

# Do it Digitally: New Spaces for Engagement



*Don't Come, Won't Come?*

# Creating value through Wikipedia

- About The Dowse
- About me
- Project goals
- Project set-up
- Outcomes
- Public events & spreading the word
- Question and discussion time

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**Established 1971**  
**City of 98,000 people**  
**200,000 annual visitation**

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**18-24 shows a year**  
**3,750 collection items**  
**16 staff**

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# Contemporary art Contemporary craft

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# About me

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**The secret of social media is that it's not about you, your product, or your story. It's about how you can add value to the communities that happen to include you. If you want to make a positive impact, forget about what you can *get* out of social media, and start thinking about what you can *contribute*. Not surprisingly, the more value you create for your community, the more value they will create for you.**


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**It's not about you, your product, or your story. It's about how you add value to the communities that include you.**

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**What could you do  
with \$13,000?**

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# The Dowse's Wikipedia project

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# Project goals

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# Project set-up


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# Outcomes

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# Edit-a-thons & spreading the word

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# Questions & Discussion

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