



Keeping in touch with your community – GLAM sector

Background

For the first time since the Spanish Influenza pandemic impacted the world in 1919, Queenslanders are being impacted by the COVID-19 global pandemic, forcing the Queensland arts and heritage sector of which we are a part to review how we interact, communicate and engage with our community.

In March State Library of Queensland, like other peak bodies began adopting a more rigorous, open and agile position of communicating with the sector - sharing items in the collection and linking this material to the tools at our disposal as we gravitated away from being an open public building to a space with closed doors and exhibition spaces.

While we are mindful this is a challenge for some organisations and custodians, it is also a time when the heritage sector can be better noticed!

Michele Pickering, Coordinator of Brisbane's Living Heritage Network put it into concise words in the organisation's April e-newsletter- "Now is the time to embrace digital, and to look to online platforms that will keep your connection with heritage alive".

From 2014 and during the State's response to *QANZAC: Memories for a New Generation*, State Library of Queensland visited communities in many centres of Queensland encouraging heritage groups to embrace digital tools to share their First World War stories and images of collections being preserved. The workshops were delivered over 4 years and during that time we saw a new wave of adopters building a social media presence online and writing blog articles to contribute to the State's collective memory about the impact of the First World War on their communities.

With COVID-19 and its restrictions in place we are presented with a similar opportunity to widen our networks, improve our reach and to build knowledge of Queensland with audiences in ways we couldn't have dreamt of doing by meeting face-to-face.

Going forward

This introduction highlights how integral social media is in our everyday lives and core business. Through social media your organisation can achieve broader reach and promote Queensland stories and local heritage. Audiences are interested in what you know, and they have an appetite to share this knowledge and information with their networks beyond your borders and the building's front door.

Having a presence online is a great way to engage with these audiences. It is just as important as keeping your files in order. We look forward to meeting you all and discussing how you might consider building on your social media presence and be part of the global community, sharing information and local stories online.

Join us as we explore some facts about social media, consider what to share online, and encourage you to adopt another way of communicating and imparting your knowledge.

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