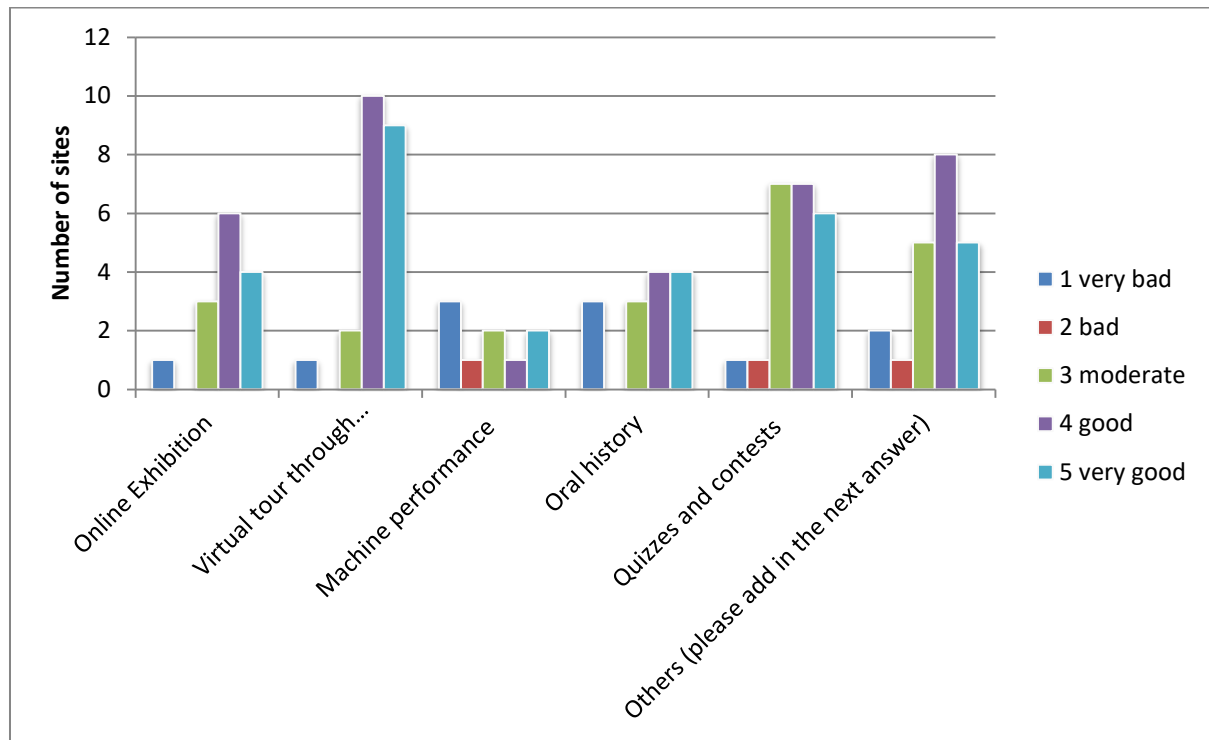


## ERIH Covid-19 #stayathome Measures ERIH sites Results of an ad-hoc Online Survey implemented in April 2020, n = 50

### Question 1: Which digital offers do you use during the Covid-19 crisis and what are your experiences with them?

(1 = very bad, 2 = bad, 3 = moderate, 4 = good, 5 = very good)



**Results: The most successful offers are virtual tours followed by quizzes and contests and online exhibition.**

#### Other digital offers ERIH sites use:

##### B2C (Consumer marketing)

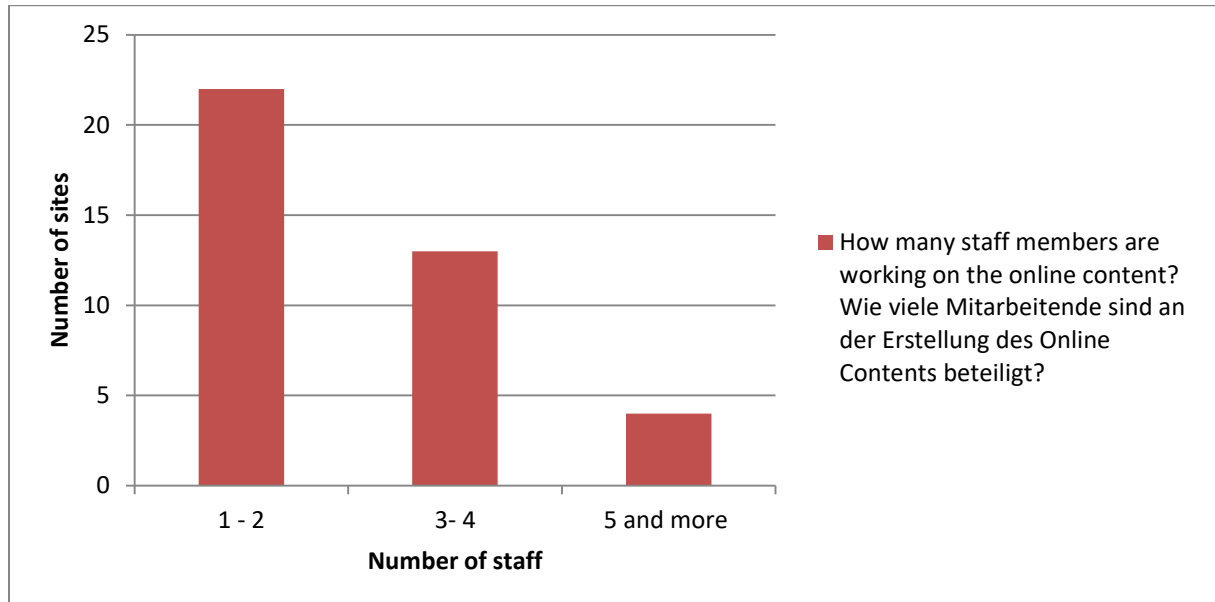
- Podcasts
- Tutorial videos by staff
- View „Behind the scenes“
- Home schooling, share education materials and short “lessons” dedicated to heritage themes
- Historic photography
- Encourage visitors to share photographs of the site
- Facebook & Instagram – small stories
- Newsletter
- Children’s activity sheets, DIY, experiments (YouTube)
- Ticket offers and sales (for visits after the lockdown)

##### B2B (Business marketing)

- Webinars, Online meetings, video conferences
- Sharing documents, studies

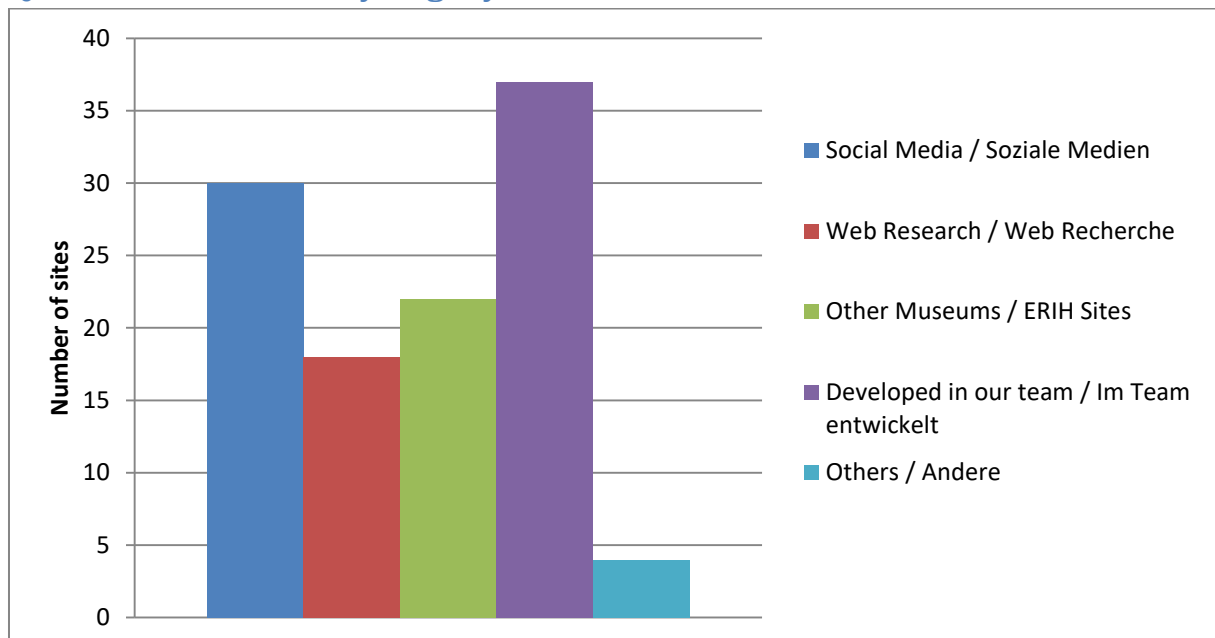
ERIH Covid-19 #stayathome Measures ERIH sites  
Results of an ad-hoc Online Survey implemented in April 2020, n = 50

**Question 2: How many staff members are working on the online content?**  
Wie viele Mitarbeitende sind an der Erstellung des Online Contents beteiligt?



**Results: Most of the teams involved in designing and producing the online content are small: half of the participants report a maximum of two people, one of three has three to four online editors. Single sites are supported by volunteers or cooperate with local broadcasting companies.**

**Question 3: Where do you get your ideas for online formats?**



## ERIH Covid-19 #stayathome Measures ERIH sites

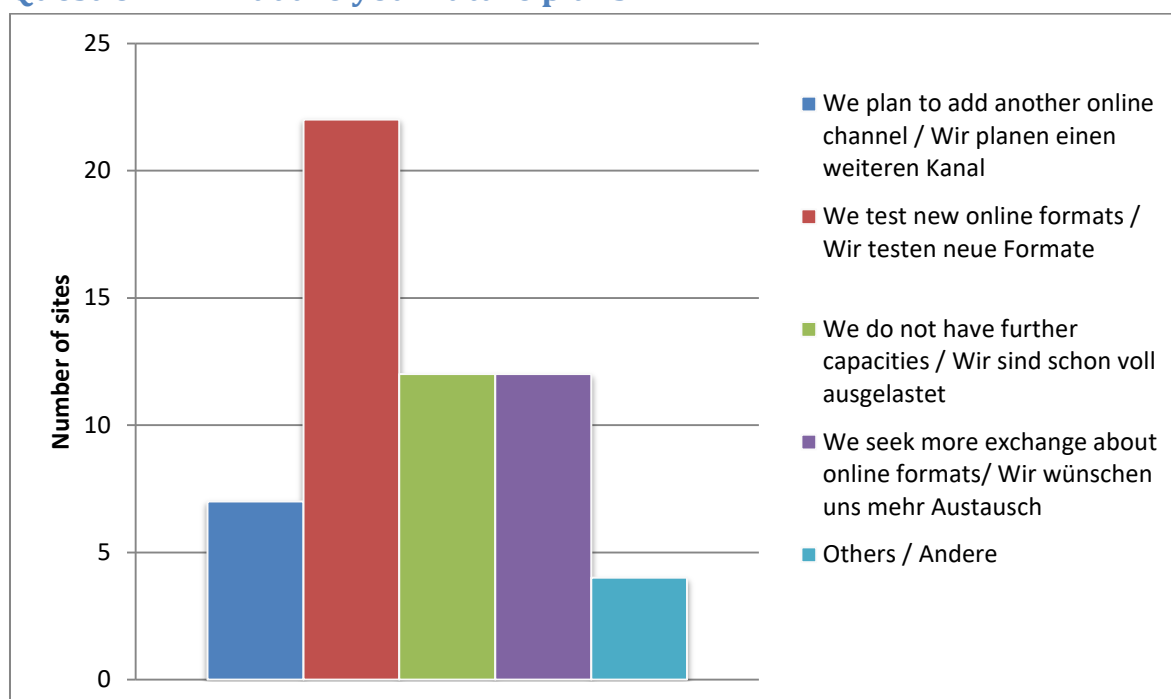
Results of an ad-hoc Online Survey implemented in April 2020, n = 50

### Other sources of ideas:

- Webinars
- From books (especially children's books)
- Photos from our photographic archive; ask people to tell a story starting from a photo proposed by us or thematic videos to tell parts of our archive

**Results: Most sites develop their ideas in the team, get them from social media or other museums/ERIH Sites.**

### Question 4: What are your future plans



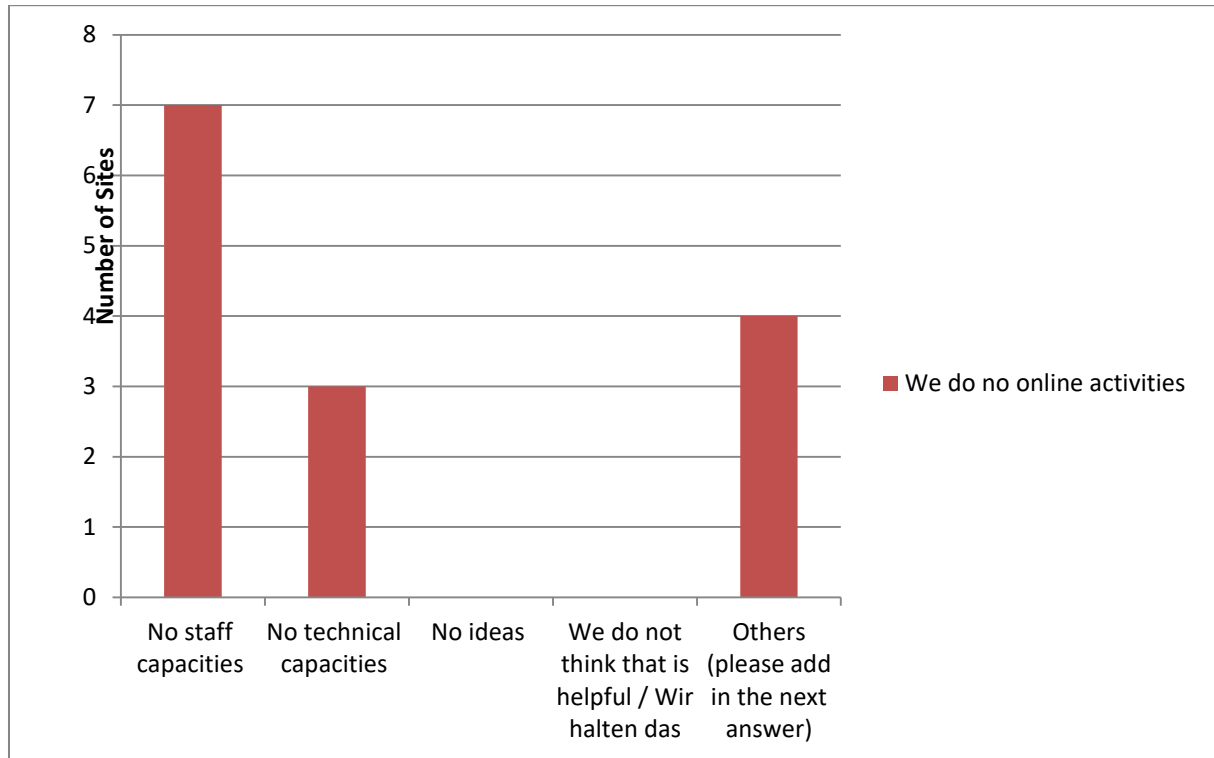
### Others:

- Depends on what our members most urgently need
- Build on more staff, more technical capacities
- More co-operational formats
- Continue with the activities after Covid-19
- Podcasts and virtual tours
- Build an online exhibition
- Visits 360°
- Digitise more of the collection
- Redevelop website
- Invent an online booking system

**Results: About half of the participants are planning to test new online formats, with seven teams even considering to add a new online channel. To ensure long-term benefits, a number of sites plan to pursue their newly launched online activities beyond Covid-19.**

## ERIH Covid-19 #stayathome Measures ERIH sites Results of an ad-hoc Online Survey implemented in April 2020, n = 50

### Question 5: We do no online activities



**Results: 20 percent of the participants (10 sites) do not increase their online activities; the majority reports a lack of staff or lack of technical resources.**

#### Other reasons why:

- Collection not digitised
- Lack of staff experience
- Closed for renovation
- Not yet activities designed

*Due to number of sites who answered (50) the results of this survey are only qualitative.*