If you were recruiting a new person to your museum (in any role), what are the top three digital skills or literacies you think they would need to have?

project management

Understanding of metadata and its importance to the longevity of a collection

Social media

Working knowledge of a Collections Management System

Computational thinking

immersed in the digital world around us, i.e. up to speed with current developments on social media and with online engagement for cultural organisations

collections database skills

Agile project methodology

Collections management systems

Use software in a creative way

Microsoft Office (expecially Excel)

Creative problem solver - how to achieve / create something on minimal/no budget in short time-frames

Understanding of UX/ user journeys

Digital is like electricity/gas/water not a bolt on or to be undertaken for its own sake.

User centred design

Familiarity with user interfaces

Basic Word and Excel

spreadsheets (assuming basic windows skills come already)

The ability to perform internet and database searches effectively

Social Media

Microsoft office - excel, word

Ability to write content suitable for various digital platforms

website management

Adaptability - digital changes all the time

Strong/adaptable digital communication skills ie able to learn and use different tools to communicate (email / Slack / Whats App / Google Drive / Drop Box etc)

understanding how to manage files

Not to see digital as a thing apart

working with collaborative tools (e.g. google docs, sheets, etc.)

Social media and communications

Collaboration

Ability to find information from digital sources ie use internet, search catalogues from archives, museums etc

A understanding of how to use social media for genuine reach

Understanding of different devices/platforms and their uses and limitations. Must be current.

Awareness and enthusiasm for creative applications of tech to better achieve job goals

Email - ability to open, read and send

database skills

Troubleshooting issues using search engines

Microsoft Office skills

Excel

An assumption of openness makes the organisation work better.

appreciation and value of a website for the venue

That digital can be a useful tool for achieving organisational aims (but is also sometimes NOT the right tool also)
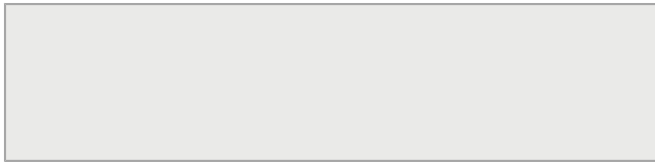
Copywriting

Setting up a museum email account

Resourcefulness - the ability to search all means
necessary to complete a task, including asking others
for help

MS Office skills - Word and Excel

Competency in most Microsoft packages: Word, Excel,
Powerpoint

Digital storytelling (offline & online)

copywriting

Experience of using collections/digital asset management systems

Experience in digital learning platforms

Working knowledge of Microsoft Office programmes - e.g. Word, Excel, Powerpoint

Advanced Excel skills

effective communication first, not tech first

image capture - camera, scanning

User centred design

Digital photography

Use the web appropriately to research topics

Understanding of databases

Self starter - ability to start small and scale up, take risks and don't be afraid to fail and learn from it

Content

Digital supports an effective organisation culture and business at all staff/governance levels.

SEO

Confidence with digital tools

Good email use and calendar, inc etiquette

google drive & similar file sharing tech

An understanding of social media's functionality, risks and benefits pertaining to the job and the institution (even if not a personal user)

Video

recognised collection database - Adlib, spectrum, modes etc

Ability to edit websites

social media

Emotional intelligence

Awareness understanding of identifying and using the best communication method for different messages

understanding image file extensions

To be capable of assessing needs now and in the future and making the most pragmatic technology call.

social media

Database searching / understanding

Communication/Social Media

Awareness of different social media platforms and who uses which for what

a big data cruncher

UX and user stories and the role this has in designing digital products

Generalist skills in easily producing social content and multimedia for internal and external communication

Basic understanding of mobile tech e.g. tablets, smartphones. apps

social media skills

Writing and producing media for blogs and social media

Photo manipulation

Publisher

A basic conceptual understanding of server-client internet architecture

appreciation of benefits of social media

An understanding of the importance of technical infrastructure (eg DAMS, content management systems, CRM) and processes (clearing copyright, cataloguing, digitisation) to support digital change

CMS

Posting to social media and websites

Version control - maintaining an organized file system so that when working on projects the development history is maintained

Experience of writing blogs and pieces for online use

Experienced in use of social media

Digital marketing

analytics

A willingness to engage with a wide range of
audiences via digital outlets

Video production

Photography and photo editing skills

Data analysis

not afraid of technology

social media - twitter, facebook

Data analysis

Social media

Use technology in a way that enhances a Learning
activity.

Basic photography skills

Stakeholder management - convince others of the benefits of digital, and the benefits of experimenting

Audience segmentation

Digital must enable good practice in equality of access and hearing the voice of a museum's constituency to shape the museum's direction and content.

Collections data management

Adaptability and appetite for experimentation

Decent understanding of wider world eg social media, without resorting to stereotype

presentation technology (projectors, media players, using remotes)

Understanding of the need for digital best practice in general, from data protection and collection to writing styles, and a willingness to buy into them.

CMS

difgital photography and editing software - photoshop

Copyright and IP awareness/GDPR

Microsoft office

Good visual storytelling skills

Strong analytics skills - able to interrogate and
evaluate data to pull out key learning's and insights

taking good image of objects

To be able to write content for different platforms and
audiences

cms

Advanced use of interfaces

Managing information

Understanding of website front end vs back end and
how to use plug ins etc

Someone who can navigate what's out there in terms
of VR AR and which bits are genuinely useful

Modular platforms and microservices i.e how code should be open source and able to adapt to future changes and an agile environment

Ability to project manage technologists / understand digital production budgets / digital agency bullshit-detector (knowing when glossy, expensive and unpopular digital outputs are a piece of shit)

Fill-in web forms

website skills

Microsoft Office (especially Outlook)

Photography equipment

Typing speed

The confidence to use collaborative software

understanding of how digital is used in the sector

Writing for digital (web, social media etc)

Data analysis

Use of back office systems eg Office 365

Working laterally - being able to collaborate with a variety of individuals and groups across the organisation, as well as outside the organisation

Social media - Twitter, Facebook, Insta

Design and infographics knowledge

Understanding IPR

Ignoring formal training courses, what practical approaches for developing people's digital skills and literacies have you come across within museums?

In my personal experience I have worked closely with Brighton Museum who kindly put me in touch with the Informatics Department at the University of Brighton to improve my 3D modelling skills. This is also beneficial to the Museum as I am in the process of learning how to 3D modelling some of their

Advice/information exchange between colleagues with relevant digital skills but nothing more structured than that.

Reading groups, conference report sessions, self-guided tutorials

sharing knowledge and experience of little digital helpers withing teams

Frankly - mostly as you go approach - in that try it and see. We try and build into project funding to buy equipment but it is mostly us having a go. Only this year do we have external funding to help us bring in an expert to look over website and digital development

- Lunch and learn - Job shadowing - Econsultancy (and others) webinar events

peer-to-peer teaching/shadowing   A rota for blogging and tweeting so everyone on the team practices their social media skills regularly   Feeding back useful tips and information from training courses at team meetings   Wikimedia editathons to teach staff and visitors to edit wikipedia

Learning from other staff.

Record photography workshops

Very few...   Reflecting on why this might be, my impression is that people in digital roles (often in small teams) are learning and developing as they go - because we have to adapt to so many eventualities that change for each and every project. That said, I still extended to provided limited training for

Internal comms Involving people in projects Trialing new initiatives

Break down/through the museum hierarchy/power structure to enable those with skills, knowledge and competence to be heard and act.

Find the stars and build out from there - not everyone needs to know everything. The key is confidence, willingness to learn and appreciation that this is now part of the core role not ancillary.

Mentoring/coaching; Drop in sessions/open door policy; Encouragement and empowerment to play an active role in digital projects - allowing teams to deliver their own projects with advice and support where appropriate; Signposting to online training/programming blogs; Internal development

Lunchtime workshops with a playful tone and certificates, tons of sharing informally between colleagues, horizon scans in team meetings

We develop our own in-house training (58 attendees in 2017) and user guide documentation, record how to videos using screen cast software, "share my screen" sessions for 1:1 coaching, online conferences,

-regular training days focusing on the collection and updating records -digital apprenticeships -Internal training sessions eg in effective photography for web -sharing comprehensive digital strategies and their updates with all staff, same for staff usage and social media guidelines apart from this network unless

on the ground experience

Hands-on and in-house training is key. Utilising and sharing skilled staff knowledge

Peer to peer knowledge sharing is the best demonstration of practical approaches I have seen and been involved in.

we develop and train some of our volunteers to use Microsoft office and manage our websites. We try and provide guidance sheets and advice for staff who lack certain digital skills.

Training in-house and tailoring this to different staff and user needs. Providing clear, simple starter guides for things like blogging Adding digital to the induction process

- Peer coaching - Expert led workshops/drop in sessions (by members of the digital team for wider colleagues) - eg using social media / CMS training etc -

Sharing knowledge within departments

Mostly in-house training where experienced staff cascade their knowledge and experience, or where an expert is brought in to share their insight and skills with a group.

Informal feedback on generated content, leading by example

One to one skill sharing Staff workshops and presentations

To develop digital skills across University of Cambridge Museums I started a Digital Lunch Series, a fortnightly one-hour session for all staff. A mix of themes based on interests from a staff survey and digital projects happening (e.g, social media, analytics, live-streaming, writing for online platforms, content etc
Skills sharing with colleagues   Encouraging colleagues to use social media and learn as they go

I should say re: the above that although I work in the museum sector, and for related organisations, I'm a freelance, so I'm not so much thinking of a specific museum and its needs, as the sorts of skills that seem to bring genuine insight at the moment. I don't have a training budget myself, so they'll going be doing I

I encourage the use of digital communication
platforms such as Slack and Trello to enable open
conversation and actions that are there for all to see.
In some musuems like MoL or V&A they do a lot of
free sessions on digital development and host tech

Building digital literacies/awareness through framing
as new public programming practices. Emphasising
creative that applications of technologies simply
enable us to produce better work that people care
more about. That getting to this place is about

Peer to peer learning/support - members of staff who
understand the new tech (e.g. mobile app for
museum tours) showing other members of staff how
to download it and make it work.

On the job coaching by colleages and volunteers.
Online courses

Monthly internal get-togethers, monthly social media
meet-ups, group forums.

Informal discussions/demonstrations amongst staff on
how to use new software/hardware. Lots of
knowledge sharing amongst colleagues, although this
is limited as without formal training equipment and
software is often not utilised as effectively as it could

Digital strategies

One-to-one training. Group workshops. Cross-team
experimental working groups.

1. Asking your digital design agency to develop a
Wordpress 'Idiots guide' training manual so that
anyone can edit a website   2. Appointing a 'Digital
Champion' so that they can be the voice of digital and
support other staff (not do everything for them digital

Informal lunchtime digital skills sessions eg 'basic iPad
skills', 'introduction to Twitter', 'this is how this app
works, how could you use it in your work?' (with
certificates and very basic feedback on post-its) Brief
'How to' guides - 'Things to think about when creating

I have known museums to be given funds for skills dev
but they have had to hire staff or consultants to run
an audit of skills and build bespoke programs in each
case.   Most museums I have worked with have not
consistently employed staff with skills, knowledge or

Support by the IT team (Me at our museum), word of mouth. Nagging and cajoling people to give it a go. Showing the benefits of engaging digitally.

I don't work in a museum but these are some spaces/tools/people I consider to develop my own skills/literacies. Social media (Twitter, Facebook groups/pages, YT), newsletters and blogs (from individuals, companies, and other similar institutions),

Shadowing, trial and error, allowing people access to the software they need

Peer-to-peer training (i.e. learning from colleagues, sharing tips, informal lunchtime sessions to develop understanding)

Project based development (e.g. learning new digitisation techniques as part of a one-off HLF project). Peer-to-peer informal learning within museums or cohorts. Learning through problem solving. Local / regional thematic forums. Online