Connect & Grow: Effective Digital Storytelling in Museums

@MedhaviGandhi
Sharing Stories: the opportunity

People spend an average of 6.4 hours online, each day*

- Find Information
- Learn
- Education
- Spare-time browsing

*https://datareportal.com/global-digital-overview
In today’s session

Creating a digital storytelling strategy

Framing Stories to create a community
The art of digital storytelling

CAPTIVATE. CONNECT. CONVERT
On a scale of 1 - 10, how important is community building to you — WHY?
Let’s begin!
The art of digital storytelling

CAPTIVATE. CONNECT. CONVERT

Engage emotions
Make Information memorable
Establish a connection
Who is our audience?

How can we know them better?
Who is our audience?
Who is our audience?

How can we know them better?

William Dalrymple @Dalrymple... · 14h
The fascinating story behind this 18th century portrait of three princesses from Mysore theheritagelab.in/portrait-of-th... via @theheritagelab

Prashant Bhushan @pbhushan1
So fireworks in India came from China during Mughal times. But BJP says fireworks are essential for Diwali!

In Paintings: Diwali & A History of Firecrackers in In... theheritagelab.in
17/10/17, 1:53 PM
241 Retweets 479 Likes
Making it “relatable”

Discover something new/ Delight

Intrigue

Highlight / Acknowledge /enable sharing

Call to Action
A compelling narrative

This is probably the most-photographed sculpture at the Salar Jung Museum. Popularly known as the “Double Statue of Mephistopheles & Margareta”, the sculpture is carved out of a single log of sycamore wood and has two distinct images on either side. It was acquired by Mir Turab Ali Khan (Salar Jung I), in 1876 during his travels in France.

The life-size sculpture depicts the haughty, evil Mephistopheles back to back with the gentle, meek looking, Margareta.

Mephistopheles is clad in a hooded cloak, heeled boots and has a long face with a cynical smile (that will remind you of Voldemort) all things Evil; Margareta on the other side has a prayer book in one hand, looks down and lost in love. The sculpture is a representation of two characters, from the famous German drama “Faust” (by Goethe).

The story behind this double-sculpture at Salarjung Museum: a blend of Good and Evil

Faust by Goethe

The story of Dr. Faustus begins in Heaven where Mephistopheles makes a bet with God. He says that he can lure God’s favourite human being (Faust), who is striving to learn everything that can be known. The Lord
Adapt to different formats

Look! #BernieSanders made it to Begum Samru’s household in Old Delhi! And those #erniemitten stand out amidst the beautiful Indian embroidered shawls. Don’t you think?

#artmemes
Original painting @CBL_Dublin
Consistency is key
Have you been following our #SufiThursdays campaign? The wonderful friends on Twitter and Instagram often share stories that we do not know of! #SufiThursdays has been our way of acknowledging Sufism's approach to peace.

Hemant @hemantsarin · Sep 3, 2020
Guru Nanak Dev ji conversing with Sufi Rahman Shah (who was he?). Bala with Chauni & Mardana with Rabab also depicted. 1830 Pahari from NMnewdelhi #Art #History #SufiThursdays #Sikhism @DalrympleWill @JungNiang @JasKand @Kharagkat @sharadmohhan @PropitiousOn30 @dpnikiar

Sharad Mohan @sharadmohhan
The tomb of Sufi saint Sheikh Salim Chishti was completed in 1580-81. @iamrana @DalrympleWill @swativashishtha @Peachtreespeaks @ranjona

#SufiSheikhSalimChisti with attendants/musicians. Akbar asked Chishti to pray for a male heir to the throne. Chishti blessed Akbar & soon the first son was born to him. 19th cen, pic frm @britishmuseum #Art #History #SufiThursdays @DalrympleWill @iamrana @sharadmohhan @JAJafri

You and 8 others
Hemant @hemantsarin · 24m

with Sir Harry Smith, the hero of Aliwal on his right, the Several Members of Council & other officials assembled on horse back. The guns were arranged in a line. ...4/5

In Pictures: The Triumphal Reception of the Sikh Guns

October 4, 2021

Pic 1 courtesy @brownlibrary Pic 2 courtesy @bonhams1793 info from Indian Portrait 3 by Anil Relia & The Life of the Right Rev. Daniel Wilson (1861) ...5/5

Hemant @hemantsarin · 24m

"@theheritagelab publish"

By Hemant Sarin
Building a community

find a partner who will switch off the alarm before you

Indians Parents

Indian education system

#artloves #indianpainting
#indiantings #indiaunseen
#artwatcher #art_published

Edited · 9 w

shubha_bagde 😊

Liked by jadedmalu and

MAY 5, 2021
Measuring Impact
Community in the age of Algorithm

Post insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn more

- Heart: 2,514
- Love: 18
- Yell: 587
- Mute: 651
Questions?

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Thank you!