



# Sub Rosa

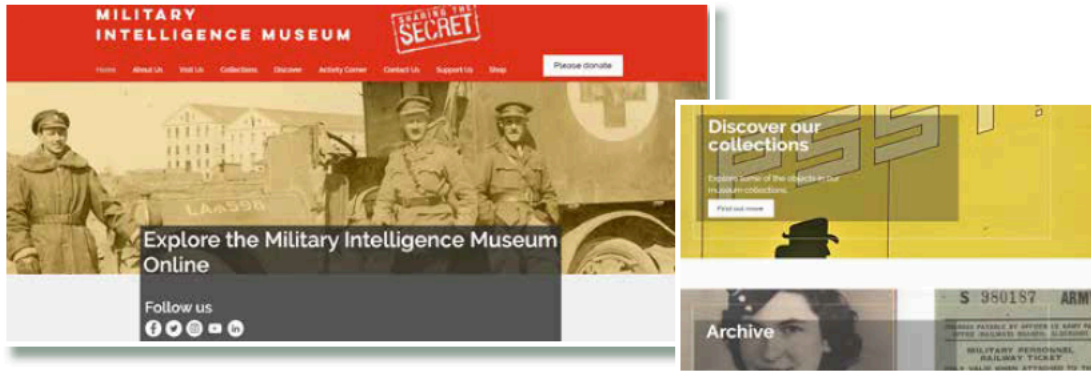
Newsletter of the Friends of the Intelligence Corps Museum



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## THE MUSEUM'S DIGITAL RELAUNCH

By Gemma Leader, Digital Communications Assistant and Sarah Waite, Assistant Curator



### Using digital to reach wider audiences (by GL)

Raising awareness of the museum through digital means is one of my main focus areas. So far, this has involved getting stuck into Twitter trends and events, creating consistent weekly posts, sharing on Facebook groups, updating our website, and contacting our influencers directly to ask if they will share our content for us. I have added the MIM to the Wikipedia page of museum listings in Bedfordshire, and I will be writing a promotional piece for Mainly Museums, a website which features contributions from museums across the globe.

I introduced consistent weekly social media posts upon joining the MIM. Previously, content was ad hoc with no planning or strategy. Posting at the same time each week means that audiences know when to expect content to be released. Also, over the past six months, I have been experimenting and trialling different types of content to see what works.

This allowed me to put together a more detailed plan. This simple yet crucial step prompted questions like: What is the focus of this platform? Why are we using it? Who is our audience? When, and how often, are we sharing content? However, the content plan is not set in stone; it can evolve depending upon factors such as survey feedback, monthly statistics and museum events.

But how can we develop our content in order to catch the attention of people and organisations who wouldn't usually engage with us? For this, Twitter is working well and we can develop this. Getting involved in national conversations has enabled us to engage frequently with many different types of museum and archive across the country. Key museum and archive events that we have taken part in include:

#ExploreYourArchive, #Archive30, #MyLocalMuseum, #CuratorBattle and #MuseumSnap.

The daily or weekly themes that these campaigns offer provide an opportunity to talk with other museums, to support each other and to have some fun.

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### TEASER

What nation's junior officers in the field were not expected to wait for orders to make a decision?

ANSWER ON P.3

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