

Digital engagement



Society and strategic choices

1

We have embraced digital as a democratic and participatory platform.

Digital engagement



Society and strategic choices

2

We monitor the rapidly changing digital environment regularly.

Digital engagement



Society and strategic choices

3

We have a strategy for how we want to advance in the digital dimension that reflects our impact goals.

Digital engagement



Organisation and processes

4

Digital is considered transversally and strategically in all of our processes.

Digital engagement



Organisation and processes

5

We rethink our services and processes when going digital, instead of merely converting analogue processes into a digital format.

Digital engagement



Audiences, communities and engagement

6

We have a digital engagement plan, with definitions of what is meant by engagement and how it is achieved.

Digital engagement



Audiences, communities and engagement

7

Our digital engagement activities are sensitive to audience needs and developed through dialogue.

Digital engagement



Audiences, communities and engagement

8

We build, interact with and support on-line communities that are central to our impact goals.

Digital engagement



Opening and sharing of content

9

We have a clear understanding of the conditions under which digital access can be provided, and regularly review our policies.

Digital engagement



Opening and sharing of content

10

We allow maximum access to our heritage content, in line with our impact goals.

Digital engagement



Opening and sharing of content

11

We work with different communities and networks to develop and enrich our digital content.

Digital engagement



Opening and sharing of content

12

We take active steps to ensure that our digital content resources are findable, accessible, interoperable and reusable.

Digital engagement



Competences

13

We ensure that our staff have the necessary competences for working with the digital domain, and these competences are regularly updated.

Digital engagement



Competences

14

We ensure that competences in digital engagement and digitalisation are transversal in all activities across the organisation.

Digital engagement



Competences

15

We develop our competences in the digital domain through partnerships and networks.