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

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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 175th Anniversary of South Windsor
2. Pinpoint the Highlights

- Identify common ideas
- Narrow storytelling through a specific lens
- What information can you easily access?
- What can you get help with?

“Notable South Windsor Women” Exhibit, March of 2020 (Women’s History Month)
Content Creation Tips

• CAR: **Content and Visuals, Call to Action, Relevance**

• **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
“Notable South Windsor Women”

2021
• “Formative Women” Online Exhibit for our 50th 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

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

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