Digital Strategy

What is it?

A Digital Strategy is:

- A plan that outlines your digital goals and how you will achieve them
- A living, evolving document
- A document to help you make choices for your organization

A Digital Strategy is not:

- A rigid document that stays the same over time
- A marketing, web, or social media strategy
- A series of goals with no plan to achieve them

What are the benefits?

- You can identify where you want to be, and how to get started.
- You can better meet your goals by knowing your priorities and plan.
- You can make informed decisions on how to build a stronger organization.

What should it cover?

- Anything covered in your digital strategy should align with the ultimate mission of your organization. It should improve what you already do.
- It will typically cover: vision, guiding principles, priorities, and action plan (see table below).

| Vision | How you want to use digital to support ‘what you aspire to be’ as an organization |
| Guiding Principles | The beliefs and values that guide your decision-making when it comes to your digital vision |
| Priorities | The goals you have for digital – what you want to focus on within your organization. Consider these six dimensions when you are thinking about your priorities. |
| Activities and Services | The way you use digital to deliver activities and services |
| Audience | The groups of individuals that you serve |
| Channels | The digital platforms used to deliver your services |
| People | Your employees, who help to deliver and manage digital |
| Process | The policies and procedures that help to enable digital |
| Technology | The underlying technology within your organization |

If you ask these questions:

- How can I achieve my digital goals?
- Where should I be focusing my digital efforts?
- What do I need to do to get started?

Consider developing a Digital Strategy!
Your Digital Strategy builds on your Digital Maturity and Needs Assessments. It helps you prioritize your digital goals and allows you to create a plan to achieve them.

Have a look at the example strategy below. Remember that you are in control of your strategy. You make the choices and decide what your priorities are. Work closely with your consultant to ensure that your strategy is a useful tool for your organization.

**Example organization: Small local art gallery**

### Vision
Facilitate the sharing of artistic works of local artists with the general public, by using digital in a way that best supports visitor learning and engagement.

### Guiding Principles
- **Community-centric:** We care about the needs and preferences of each visitor.
- **Empowering:** Our employees and local artists have the tools and training they need to share artworks with the public.
- **Accessibility:** Services are accessible and will work for everyone.

### Priorities

<table>
<thead>
<tr>
<th>Activities and Services</th>
<th>Audience</th>
<th>Channels</th>
<th>People</th>
<th>Process</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop new digital activities and services</td>
<td>Customize the experience of our visitors at our gallery</td>
<td>Use digital channels to improve how we promote local artists</td>
<td>Encourage our staff and local artists to think digital-first</td>
<td>Measure and understand the benefits of using digital</td>
<td>Use digital to deliver a better overall experience for our visitors</td>
</tr>
</tbody>
</table>

### Action Plan

<table>
<thead>
<tr>
<th>Activities and Services</th>
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<th>Process</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Develop programming that is delivered online for those who can’t be in the gallery</td>
<td>Divide our audience into different groups, based on their preferences, needs, and behaviours</td>
<td>Create a gallery on our website where visitors can see current exhibitions</td>
<td>Give rewards to employees who think of new ways to use digital</td>
<td>Actively track and record results of digital, and analyze results</td>
<td>Make a digital reservation system for our visitors to schedule their visits for events</td>
</tr>
</tbody>
</table>

What comes next?
Once you’ve worked with a consultant to develop your Digital Strategy:
• You’ve now outlined your priorities and have a plan to achieve them.
• As you put together your plan to achieve your goals (and as you begin to execute that plan), you should consider: your capacity, resources available, benefits and costs.
• Your next step is to start applying the steps outlined in your action plan.