

# ***Connect & Grow : Effective Digital Storytelling in Museums***

@MedhaviGandhi



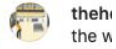
# Sharing Stories : the opportunity

People spend an average of 6.4 hours online, each day\*

- Find Information
- Learn
- Education
- Spare-time browsing



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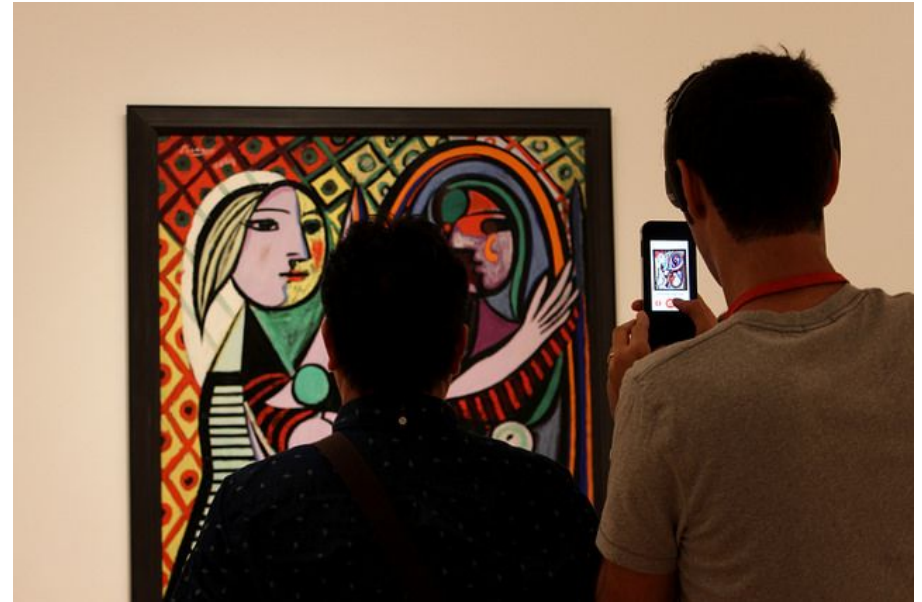


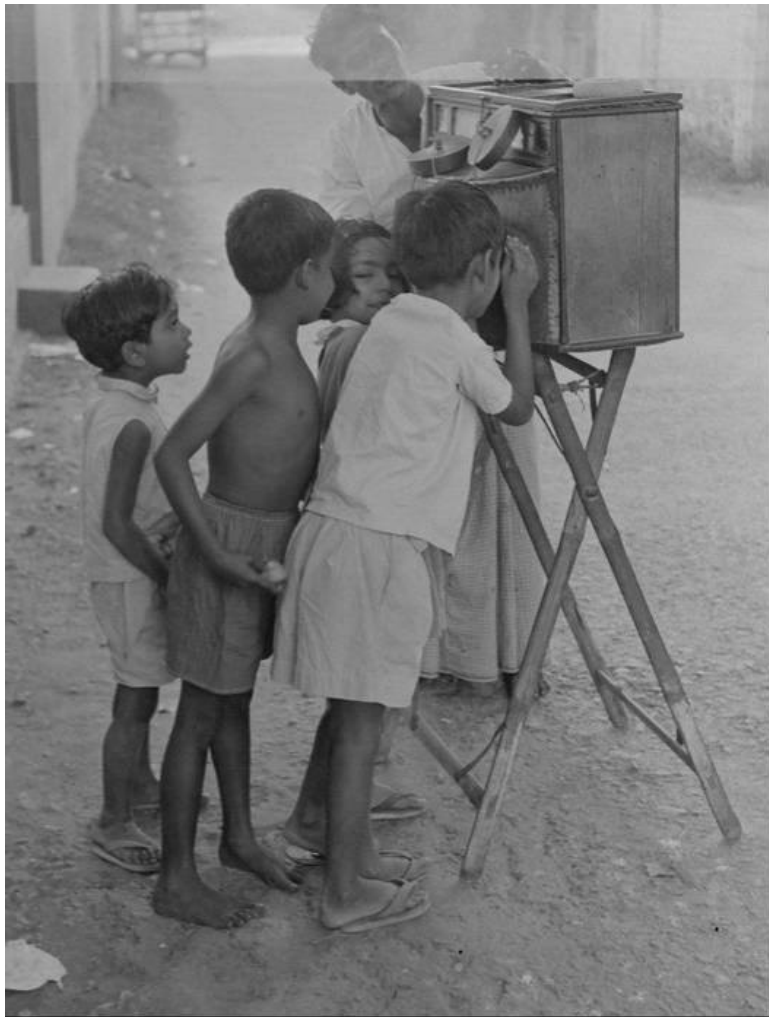
\*<https://datareportal.com/global-digital-overview>

# *In today's session*

Creating a digital storytelling strategy

Framing Stories to create a community





# *The art of digital storytelling*

**CAPTIVATE. CONNECT. CONVERT**



**On a scale of 1 - 10, how  
important is community  
building to you — WHY?**

# Let's begin!



# *The art of digital storytelling*

**CAPTIVATE. CONNECT. CONVERT**

Engage emotions

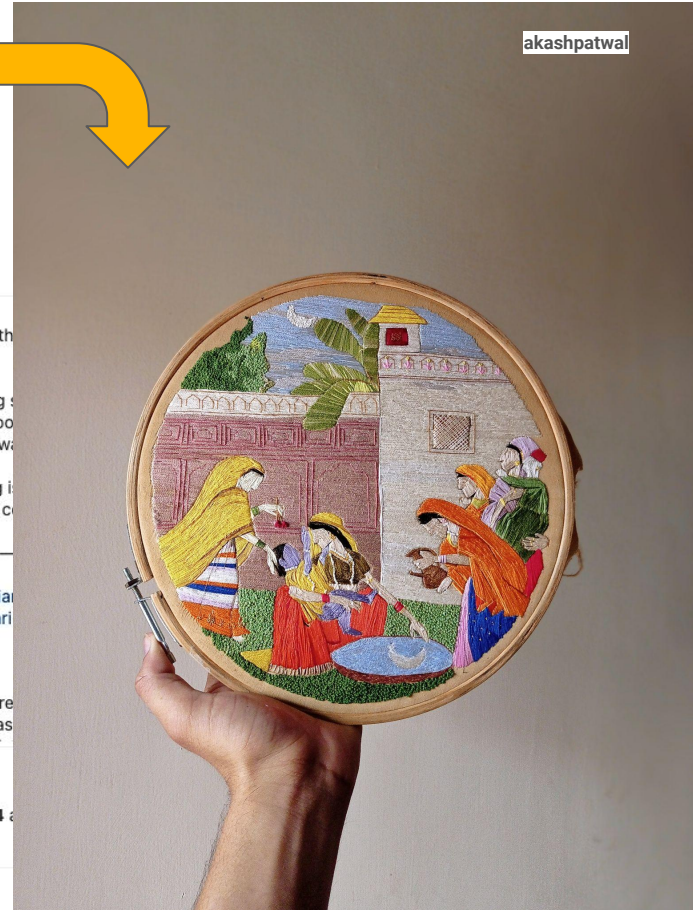
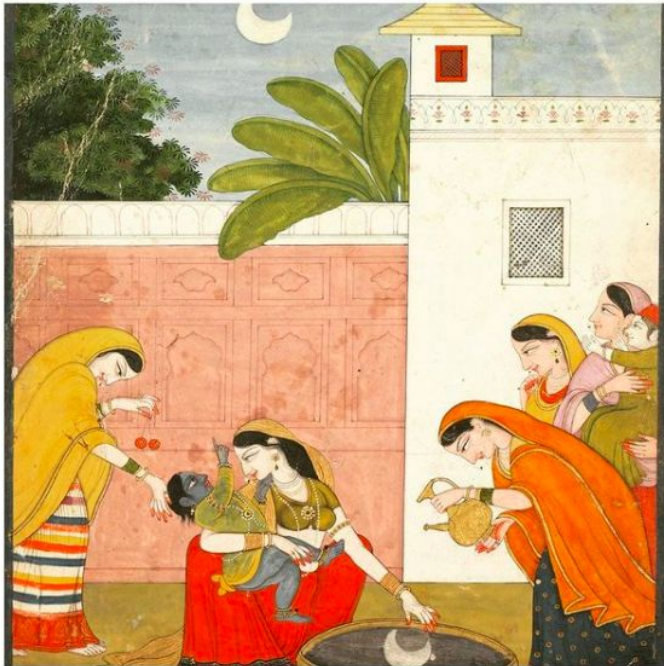
Make Information memorable

Establish a connection



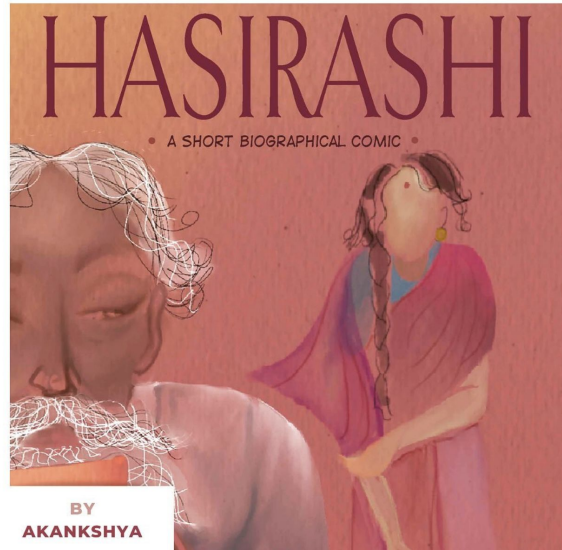
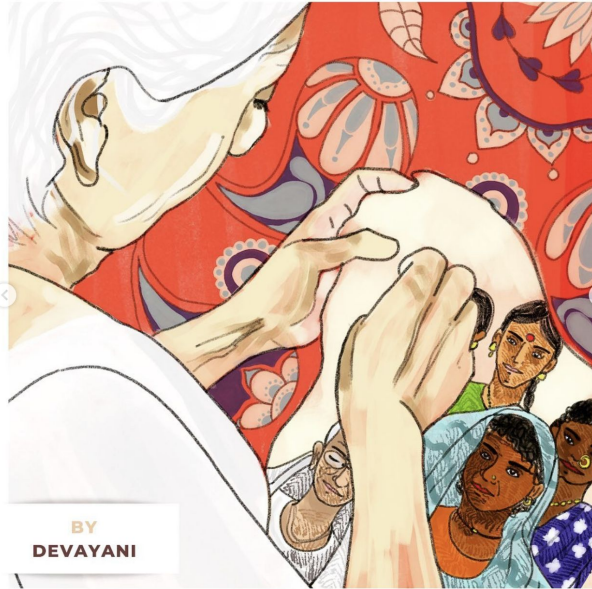
# Who is our audience?

How can we know them better?





# Who is our audience?



# Who is our audience?

## How can we know them better?



**William Dalrymple** ✓ @Dalrymple... · 14h ...

The fascinating story behind this 18th century portrait of three princesses from Mysore [theheritagelab.in/portrait-of-th...](https://theheritagelab.in/portrait-of-th...) via [@theheritagelab](https://theheritagelab.in)



The fascinating story behind this 18th century portrait of t... [theheritagelab.in](https://theheritagelab.in)



**Prashant Bhushan** ✓  
@pbhushan1



So fireworks in India came from China during Mughal times. But BJP says fireworks are essential for Diwali!



In Paintings: Diwali & A History of Firecrackers in In... [theheritagelab.in](https://theheritagelab.in)

17/10/17, 1:53 PM

241 Retweets 479 Likes



# Making it “relatable”



**Discover something  
new/  
Delight**



**Intrigue**



**Highlight / Acknowledge  
/enable sharing**



**Call to Action**



# A compelling narrative

/ CULTURE

## The Double Statue of Mephistopheles & Margareta : Salar Jung Museum

This is probably the most-photographed sculpture at the Salar Jung Museum. Popularly known as the "Double Statue of Mephistopheles & Margareta", the sculpture is carved out of a single log of *sycamore* wood and has two distinct images on either side. It was acquired by Mir Turab Ali Khan (Salar Jung I), in 1876 during his travels in France.

**The life-size sculpture depicts the haughty, evil Mephistopheles back to back with the gentle, meek looking, Margareta.**

Mephistopheles is clad in a hooded cloak, heeled boots and has a long face with a cynical smile (that will remind you of Voldemort) all things Evil; Margareta on the other side has a prayer book in one hand, looks down and lost in love. The sculpture is a representation of two characters, from the famous German drama "Faust" (by Goethe).

**The story behind this double-sculpture at Salarjung Museum: a blend of Good and Evil**

*Faust by Goethe*

The story of Dr. Faustus begins in Heaven where Mephistopheles makes a bet with God. He says that he can lure God's favourite human being (Faust), who is striving to learn everything that can be known. The Lord



# Adapt to different formats



The Heritage Lab  @theheritagelab · Jan 21

Look! [#BernieSanders](#) made it to **Begum Samru's** household in Old Delhi! And those [#berniemittens](#) stand out amidst the beautiful Indian embroidered shawls. Don't you think?

[#artmemes](#)

Original painting [@CBL\\_Dublin](#)



Nilosree | and 7 others



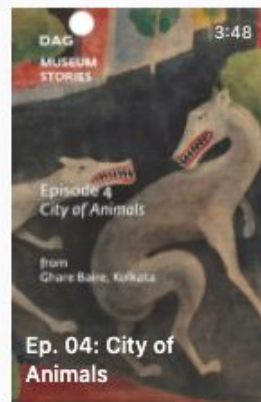
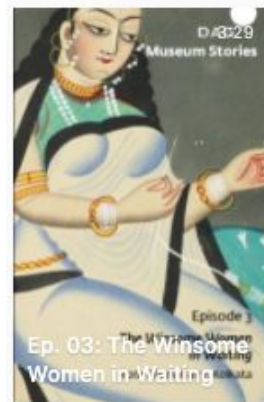
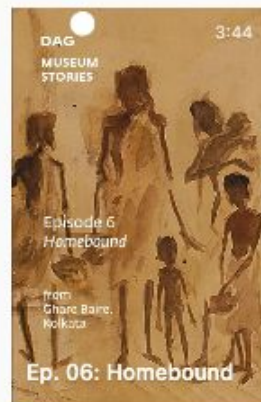
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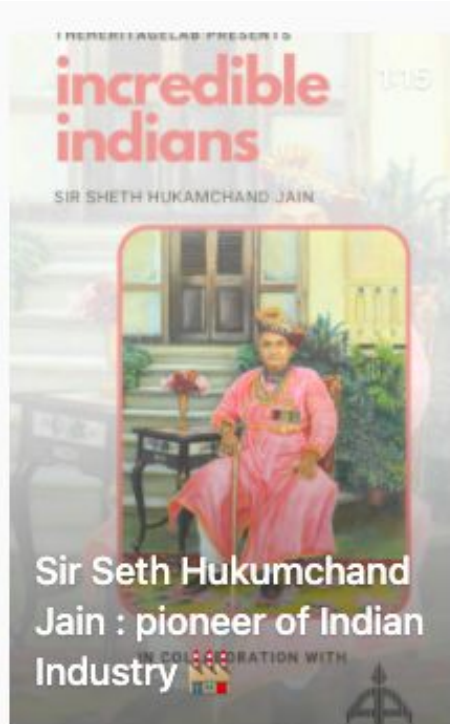
48



135



# Consistency is key



[instagram.com/theheritagelab](https://www.instagram.com/theheritagelab) x Archer Art Gallery



# Building a community



The Heritage Lab  
@theheritagelab

Have you been following our [#SufiThursdays](#) campaign? The wonderful friends on Twitter and Instagram often share stories that we do not know of! [#SufiThursdays](#) has been our way of acknowledging Sufism's approach to peace. ❤️

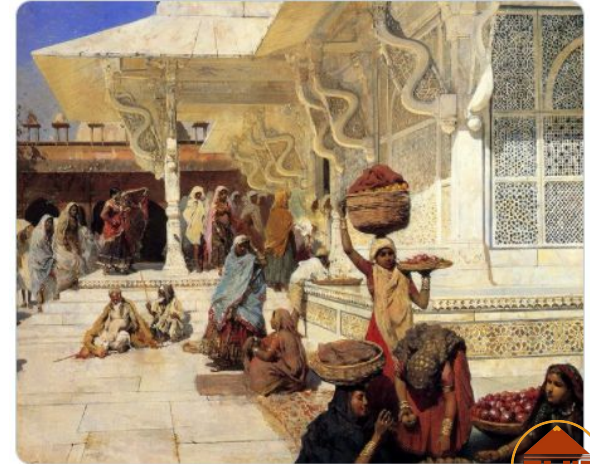
Hemant @hemantsarin · Sep 3, 2020

Guru #Nanak Dev ji conversing with #Sufi Rahman Shah (who was he ?). Bala with Chauri & Mardana with Rabab also depicted. 1830 #Pahari frm @NMnewdelhi #Art #History #SufiThursdays #Sikhism @DalrympleWill @JungNihang @JasKand @Kharagket @ssharamohhan @PropitiousOn30 @dpanikkar



Sharad Mohan شہزادہ شہزادہ شہزادہ  
@ssharamohhan

[#SufiThursdays](#)  
c1885 oil painting by [#EdwinLordWeeks](#) 'Festival at [#FatehpurSikri](#), [#Agra](#)', now at [@mfaboston](#)  
The tomb of [#Sufi](#) saint Sheikh Salim [#Chishti](#) was completed in 1580-81.  
[@iamrana](#) [@DalrympleWill](#) [@swativashishtha](#)  
[@Peachtreespeaks](#) [@ranjona](#)



You and 9 others



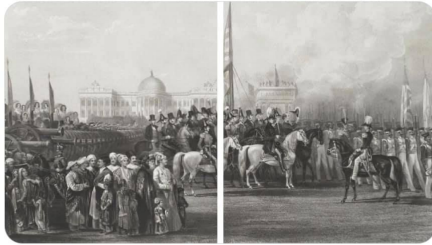


## Thread

1 1 1



**Hemant** @hemantsarin · 24m ...  
with Sir Harry Smith, the hero of Aliwal on his right, the Several Members of Council & other officials assembled on horse back. The guns were arranged in a line. ...4/5



1 1 1



**Hemant** @hemantsarin · 24m ...  
Pic 1 courtesy @brownlibrary Pic 2 courtesy @bonhams1793 info from Indian Portrait 3 by Anil Relia & The Life of the Right Rev. Daniel Wilson (1861) ...5/5

1 1 1



**Hemant** @hemantsarin · 24m ...  
"@theheritagelab publish"

1 1 1



**HERITAGE LAB**  
culture. art. museums



HOME > HISTORY > IN PICTURES: THE TRIUMPHAL RECEPTION OF THE SIKH GUNS

October 4, 2021

## In Pictures: The Triumphal Reception of the Sikh Guns



By **Hemant Sarin**

6





# Building a community



theheritagelab

View Insights

theheritagelab 🥰❤️

Tag that roomie / partner /  
disturbance !

🏛️ Vibhasa Ragini, 1760 L  
shared by our friend Hem  
resist meme-ing it!

📌 Use our art-meme ma  
share away!

#artlovefeed #indianpaint  
#indianthings #indiaunsee  
#artwatcher #art\_publish

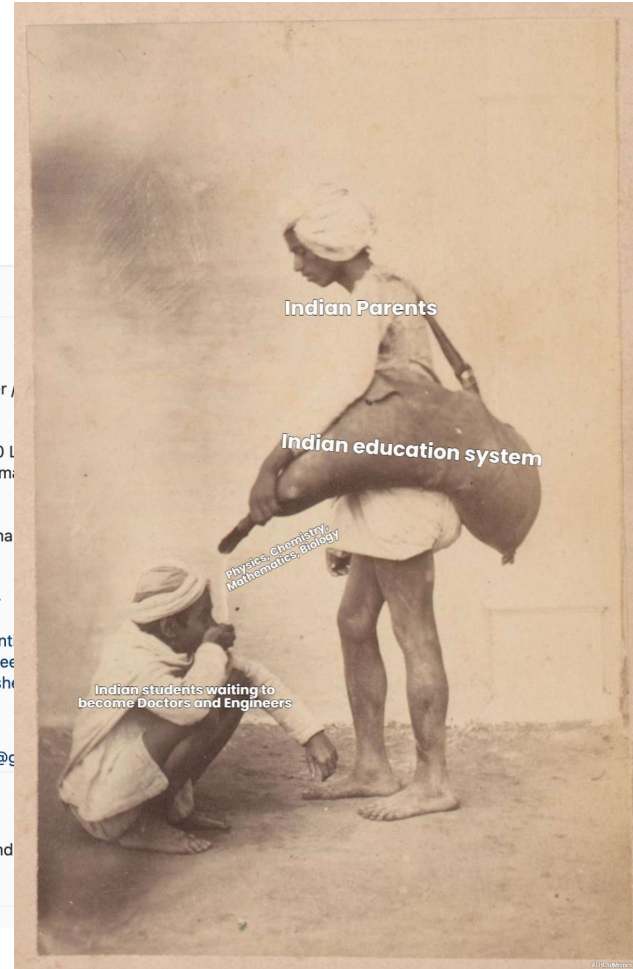
Edited · 9 w

shubha\_bagde 🤔🤔🤔 @c



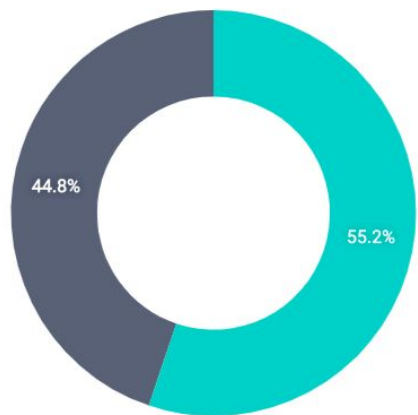
Liked by jadedmalu and

MAY 6, 2021



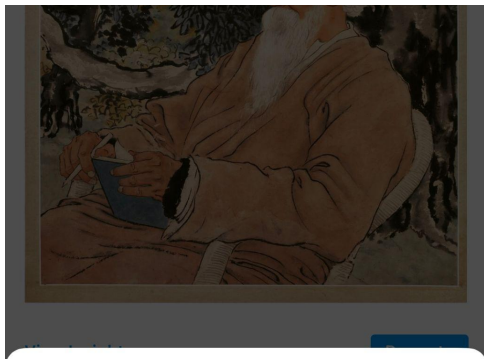
# Measuring Impact

# Community in the age of Algorithm



● Joy ● Surprise

20 Jul 27 Jul 3 Aug 10 Aug



## Post insights

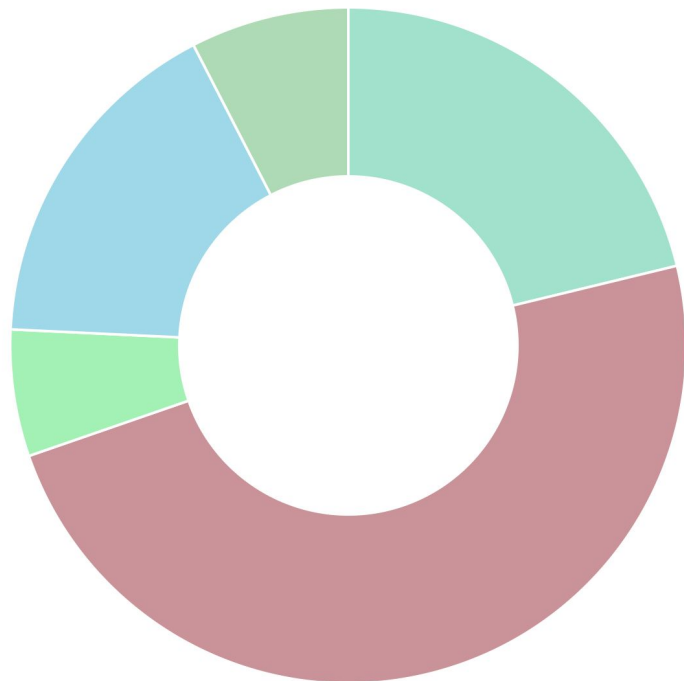
Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn more](#)

❤️ 2,514    💬 18    📌 587    📌 651

## Total reactions



Enjoyed This! Found this useful! Makes me want to know more!  
Learnt something new! Made me nostalgic!



# Questions?

[www.theheritagelab.in](http://www.theheritagelab.in)



[medhavi@theheritagelab.in](mailto:medhavi@theheritagelab.in)

## Thank you!

