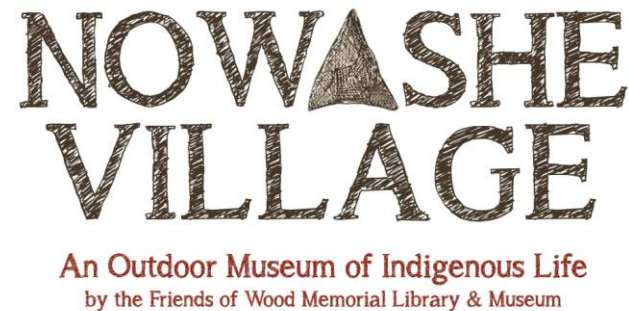
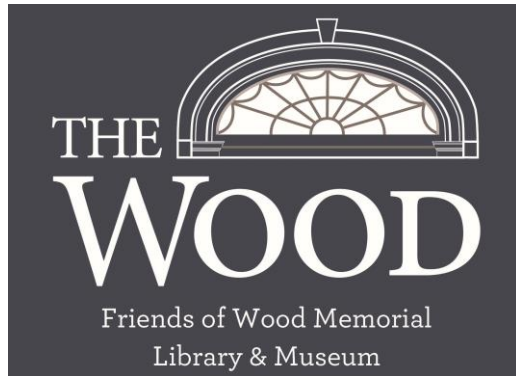


# 4C: Creating and Repurposing Content for a Variety of Communication and Technology Avenues



Carolyn Venne, Executive Director  
Jessica Vogelgesang, Communications Director

# Quick Polls

- Do you have a website?
- Do you have an email system?
- Do you utilize social media platforms?
- What is your organization's comfort level with digital content creation? Beginner, Intermediate, or Advanced?

# The Wood

- Founded in 1971, located on historic Main Street in South Windsor
- Wood Memorial Library, Nowashe Village, the Vibert House and Barn
- Archives, museum and library, education, cultural programming
- Part-time staff of four
- 10,000+ visitors annually, CRM Database of 6,000 constituents



*“Where history, nature and the arts come alive,  
and community thrives”*

# Worksheet and Case Study

1. Identify a need or purpose

2020 was the 175<sup>th</sup> Anniversary of South Windsor
2. Pinpoint specific topics to highlight

“Notable South Windsor Women” In-Person Exhibit for Women’s History Month
3. Determine the distribution and technology that can be utilized

In-person exhibit became an online exhibit, social media posts, newsletter content, email blasts, press release
4. Make connections and recycle!

“Evolution of Agriculture” exhibit, notable women exhibit, volunteer video, men’s exhibit, town bus tour, oral history collection, program promotion, book sales, research availability, donations to our collections

# 1. Identifying a Need or Purpose

- Anniversary
- Upcoming exhibit or event
- New acquisition

2020 was the 175<sup>th</sup>  
Anniversary of South Windsor





# Content Creation Tips

- CAR: **C**ontent and Visuals, Call to **A**ction, **R**elevance
- Content
  - The rule of threes
  - Keep it simple and conversational
  - Highlighting as a series
  - Headlines, links and citations
- Call to Action
  - Invitation, encouragement to share, engagement, donate
- Relevance
  - When you share can be as important as what you share
  - Think about technology, i.e. scrolling on a phone, sound
  - Different versions for different uses (pose a question on social media instead of a paragraph)

# 3. Distribution

- How will you share your content?
- Recycle to reach different audiences, but consider using the content in different ways
- In what ways can you share digitally?

In-Person Exhibit → Online Exhibit  
But also: Social Media, Press Release,  
Newsletter





# 4. Connect and Recycle

- Are there connections to upcoming or existing programs, tours or handouts?
- Can you develop something new?
- Look for common themes
- Recycle for a new audience

## Henry Cote

Henry Cote first spotted Wood Memorial Library in 1968 while driving to his new place of employment at UTC in South Windsor. He couldn't help but notice the striking beauty of the building and its architectural rarity in what was then a mostly rural farming suburb of Hartford. Having patronized programming at the library, it wasn't until his retirement in 2004 that Henry jumped into the real work of sustaining the Friends. Henry's dedication as a true leader, serving as President, Vice-President, Secretary and on almost every other Committee at the Wood, has been a basis of the Friends' success and growth over his 19 years of service.

Henry's entire engineering career was with the UTC's Fuel Cell Operations in South Windsor. Best known for providing the electrical power on each of the Apollo missions. Henry has donated his entire collection of artifacts, memorabilia, and public records, documenting the history of fuel cell technology, to the Friends' Archives.




Discover the work of countless local South Windsor engineers, including Henry, by exploring our current exhibit [South Windsor's Contributions to Space](#) on display at Wood Memorial Library & Museum until June 1, 2023.



*Friends*  
FOR YEARS **50**  
1971 - 2021

## Formative Women of the Friends of Wood Memorial Library & Museum

Kicking off the celebrations is the 50th anniversary-themed online exhibit, *Formative Women of the Friends of Wood Memorial Library & Museum*. This exhibit tells the story of the 50-year-old organization through the eyes and voices of the women who created it. Presented in book format, the exhibit features 18 women who were influential not only in the initial formation of the Friends as a non-profit organization, but who have also had a guiding hand in its development and expansion over the past half-century. We hope you enjoy it!



As we look to the future of the Friends, we are extremely grateful to all the women who continue to contribute their time, talents, and resources to the success of the organization. Visit [www.WoodMemorialLibrary.org](http://www.WoodMemorialLibrary.org) throughout 2021, for more exhibits and events as we continue to celebrate the growth and success of the Friends of Wood Memorial Library & Museum!

Edith Vibert, the first volunteer librarian for the Friends, pictured with Native American artifacts

## 50th Anniversary Volunteer Video



# “Notable South Windsor Women”

2021

- “Formative Women” Online Exhibit for our 50<sup>th</sup> Anniversary
- Email Blasts, social media posts, print newsletter article

2022

- South Windsor “Hidden History” Bus Tour
- Book sales
- Volunteer video and Edith Vibert Volunteer Award
- Email blasts, social media posts, print newsletter article

2023

- “Marvelous Men” Online Exhibit (and connection to in-person space exhibit)
- Policelli Service Award
- Email Blasts and social media posts

# Hidden History Bus Tour

<b>Tour Stop</b>	<b>Information Recycled From:</b>
Collins Bus Company	Transportation Exhibit
Harry Walker	Transportation Exhibit
Chapel Road	Bicentennial Quilt Exhibit
Elmore Homestead	Notable South Windsor Women Exhibit
John Fitch and Route 5	Transportation Exhibit
Green / Tudor / Starr Families	Notable South Windsor Women Exhibit, <i>Musings from Main</i> Email Series
Abner Reed House	<i>Musings from Main</i> Email Series
Gravestone of Molley Mohawk	Notable South Windsor Women Exhibit
Sadd Memorial Library	Bicentennial Quilt Exhibit
Buckland Road	Agricultural Exhibit, “A Series of Macabre Events” Lecture

# Technology Tips

- Email
- Design
- Online Exhibits
- Video Creation
- QR Codes and Hosting
- Selling Online Content



The screenshot displays the homepage of 'THE WOOD Friends of Wood Memorial Library & Museum'. The header includes a navigation menu with links for Home, For Schools, FAQs, Testimonials, About, and Contact, along with a green 'Login' button. The main content area features a welcome message: 'Welcome to The Wood's Online Learning Marketplace!'. Below this, there are four featured content cards arranged in a 2x2 grid. Each card consists of a representative image, a title, and a green 'Learn More' button. The cards are: 1) 'Native American Lifeways' with an image of pumpkins and corn; 2) 'South Windsor History' with a black and white photo of a person in a field; 3) 'Native American Modules for Schools' with a photo of a group of people outdoors; and 4) 'South Windsor Interviews' with a black and white photo of three women in period clothing.

# Contact Information

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