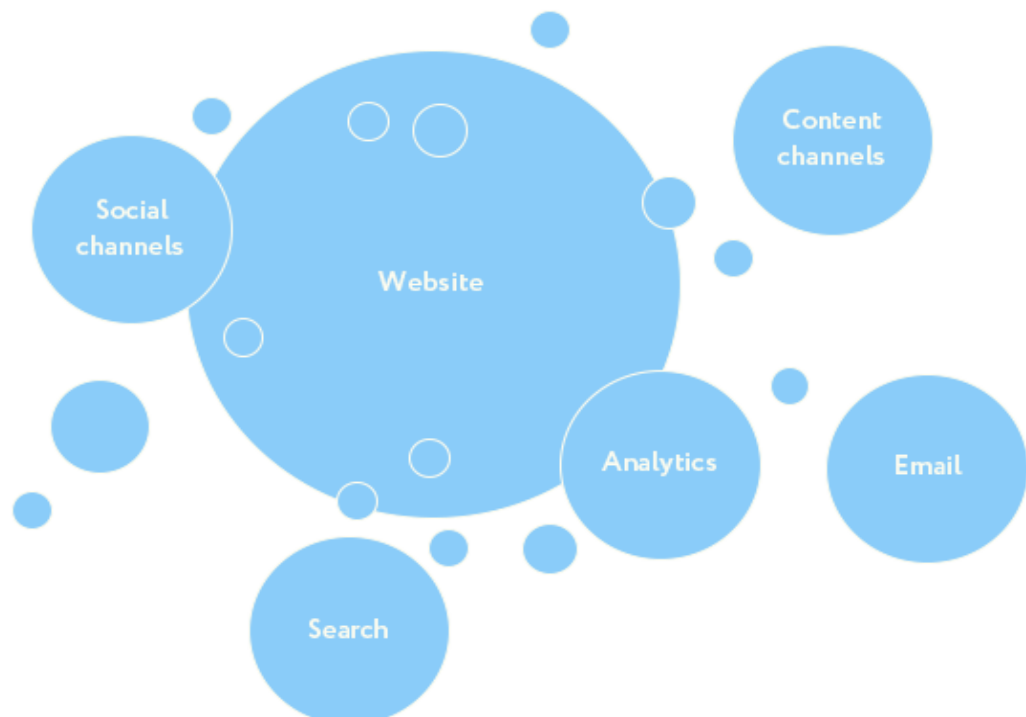


Digital communications resources

Jeff Knezovich & Annapoorna Ravichander | October 2017

We understand digital communications to be both an ecosystem and a way of working. Technically, of course, all that digital means is a series of 1s and 0s. So, at one level our broader definition risks it signifying both nothing and everything at the same time. The graphic below, then, offers a little bit more structure to how we can understand the digital ecosystem for an organisation. The website serves as the backbone for most organisations' digital work. It should support social and email-based sharing, allow content embeds, be optimised for search engines so that content can be found, and refined by clear analytics.

The digital ecosystem



This note shares a number of resources that help explain approaches to each of the different elements of this digital environment.

General digital resources

- Nick Scott ‘Being-there communications’: <https://on-thinktanks.org/articles/responding-to-digital-disruption-of-traditional-communications-being-there-communications/>
- Leaked New York Times Innovation Report (worth reading the whole thing!): <https://www.scribd.com/doc/224332847/NYT-Innovation-Report-2014>

Websites

- Jeff Knezovich and Melissa Julian ‘Taking think tank communications to the next level: Determining what goes where’:
 - Part 1: <https://onthinktanks.org/articles/taking-think-tank-communications-to-the-next-level-determining-what-goes-where-part-1/>
 - Part 2: <https://onthinktanks.org/articles/taking-think-tank-communications-to-the-next-level-figuring-out-where-to-begin-part-2/>
- Sonia Jalfin ‘Websites are like dinosaurs, only they’re alive!’ <https://onthinktanks.org/articles/websites-are-like-dinosaurs-only-theyre-alive/>
- John Brownlee ‘Traditional Homepages Are Obsolete, Says Quartz. Here’s What They Built Instead’: <https://www.fastcodesign.com/3054334/traditional-homepages-are-obsolete-says-quartz-heres-what-they-built-instead>
- Melody Kramer ‘64 Ways To Think About a News Homepage’: <https://medium.com/thelist/64-ways-to-think-about-a-news-homepage-223c01952d26>

E-newsletters

- Cayleigh Parrish ‘How To Launch A Killer Email Newsletter’: <https://www.fastcompany.com/40425745/how-to-launch-a-killer-email-newsletter>
- Really Good Emails ‘Email Design Trends of 2017 (so far)’: <https://explore.reallygoodemails.com/2017-email-design-trends-5911f819e7b2>

Social media

- LSE Impact Blog. Using Twitter in university research, teaching, and impact activities: <http://blogs.lse.ac.uk/impactofsocialsciences/2011/09/29/twitter-guide/>
- TheLitCritGuy ‘How to increase your impact with academic social media’ <https://www.theguardian.com/higher-education-network/2016/feb/24/how-to-become-an-academic-social-media-star>

Social media cont.

- Lina Duque 'How Academics and Researchers Can Get More Out of Social Media': <https://hbr.org/2016/06/how-academics-and-researchers-can-get-more-out-of-social-media>
- Rodamond Hutt 'The world's most popular social networks, mapped' <https://www.weforum.org/agenda/2017/03/most-popular-social-networks-mapped/>

Tools

- General
 - Andy Miah 'The A to Z of social media for academia' <https://www.timeshighereducation.com/a-z-social-media>
 - Nick Scott 'Digital Toolkit for Think Tanks' <https://onthinktanks.org/resources/digital-toolkit-for-think-tanks/>
- Websites
 - WordPress: www.wordpress.org
 - SquareSpace: www.squarespace.com
 - Wix: www.wix.com
- E-newsletters
 - MailChimp: www.mailchimp.com
 - Campaign Monitor: www.campaignmonitor.com
- Social media:
 - Twitter: www.twitter.com
 - Facebook: www.facebook.com
 - LinkedIn: www.linkedin.com
- Content channels:
 - YouTube: www.youtube.com
 - Vimeo: www.vimeo.com
 - SlideShare: www.slideshare.net
 - Scribd: www.scribd.com
 - Issuu: www.issuu.com

Analytics

- Google Analytics: <https://analytics.google.com>
- Google Data Studio: <https://datastudio.google.com>
- Twitter Analytics <https://analytics.twitter.com>