



# THE BENEFITS AND POTENTIAL HAZARDS OF MAKING A CULTURAL IMPACT ONLINE



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**Increased Isolation**  
Covid changed everything...  
Abrupt lockdown required rapid response to offer provision online

**CLOSED**  
That's not for me!  
**Selective engagement**  
Uneven access to technology  
Variable confidence in using digital platforms  
Need to support digital literacy and use open and inclusive language

events  
tours  
livestreams



The "aura" of the venue is missing online...  
We are social animals - too much isolation is not good!

We need to incorporate the BEST of digital and in-person experiences...

Digital access broke down many barriers and had a positive impact on health and wellbeing  
Good news!!!  
move digital resources • greater digital literacy • no geographic restrictions  
unprecedented access to cultural provision

**But...**  
Risk of overload  
~ screenbreaks are important  
~ vary resource delivery / approach  
Digital events may be stilted or interrupted  
Online events risk being impacted by dominant voices  
managed through effective chairing  
Online rates may lead to tiered access to culture

hybrid events

activities like workshops

Competitions eg photography or writing