

What's Working for You?

Discussion points from

Technology, Web 2.0, & Historic Sites: Strategies for Engagement

Presented on August 27, 2009 at the

American Association for State and Local History Annual Meeting

Metro Parks Toledo www.metroparkstoledo.com

(wiki)

American Heritage www.heritagesites.com

(Heritage Tourism Site) AASLH Members, free

MySpace Pages –On the way out, less interaction now.

How do you measure turnover? Somewhat anecdotal,
confusion from visitors on where they heard
about us

Should we simply measure those who come through the
door? Or does it matter more that you're
reaching audiences who perhaps couldn't
otherwise come?

Web 2.0 and Social Media-- are these terms interchangeable? Social media is a subset of Web 2.0.

How do you create structure without removing the ability for user to customize experience or choose their own path? Create framework, maintain options

Success w/ marketing events on facebook—selling out prior to formal press releases.

How do you help fellow staff/supervisors overcome fear factor? Legal issues, etc. Issues of control.

Create framework to assuage fears of loss of control. Review process, but not so labored that the information becomes outdated or stale before posted.

Users should be trusted staff with knowledge of the organization, good judgment. Just because someone is more comfortable with the program doesn't make them the best person to be in charge of content.

Success will make folks comfortable!

Blogging guidelines but nimble factor-one other person reviews. (See the guidelines developed by the New York State Historical Association).

What you put out there represents the institution.

Structure inside the organization is important too (time management).

The better we get at showing benefits, the more comfortable people will be.

How do you measure success if not by feet through your door?

Edsel and Eleanor Ford House ran an add on facebook, targeting 25+, 50mi radius, art/architecture/classic cars, etc. and got over 700 new fans.

Technology controls allow you to manage facebook pages without accessing your personal account.

Virtual reality media.

Working with minors on the web.

Indiana Junior Historical Society

Minnesota Historical Society—event specific targeting of minors (History Day).

Toledo Metro Parks—Teachers avoid facebook/twitter (many blocked, don't want to be friends with students, etc.).

YouTube educational channel

iTunes University

Local “tubes” a good way to reach audience

Mariner's Museum, Virginia (has a group of youth advisors, info vetted by supervisor)