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


Websites

- Jeff Knezovich and Melissa Julian ‘Taking think tank communications to the next level: Determining what goes where’:
- Sonia Jalfin ‘Websites are like dinosaurs, only they’re alive!’ https://onthinktanks.org/articles/websites-are-like-dinosaurs-only-theyre-alive/
- 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

- Really Good Emails ‘Email Design Trends of 2017 (so far)’: https://explore.reallygoodemails.com/2017-email-design-trends-5911f819e7b2

Social media

- 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.

- Rodamond Hutt ‘The world’s most popular social networks, mapped’ [https://www.weforum.org/agenda/2017/03/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](https://www.timeshighereducation.com/a-z-social-media)
- Websites
  - WordPress: [www.wordpress.org](http://www.wordpress.org)
  - SquareSpace: [www.squarespace.com](http://www.squarespace.com)
  - Wix: [www.wix.com](http://www.wix.com)
- E-newsletters
  - MailChimp: [www.mailchimp.com](http://www.mailchimp.com)
  - Campaign Monitor: [www.campaignmonitor.com](http://www.campaignmonitor.com)
- Social media:
  - Twitter: [www.twitter.com](http://www.twitter.com)
  - Facebook: [www.facebook.com](http://www.facebook.com)
  - LinkedIn: [www.linkedin.com](http://www.linkedin.com)
- Content channels:
  - YouTube: [www.youtube.com](http://www.youtube.com)
  - Vimeo: [www.vimeo.com](http://www.vimeo.com)
  - SlideShare: [www.slideshare.net](http://www.slideshare.net)
  - Scribd: [www.scribd.com](http://www.scribd.com)
  - Issuu: [www.issuu.com](http://www.issuu.com)

Analytics

- Google Analytics: [https://analytics.google.com](https://analytics.google.com)
- Google Data Studio: [https://datastudio.google.com](https://datastudio.google.com)
- Twitter Analytics [https://analytics.twitter.com](https://analytics.twitter.com)