Museums and Digital Communities

Dates: December 1-18, 2026
Location: Online
Instructor: Erin Dee-Richard
Fee: $65 for MANL and ANLA members, $90 for non-members

Schedule:

Pre-recorded Session 1
Distribution date: Tuesday, December 1, 2026

Pre-recorded Session 2
Distribution date: Tuesday, December 8, 2026

Pre-recorded Session 3
Distribution date: Tuesday, December 15, 2026

Live Session 1*
Date: Friday, December 18, 2026
Time: 12:00-1:00 PM NST
Location: Online via Zoom

Assignment Due
Date: Tuesday, January 5, 2027
Time: 11:59 PM NST

*Please note that the live session will not be recorded.

Workshop Description

In today's digital world, the user experience starts with the museum's digital presence. This online course will explore how museums can use social media, communication, and digital strategies to engage online communities.

Participants will learn how digital approaches can support a museum's core mandate and its collection. Over the course of three weeks participants will discuss digital strategies, communication and accessibility practices, digital promotion on social media platforms and how all these things help strengthen an institution's core mission and improve visitor engagement, streamline collections, and expand public reach.

Learning Objectives

By the end of the course, participants will be able to identify and apply appropriate digital communication, engagement, accessibility, and promotional strategies to develop their museum's online presence, connect with digital communities, increase access to collections, and strengthen the institution's core mission. Participants will be able to:

- Understand the role of a digital strategy in supporting a museum's core objectives.
- Evaluate how digital approaches contribute to museum's goals, including public engagement, collection accessibility, and community building.
- Apply effective digital communication practices to strengthen and improve the museum's online presence.

- Identify effective social media platforms for promoting museum content: programs, exhibitions, events, and collections.

About the Instructor

Erin Dee-Richard (she/her) is a museum professional with 15+ years of experience in the heritage sector. She began as a volunteer while completing a History degree at the University of Guelph and later earned a Master of Museum Studies from the University of Leicester in England. While living in the UK, she worked with the Royal Collection Trust at Windsor Castle and supported collections packing and relocation at the British Postal Museum.

In Ontario, Erin held roles spanning interpretation, programming, and collections management, including work as a costumed interpreter in an 1860s village, demonstrating artifacts as a tinsmith, printer, and kitchen interpreter. Most recently, as Curator of the Oil Museum of Canada, she applied evidence-based decision-making to protect the collections during a major renovation. Within the digital lens, Erin worked closely with the Communications Department in developing digital workflows, creating content for the social media calendar, and followed strategies to increase the museum's digital accessibility and engagement

Her work focuses on cataloguing, digitization, and preventative conservation, alongside developing procedures and training resources to improve collections care and accessibility. After relocating to Newfoundland in 2025, Erin worked for the Isles Wooden Boat Builders Museum and Workshop as Curator and has since joined their board.

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