

Heritage Workspace

‘Playbook’

Community Guidelines and support for making the most out of our KnowledgeHub network

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Our ‘Why’

KnowledgeHub is a **Digital Collaboration Platform** used by many public sector organisations and local authorities for digital communication and knowledge sharing. The **Heritage Workspace, hosted on the KnowledgeHub**, is the network run by Historic England to support different groups collaborating in the sector.

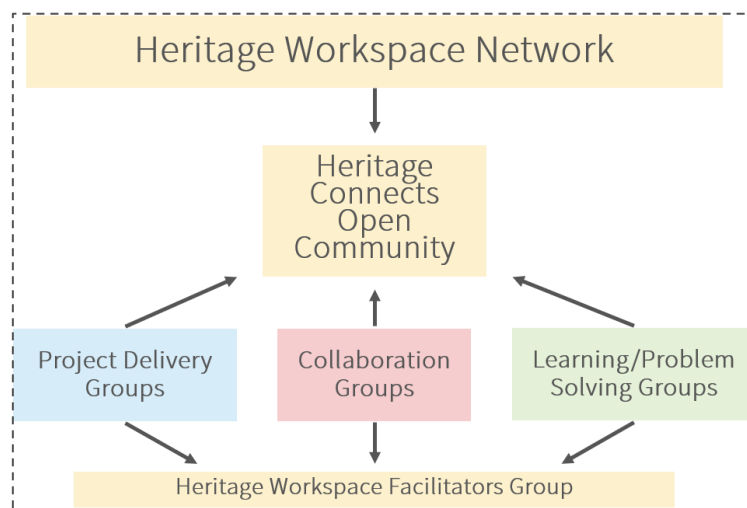
The goal is to provide a tool for **Knowledge Sharing** and Knowledge Management for the heritage sector. By connecting the sector, and providing an option for streamlining networking and collaboration, and the spread of innovations in practice, the Heritage Workspace aims to make the sector more resilient overall.

The network is built of groups, or **Communities of Practice**. These may support projects, aid collaboration, or provide a single point of contact and resource bank for heritage professionals.

Communities of Practice: *Communities of people trying to bring about change. Generally, these will be people connected by a common body of knowledge, which they use the community to learn, to develop and to apply in practice.*

Read this [Introduction to CoPs](#) to learn more.

Heritage Connects is the largest open community at the centre of the workspace, supporting the other groups. Think of it like the atrium at a conference, a place where a range of professionals can gather to share, collaborate, connect, and ask questions.



Heritage Workspace Network Privacy Policy

A Privacy Policy covering the handling of personal data with the Heritage Workspace is being developed and will be available here shortly.

If you would like to learn more in the meantime, please see the guidance for facilitators on handling data on page 20.

The Heritage Workspace is covered by both the Historic England and KnowledgeHub Privacy Policies.

Historic England Privacy Policy: <https://historicengland.org.uk/terms/privacy/>

KnowledgeHub Privacy Statement: <https://khub.net/privacy-statement>

For Users

Community Guidelines

These community guidelines are required for making the most out of the Heritage Workspace network. They are available to new members through the 'Handling Caveats', which must be accepted before joining the network. Thank you for joining!

1. **Keep a (somewhat!) professional tone.** Tone of voice may vary from group to group, so be sure to ask if you're not sure. A good rule of thumb is to treat this network as somewhere between an email and a LinkedIn post!
2. **Use accessible language.** Alt text on images, gender neutral language, and good formatting help to make the Heritage Workspace an inclusive space for all. See our inclusion statement for more information.
3. **Fill out your profile information.** In particular a name and profile picture. This allows you to make better connections and puts a face to a name!
4. **Debate is welcome but be respectful.** A facilitator is available to moderate if you, or any other users, have any concerns.
5. **You are not your organisation.** Groups are only visible to those with accounts, so please talk openly and contribute your opinions. You do not have to represent the views of your organisations within discussions. Recognise that other members are also individuals.
6. **Members can report posts they deem inappropriate via the report button.** Spam, abusive language, or inappropriate behaviour will not be tolerated. This is a professional network and we expect members to behave as such.

Your administrators are Len Branson and Ed Lee. We are happy to discuss these rules privately.

Technical issues can be directed to support@khub.net. Queries about the network or starting a new group can be sent to OnlineCommunities@HistoricEngland.org.uk

Online Heritage Communities Directory

The Heritage Workspace aims to support Communities of Practice across the whole sector, not just those within the network.




Online Heritage Community Directory

A comprehensive directory of online groups active in the heritage sector, mainly in the UK. Use the 'Search for', 'Membership' and 'Categories' options to find online communities that match your interests.

If you run an online community that you would like added, or you would like an entry updated, please contact OnlineCommunities@historicengland.org.uk

[Find out more about using online communities](#)

Newest A-Z

The [Online Communities Directory](#) is a comprehensive list of useful online communities of practice in the heritage sector. It is available to all, even without a KnowledgeHub account, and the groups represented are from a range of platforms. There are many specialist groups, so you are likely to find a group of interest to you.

Note: groups that are listed on the directory are in many cases not managed by Historic England and as a result Historic England is not responsible for the content posted on them by others.

If you know of or run an online group that you would like to see added to the Online Heritage Communities Directory?

Contact OnlineCommunities@HistoricEngland.org.uk with the name of the group.

How to Use KHub

Here is a basic guide on using the KnowledgeHub platform, to get you started once you've signed up:

1. The difference between a network, a group, and the KnowledgeHub platform can help you to understand how to best use it for collaboration



2. Along the top of the webpage, you can navigate between different activity streams

[My network](#) [Home](#) [Groups](#) [People](#) [Networks](#)

My Network- This is your home network; we recommend setting the Heritage Workspace as you home network so it's easy to work your way back. From there, you can find all the groups within the network.

Home- This is the main activity stream, showing content from the groups you have joined, as well as all public content from across the KnowledgeHub platform

Groups- This is the activity stream for the groups you have joined. You can also find new groups from the 'Suggested Groups' on the right-hand side

People- This is the activity stream for users you are connected to. Find new connections using the 'Suggested Connections' on the right-hand side

Networks- This is the activity stream for the networks you are part of. You can be part of multiple networks.

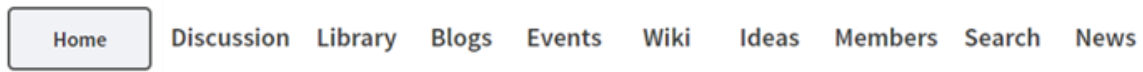
3. Groups are where you can interact, collaborate and gather feedback. Find groups on the network home page, search bar, or through the 'Suggested Groups' panel.

Open groups- Don't require an invitation or request to join, just click join and get involved!

Restricted groups- Can be joined by requesting to join, and a facilitator will let you in. Alternatively, you can be invited by a facilitator. You will receive an email notification as well as an in-site message of this invitation.

Private groups- Invite only. Don't appear on group lists unless you are a member

4. Once part of a group, you can **find content and contribute** in a variety of ways. There will be a banner of tabs to show you the functions available in a group.



Not every function is available in every group, depending on what works for that community, but you will always have a variety of options of ways to get involved:

- The **Home** page provides an Activity Stream specific to your group. Use it to stay up to date with announcements, recent discussions, and vote in polls
- The **Discussions** tab categories discussion in folders. Join available discussions, start your own, reply to a thread, or subscribe for updates
- The **Library** is the home of all the relevant documents to your group. Online documents can also be switched on for collaborative
- **Blogs** allow members to write blogs and explore points in-depth
- **Events** gives a calendar view of relevant events
- **News** is a new feature where you can share relevant articles or reports
- **Wikis** are editable pages where you can collaborate on documents, provide guidance, and collate resources
- Propose **Ideas** and track likes to see which one is the most popular
- **Members** shows all members of your group
- **Search** allows you to find exactly what you need. All discussions and documents posted within the group appear here, and you can search key words and relevant tags.

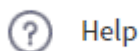
6. **Set up your profile** by clicking the profile icon in the top right of your page

Your profile picture, job title, and organisation will be the easiest ways to find mutual connections. The 'Skills and Experience' and 'Interests' sections are also searchable, so other can find you based on mutual professional interests!

The visibility of your information can be changed under 'Settings'. Putting a face to a name can be a useful way to make connections and learn more about your sector colleagues; set your profile to however makes you the most comfortable.

5. For more advice, ideas for participating in groups, and technical problems, see the KnowledgeHub **Help Pages**

The Help pages are found on the left-hand side of the screen on most displays.



Inclusion Policy

This is accessibility and inclusion guidance for the Heritage Workspace network. The [KnowledgeHub Accessibility Statement](#) applies to the platform as a whole. The KHub statement covers:

- Colour contrast
- Agile zoom
- Keyboard navigation
- Screen reader enabled including unenhanced references
- Access with mobile device
- Simple instructions
- Text labels on forms and buttons
- Alt text on images

This guidance aims to ensure Heritage Workspace users can make their content as inclusive as possible, to welcome a wide range of sector voices into the space. This includes working with the formats available to us on the KnowledgeHub platform, as well as suggested behaviours to make the Heritage Workspace an inclusive space for all.

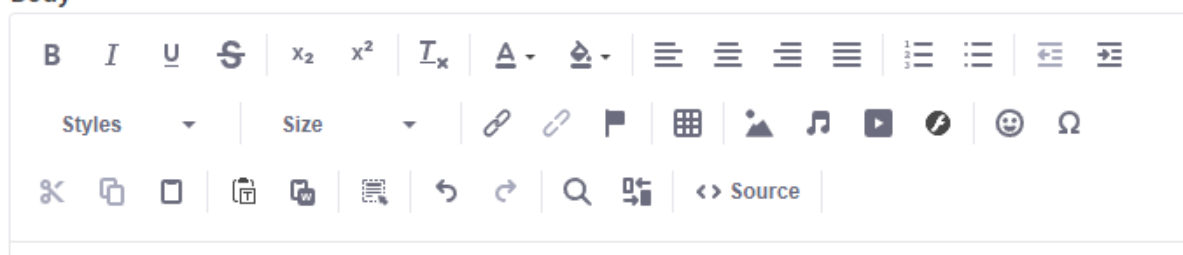
Any queries can be sent to OnlineCommunities@HistoricEngland.org.uk

Any queries about the accessibility of the KnowledgeHub platform can be sent to support@khub.net

Text and Formatting

The default font on KnowledgeHub is Source Sans Pro. These are some recommendations for using the text editor for discussions, blogs, and wiki pages:

Body



- Use the **formatted headings** under ‘Styles’. Write headings in a logical order
- KnowledgeHub posts appear on a white background. Use a **clear colour text contrast**, if changing the colour of the text from black; use a [contrast checker](#) if you are unsure
- Use **bold text** to show emphasis instead of italics
- **Clearly describe links**; do not use ‘Click here’. Links should be underlined (this is not done automatically), such as www.HistoricEngland.org.uk
- **Use a large readable font**. The default font size is 16

- **Avoid long sentences**, long paragraphs, or ‘stream of consciousness’ writing. Useful tools are to use bullet points, or headings and sub heading

The aim is to present your writing in a way that can appeal to the widest possible readership, inclusive of neurodiversities.

Plain Text

Many discussions in the heritage sector, in particular online communities, involve a level of specialised or over-worded language. Where possible, written language should be in Plain English for legibility and inclusion.

The Heritage Workspace caters to a wide range of professionals at different places in their careers; consider this broad audience when writing to foster an inclusive environment where a range of voices can contribute and collaborate.

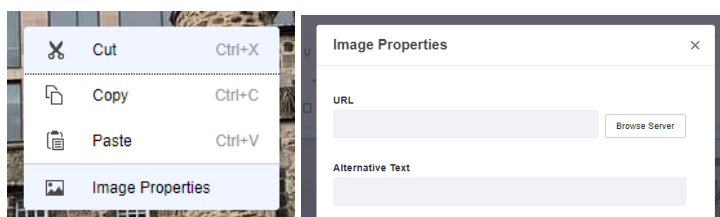
Inclusive writing

The Heritage Workspace is a network for the whole of the heritage sector and connects an audience with a wide range of experiences and identities. Writing with inclusion in mind could mean:

- **Avoid unnecessarily gendered language.** Use ‘folks’ instead of ‘ladies and gentlemen’, and choose gender neutral pronouns
- **Using inclusive examples.** Draw on diverse imagery, e.g. in hypothetical examples
- **Be precise with meaning.** Do not assume the knowledge of you audience

Alt-text

Images can be added to discussion posts, or within replies. Any images should include an ‘Alt-Text’ description- around 1-2 sentences- to make the image accessible to a screen reader or provide further clarity to the image content. Alt-text can be added by right clicking an image, selecting image properties, and typing the description in the ‘Alternative text’ box.



Images can also be added as headers to a blog. In this case, add an alt-text description to the caption box directly below the image.



Video Captions

Videos be uploaded as a file under the Library tab, or embedded into posts as a link. In either case, ensure that any videos have either open or closed captions added prior to uploading to the Heritage Workspace.

Open captions: captions that are in view and cannot be turned off.

Closed captions: captions that can be turned off and on by the viewer.

For Facilitators

Community Management

Facilitators are those with admin responsibilities for the various groups in the Heritage Workspace. It is recommended that every group has at least two facilitators.

Facilitators should join the [Heritage Workspace Facilitators group](#), for guidance, feedback, and any questions about the network.

The [Online Facilitators Community](#) is a group run by KnowledgeHub and is a great opportunity to connect with facilitators from other networks.

Network administrators

The network administrators for the Heritage Workspace are responsible for:

- Allowing new members into the network
- Liaising with group facilitators and creating new groups
- Creating a network strategy, including a content calendar and growth metrics
- Gathering network data and creating quarterly reports, to inform network strategy
- Heritage Workspace visual identity

Email OnlineCommunities@HistoricEngland.org.uk to contact the network facilitators.

Group facilitators

Facilitators are responsible for:

- Allowing new members into the group
- Gathering group data and creating reports, which should inform the group strategy
- Running events and hosting discussions, as well as moderating

To spend more time developing your community management skills, use this resource list as a starting point:

- KnowledgeHub hosts a monthly 45 minute 'Facilitator's Webinar' to learn more about the platform, ask questions, and meet other new facilitators. *Note: A link to the webinar is available to those who are members of the Online Facilitators Community. Join to see their full events calendar.*
- An intro to [Communities of Practice](#) by Etienne and Beverly Wegner-Trayner.
- [FeverBee](#) by Richard Millington. Community management training and blogs
- [Jono Bacon](#), a community management consultant with lots of resources

Online Communities Review Toolkit

The Online Communities Review Toolkit allows community managers to review communities through self-assessments, surveys and questions, and measure performance, impact, and plan for their community's future.

Placecube were commissioned by Historic England to provide Historic England's community managers with a practical community of practice review toolkit that will:

- enable them to measure and review their own communities
- help them understand the value their communities bring to their members, to their organisations and to the sector
- provide them with a way to further improve the engagement with online communities within the heritage sector

PLACECUBE / HISTORIC ENGLAND

Online Communities of Practice (CoP) Review Toolkit

The toolkit can be found on the [Historic England website](#).

If you have any queries about using the toolkit to evaluate your own group, email OnlineCommunities@HistoricEngland.org.uk

Setting up a new group

If you'd like to start a group within the Heritage Workspace, start by thinking of your **purpose or goal**. It is possible that a similar group already exists, and the overlap could be a valuable opportunity to **find an existing community!**

Groups are set up by network administrator; you can set up a start-up meeting by contacting OnlineCommunities@HistoricEngland.org.uk with a brief overview of:

- A Group Name
- At least two named facilitators
- Expected membership numbers (doesn't have to be specific, just a general idea)
- Intentions of the group, or general goals and needs
- A Group Plan
- A short description of the group

No charge is made for new groups, as the cost of the network is covered by Historic England. Facilitators of groups in the network are expected to keep their groups active.

Heritage Workspace groups are not an archive, and final products from projects should be hosted elsewhere for long-term dissemination.

Group Plan

New groups require a different set of needs to joining an existing community. A Group Plan should include:

Purpose	Guidelines
<p>Everything you do in the group should lead back to this original purpose, even if the purpose changes over time. This explains the reason for your group, and the sector needs it is fulfilling:</p> <p><i>How does your group align with your organisation's corporate priorities?</i></p> <p><i>Are you trying to... Understand the sector better? Increase awareness of an initiative? Gain data from the sector? Connect the sector?</i></p>	<p>Guidelines could be a background document or a set of rules that members must follow to enter the group. They provide structure to the day-to-day operation of the group:</p> <p><i>What tone of voice should members use?</i></p> <p><i>Where do members go for technical support?</i></p> <p><i>What is unacceptable behaviour? What is your moderation or escalation policy?</i></p> <p><i>How can members be accessible?</i></p>

Measurements

Decide on what success looks like at the very beginning, to provide structure to your actions and give something to return to when it comes to measuring growth and deciding strategy:

What is your membership growth goal? Do you have a number in mind, or are you looking to target relevant groups/individuals?

How will you create this growth? Direct recruitment, promotion, or referrals?

What data will you be collecting, and how often? How will this inform your strategy?

Content

Having a vision for the first six months of group content will provide activity whilst your first members establish organic activity. A content calendar should be a live document:

What bigger events do you want to host, and how do you need to plan ahead?

What is the regular content, and how do you maintain a schedule?

What is the format of content? Polls, blogs? What features does the KHub offer?

How might this content change over time?

A Network Contribution

Group facilitators can contribute to the exchange of knowledge with other network participants via the open Heritage Connects group. This is a great opportunity to open your discussions to a wide audience through our central open community.

This contribution could be as simple as a discussion to update the community on a piece of work that has come out of your group. However, facilitators are encouraged to be creative in identifying knowledge sharing contributions. Some options for contributions could include:

- A 'takeover' event where an expert from the group is available and logged in to the Heritage Connects group on a specified day to answer questions about their specialist area, or a piece of work in progress.
- Provision of a draft document or report for consultation and comment from Heritage Connects group members
- An extended discussion in Heritage Connects, hosted by members of the group

Closing groups

Closing a group does not necessarily mean something bad! If a group's activity has wound down, or it no longer serves a key purpose, this can be a good opportunity to mark the successes and lessons learned and close the group. Get in touch with OnlineCommunities@HistoricEngland.org.uk if this applies to your group.

Where there has been no obvious activity in a group for a year, the Network Administrators may ask the Facilitators for an update on the plan for the Group. In the absence of a plan, it may be appropriate to close the group.

Member Profile

The heritage sector is broad and multi-faceted, and it is the goal of the Heritage Workspace to reflect this audience, as a means to better connecting the sector.

New members policy

- There is no dedicated space for new members to be addressed, but they will be welcomed in their acceptance message by facilitators
- Some groups have an announcement of suggested tasks for new members to provide direction for first contributions
- Members are encouraged to fill out their profile, in particular name, profile picture, and job role
- All members must accept the Handling Caveats to be allowed into the network

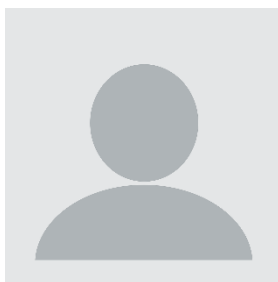
Under-represented groups

The Heritage Workspace aims to both represent and aid the diversity and inclusion of the heritage sector through:

- Encouraging early career heritage professionals to join and contribute. Students and PhDs represent only 2% of active members; this audience segment should be encouraged and expanded to include other early career roles
- The network **Inclusion policy** aims to create a safe and productive space for a range of under-represented and marginalised groups

This hypothetical member profile should give an indication of the current average membership of the network, to help to understand the target audience for content, and potential user needs.

Note: The provided percentages are taken from the March 2023 quarterly report of the Heritage Workspace and reveal representation as suggested from basic email address and job role filtering.



The essence of the Heritage Workspace membership is Heritage Sector Professionals.

They are likely to have a level of specialism or be connected to a project with a group in the workspace. They most likely learned of the Heritage Workspace through word-of-mouth.

Job role

The typical job title of a Heritage Workspace member involves the words 'Officer' (22%), 'Manager' (19.5%), or 'Head/Director' (15.4%).

This distribution spans a variety of seniority. However, is likely that engagement and contributions are driven by those in intermediate or mid-level roles, as those in senior management positions are less likely to participate in the day-to-day forum activity.

Organisational background

A wide range of heritage organisations are represented in the network with ~20.2% being Historic England staff and a further ~13% from other organisations. However, the biggest percentage of membership is from local authority staff and government bodies (~31.1%).

Typical engagement

Engagement from Heritage Workspace members is low or slow paced. Compared to other sites, members trend to log-in less regularly and contribute longer form answers.

To target this lower engagement, members respond well to direct notifications (whole group messages), the 'like' feature, and promotion in external channels.

This slower-paced discussion is a positive, as means for thoughtful long-term discussion and an opportunity for feedback, that expands on the often faster-paced thoughts seen on other professional social media sites.

Key concerns

Members often are enthusiastic about the functions and potential of the KnowledgeHub platform, and the opportunity to connect with the sector beyond their own organisation.

However, they are often concerned about the time commitment of regularly using the network and show apprehension to contributing for fear of mis-representing their organisation in a 'public' space.

Some solutions to these concerns can be to:

- Have clear community guidelines, which establish the status of individual members, and the level of restriction on the group
- Offer 'light-touch' engagement such as polls, to provide easy avenues for regular contribution
- Provide a range of ways for connecting the sector through online communities, whether these be email lists or groups on other platforms to suit various user needs. These can be found on the [Online Heritage Communities Directory](#)

Data Protection

Handling Personal Data in the Heritage Workspace: Guide for Network Administrators and Group Facilitators

This guidance sets out the process for handling personal data when running a KnowledgeHub group and takes into account data protection best practice.

Please make sure you are up to date with the [KnowledgeHub Privacy Policy](#). If you are a member of Historic England staff, make sure you are up to date with the Data Protection Mandatory Training; this is found in the Learning Hub and should be refreshed annually.

Group facilitators not employed by Historic England are responsible for their own data protection training and information security measures. External facilitators are responsible for ensuring that there are adequate security measures in place for the information they hold.

After you download a report, you must fill in this [Data Protection Form](#). This is to ensure accountability and check the retention of files- you will receive an email reminder of your selected date file deletion. Whilst files need to be deleted as soon as they are no longer needed, the data has been processed, or fully anonymised, **the maximum retention period for reports downloaded from KHub is 3 months.**

Furthermore, **when downloading a report, remove any data fields that are not strictly necessary to processing.** Report spreadsheets from KnowledgeHub do not allow you to choose what data fields will be included; deleting them shortly after download helps us to adhere to data minimisation principles.

Key activity

When users sign up to KHub, they are required to provide their name, email address and organisation. Other data, such as job title, phone number, location, and social media handles are voluntary, and the user can control whether this appears on their profile.

Group Facilitators have access to name, email address, activity dates, organisation, and job title data for registered group members. This data is found in group reports:

Reports	Group documents	Download report
Download relevant reports. If the report is large, you will receive an email notification when it is ready to download with a link to access it.	A list of all group documents including for each one: document title, the date it was created and last modified, its location within the group and the number of downloads it has had.	Download report
	Membership Requests	Download report
	A list of all group membership requests including for each one: name, status and joining date of user requested for membership, with membership request created date and its status, and user name who reply the request with reply date and comments.	Download report
	Members	Download report
	A list of all group members including name, last login date and last activity information.	Download report
	News	Download report
	News	Download report
	Invites	Download report
	A list of all invitations send to users including for each one: user name, user status, the date the invite was created, link to the invited user profile page, if available, and the status of the invite.	Download report

The Insights page, under the Admin tab visible to facilitators

This is the information provided sign-up and may not be visible on the user's profile. Data subjects are made aware of Historic England's access to this data via the Privacy Notice, and any relevant queries can be made to support@khub.net. This information should be kept confidential and only used where it is essential to achieve the identified purpose for processing.

Some examples of why you might need to download these reports and access the personal data:

- Regular engagement/activity reports. For example, the quarterly report for the whole Heritage Workspace can be found in the Heritage Workspace Facilitators Group, and is designed to understand user activity to inform our content schedule and engagement focus in the next three months
- Ad hoc surveys of membership or activity, for example to gather feedback or understanding of engagement with a recent piece of KHub content to measure success
- Sharing anonymous information about activity levels in a particular group

Actions

These are the key steps to take to ensure the protection of your members' personal data.

When downloading the report:

- **Fill out the [Handling data in the Heritage Workspace form](#)**
- Make sure you know exactly where you're downloading the file to, and who has access to it. For Historic England staff, the Records Management Team have guidance on [Managing Digital Information](#)
- Remove any data fields that are not absolutely necessary to processing. Report spreadsheets from KnowledgeHub do not allow you to choose what data fields will be included. In order to adhere to data minimisation principles, you should delete

any columns that are not strictly necessary before processing the data you do need.

- Delete the file when you've obtained the data you need. Do not keep the file any longer than necessary. **Maximum retention is 3 months.**

When sharing the report:

- Send the file as a link, not an attachment, to maximise control over who has access. Check that the link is set at the right level (can the receiver edit or just view the file?). Remember to disable access when it is no longer required
- If sharing a password-protected file, share the password in a safe and encrypted method, for example verbally or using a password manager
- If you're sending specific data, only send as much data as is necessary to carry out the task. Anonymise the data as much as possible.
- If sharing insights about the data, for example in a quarterly report, completely anonymise the data, for example by displaying it in a pie chart.

Note: Information is fully anonymised if there are at least 3-5 individuals to which it could refer; if an individual could be identified by the size of the data, pool this data into the next category. If data is not fully anonymised it may be considered pseudonymised and would therefore remain personal data.

After you download a file, please fill in this [Data Protection Form](#). This is to ensure accountability and check the retention of files is not beyond what is necessary to carry out reasonable facilitation tasks.

Note: The insights 'Analytics' graphs provided under the admin tab are anonymised, and do not require you to fill out this form. However, in lower traffic groups, with less than 5 visitors or contributions a day, they may not count as fully anonymised- ensure that they are fully anonymised before sharing further.

Requests for data from users

Users may request data about themselves for a range of reasons:

- Subject Access Requests
- Right to Rectification
- Right to Erasure
- To Withdraw of Consent for Processing
- Right to Restrict Processing

Many of these requests can be dealt with by KnowledgeHub, if a user emails support@khub.net. However, if a user makes a request to you directly, this should still be logged by the Information Governance Team at Historic England. Please email OnlineCommunities@HistoricEngland.org.uk in the first instance if you believe a user has made a request regarding their personal data. These requests should be dealt with **as quickly as possible** to ensure that legal time limits are met.

You may also be contacted regarding a user's request for data to ensure that you have not retained any of their data on downloaded spreadsheets. Deleting and anonymising data as promptly as possible helps to keep this process smooth.

Inactive groups

If you no longer use your group, or it has been inactive for over 6 months, please request group closure from OnlineCommunities@HistoricEngland.org.uk, to ensure that the data within the group is not stored unnecessarily. Spot checks are conducted regularly.

Key definitions:

Data Subject - A person who can be identified from the personal data we hold. This means they can be identified directly from the data, or by combining that data with other information held by Historic England.

Data Controller - The name of the organisation that determines the purposes for which the data are processed and the means of processing.

Data Processor - A data processor acts on behalf of, and in accordance with instructions of the data controller. For example, Microsoft acts as a data processor in the provision of our corporate email network.

Joint Controller - If two or more controllers jointly determine the purposes and means of the processing of the same personal data, they are joint controllers. However, they are not joint controllers if they are processing the same data for different purposes.

Personal data - Information that relates to a living individual. Data is personal data when it allows you to identify someone directly from the data or by combining it with other information we hold. What identifies an individual could be as simple as a name, email address, membership number, employee number, national insurance number or could include other identifiers such as a postal address, an image, an IP address or a cookie identifier, or other factors.

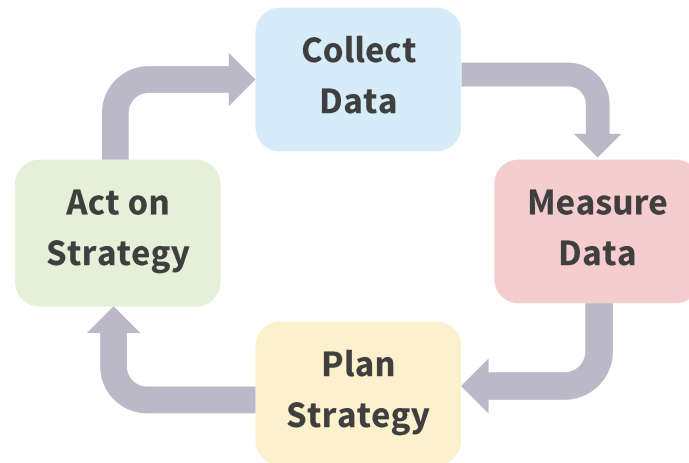
Anonymised data - Some sets of data can be amended in such a way that no individuals can be identified from those data (whether directly or indirectly) by any means or by any person. Ensuring that there is no way in which individuals can be identified is a technically complex task.

Pseudonymous data - Some sets of data can be amended in such a way that no individuals can be identified from those data without a "key" that allows the data to be re-identified. While individuals may not be identifiable from the pseudonymous data itself, they can be identified by referring to other information held separately. Both the dataset and the additional information are therefore still personal data.

Processing - The term "processing" is very broad. It means anything that is done to, or with, personal data (including simply collecting, storing or deleting those data). This definition is significant because it clarifies the fact that UK data protection law is likely to apply wherever an organisation does anything that involves or affects personal data.

Analytics

The data behind the Heritage Workspace helps to inform strategy, establish next steps and should always be an ongoing process.



The metrics that we track can change over time, as new trends and priorities develop, but we should always have a clear set of measurables at the forefront of our strategy.

The analytical tools used on the network could also apply to your own group.

Quantitative data

This is the data that is numerical and quantifiable. This includes:

- Growth- how has the number of members changed over time
- Reach- how many members are viewing our content
- Engagement- how many members are interacting with content
- Conversion- how many members are interacting in specifically desirable ways, such as filling out their profiles or subscribing to blogs

This data is collected through KHub's built-in insights- both the anonymous graphs and the spreadsheet reports- which are available to group facilitators. The network is also linked to Google Analytics, with many groups carrying a GA code.

Contact OnlineCommunities@HistoricEngland.org.uk if you'd like more information about network-wide insights or Google Analytics for the network.

Qualitative data

This is the data about user characteristics or experiences. This includes:

- Nominal data such as member job titles and organisations
- Sense of Community
- Reason for joining a group
- User needs
- Platform feedback

This data can be collected through informal conversations with members, feedback forms, or group surveys.

Actions and developments

Quantitative and qualitative data should not be considered in isolation and should be compiled to produce a comprehensive view of activity.

Once this data has been collected and measured for changes, there are lots of ways that this can inform the Heritage Workspace strategy, or strategy for any groups:

- New promotional tools to reach new audiences; word of mouth, newsletters, other communities of practice?
- Changing the target audience, or focusing on new audiences who are currently underrepresented; local authorities, early career professionals, training providers?
- Introducing new functions to the group, or removing ones that are underused
- Improving use of existing tools to encourage engagement; likes, polls?
- Using social listening or trend analysis to explore new user needs, and introduce new avenues of discussion

These tips can be applied to any group in the Heritage Workspace, and all groups are encouraged to consider their success metric before start-up and review them after six months.

Quarterly reports

The quarterly reviews of the Heritage Workspace are available on 1st March, 1st June, 1st September, and 1st December in the Heritage Workspace Facilitators group. They are useful tool for group facilitators to compare their own activity and membership to the network as a whole.

The reports currently review the following metrics:

- Active members (those who have logged in in the last year/last month)
- Membership growth
- Organisational background, as suggested by email address
- Job title, as suggested by basic filtering
- Reviewing the metrics set in the previous six months
- Setting new metrics strategy and content for the upcoming quarter

For members of the [Heritage Workspace Facilitators Group](#), find the latest report under the Wiki tab.

Please leave responses and feedback in the comments section!

Branding and Tone of Voice

Look and feel help to create a community identity. The Heritage Workspace is run by Historic England but is designed to belong to the whole sector.

Visual identity

- A ‘working together with Historic England’ logo is built into the top left of the screen for those who have the Heritage Workspace as their Home Network
- The Heritage Workspace banner is of the view from Cannon Bridge House
- The Heritage Connects open community uses bridges in the profile picture and banner to represent a connected sector
- Group profile images are autogenerated by KHub, unless you add your own. Profile images can be made through the [Icon Generator](#). Note: this link will only work for members of the Heritage Workspace Facilitators group.
 - *Note: Groups are welcome to add their own images to create a distinct visual identity.*

Tone

Members can often be unsure of the tone of voice of a group- for example, is it standard to use email formatting, or can you treat a discussion post like other more informal social media sites? Spend some time considering what works best for your group and set an example for members by maintaining a tone consistently.

The rule of thumb in the Heritage Workspace is a semi-professional tone seen elsewhere on KnowledgeHub. Think of it as somewhere between a LinkedIn post and an email.

A good example of this is the [Online Facilitators community](#).

Images

Images can be embedded into posts using the ‘embed’ function in the Historic England Archive, and the ‘<>Source tool’ on a KnowledgeHub post. This links the image directly back to the source and allows the Archive to track where images are being used.

Images taken from the Historic England archive- i.e. are taken by HE or the rights are held by HE- can be used for Historic England purposes. Heritage Workspace groups are owned by HE, so staff can request HE archive images for use as banner and profile pictures. This refers to images for groups only, not for personal use such as the banner on your profile.

Requests for images can be placed at archive@HistoricEngland.org.uk

Content Calendar

A content calendar is a useful tool to distribute the type of content across the coming months, give expectations and consistency, and help to delegate work.

Content should be informed by **user needs** and **intended outcomes**. This means finding out what activities fit the style and interests of your members, but the content can also achieve an outcome that benefits the overall purpose of the group. Inspiration for content can come from sector trends, your group analytics and strategy, or events, such as awareness weeks or upcoming conferences.

There are a variety of ways that an online group can inspire action. Are you trying to...

- Highlight content?
- Hear from your community?
- Bring your community together?
- Support community learning and content organisation?
- Mobilise your community?

It can be useful to plan between 3 and 6 months in advance. Here is a template of a content calendar, that separates the types of content by the level of effort required:

Identified Need				
	Events	High-effort Content	Day-to-Day Content	Planning
	These are the big activities that take place in a designated time period. They bring in new audiences, highlight a new specialism, and allow for in depth member contributions. Run every 2-3 months <i>E.g. Community Takeover day</i>	These are the activities that take more of your time to produce, but also produce a bigger output for your community. It can be useful to delegate these tasks between members. Post every 1-2 weeks <i>E.g. Blogs</i>	This is content that keeps the regular stream of activity on your group and means there's always something there for members. Make it easy to set-up and publish, so you can keep a regular schedule. Post every week <i>E.g. Polls</i>	For all types of content, there are time dependencies and different levels of planning required. Keep a note of things that need to be ready in advance, so your content schedule can run smoothly. Keep in the background <i>E.g. Promoting events</i>
Month				
1				
2				
3				

Content Ideas

KnowledgeHub has the benefit of a wide range of content and posting styles. Although primarily focused on forum-style discussion, various Heritage Workspace groups will use different and creative ways to diversify their content.

Here is a full list of the content types available on KnowledgeHub:

- The **Home** page provides an Activity Stream specific to your group. Use it to stay up to date with announcements, recent discussions, and vote in polls
- The **Discussions** tab helps to categorise discussion, organised into folders. Select a category to see available discussions, start your own, reply to a thread, or subscribe to get regular updates
- The **Library** is the home of all the relevant documents to your group. Online documents can also be switched on for collaborative
- **Blogs** allow members to write blogs for your group and explore points in-depth
- **Events** gives a calendar view of relevant events
- **News** is a new feature where you can share relevant articles or reports
- **Wikis** are editable pages where you can collaborate on documents, provide guidance, and collate resources
- Propose **Ideas** and track likes to see which one is the most popular
- **Members** shows all members of your group. Check out other peoples' profiles and make connections. Put a name to a face by uploading a profile picture for when you appear in this list
- **Search** allows you to find exactly what you need. All discussions and documents posted within the group appear here, and you can search key words and relevant tags.

*Note: It is also worth considering **how** you post different styles of content. It is important to understand how members interact with posts. Use the following tools to encourage engagement:*

- *Publish several shorter posts instead of one long post, as these are easier for users to read and 'like'*
- *Ask a question at the end of your point, to prompt a response in the comments*
- *Consider creative ways to mix up the types of content users are seeing, with a mix of 'light touch' content such as a poll, and more interactive long form discussions*
- *Images and video links can be embedded into posts to create visual interest and illustrate a point.*

Conflict Management

The Heritage Workspace is a professional digital community, used by sector professionals carrying out their normal duties. As a result, conflict and aggression are less likely than perhaps other internet forums you may have experienced.

Members should not feel limited in their contributions for fear of saying something 'wrong'. To date, there has not been an example of a Heritage Workspace discussion requiring moderator intervention. Nonetheless, it is important that members have a place to go if they are experiencing a problem or are uncomfortable.

For moderated discussion

The Heritage Workspace welcomes debate as a means of collaborating and communicating. There are lots of discussions where members may have passionate opinions, for example Contested Heritage.

Facilitators are group moderators and can moderate any discussions that may raise these opinion-heavy topics, to ensure there is a respectful tone and a chance to stay on topic. If users encounter any issues, they can be raised with a facilitator.

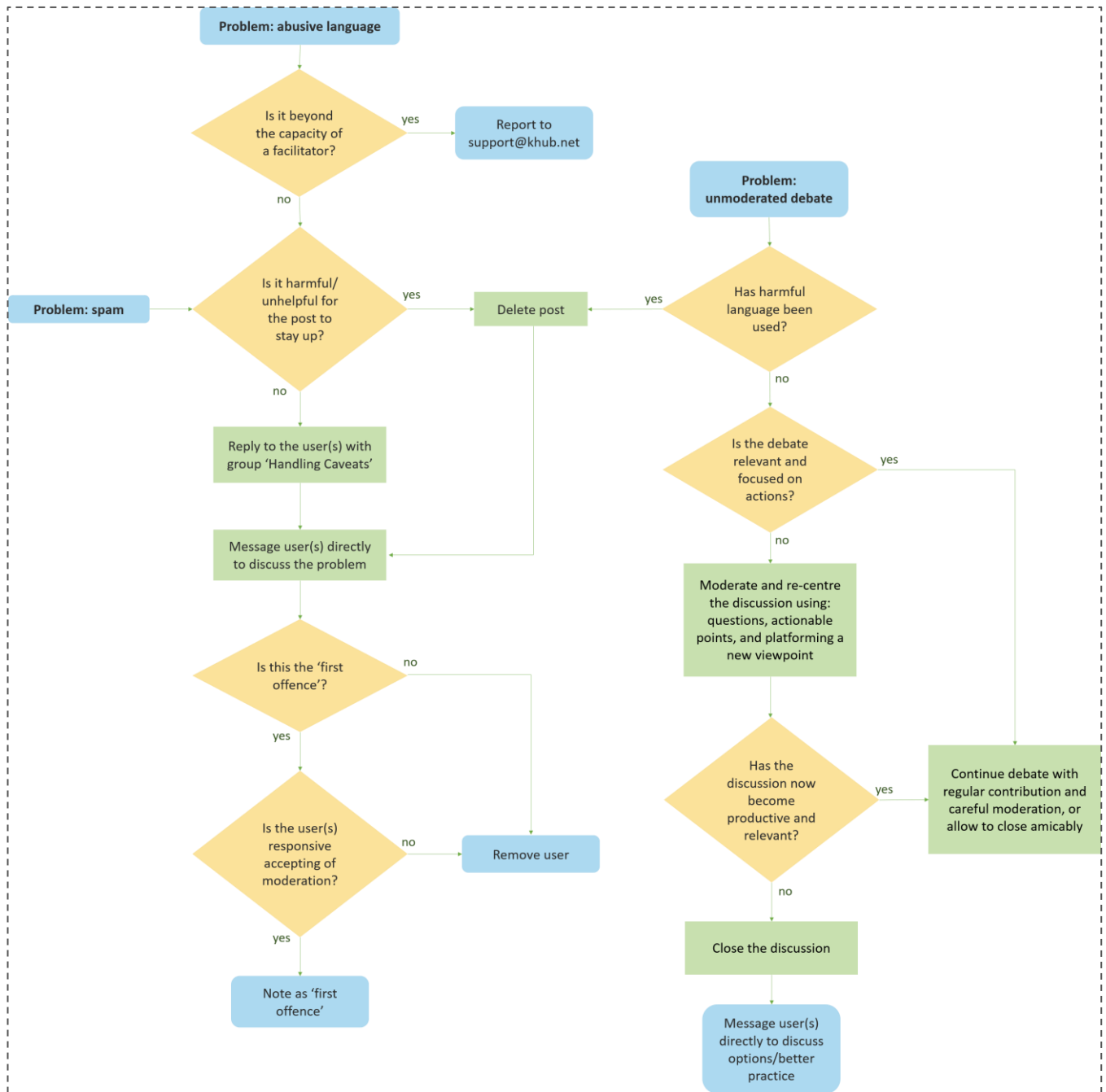
Any further issues should be raised with network administrators at OnlineCommunities@HistoricEngland.org.uk

Unacceptable behaviour

The Heritage Workspace has a zero-tolerance policy to inappropriate behaviour, which includes abusive language, aggression, or spam. This is outlined in the community guidelines.

4. **Debate is welcome but be respectful.** A facilitator is available to moderate if you, or any other users, have any concerns.
5. **You are not your organisation.** Groups are only visible to those with accounts, so please talk openly and contribute your opinions. You do not have to represent the views of your organisations within discussions. Recognise that other members are also individuals
6. **Members can report posts they deem inappropriate via the report button.** Spam, abusive language, or inappropriate behaviour will not be tolerated. This is a professional network and we expect members to behave as such.

Facilitators can use the Escalation Flowchart to decide on a course of action:



Contact

Your key network administrators are [Len Branson](#) and [Edmund Lee](#).

Contact OnlineCommunities@HistoricEngland.org.uk for queries related to:

- General Heritage Workspace questions
- Starting a new group
- Having a group added to the Online Heritage Communities Directory
- The Knowledge Sharing Process
- Inclusion and accessibility
- Data protection

Contact support@KHub.net for queries related to:

- Technical issues
- General KnowledgeHub questions (not related specifically to the Heritage Workspace)