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Communication Guidelines & Plan

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1.1 About DOORS – Digital Incubator for Museums

Initiated by Ars Electronica, MUSEUM BOOSTER and Ecsite, DOORS – Digital Incubator for Museums responds to the need in the museum sector to redefine its services and relationship with audiences. The rapid technological development of the past few decades and the democratisation of knowledge sources exacerbated by the recent health crisis suggest that the way forward towards the redefinition of museums' role in society is inextricably linked to the digitalisation of the sector.

As digitalisation is quickly becoming a must in the cultural sector, DOORS sets the stage for a critical examination of this transformation and its implications to support the design of digital strategies that acknowledge the need to overcome the discourse of technology as a cutting-edge appendix and investigate its effects on wider contexts - both the institutional one in which it is employed and the wider environmental one.

At the same time, DOORS seeks to democratise innovation and offers small and medium-sized museums across Europe an opportunity to steer the direction of the sector's digital transformation. The challenges of digitalisation are disproportionately found within small museums where the technologies and expertise to launch and sustain digital strategies are usually unattainable. To bridge this gap, the programmes will focus on the specific needs of small institutions and offer them access to knowledge, resources, expertise and an incubation and skill-building programme.

The starting point will be an assessment of the sector, including an analysis of the needs, in-depth research of best practices and a self-reflexive diagnostics process participating institutions will engage in throughout the programme. This assessment will provide a comprehensive overview of the sector that will be the basis for adjusting and refining the digital pilots conducted in two incubation stages. The first incubation stage will create a general framework for implementing digital pilots, including an overview of the status-quo, a self-diagnostics tool for museums to assess their digital maturity levels and an introduction into potential areas of innovation. During this period, the project aims to set the basis for cross-sector collaborations that will enable the design of digital strategies beyond the timeframe of DOORS. The second stage will be the time for specific pilots to become a reality and for museums to go through the implementation process, try, test, reiterate and draw conclusions.

DOORS sets up a space in which institutions and their staff, the DOORS consortium, the Orbit around the programme - advisory board members, jury members, mentors, together with experts from the creative and tech industry, engage in continuous conversation to expand each other's understanding of what is possible, needed, and desirable in the field of museum digitalisation.
The dissemination of knowledge is another essential part of DOORS. We aim to make a considerable contribution to the collective knowledge of the museum sector by publishing resources developed throughout the project.

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2. Background

2.1 Context

In 2016, in the Digital Transformation in Museums report, Axiell suggested that digitalisation in museums is about digitalising their cultural services and re-designing relationships with museum audiences. This points to the change in the value chains brought about by the emergence of digital cultural offers that calls for new value and business models.

The global health crisis has hit the sector particularly hard, further stressing the need for new revenue and distribution models. According to UNESCO estimates, 90% of the world's museums, or more than 85,000 institutions, have closed their doors, and a number may never reopen. The temporary closures have had severe economic and social consequences that may affect museums in the long term. The same UNESCO report points to the digitalisation of the museum sector as a response to this crisis. While many institutions have devised new ways of maintaining contact with their audiences, expanding their outreach and generating alternative financial resources with the help of the digital environment and its tools, digital initiatives are still unevenly distributed within the sector. Led mainly by "big museums" with existing infrastructure, staff capacity and investment, these initiatives are rarely found in small institutions. Although some of the resources required are easy to set up in the European context (IT equipment and a stable internet connection, for instance), their sustainability and evolution demand a strategic approach that involves skilled staff and advanced educational programmes on digital applications.

2.2. Overall Objectives

In this context, DOORS has defined the following objectives:
- Set the stepping stone for small and medium-sized museums to develop **sustainable digital strategies**
- **Increase access** to knowledge and expertise regarding digitalisation for small and medium-size museums
- **Democratise innovation** by involving small museums and institutions in the design of digital pilots tailored to their contexts
- **Critically examine the implications of digitalisation** to avoid its unintended consequences

These goals have subsequently informed the more practical purposes of the project:
- Conduct a **needs assessment** of the sector in conjunction with an incubation programme focusing on defined **key innovation areas**
- Develop a **diagnostics tool** that allows museums to assess and understand their digital maturity level
- **Select** primarily **small and medium-sized museums** for the incubation programme
- Set up **an incubation programme** to enable the design and roll-out of digital pilots in 20 European museums
- **Connect and facilitate collaborations between museums**, experienced **museum practitioners** and experts from the **tech and creative sector** to build upon a common understanding and language of the digitalisation of the sector
- Contribute to the collective knowledge with an **E-Publication - Guidelines for a Digital Transformation**

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3. Communication Strategy

The communication strategy of DOORS will serve the overall objectives of the project and will focus on two main narrative strands:

Findings, learnings and insights from the research and the practical implementation of the pilots to raise awareness about the digital transformation approach and the broader EU level initiatives among the wider cultural community and policymakers.

Project updates to keep interested parties informed about the development of DOORS.

Our strategy is to involve all those with a role in the project in the communication activities to address and engage a wide range of audiences and offer different angles on the topics and themes tackled by the project.

The DOORS consortium - Ars Electronica, MUSEUM BOOSTER and Ecsite - will use their channels to engage their networks of museums, cultural institutions and practitioners.

Participating institutions will use their platforms to highlight their involvement in the incubation programme, share learnings with peers and their digitalisation endeavours with audiences.

The ORBIT will be involved in the communication efforts to ensure the goals and methodology of the DOORS programme reaches the broader community of museum practitioners.

The messages will build on existing narratives around digitalisation and seek to spark new, more inclusive conversations in which small museums are given a voice. Our messages will include the following themes and topics:

Sustainability of digital initiatives at an institutional level
Sustainability of digital technologies in general (with a focus on green technologies and potential unintended consequences of digital)
The status-quo of the museum sector (challenges, concerns, expectations and foreseen future developments)
The benefits and best practice examples of **cross-sector collaboration between the cultural and the tech and creative sector**
Sharing research results, resources and best practices collected throughout the project
Documentation of the incubation programme and the pilots implemented
Project announcements (open events, conferences, deadlines etc.)

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3.1 DOORS Consortium

Ars Electronica will regularly update all communication managers on the foreseen communication activities. The consortium partners will play a significant role in the dissemination of information. The communication activities planned will be conducted by all consortium partners.

To ensure all consortium partners can contribute to the communication efforts, Ars Electronica will provide the partners with:

- Communication guidelines (Annex 1)
- The EU communication guidelines
- Communication plan and strategy
- Communication timelines for all channels (social media, website, blog, newsletter, press release, events, print, video)
- Communication Activity Tracker for monthly reporting
- A Microsoft Sharepoint folder to store and share documents
- Reminders and resources (text and visuals) for all communication activities

3.1.1 Objectives of the communication

The DOORS Consortium partners will be using their extensive databases to reach out to and attract a large number of applications for the first stage of the incubation programme.

Throughout the project, the consortium will seek to contribute extensively to the sector's collective knowledge by publishing and promoting the results of the research conducted, the learnings and best practices resulting from the practical implementation of digital pilots during the incubation programmes.

3.1.2 Key messages

The key messages will follow different threads:

1. Announcements, updates and insights into the project
2. Storytelling built around the aspects of museum digitalisation tackled by the project and the pilots
3. Research outcomes and resources (diagnostics tool, surveys and analytics, best practices, digital pilot development and implementation guidelines)

3.1.3 Target groups

The target groups will be small and medium-sized museums, museum and cultural professionals, as well as creative technologists and the broader tech and creative sector, policymakers and the media. Messages will be tailored to different audiences at different stages of the project.

- **Small and medium-sized museums** will be addressed throughout the project, in particular during the launch of the open call, the publication of resources and the final E-publication.
- **Museum and cultural professionals** will be addressed throughout the project, in particular with the launch of the publication of resources and the E-publication.
- **Creative technologists and the broader tech and creative sector** will be addressed throughout the project, in particular during the launch of the call for expression of interest.

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- **Policymakers** will be addressed throughout the project, with information about the rollout of the pilots and the outcomes of the research and assessment of the sector to raise awareness about the needs within the sector and encourage a commitment to further policies that support digital transformations.
- **International media outlets** will be addressed at key stages of the project with information about public events (two conferences), the open call launch, the publication of research findings and guidelines following the rollout of the digital pilots. The project will also make available a press kit.

3.1.4 Communication channels
The consortium will conduct a mix of online and offline communication activities throughout the project.

Online Channels

Visual identity
DOORS has developed a visual identity that makes the project memorable and easily recognisable. Aiming to appeal to museums and cultural institutions, we focused on creating a clean, simple yet, modern and arresting visual identity, including:
- Logo (high and low resolution, various formats)
- Animated logo
- Letterhead template (various formats)
- Press release template (various formats)
- Presentation template (PDF format)
- Short manual (logo/colour usage, colour codes, font info)
- Social media post templates (PDF format)
- Social media profile pictures (PNG format)
- Graphic elements, PNG (PNG format)
- Colour palette
- Fonts

The elements of the visual identity have been shared with all consortium partners and will be shared with participating museums and, if relevant, with ORBIT members for the promotion of DOORS across different channels.
The complete Visual Identity Guidelines are available in Annex 1.
Ars Electronica has created a Canva account to store the visual identity elements of the DOORS project and support the design of consistent visuals throughout the project.

DOORS Website
The website will be the leading platform for information dissemination about DOORS, Digital Incubator for Museums. The dedicated website is hosted as a subdomain on the Ars Electronica website: https://ars.electronica.art/doors/en/.

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The web architecture clusters the content in a logical manner to create an easy user experience. The website includes the following pages:
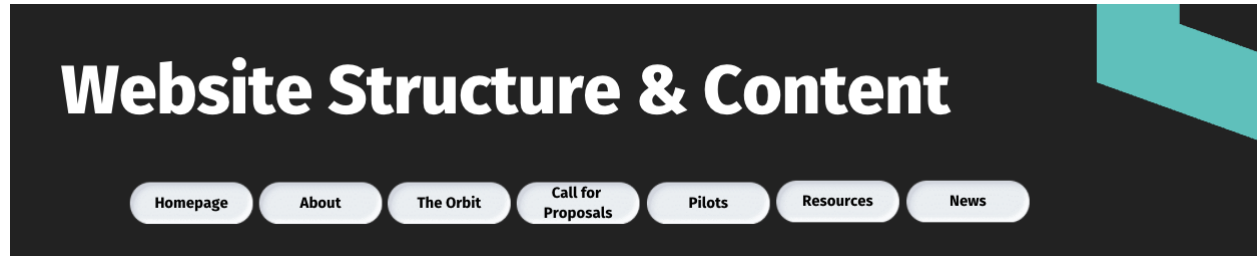
The DOORS consortium will use the website and blog to publish **information** about the project (open call, incubation stages etc.) and **resources resulting from the extensive research** conducted throughout the project in the form of **case studies** of pilot programmes, **articles** on topics relevant to the project, **editorial and video content** (e.g. **interviews** with ORBIT members and participating institutions) and (if applicable) **guest articles** (by participating museums and/or members of the ORBIT).
The formats will vary and can include written, video or audio content.

To leverage the extensive networks, MUSEUM BOOSTER and Ecsite will also create a subpage for DOORS on their websites, linking to the project website. In addition to this, partners will update their respective websites with information about the open call and upcoming public events and activities as part of DOORS.

Website KPIs:
The consortium aims to regularly create new content for the website to attract new audiences and promote the project. The following activities are planned:

- 1 article/interviews/study case/video every two months for the first 12 months of the project
- 1 article/interview/study case/video a month in the second half of the project
- Regularly share news in the cultural sector. We rely on third parties to provide their content, and we will carefully select the relevant news.

The articles will also be featured in the consortium partners' newsletters/mailings and promoted on social media through organic posts and paid ads to ensure greater dissemination of the project's findings within the sector.

Newsletters & Mailings
DOORS - Digital Incubator for Museums, will be featured regularly in all consortium partners' newsletters/mailings, in a **minimum of 6 newsletters/mailings per partner.**

The announcements featured in the newsletters/mailings may include, but are not limited to, the following:

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- Open call launch (December 2021)
- Survey dissemination (December 2021 - January 2022)
- Selected institutions for the 1st stage (March/April 2022)
- Start of the 1st stage of the incubation programme (April 2022)
- Selected institutions for the 2nd stage (October/November 2022)
- Start of the 2nd stage of the incubation programme (November 2022)
- E-publication release (August/September 2023)
- DOORS will be featured at least two more times by all partners to include the dissemination of public events and the articles/interviews/study cases/videos published on the website.

Partners will coordinate to feature important project announcements in the same monthly newsletters/mailings. However, dates will differ depending on the partner's newsletter/mailing calendar.
If necessary, newsletters/mailings disseminating resources will be sent by a different partner each time to ensure a wider reach and content relevance for specific target audiences, as well as avoid sharing the same content should recipients overlap. All partners will promote some resources, e.g. the final E-publication.
Partners will report on the number of newsletters/mailings recipients and other metrics relevant to measuring the impact of the email campaigns.

Ars Electronica and Ecsite gather over newsletter 12000 subscribers. MUSEUM BOOSTER will reach out to their extensive existing database with regular mailings.
Newsletter recipients are subscribers to Ars Electronica and Ecsite newsletters, or part of the MUSEUM BOOSTER database and email campaigns are in compliance with GDPR rules.

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Social media

The DOORS consortium will:

- use primarily LinkedIn, Twitter and secondarily, Facebook, Instagram, YouTube to promote the project, disseminate learnings and research outcomes and raise awareness about the expectations and practices in the field of museum digitalisation
- create social media campaigns for the target audiences focusing on different narrative strands, following the overall goals of DOORS and the Digital Transformation programme
- post a minimum of 70 posts throughout the project/ an average of 1 post per partner per month.
- use the following hashtags on all posts: #doorseu #museumdigitaldoors #doorsdigitalincubator #museumdigitalization #musetech #MuseumFromHome combined with other relevant hashtags for each post. Ars Electronica will continuously update the list to ensure new relevant hashtags are incorporated.
- mention the other consortium partners in their social media posts
- encourage ORBIT members and participating museums' contributions to social media campaigns

The social media content pillars and calendar for each stage are detailed below. These are subject to change and will be adapted and adjusted throughout the project:

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Campaign	Target groups	Time Frame	KPIs target/campaign
Open Call Launch/ Submission deadlines/ Reminders	Museums Museum Practitioners	November - February	- 9 posts in total; 3posts/partner - 180 total reactions - 270 audience reach - 6 social media ads in total (Ars Electronica Channel) - 4K audience reach - 200 Link Clicks
Call for Expression of Interest	Tech&Creative Sector	November - February	- 3 posts in total; 1 post per partner - 60 reactions - 90 audience reach
Winners Stage I	Museums Museum Practitioners Tech&Creative Sector	March 2022	- 3 posts in total; 1 post per partner - 60 reactions - 90 audience reach
Incubation Program Start	Museums Museum Practitioners	April 2022	- 3 posts in total; 1 post per partner - 60 reactions - 90 audience reach
Incubation Program Insights	Museums Museum Practitioners	April - June 2022	- 9 posts total; 1 post/partner/ month - 180 total reactions - 270 audience reach
Winner Stage II	Museums Museum Practitioners	October 2022	- 3 posts in total/1 post per partner - 60 reactions - 90 audience reach
Incubation Program Start	Museums Museum Practitioners	November 2022	- 3 posts in total/1 post per partner - 60 reactions - 90 audience reach
Incubation Program Pilots Introductions & Storytelling	Museums Museum Practitioners Tech&Creative Sector Policymakers	Nov. 2022 - Sept. 2023	- 20+ posts in total/1-2 posts per partner a month, each post introducing a pilot - 400+ reactions - 600 audience reach
Resources (Diagnostics Tool, Articles, Interviews, Best Practices, Guidelines, etc.)	Museum Practitioners Tech&Creative Sector Policymakers Media	Throughout the project	- 10 posts in total - 200 reactions - 600 audience reach - 5 social media ads - 2K audience reach - 100 Link Clicks
Public Events (two conferences; open events during incubation programme)	Museum Practitioners Policymakers Media	Sept. 2022 - Dec. 2023	- 10 posts in total - 200 reactions - 600 audience reach - 5 social media ads - 2K audience reach - 100 Link Clicks

Video & Photo Strategy

DOORS will produce high-quality and engaging video content that follows communication trends and matches content standards to share knowledge, increase engagement, and create awareness amongst museum practitioners about the activities and outcomes of the project. The video strategy will be impact-driven, following a deep understanding of the target groups, defined narratives, and the dissemination and communication channels.

Partners will produce **10 videos,** including **documentation of talks and workshops during the two conferences hosted by Ars Electronica and Ecsite and other public events during the incubation programme**.

If relevant, other videos will be produced by participating museums to showcase the pilots in interviews with team members involved in the rollouts of pilots, footage from the museum etc.

The purpose of the videos will be knowledge sharing and they will be published on the partners' YouTube channels (if applicable) and in the Resource section of the DOORS website, as well as promoted both on social media and in newsletters/mailings.

Press

DOORS will send out **5 press releases** and, if relevant, host one public announcement/press conference for international and local media outlets during one of the two conferences.

The content of the press releases will include strong narratives that share the DOORS programmes to appeal to and engage the museum sector and policymakers.

Press releases will be published at different stages of the project by all partners, as follows:

- One press release with the launch of the open call
- One press release announcing the museums selected for the first stage of the incubation programme
- One press release announcing the pilots rolled out in the second stage of the incubation programme
- One press release announcing the first conference at Ars Electronica in September 2022
- One press release announcing the second conference at Ecsite in June 2023
- If relevant, one press release announcing the publication of the guidelines and the summary of the project.

Press Conference

- If relevant, one public announcement/press conference during the Ars Electronica Festival in September 2022 or Ecsite's Annual Conference in June 2023.

Additionally, partners will publish a press kit on the DOORS website.

E-Publication
Guidelines for a Digital Transformation
To raise awareness about the goal of the Digital Transformation programme in general, and DOORS in particular, and contribute to the sector's collective knowledge, institutions taking part in the second stage of the incubator will produce an E-publication that summarises the learnings accumulated throughout the rollout of their pilots. The Guidelines will be made public on the DOORS website and disseminated on social media channels, newsletters/mailings and during events to reach museum practitioners and institutions interested in developing digital strategies, as well as policymakers working in and with the sector.

In addition to this, the project will be featured in the January 2022 edition of Spokes, Ecsite's science engagement magazine. The magazine has a readership of 2500+.

Offline Channels

Printed promotional materials
DOORS will be presented in a series of online events as part of conferences at Ars Electronica Festival in September 2022 and Ecsite in June 2023.

In both cases, the project will be featured in printed/digital catalogues and/or reports, as follows:
    Ars Electronica - 1500+ printed and distributed catalogues annually
    Ecsite - Annual Reports (2021, 2022 and 2023) sent out to 2500+ subscribers and members of the Ecsite network

Dissemination Events
Consortium Partners' Conferences
Two high-impact conferences organised by members of the consortium will ensure further dissemination of the project:
    Ars Electronica Festival with approx. 100.000 visitors yearly
    Ecsite Annual Conference, the largest science communication conference in Europe, reaches over 1000 professionals annually. During the Ecsite Annual Conference, sustainability workshops will present pilot outcomes to museum operators across Europe to enable a systematic pilot take-over from interested stakeholders. The workshops will be open to all Ecsite Annual Conference ticket holders. A series of online events preceding the conference will also be organised for museums participating in the incubation programme.

Other Events
The partners aim to participate in various national, European and international events such as conferences, expert workshops, and representation meetings within the museum and creative-tech sectors to present the project.

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3.2 Participating museums

Museums participating in the two incubation stages of our programme will play a key role in promoting the project and disseminating its outcomes and the knowledge produced. Museums will receive:

● Communication guidelines (DOORS visual identity, communication materials, do's/don'ts, tags, hashtags, etc.)
● The EU communication guidelines
● Communication plan for social media, newsletters/mailings, website, press and video. The current communication plan will be updated in M12 to include individual plans for each of the 20 funded pilots in stage II of the incubation programme.

3.2.1 Objectives of the communication
The museums taking part in the incubation programme will communicate their involvement in the incubation programmes and promote the pilots with the following goals:
1. Raise awareness about the project and the Digital Transformation programme of the EU.
2. Raise awareness among local policymakers about the importance of integrating digital technologies in the infrastructures of the cultural sector.
3. Raise awareness about the project and its public resources among peers to create a vast network of museums that can collaborate and support each other in designing and implementing future digital strategies.
4. Contribute to a new understanding of museums and cultural offers with their audiences.

3.2.2 Key messages
The key messages of the communication strategy will follow two different threads:
1. Announcement of participation in the project
2. Storytelling built around the aspects of museum digitalisation tackled by the project
3. Sharing learnings from the rollout of the digital pilots (only applicable to museums taking part in the second stage of the incubation programme)

3.2.3 Target groups
● **Museum Audiences** to create interest in the digitalisation of museums and their innovative digital offers and visitor experiences and contribute to a new understanding of the museum as an innovative space of knowledge dissemination in the collective imagination.
● **Policymakers** will be targeted with information about the rollout of the pilots, the outcomes of the research and assessment of the sector to raise awareness about the needs and potential of digital transformations in the cultural sector and encourage a commitment to further policies that support it.
● **Other museums and cultural institutions** to share knowledge and expertise gained in the incubation programme.

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3.2.4 Communication channels

Website
The websites of the museums participating in the two stages of the incubation programme will feature information about the project and the institutions' participation in it, under the tagline:

> [MUSEUM NAME] is part of the DOORS - Digital Incubator of Museums network.
> DOORS has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036071.

Alternatively, if applicable, graphics (e.g. a badge/DOORS logo) can be made available to be embedded on the websites and social media channels of participating museums.
The museums participating in both incubation programmes will also have to include regular updates on their website about their participation in the programme, as follows:

- 1st stage
    - Announcement of their selection
    - (Optional) short updates about the incubation activities and their involvement
    - (Optional) one short article about museum digitalisation (topics covered in the incubation programmes, topics of interest in their context, learnings etc.)
    - Testimonial at the end of the incubation stage about the outcomes/ experience etc.
- 2nd stage
    - Announcement of their selection
    - Dissemination of public activities (inspiration sessions, conferences etc.)
    - One article about museum digitalisation (topics covered in the incubation programmes, topics of interest in their context, learnings etc.)*
    - (Optional) short updates about the incubation activities and their involvement
    - Testimonial at the end of the incubation stage about the experience/release of E-publication

*Articles will also be featured in the Resources section of the DOORS website.

Social Media*
Participating museums will receive a suggested social media strategy comprising content ideas and a visual identity kit.
Social media content can include, but is not limited to:
- Essential Announcements (announcement of their selection for the incubation programme, the start of the incubation period, post-event/activities reviews, announcements of public events (inspiration sessions, conferences, pitching sessions), etc.)
- Storytelling around the following narrative strands:
    - The importance of digitalisation in museums (with a focus on particular contexts)
    - The implications of digitalisation for their audiences, staff, the institutions themselves and the wider networks within the museum and cultural sector.
    - The progress and learnings from their digital pilots (excluding confidential information)

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Newsletter

For the second stage of the incubation programme, the museums participating will feature DOORS and the incubation programme in **at least 2 newsletters/mailings**. Features are encouraged in the first stage of the incubation programme but remain optional.

- 1st stage (Optional)
    - One newsletter announcing their participation in the incubation programme
    - One other newsletter with short updates (the incubation activities and their involvement, promoting an article published on the topic of museum digitalisation, announcing the end of the incubation stage, etc).
- 2nd stage
    - (Optional)Announcement of their selection
    - Dissemination of public activities (inspiration sessions, conferences etc.)
    - One article about museum digitalisation (topics covered in the incubation programmes, topics of interest in their context, learnings etc.)
    - (Optional) short updates about the incubation activities and their involvement
    - Announcement of the end of the project and release of E-publication

Press

For the second stage of the incubation programme, the museums participating will send **at least 1 press release** in the local language. Press releases are encouraged in the first stage of the incubation programme but remain optional.

- Stage 1 (Optional)
    - Announce the launch of the project
    - Announce relevant milestones
- Stage 2 (at least one must be chosen)
    - (optional) announce the launch of the project
    - (optional) announce relevant milestones
    - (optional) present the final product and the E-publication

E-Publication

Museums participating in the second stage of the incubation programme will contribute to an e-publication summarising the knowledge accumulated throughout the programme, learnings from the implementation of their pilots and best practices. The e-publication will be disseminated on all channels (website, newsletters/mailings, press releases, social media etc.). Each museum will aim to reach out to 25 stakeholders.

Further Dissemination

In addition to this, the museums will also:
- Present DOORS and the pilot in at least one local or national conference or event.

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- Engage with local policy-makers to showcase what the project has achieved in their museum.

Reporting

Museums participating in the second stage of the incubation programme will have to submit in M10 of the pilot programme a short report on their communication strategy, the channels and activities that promoted DOORS - Digital incubator for Museums.

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3.3 Cross Promotion

3.3.1 DOORS Orbit
The ORBIT around the project, including Advisory Board members, Jury members, Mentors and tech and creative experts, will be encouraged to contribute to disseminating updates about the project and raising awareness about the needs, challenges, and potential of museum digitalisation.

The consortium will encourage the ORBIT members to use their social media channels to reach out to their audiences and thus, increase the outreach of our message.
Additionally, the ORBIT members will be encouraged to write articles and give interviews that will be published in the Resources section of the DOORS website and contribute to an environment conducive to knowledge exchange and collaboration within the sector and beyond.

Target audiences:
      Museum practitioners
      Tech and creative sector
      Policymakers
Message:
      Promotion of the open call
      Promotion of the E-publication
      The aim of the DOORS project
      The importance of museum digitalisation
      The implications, challenges and potential of museum digitalisation

3.3.2 Cross-Promotion across Network
To ensure the project and, in particular, the open call, reaches a large number of museums and stakeholders, the DOORS consortium will leverage connections with national and European networks (e.g. Ecsite's network of science centres, ICOM, NEMO, STARTS programme, Digital Innovation Hub Network, Europeana, and national networks of museums).

Target audiences:
      Museum practitioners
      Tech and creative sector
      Policymakers
Message:
      Promotion of the open call
      Promotion of the E-publication
      Project updates & public events

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Key Performance Indicators

	Website	Social Media	newsletters/mailings
Total	**Regular Updates/Resource Publication**	**220 posts**	**68+ newsletters/mailings**
Consortium	**1 article/interviews/study case/video every two months** for the first 12 months of the project **1 article/interview/study case/video a month** in the second half of the project Regularly share news in the cultural sector. We rely on third parties to provide their content, and we will carefully select the relevant news. *The dissemination strategy will include paid ads.*	**70+ posts** **1 post** on average/month/partner	**18+ newsletters/mailings** 6+ newsletters/mailings per partner
Participating Museums	**Incubation Stage 1:** one update announcing participation one testimonial at the end about the outcomes/ experience etc. **Incubation Stage 2:** one update announcing participation one update announcing public activities one article Testimonial at the end of the incubation stage about the experience/release of E-publication	**100 posts** **Incubation Stage 1: 40 posts** - at least one post/ participating institution **Incubation Stage 2: 60 posts** - an average of 3 posts/ participating institution for the duration of this stage; 1 posts/ every two months	**40 newsletters/mailings** Incubation Stage 1 (optional): 40 newsletters/mailings **Incubation Stage 2: 40+ newsletters/mailings** min. 2 newsletters/mailings per museum
ORBIT & Other partners		**50 posts** **Incubation Stage 1: 16 posts** - 1 posts/ ORBIT member **Incubation Stage 2: 16 posts** - 1 posts/ ORBIT member **Cross-promotions: 15 posts**	**10 newsletter features** (across promotion partners)

|	Press	Events	E-Publication
Total	**25+ press releases**	**22 events**	**5.000+ stakeholders**
Consortium	**5+ press releases in total**	**Two conferences** **Ars Electronica Festival,** September 2022 **Ecsite Annual Conference,** June 2023	**5.000 stakeholders** Outreach of each partner: Ars Electronica MUSEUM BOOSTER Ecsite *The dissemination strategy will include paid ads.*
Participating Museums	**40+ press releases** **Stage 1 (optional):** 40 press releases - 1 press release/museum **Stage 2: 20+ press releases** - 1+ press releases/museum	**20 public events** (presenting DOORS) - 1 event/ participating institution in stage 2 of the incubation programme	**500 stakeholders** - **on average, 25 stakeholders** reached by each institution in stage 2 of the incubation programme

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Since a considerable part of the communication activities relies on third-party stakeholders, the KPIs will be reviewed regularly and adjusted in accordance with the needs of the project at different stages and the resources of the institutions participating in the incubation programme.

In month 12, the present communication plan will be updated to include the individual communication plans of museums participating in stage II of the incubation programme. Participation institutions will also have to submit a final report in M10 of the pilot programme.

Partners will submit a final report of the communication KPIs in M24 of the project. Interim communication reports will be included in the progress reports in M12 of the project.

Annex 1
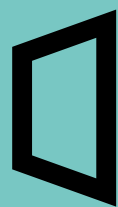
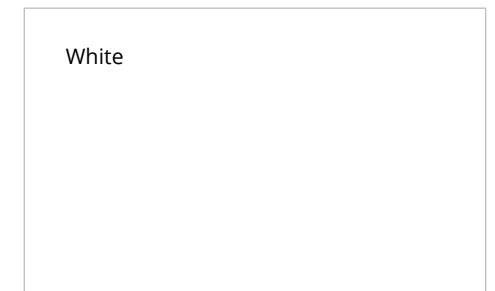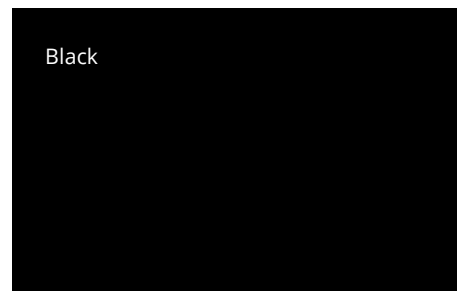D DOORS RS Digital Incubator for Museums

color palette

Turquoise is used as a background color and for graphic elements.

Dark gray is used as a background color.

The gradient from pink to orange is used as a background and for graphic elements.

The logo is only used in black on light backgrounds and in white on dark backgrounds.

RGB 120 199 195
CMYK 55 0 28 0
#77C6C2

RGB 38 38 38
CMYK 85% Black
#262626

RGB 233 64 144
CMYK 0 84 0 0
#E8408F

RGB 254 210 122
CMYK 0 20 60 0
#FDD179

Black

White
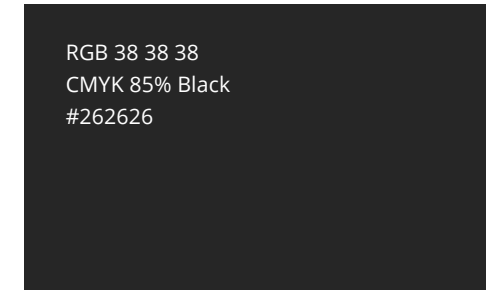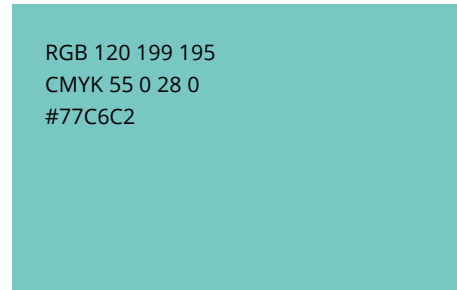
typography

Work Sans
Designed by Wei Huang

fonts.google.com/specimen/Work+Sans

This font is licensed under the Open Font License.

Work Sans Light

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890&?!:;,.

Work Sans Light Italic

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890&?!:;,.

Work Sans Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890&?!:;,.

Work Sans Italic

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890&?!:;,.

Work Sans Bold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890&?!:;,.

Work Sans Bold Italic

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890&?!:;,.

Work Sans ExtraBold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
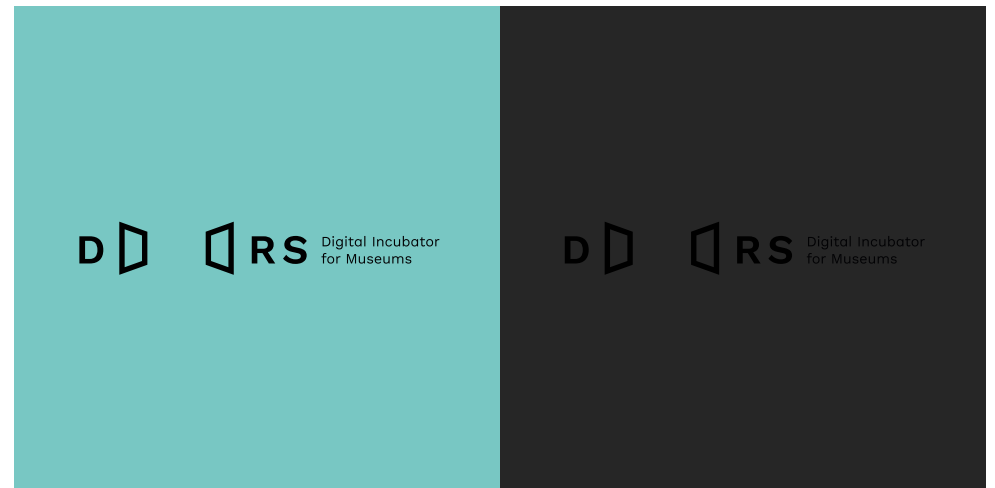**1234567890&?!:;,.**

Work Sans ExtraBold Italic

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890&?!:;,.

logo

DOORS logo

The logo is only used in black on light backgrounds and in white on dark backgrounds.

D[D [RS Digital Incubator for Museums

logo

DOORS logo solo

The logo is only used in black on light backgrounds and in white on dark backgrounds.
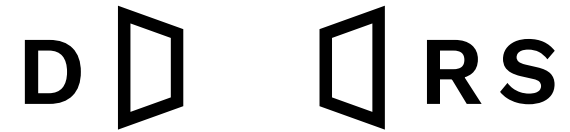
EU logo/flag

The EU logo is only to be used as shown on the right or described in the THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES and in conjunction with the following credit sentence:
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036071.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036071.

Social Media

The DOORS visual identity includes social media post templates.
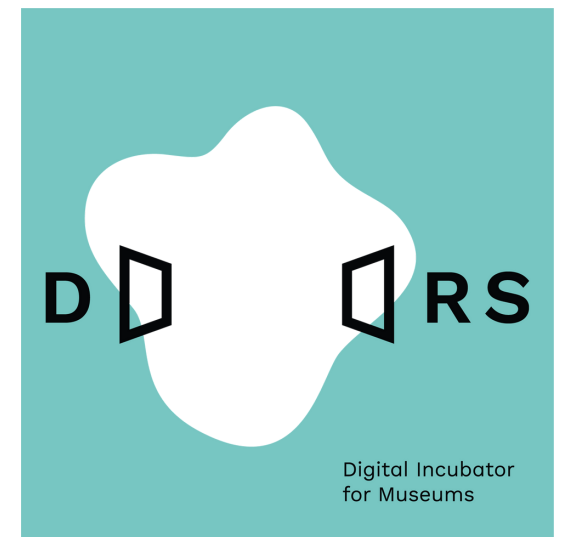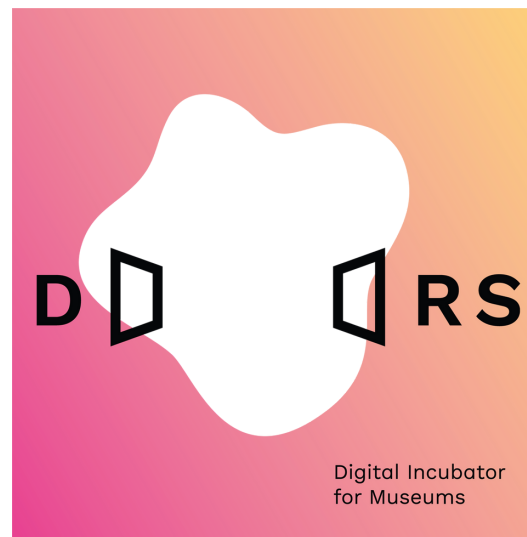
Graphic Elements

The DOORS visual identity includes graphic elements that can be used in different communication materials to ensure the visual identity remains coherent across different designs.

Templates

The DOORS visual identity includes document templates such as leterheards, press release and presentation.

Templates

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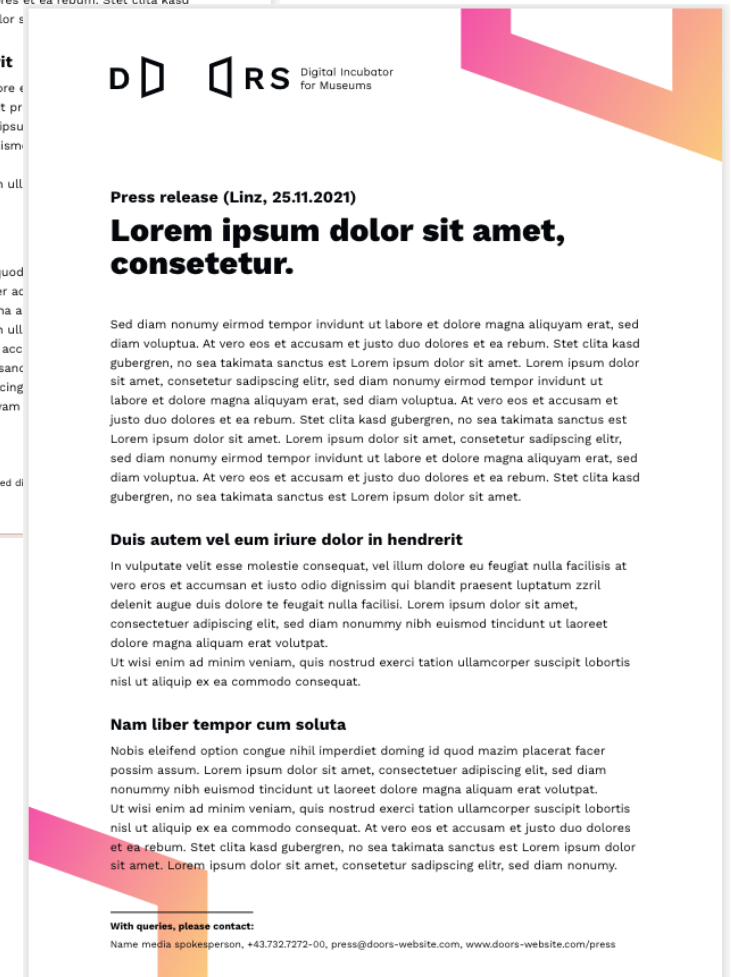- Lorem ipsum dolor sit amet, consetetur.
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DD RS