

Institute of Archaeologists of Ireland & The Discovery Programme - Archaeology and Innovation Ireland



An Chomhairle Oidhreachta
The Heritage Council



Successfully communicating cultural heritage content using social media and other online sources

Date: Friday 22nd November 2019

Venue: 63 Merrion Square, Dublin 2

Trainers:

Dr. Rebecca O'Neill (Project Coordinator, Wikimedia Ireland Community)

Padraig Clancy (Project Development Officer, Failte Ireland)

Deirdre Burns (Heritage Officer, Wicklow County Council)

Dr. Linda Shine (Public Engagement & Outreach Officer, The Discovery Programme)

Introduction

The dissemination of knowledge is crucial in archaeology and the wider cultural heritage sector. There are a large cohort of archaeologists who maintain an active online presence including social media profiles that address aspects of Irish cultural heritage in a creative manner. The creative and engaging manner used to disseminate the results of their work has brought them recognition for the quality of that work. There are several questions that archaeologists and the wider cultural heritage sector should address to gain insight into what it takes to communicate effectively and earn recognition with often self-taught public engagement and social media skills.

The one day training will tease out many of the main issues encountered in the promotion of the products of the cultural heritage sector. The topics addressed will include, the role of online content and the input required; how you can make social media pay or is it a labour of love?; striking a balance - setting a social etiquette and correct tone for use in the social media engagement; are online platforms like social media and blogging the major avenue for publication and publicity or is it a more engaging form of publication?; how do you identify the milestones in communicating in social media; what are the benefits and pitfalls of different social media platforms?; what makes a successful media campaign?; how do we ensure we engage a wide demographic, and how can we continue to engage with more traditional forms of media?.

Learning Outcomes

On completion of this course, the participants will have an understanding of the following:

1. The different types of blogs that attract readership
2. Be familiar with the pitfalls in trying to establish a successful social media presence
3. how to approach leveraging of crowd funding for specific cultural heritage projects
4. to identify the importance of using the correct type of language consistently on social media
5. how to ensure you are communicating with the widest possible audience and how target new demographics

Programme

09.40-10.00	Registration
10.00-10.10	Welcome
10.10-10.35	Padraig Clancy (Failte Ireland)
10.35-11.00	Deirdre Burns (Wicklow County Council)
11.00-11.30	Tea/Coffee
11.30-11.55	Rebecca O'Neill (Wikimedia Ireland Community)
11.55-12.20	Dr. Linda Shine (The Discovery Programme)
12.20-12.45	General discussion
13.00-14.30	LUNCH (not included in the course fee)
14.30-16.00	Open workshop guided by participant's queries
16.00-16.15	Summation and close

Registration:

People can register to attend the CPD workshop, by completing the Registration form and paying the relevant registration fee via paypal - <http://www.iai.ie/cpd/cpd-events/>. Members can register and pay via paypal through the CPD Registration option in the Members section of the www.iai.ie.

People wishing to pay by cheque, should post it along with the registration form to CPD Coordinator, 63 Merrion Square, Dublin 2.

Course fee:

Members	€20
Non-members	€25
Students/ Associate	€5
Non-member student	€10

Please note: Course fee includes light refreshments, lunch is not included