**The Benefits and Potential Hazards of Making a Cultural Impact Online**

The visual notes have been created within a template which utilises the University of Liverpool’s ‘Making an Impact 2022’ and the Academy’s colour schemes of dark purple, a golden orange and accents of pink, green and blue. The bottom of the note includes a colourful banner incorporating the Making an Impact 2022 visual which includes bright colourful triangles. The Academy which has a purple background and a colourful pyramid of stripes. A second Academy banner focussed on Researcher Development which has a white banner with an image made up of four colourful petals (purple, pink, green and orange) It states “positive and inclusive research culture”. The final banner is the logo of the University of Liverpool featuring a blue shield with three doves and a book in the centre. Underneath this runs the social media information:

www.liverpool.ac.uk/researcher/making-impact

#unilivimpact22

@LivResearcher

@LivUniAcademy

And the words “illustrated by @swantonsketches”

The title of the podcast “The Benefits and Potential Hazards of Making a Cultural Impact Online” is presented in the top banner which also includes a drawing of a radio microphone with waves coming out representing the podcast format.

Underneath this are two purple monochrome portraits of the podcast participants – Professor Dinah Birch, Pro Vice Chancellor for Cultural Engagement and Professor Georgina Endfield – APVC Research and Impact (Humanities and Social Sciences). The podcast content is visualised in the space below the portrait.

On the top left is a drawing of caution tape covered with drawings of green virus molecules representing Covid-19. A CLOSED sign hangs down from the caution tape. To the right is a drawing of a blue stickperson sat with their head in their hands under a raincloud.

“Covid changed everything…Increased Isolation. Abrupt lockdown required rapid response to offer provision online”

The words “events” “tours” “livestreams” are drawn coming from this message into a large drawing of a laptop which features largely in the centre of the visual note. The laptop screen is taking up by a large drawing of Liverpool’s Victoria Gallery and Museum which pops out from the screen. The building has been drawn as if it is a source of light in grey times. There are images depicting dance, theatre, music and visual arts surrounding the gallery and museum.

On the top right of the visual note are words “Digital access broke down many barriers and had a positive impact on health and wellbeing” – The same stick person who appeared sad on the left is depicted looking at a laptop with bright coloured streamers and musical notes coming from the screen. A heart is depicted next to the figure and the word “Good news!” are drawn in green below the image.

Colourful bunting is drawn coming from the laptop to the right hand side of the note. Above the bunting reads “more digital resources – greater digital literacy – no geographic restrictions”

Underneath the bunting is the declaration “Unprecedented access to cultural provision”.

Returning to the left hand side of the note is a drawing of more caution tape and a stick person pointing at the laptop with a thought bubble above them that reads “That’s not for me”

Underneath are the words:

* Uneven access to technology
* Variable confidence in using digital platforms

“Need to support digital literacy and use open and inclusive language”

To the right and under the laptop, the blue stick figure reappears pointing upwards. The thought bubble reads “The aura of the venue is missing online” and this drawing is accompanied by the words “We are social animals – too much isolation is not good”

Underneath the bunting drawing on the right hand side are further drawings highlighting the challenges.

A close-up of the stick person’s head is drawn – they have a tired and sad expression and their head is depicted open and too full of colourful streamers and pink exclamation marks. A hazard sign is drawn to the right accompanied by the words “Risk of overload – screenbreaks are important – vary resource delivery/approach”

Underneath are the words “Digital events may be stilted or interrupted” – illustrated by a pink circle featuring the wifi symbol a pink line is crossed through the wifi.

The blue stick figure features once more holding a pink megaphone. “Online events risk being impacted by dominant voices – managed through effective chairing”

A pound sign is drawn “Online rates may lead to tiered access to culture”

A road is drawn from the laptop to the bottom right hand corner of the note. On the road is written “We need to incorporate the BEST of digital and in-person experiences…” Three colourful circles appear on the edge of the road. The first reads “hybrid events”, the second “activities like walkshops”, the third “competition eg. Photography or writing”.