



EU Heritage.

Skills for promotion,
valorisation, exploitation, mediation and
interpretation of European Cultural Heritage

**Video
Transcript
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Lilian**



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Lilian Grootswagers, Future for Religious Heritage FRH on digital exchange with visitors

Start with video:

Introduction of FRH with YouTube video

CHAPTER ONE: Introduction

Hello my name is Lilian Grootswagers and I am the president of the advisory board of FRH. I've been involved with the network from the early start 10 years ago. We've been invited to share our experience and especially discuss how we exchange with "visitors". The first one you've just watched,

If a picture speaks 1000 words, imagine what a video is worth. Video is a fantastic tool to hook your audience. Unlike a long-winded paragraph, it is extremely easy to consume. Video is concise and capture viewers interest in the first few seconds. One picture, one video might have more impact than a speech. this is why we created this short intro movie on our 10th anniversary. As you've learned about who we are and what our aims are you will understand that as a network we need to find ways to engage with people, not only professionals and members but most certainly engage with the wider public and raise interest and open up the religious heritage to make it more accessible. How? Of course, there are multiple ways to do so but social media and digitalization offer immense opportunities, but also challenges of course.

CHAPTER TWO: Social media opportunities

Social media offers opportunities to: One can

- Build relationships. It is all about connecting people to people
- Share expertise (it offers an opportunity to talk about what you know and what you want to be known for sharing expertise will help you build credibility, not only online but also offline. It offers the opportunity to connect or reconnect with people on different topics and levels)
- Increase visibility
- Educate yourself and others... (example of Explore churches; developing video skills for those working in the field of religious heritage)
- Connect anytime you want and wish (i.e., social media can help you connect before, during and after networking events.

During the covid 19 pandemic digitalization has proven to be a very strong tool to remain connected and give visibility – it stirred the interest in social media and digital tools enormously. It holds an enormous potential but where to begin and what fits your aim and organization?

Since 2011, the start of our organization we have been developing several initiatives, learning by doing, learning by our experiences we moved forward step by step.

The most important lesson we've learned is: VISIBILITY is important and ensure different WAYS OF ENGAGEMENT and BRANDING/immediately recognizable! Ensure there is a

balance between ideas and resources (financial as well as in reference to staff, one could become overwhelmed by the traffic generated etc.).

We've been asked today to share our experience and especially discuss how we exchange with "visitors".

Intro of the importance of visibility and connection with visitors/public

CHAPTER THREE: Step by step

Of course, we started simple; CREATING A WEBPAGE – OPEN UP SOCIAL MEDIA CHANNELS ONE BY ONE.

Showcasing the diverse social media channels

Most important is to have a strong recognizable design – that stands out immediately and showcases the overall brand! (So, logo and social media in one recognizable design!)

Also ensure all channels are always advertised, connected and reflect on each other, and showcase the latest input. A lot of materials and projects are realized over the years, one has so much content and endless ways of sharing them.

(3 different slides showcasing the different types of social media channels, and showcasing the BRAND and recognizable design)

Once we had all our channels up and running, we decided to stir visitor engagement via social media campaigns like:

CHAPTER FOUR: Examples of campaigns and projects

Once opened up we created the next step: stir the visitor engagement via social media campaigns like:

FRH Photo competition in 2018 and Torch for heritage campaign in 2018 which brought us.

Then the torch of heritage and culture happened that same year, 2018.

And In 2020 develop the JUMP FOR HERITAGE campaign (connection heritage and sports/outdoors reach out to youngsters and create a possibility to stir engagement within the covid 19 pandemic restrictions: Create a moment of joy and religious heritage all over Europe and bring new audiences and engage).

The enormous possibilities communication via digital means bring:

Example: one can communicate before – during and after events. (example the FRH conference which was due to covid replaced by a hybrid event).

Our other ongoing project opening up the religious heritage all over Europe to the public, and connect

Develop a tool to open up and showcase religious heritage all over Europe: Religiana!

www.religiana.com

Then switch to digital tool Religiana. Religiana, a project created by Future for Religious Heritage, is a comprehensive resource to promote and protect European religious heritage. Featuring information on buildings from across Europe, Religiana serves two purposes: it promotes these buildings as beautiful and unique places to visit and facilitates visits by sharing practical information with users; whilst also helping preserve European heritage through highlighting restoration and financial needs.

CHAPTER FIVE: Why Religiana?

Europe's Religious Heritage – the 500,000 buildings themselves, churches, chapels, synagogues, mosques, cathedral, monasteries, convents: their furnishings, monuments, sculptures, paintings, frescos, silver, vestments, libraries: the architects, artists and musicians they have inspired over the centuries: their record of national, local and individual history dating back well over 1000 years – which represent a unique and essential part of Europe's cultural identity is largely ignored.

The potential for religious heritage buildings to attract visitors and for visits to be enjoyable and worthwhile is huge. Religious buildings provide a window into the past, giving visitors the chance to learn more about their ancestors and the world they lived in, as well as showcasing the work of some of histories most talented craftsman.

Through Religiana, Future for Religious Heritage has created a platform that aims to enable visitors to access information on Europe's Grandest Museum from the comfort of their home, or while on the move, supporting visitors to these beautiful buildings.

It holds as per today over 8000 buildings and is growing every day. It took a while to get the initiative going, educate the owners of the buildings and make it easily accessible for them to join in. (online tutorial is available on the website) but it proofs to be successful and is useful in multiple ways:

It opens the religious sites to tourism, the public in general and those who are especially interested from different point of views in religious (different categories are built in the search items such as: churches in movies, addressing outdoors lovers etc.

Food for thought:endless opportunities – opportunities and challenges

I hope we have given you an impression of our different types (all via digital means) to reach out and engage visitors.

Digitized world and opportunities give us food for thought every day... how to manage it, where could one be, what is the challenge, how to handle negative input/replies etc.

I think using digital means and tools opens new horizons to connect with visitors are almost endless, it also offers unexpected opportunities to connect and engage with other fields and disciplines.

who would have thought to connect sports and heritage and develop a covid proof activity – it would never have crossed our mind if it was not for the opportunity offered by the ever evolving possibilities of digital means.

END OF SCRIPT



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