Digital Officer
Ingenium - Canada's National Museums of
Science and Innovation
www.ingeniumcanada.org
[@wrdodger](https://twitter.com/wrdodger)



Hi everybody!

15+ years in Canadian museums
and public broadcasting

Leading digital engagement

Advocate for community focused
engagement practises





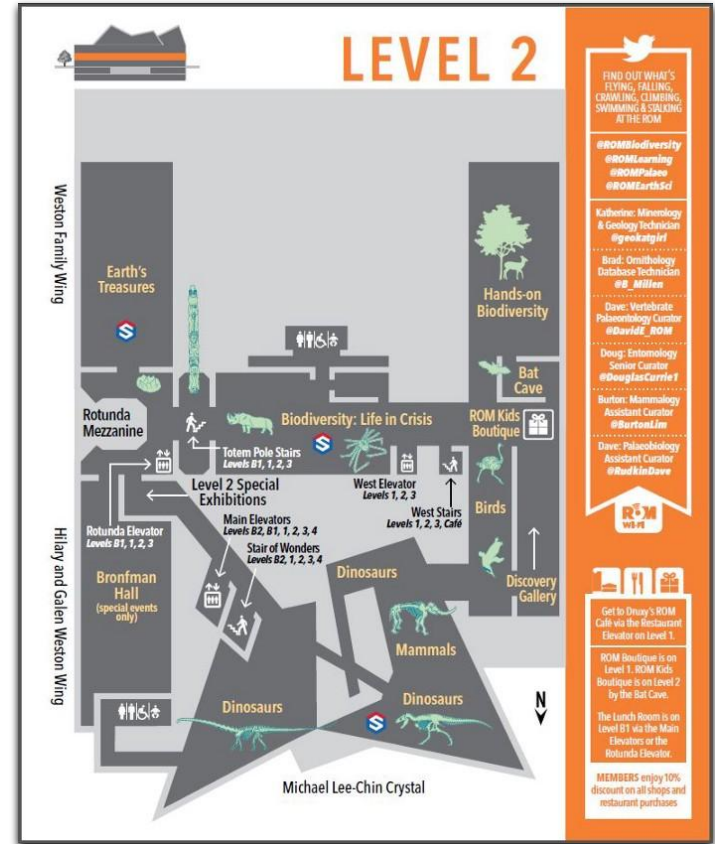
Digital engagement is everyone's job

With a proper foundation, digital engagement can be spread across the organization.

1. Strategy
2. Guidelines
3. Training
4. More training
5. Evidence
6. Trust



Trust your team





Be community focused

@CBC
MISSION



We are an audience driven team that curates CBC content and creates original content that generates deeper engagement and dialogue with Canadians around issues that matter to them.



Be community focused

@CBC TACTICS

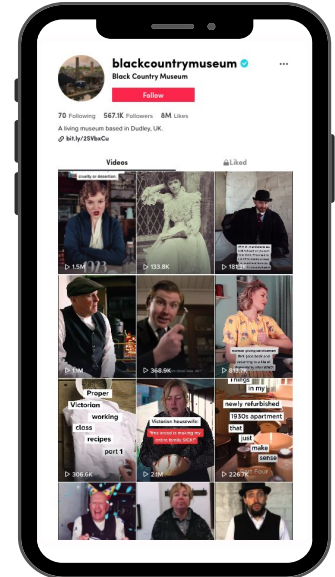
- 1 Use data to inform our decision making.
- 2 Share or repackage the best performing content across CBC verticals and local services. Ensure balance and JSP are followed on all news related posts.
- 3 Create original content based on audience interaction.
- 4 Align paid social to amplify the best of the best.
- 5 Take a test and learn approach to new content concepts.
- 6 Change something if it isn't working.
- 7 Support tentpole events with original content.

Community focused results



Go where your community is

If the community you want to reach is on a non-traditional platform, go there!



You may find a community you didn't know you had



Abby Bird • 2nd

Communications Manager at Black Country Living Museum
3w • 🌐

I really wanted to know a bit more about our 550k TikTok followers, so I decided to just ask them directly. Here's what I found out:

- ✅ 74% of our followers are under 30
- ✅ 52% of our followers hadn't ever visited us before they encountered us on TikTok
- ✅ 81% said that interacting with us on TikTok was the first time they'd interacted with a museum on social media, ever (let that one sink in)
- ✅ 96% said that our content on TikTok has made them more interested in visiting the museum

I always knew that we were reaching a younger, less "culturally-engaged" audience on TikTok but these figures are absolutely incredible. I'm genuinely so excited to see what kind of impact this has when we re-open 🙌🙌🙌



@CBC MONTHLY SOCIAL REPORT

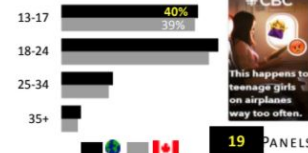
MARCH 2019 |



snapchat

	UNIQUE VIEWERS	ATTACHMENT CONVERSION RATE	TOTAL VIEWS	TOTAL INTERACTION (SHARES+SCREENSHOTS)	SUBSCRIBERS	
	1,636,025	19.9%	5,803,101	5,742	20,512	78%
	207,733	22.1%	791,669	1,073	3,374	21%
	12.7%		13.6%	18.7%	16.4%	1%

WEEK OF MARCH 25 AIRPLANE





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Instagram: @wrdodger

LinkedIn:
<https://www.linkedin.com/in/wryandodge/>

