



# 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

**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!**

## 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.					
<i>Consider these six dimensions when you are thinking about your priorities.</i>					
Activities and Services	Audience	Channels	People	Process	Technology
The way you use digital to deliver activities and services	The groups of individuals that you serve	The digital platforms used to deliver your services	Your employees, who help to deliver and manage digital	The policies and procedures that help to enable digital	The underlying technology within your organization

## Action Plan

The steps you will take to achieve your priorities for each of the six dimensions in Priorities

## Digital Strategy: EXAMPLE

*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

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

#### Action Plan

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

## 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.