

WSJHS Digital Portal and Digital Museum Content Strategy

v.1 March 24, 2016

v.1.1 March 31, 2016.

v. 1.2 April 21, 2016

About the site and content needs

UX architecture based on priorities

1. Monthly theme – four or so articles per month
2. Archival materials (display from collection)
3. Focus on People
4. Recipes/Cookbook stories
5. Historical timeline
6. Milestones
7. Oral/recorded histories

What's our voice?

- Friendly, somewhat retro
- Fun/humorous
- Voice on labeling, information architecture and menus should reflect these values

What's our style?

- Modern, Northwestern (reflective of our community): white with blues and greens for highlights

What's our look?

- **Clean and uncluttered**
- **Magazine-style design**
- Multiple stories per content area – Headlines with excerpts
- Responsive for mobile web

What's public and what needs login access?

- Stories and overall site access are public. No login needed.
- Store purchases require information but not an account (through presencehost.net)
- Comment submissions require login account
- Story uploads require login account
- Discount on oral/video history collection requires membership

What are our calls to action?

- Monthly stories: Submit content for next 1-2 months on editorial calendar
- Personal stories/Passport: Request personal/family stories, photos, oral/video histories (but don't take directly from site – need to solicit and discuss
 - Use this section as revenue generator with varied levels of cost
- Submit to Archives – leads to Collective Access/Collection site
- Recipes – relate to monthly theme

- Milestones – general catch-all form but with guidelines
- Recorded Histories – No uploads for now, but create framework for questions to help tell audio and video stories
- Sales of printouts – need to lead to Springboard, but with proper page referrals
- Guidelines about content ownership, content use, what we are looking for (based on month and geography and other parameters) and release need to be signed with every submission
- We should use Ninjaforms.com to develop all forms, with Plugins: File Uploads, Layout and Styles,

Sizes and Limits

Word count limit for all articles (monthly theme, Who's Who, artifact stories): 400 max

Image sizing:

Homepage hero image: 900x409px.

Featured Image: 650x250px.

Standard Image: Max width 350px, but possible to enlarge in lightbox on click.

Photo captions: Should not exceed 25 words, and must include source attribution.

Recipes:

Prelude max 100 words.

Recipe itself should take as much as it needs, but should not be an overly complex process.

Timelines:

Descriptions max 100 words.

Standard Image: Max width 350px.

Milestones:

Text should run as is as much as possible, with changes made due to proofing, with a max of 250 words.

Exception is obituary/eulogies, which can run their full length.

Photo max width, if a single headshot, 200px.

Editorial Calendar

Sourcing materials and posting

- Page in About section should list themes for coming months and a call for submissions
- As site is launched, materials should be catalogued so we know what's available and what we can easily access to upload. **Led by Jessica, maintained by volunteers. 4-6 hours/month**
- Once per year we should establish monthly themes that content can focus around. **All WSJHS staff, perhaps board.**

- Once per year we should set a schedule for social sharing [Facebook, Instagram, YouTube if applicable and emerging technologies] that gives guidelines on frequency of posting and level of engagement. *All WSJHS staff.*
- Once per month, at least two weeks prior to taking it live, establish content for the next month in:
 - Main/personal stories. *Researched by volunteers. Posted by staff. Estimated time: 6 hours/month.*
 - Recipes. *Researched by volunteers. Posted by staff. Estimated time: 2 hours/week.*
 - Timeline highlights. *Posted by staff. Estimated time: 4 hours/month.*
 - Collection highlights. *Researched by volunteers. Posted by staff. Estimated time: 1 hour/week.*
- At least once per week, edit and post content for milestones. *Edited by volunteers. Posted by staff. Estimated time: 2 hours/week.*
- At least once per week, spend time collecting and cleaning up all digital museum submissions. *Managed by volunteers. Overseen by staff. Estimated time: 2 hours/week.*
- A monthly notification email of site updates will be sent to members and anyone who signs up for the email on the site. *Written and managed by staff. Estimated time: 2 hours/month.*
- Social media should be checked at least once per day and responses made. See further social media plan below. *Checking and posts by staff. Estimated time: 4 hours/week.*

Connecting the three web properties together

Property 1: www.wsjhs.org – about the organization

Property 2: www.washingtonjewishmuseum.org – about the community and its stories

Property 3: The digital archive collection, collection.washingtonjewishmuseum.org.

Washington Jewish Museum (WJM – Property 2) will be the central hub. It will link to the WSJHS site as a reference in the top-level navigation; in submenus; in the footer; and anytime the society is referenced. WJM will display regular updates, preferably related to themes, of museum collection items. The WJM will expand on the collection items with stories about their history, if possible.

WSJHS.org will link to both WJM and the archive in its top-level menus, footers, through conspicuously placed links on the site, and through updates when appropriate related to events or new updates.

The archive component will, at least at the initial launch, be more of an internal tool as artifacts are loaded in. It will link to the WSJHS site on its top-level menus and in conspicuously placed links on the site and in the footer. It will link to WJM through the same methods as well as contextually when collection items are referenced.

What are the content sources?

For the **Washington Jewish Museum**

- **Content will need to be curated and edited by WSJHS staff**
- In order of posting priority
 1. Passport stories already submitted

2. Shalom Family Business exhibit
 - All digital artifacts stored on exhibit MS Surface
 - Text & images stored in Dropbox and on hard drives
 - 2 films (Sephardim of Pike Place Market, Kosher Canyon) in raw format and posted on YouTube – hold until relevant theme topics arise
3. Who's Minding the Store?
 - 30 stories not in app – available as Word and PDF files
 - Image files well organized, 1-4 exist per business
4. Distant Replay sports histories
 - All stories and images on hard drive
 - Should include link to purchase book
5. Yesterday's Mavens... cookbook
 - Recipes and stories on Dropbox
 - Should include link to purchase book
6. The Jewish Experience of Washington (book) – **for Timeline feature**
 - Will be available **as download**
7. The Way We Were (Our Village in Seattle) – 2-part series
 - Digital versions of presentations should be available
8. Six Generations exhibits
 - **Powerpoint presentation**
 - All family trees on storyboards have digital versions
9. Oral histories: 30-40 on WSJHS site; 200+ on UW archive site; 470 taken total – **Introduce once a number have been edited.**
 - Those digitized could be edited and used as podcasts. Would be great to trim to 4-5 minute snippets and even put together multiple by subject.

For the **Washington Jewish History** archive collection

- How do we decide what goes into the digital archive collection and what goes into the UW archives? **For now we know that if it is part of one of our themes, we take it first.**
- Because all images that can be uploaded through .csv must be through as a URL, they will be stored in a specified server repository and be accessible for all other uses.
- Sourcing items should come from:
 10. Shalom Family Business exhibit
 - All digital artifacts stored on exhibit MS Surface
 - Text & images stored in Dropbox and on hard drives
 11. Who's Minding the Store?
 - 30 stories not in app – available as Word and PDF files
 - Image files well organized, 1-4 exist per business
 12. Distant Replay sports histories
 13. Oral histories: 30-40 on WSJHS site; 200+ on UW archive site; 470 taken total. When possible we should edit down to 4-6 minute chunks

Social Media strategy

WSJHS should engage in a three-pronged social media strategy:

1. Informing users about events, site updates, and community gatherings
2. As collection calls for stories and digital artifacts
3. As a conversation starter about local history, questions about artifact provenance, fun Q&A, and two-way (or more) communications about interesting events in local Jewish history or how non-Jewish history may relate to what the Jewish community was doing.

Social media platforms that should be used are:

- **Facebook:** For items 1, 2 and 3. Posts should include calls to action [e.g., share this post, come to this event, tell your story]. We should respond to comments and posts, and do so in a conversational tone. *Estimated time: 2 hours/week.*
- **Instagram:** Anytime we have a new photo, it should be shared on Instagram with a short description. All shares should be placed on Facebook as well (automatically, if possible). *Estimated time: .25 hours/week.*
- **Pinterest:** Photos can be placed here that go on Instagram as well. Focus should be on pictures that tell stories and can be turned into collections. Since the majority of Pinterest users are female, it should be images that will resonate more with women than men, if we can discern that with our archives. *Estimated time: .25 hours/week.*
- **Twitter:** Should be mainly used for conversation and to inform about upcoming events. A conversational tone should be maintained. It can also be used to share information about other Jewish events in the state, or retweet other moments in Jewish history. This medium can be focused on the least. *Estimated time: .5 hours/week.*
- **YouTube:** We should use this channel not as social media per se, though we should make videos as findable as possible, but we should be asking for people to share videos with us to embed and as we have the capacity to create videos that they be stored on YouTube and embedded on the site. This will save server bandwidth and increase shareability; however we should keep in mind that storage space could be revoked. *Estimated time: As needed, when videos are available.*
- **Medium:** If we have the time and manpower, articles published on the WJM site can be republished here as well. *Estimated time: .5 hours/week.*
- **Total estimated time spent on social media:** 3.5 hours with posts set up as much in advance as possible.

The editorial calendar should be followed on a regular basis to create an expectation of posted content from followers, and we should encourage people to follow us whenever possible. Social media **should not** be used as a fundraising tool, but instead an engagement tool. To keep track of all social media in one place, we can create a HootSuite or similar account and post as needed on each.

Outreach

An introductory press release should be sent to all local Jewish organizations and synagogues with information about the sites. This should also serve as a collection call to request that their membership engage with WSJHS by visiting as well as submitting milestones, stories, images and, if possible, video links.

In addition, we can use a “story booth” to collect stories, images for scanning, and more to add to the collection. This should be used for Passport as well.

Setting Key Performance Indicators

Analytics will be set up on both WJM sites. We should establish what our baselines are to measure performance and adjust based on analytics and word of mouth. Suggestions are:

- Number of clicks on items
- Time spent on page
- Clickthrough to other items
- Timeline between notification emails

Software maintenance and updates

At least once per week, the digital specialist should check all applications to ensure that the systems and respective plug-ins are up to date, and update them as needed.